Code - Course	064522 – Mediation of Cultural Heritage and Tourism		
Type	Elective	Year	4th
Thematic Area	Tourism and Culture	Credits	3 ECTS
Teacher in charge of the course		Mercè Civera Pérez	
In-class	30 hours	Teacher-led	20 hours
Individual	25 hours		

BRIEF COURSE DESCRIPTION

Heritage - considered as a complex resource that bears multiple meanings and values- needs a process of interpretation and mediation to facilitate its presentation and communication to tourists and visitors. This subject is a follow up to the subject "tourism and heritage", where students learnt how to analyse and build a discourse based on a heritage resource. Students will now learn how to integrate this discourse into a cultural tourism product by using heritage interpretation tools: human, museographical and ICTs. Through innovative and inspirational case studies, both local and global, students will complete the course by creating cultural heritage proposal projects where mediation tools play a major role. Therefore, deciphering the meanings of heritage through research and transmitting them in a clear language and with appropriate techniques to suit diverse target audiences become one of the fundamental aspects of the subject. This course provides students with an inclusive view of culture and heritage, as well as with the tools to enhance the tourist experience.

BASIC SKILLS

BS04- Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

GENERAL SKILLS

GS05- Teamwork.

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.

GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.

SPECIFIC SKILLS

SS06- Analyse and evaluate tourism potential when designing products, services, and projects.

SS11- Manage tourist accessibility and mobility.

SS12- Identify, increase the value of, and manage cultural and natural heritage for tourism use.

LEARNING OBJECTIVES

1. Identify and classify the companies and services involved in tourism production and understand their operation, as well as identify the main types of needs to which they respond.
2. Know and identify the new tendencies in the practice of tourist activities.
3. Develop skills related to the planning organization and management of the operation of tourist establishments.
4. Elaborate trend assessment reports of results, evolution and forecasts of service prices, considering internal economy information and market needs.

ACADEMIC CONTENTS

BLOCK 1: THE CONCEPT OF CULTURE AND TOURISM MEDIATION

1.1.   Definition and objectives of mediation
1.2.   Heritage interpretation according to Tilden: basic principles
1.3.   Non- formal education: learning outside the classroom

BLOCK 2. CHARACTERISTICS AND SPECIFIC CHALLENGES OF MEDIATION

2.1.   According to heritage exhibition sites: museums, monuments and cities
2.2.   According to the public: different profiles
2.3.   According to types of learning

BLOCK 3. THE INSTRUMENTS OF MEDIATION

3.1.   Human mediation
3.2.   Musealisation elements
3.3.   Digital tools
3.4.   Other resources

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

– Lectures
– Case studies
– Discussions
– Practical exercises
– Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Activity 1. Critical	Individual	20%	20%	Week 6

review Interpreting our heritage. F.Tilden)				
Activity 2. Cultural heritage interpreters for one day	Individual (single) Group (continuous)	25%	20%	Week 11
In-class activities	Individual / group	15%	---	At teacher's discretion
Final Exam	Individual	40%	60%	Exam Week
Total		**100%**	**100%**	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

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