



Universitat de Lleida

DEGREE CURRICULUM
CITY AND CULTURAL TOURISM

Coordination: PAÛL AGUSTÍ, DANIEL

Academic year 2021-22

Subject's general information

Subject name	CITY AND CULTURAL TOURISM			
Code	102633			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Geography	4	OPTIONAL	Attendance-based
	Bachelor's Degree in Tourism	4	OPTIONAL	Attendance-based
	Double degree: Bachelor's degree in Geography and Bachelor's degree i Tourism	2	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	4.2		1.8
	Number of groups	1		1
Coordination	PAÜL AGUSTÍ, DANIEL			
Department	GEOGRAPHY AND SOCIOLOGY			
Teaching load distribution between lectures and independent student work	Face-to-face hours (online or in the classroom): 60 Non-contact hours: 90			
Important information on data processing	Consult this link for more information.			
Language	Catalan			
Distribution of credits	5 theory credits 1 internship credits			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
CASALS ALSINA, ÈLIA	elia.casals@udl.cat	4	Arrange by email
PAÛL AGUSTÍ, DANIEL	daniel.paul@udl.cat	2	Arrange by email

Subject's extra information

The subject aims to show the peculiarities of cultural tourism and city tourism. It is intended that the students have tools that allow them to know the main keys of the management of these tourist types. For this reason the subject will provide specificities on management and the impacts of the equipment, especially in the urban space. A part of the course will be practical, with visits to various cultural facilities.

This teaching guide is intended to be developed with a group of 30 to 40 enrolled. If the number increases or decreases significantly some of the activities and evaluation criteria may suffer modifications that will be discussed when the enrollment is closed and the final number of students is available.

The guide has been translated automatically with Google translate. In case of errors the version that prevails is Catalan.

Learning objectives

In this subject, students are expected to achieve the following objectives:

- 1.- Awareness of the importance of good cultural tourism management
- 2.- Show various strategies that can help the success of cultural tourism
- 3.- Analyze the peculiarities of the urban space and how this urban space can accommodate tourist flows

Competences

Tourism degree competences:

- CG1 Analysis and synthesis capacity
- CG2 Ability to organize and plan
- CE4 Identify, manage and design strategies and management plans for territories and tourist destinations in accordance with the principles of sustainability.
- CE5 Understand the principles of tourism, its spatial, social, cultural dimension, psychological, legal, political, labor and economic.
- CE6 Design tourism products and define commercial objectives, strategies and policies. Identify tourism resources and assess their potential
- CE9 To relate the objectives of management and tourism management in order to achieve a touristically satisfying and culturally legitimate experience.
- CT1 Correct oral and written expression
- CT3 Domain of ICT
- CT4 Respect and development of Human Rights, democratic principles, the principles of equality between women

and men, and the values of a culture of peace and other democratic values

Geography degree competences:

- CB2 Apply their knowledge to their work or vocation in a professional way and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
- CB3 Ability to gather and interpret relevant data (usually within their study area) to make judgments that include a reflection on relevant social, scientific or ethical issues
- CB4 Be able to transmit information, ideas, problems and solutions to both a specialized and a non-specialized audience
- CG2 Identify the major conflicts and inequalities in human society
- CG3 Characterize the spatial diversity of the territories
- CG5 Assume the interaction of geography with history and the other social sciences
- CE1 Manage and use the methods and techniques of analysis and interpretation of statistical sources
- CE4 Manage the information of topographic cartography
- CE5 Learn to extract geographic information from existing resources on the internet
- CE6 Acquire the skills and methodologies of the geographer's field work
- CE10 Recognize in the landscape the transformations generated by human uses in the historical evolution
- CE13 Know, understand and interpret the territory, explain the diversity of places, regions and locations.
- CT1 Acquire an adequate oral and written comprehension and expression of Catalan and Spanish
- CT3 Acquire training in the use of new technologies and information and communication technologies

Subject contents

Agenda "cultural and city tourism":

Topic 1.- Conceptual framework of cultural tourism (Daniel Paül)

Topic 2.- Differences between heritage and cultural resource (Daniel Paül)

Topic 3.- Cultural tourism and development (Daniel Paül)

Subject 4.- City and culture (Èlia Casals)

Item 5.- City and tourism (Èlia Casals)

Subject 6.- The paper of the culture in the urban politics (È. Casals)

Methodology

The main methodological axes of the subject will be the following:

1. Level of general knowledge achieved in processes and techniques related to the management of tourism culture and urban tourism. It will be evaluated from a final exam. Exceeding the 5 of final average and at least the 3'5 of note of the examination is requisite to surpass the subject.
2. Assistance and use of exits made during the course to various cultural facilities.

Learning outcomes

1. Ability to critically analyze the repercussions of tourism on the territory
2. Knowledge of the tools needed to plan a tourist product

3. Raise awareness of the need to avoid the possible negative effects of tourism
4. Critical sense in the calculation of the load capacities of the tourist spaces
5. Knowledge of the tools needed to prioritize a tourist space
6. Reading of the urban space as a tourist space
7. Familiarity with the use of tourist information sources
8. Encourage a broad vision on the segmentation of tourist markets and the creation of new tourist experiences

Development plan

The development of the subject will follow the following hourly distribution:

Theoretical classes: 36 hours

Practices: 10 hours

Departures: 14 hours

Topics 1, 2 and 3 will be developed in two sessions. Topics 4, 5 and 6 in three sessions.

The timetables, as well as the exam calendar, will be published pertinently on the subject's website. They can be consulted there.

The times and dates of the outings made with the students will be published on the virtual campus. It is the student's responsibility to periodically consult the virtual campus to find out about this and other information.

Evaluation

Exam: 50% (there is recovery) (check the date and classroom on the degree website, where you will find it updated)

Practical study outings or readings: 30%

Course work: 20%

The **fieldwork** and the readings will be evaluated by means of examination type test that will be realized the first day of class subsequent to the date of the exit.

The exit of study is voluntary. Students who can not or do not wish to attend these exits may opt for this part of the note if they make the readings proposed in class. Registration at the start must be done before October 1. If it is not done it will be understood that it will opt for the readings. Output and reading will be assessed equally. In both cases, there will be a test type test on the content, of 12 questions (answer 10, where errors are deducted). Tests will be done the same day, that is, on the first day of class after the date of departure. If a student already registered at the start can not attend for a justified reason (work, illness, legal cause ...), he must communicate it as soon as possible and submit an official certificate stating the reason. Only in this case will the student change his / her choice and carry out the proof of readings. In all other cases, the non-attendance at the start if it is enrolled is equivalent to 0 in this section of the note. Additionally, those students who do not follow the explanations, arrive late or carry out any activity that affects the good development of the exit can be penalized with 5 points, which will be deducted from the test of the exit note.

In the event that, due to force majeure, the planned activities cannot be carried out, virtual activities will be chosen, with the means and format agreed at that time. Given the specific nature of the outing, if it cannot be developed, this activity will be replaced by the readings planned for the group that is unable or unwilling to attend the outings. The evaluation will also follow the guidelines provided for evaluating that group.

In case the students cannot attend the classes to be isolated, they will have at their disposal the material of the subject in the virtual campus so that they can follow the syllabus. Once recovered, it will be possible to establish, if it is the case, a tutorial session to review the most important concepts of the syllabus and to solve doubts of the syllabus and to solve doubts.

Course work: Articulated in 3 tasks or activities, which will be worth 20% of the grade:

Article "Incognito land, post-pandemic tourism" in written comments. In this activity you will have to make a commentary on the article "Incognito land, post-pandemic tourism", by the geographer Rafael López-Monné, published in the digital magazine La Conca 5.1. <https://www.laconca51.cat/terra-incognita-el-turisme-post-pandemic/>. Your reflections, contributions and conclusions will be valued around what is raised in the article. Within the same comment you also need to reflect and make contributions on how cultural tourism can help the recovery of the tourism sector. You can reinforce the comment through other sources of information, which if used must be included in the Bibliography.

Article "Culture as an antidote against depopulation" Oral presentation in pairs on cases similar to those mentioned in the article, or on other initiatives that, with culture as a vector, have transformed a small town or village and its relationship with tourism. Presentations will be made to the rest of the class and should last between 10 and 15 minutes. There can be no more than one presentation on the same site (we will coordinate together so that this does not happen).

Documentary "Without Tourism". Class discussion based on bibliography consultation and fieldwork. A document containing the bibliography consulted and the methodology used for the fieldwork must be submitted.

Alternative assessment In case a student credits documentally their inability to attend scheduled activities in the continuous assessment (for paid work, second or subsequent tuition of the subject ...), they may opt for a single proof of Validation of competences and knowledge that will be carried out on the day and in the schedule established in the calendar of evaluation of the Degree for the final test of the ordinary evaluation. This test will consist of an examination with contents expanded with some of the practices of the course. The application for this assessment modality must be carried out before October 15 with documentary accreditation and, once done, it can not be modified.

It is recalled that the total or partial plagiarism of any part of the course work, as well as any other fraudulent procedure carried out to carry out work activities, will entail the qualification of 0 (suspense) in the final qualification of The subject since it violates respect for intellectual property. Plagiarism is considered "Part of a work of another one inserted in the own one without indication of the source" (DIEC). In addition, it is necessary to take into account the Student Statute (RD 1791/2010, of December 30) that establishes between the duties of the student / - a, the one of "Refrain from the use or cooperation in fraudulent preoccupations In the evaluation tests, in the Works that are carried out or in official documents of the university "(UdL regulations).

Bibliography

Aldomà Buixadé, Ignasi; Mòdol Ratés, Josep Ramon; Guerrero Lladós, Montserrat (2019) [La contribució dels patrimonis agraris al desenvolupament de la ruralitat. Una primera aplicació pràctica a les Garrigues](#). Lleida: Fundació del Món Rural.

Aldomà Buixadé, Ignasi; Mòdol Ratés, Josep Ramon; Guerrero Lladós, Montserrat (2017) *Patrimonis rurals. Reconeixement i perspectives* Lleida: Fundació del Món Rural, <https://drive.google.com/file/d/0B7O0G5hLo7SmSkVXbDdULUVsLWs/view>

Recuero Virto, Nuria; Blasco López, Francis; García de Madariaga Miranda, Jesús (2016) "Marqueting del turismo cultural". ESIC Editorial.

Barbieri, Nicolás; Fina, Xavier y Subirats, Joan (2012). "Culture and Urban Policies: Dynamics and Effects of

Cultural Third Sector Interventions in Barcelona". *Métropoles* 11, .

Gil de Arriba, Carmen (2010). "Capitales culturales europeas. El concepto europeo de cultura en relación con algunos procesos actuales de renovación simbólica y de transformación urbana". *Scripta Nova. Revista Electrónica de Geografía y Ciencias Sociales*, XIV (339), <http://www.ub.es/geocrit/sn/sn-339.htm>.

Harris, Andrew y Moreno, Louis (2011) *Creative City Limits. Urban Cultural Economy in a New Era of Austerity* <http://www.ucl.ac.uk/urbanlab/news/urbanlab/docs/creativecitylimits>.

Kolotouchkina, Olga y Blay Arráez, Rocío (2015). "Estrategias de marca ciudad en el contexto de la capitalidad europea de la cultura 2016". *Opción*, 31 (4), 639-655.

Kotler, Philip; Asplund, Christer; Rein, Irving y Haider, Donald H. (1999). *Marketing Place Europe*. Edinburgh: Pearson Education.

Landry, Charles y Bianchini, Franco (1995). *The Creative City*. London: Demos.

Markusen, Ann (2006). "Urban development and the politics of a creative class: evidence from a study of artists". *Environment and Planning A*, 38 (10), 1921-1940.

Palmer, Robert (dir). (2004). *European Cities and Capitals of Culture*, study prepared for the European Commission (2 volúmenes). Bruxelles: Palmer/Rae Associates. International Cultural Advisors.

Paül i Agustí, Daniel (2013). "Las políticas culturales y sus repercusiones en la imagen de la ciudad". *Scripta Nova. XVII* (432) <http://www.ub.es/geocrit/sn/sn-432.htm>

Paül i Agustí, Daniel (2014). "Differences in the location of urban museums and their impact on urban areas". *International Journal of Cultural Policy*, 20 (4), 471-495.

Pratt, Andy (2011). "The cultural contradictions of the creative city". *City, Culture and Society*, 2 (3), 123–130.

Puig, Toni (2003). *La comunicación municipal còmplice con los ciudadanos*. Barcelona, Paidós

Richards, Greg (2015). "Evaluating the European capital of culture that never was: the case of BrabantStad 2018", *Journal of Policy Research in Tourism, Leisure and Events*, 7 (2), 118-133.

Richards, Greg y Wilson, Julie (2004). "The impact of Cultural Events on City Image: Rotterdam, Cultural Capital of Europe 2001". *Urban Studies*, 41 (10), 1931-1951.

Rius-Ulldemolins, Joaquim; & Rubio Arostegui, Juan (2016) *Treinta años de políticas culturales en España*. València, Publicacions de la Universitat de València

Rius-Ulldemolins, Joaquim; Hernández i Martí, Gil-Manuel y Torres, Francisco (2016). "Urban Development and Cultural Policy White elephants: Barcelona and Valencia". *European Planning Studies*, 24, 1, 61-75.

Sánchez, Fernanda (2003). *A reinvenção das cidades*. Chapecó: Argos.

Soldo, Edina; Keramidas, Olivier y Arnaud, Charlene (2013). "L'evento culturale come fonte di creatività e attrattività del Territorio". *Economia della cultura*, XXVIII (2), 217-230.

Steiner, Lasse; Frey, Bruno y Hotz, Simone (2015). "European Capitals of Culture and life satisfaction". *Urban Studies*, 52 (2), 374-394.

Urošević, Nataša (2014). "Culture and Sustainable Urban Development – Valuing a Common European Heritage in Croatian Candidates for the ECOC". *University Network of the European Capitals of Culture Proceedings*, 7, 127-137

Van Aalst, Irina y Boogaarts, Inez (2002). "From museum to mass entertainment the evolution of the role of museums in cities". *European Urban and Regional Studies*, 9 (3), 195-209.

Van den Berg, Leo; Braun, Erik y Otgaar, Alexander H. J. (2002). *Sports and City Marketing in European Cities*. Aldershot: Ashgate.

Vickery, Jonathan (2011). Beyond the Creative City - Cultural Policy in an age of scarcity Birmingham: Centre for Cultural Policy Studies, University of Warwick.

Vivant, Elsa (2013). "Creatives in the city: Urban contradictions of the creative city". City, Culture and Society, 4 (2), 57-63.

Actes de congrés:

<http://www.irun.org/oiasso/home.aspx?tabid=103>

1. [Museos y turismo: expectativas y realidades](#)
2. [Legitimaciones sociales de las políticas patrimoniales y museísticas](#)
3. [Museos y parques naturales: comunidades locales, administraciones públicas y patrimonialización de la cultura y la naturaleza](#)
4. [Activaciones patrimoniales e iniciativas museísticas ¿Por quién? y ¿para quién?](#)
5. [Participación ciudadana, patrimonio cultural y museos. Entre la teoría y la praxis](#)
6. [Patrimonios culturales y museos: más allá de la Historia y del Arte](#)
7. [Museos, memoria y turismo](#)
8. [Reinventando los museos](#)
9. [La sociedad ante los museos](#)
10. [Lugares de memoria traumática](#)
11. [El desafío de exponer](#)
12. [El género en el patrimonio cultural](#)