

## **CULTURAL HERITAGE**

Degree in Touristic Activities Management

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Code: 15817

Main Scientific Area: Planning, organization and management in tourism

Lecturer: Hugo Teotónio de Pinho Aluai Gonçalves Sampaio

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 60h Total Workload: 108h

ECTS: 6,0

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### **Objectives**

Main goal: to provide students with a generalized knowledge of CH, its concepts, history, interpretation and valorization techniques in the context of tourism.

Secondary objectives: know the socio-political and ideological frame of Heritage concept's emergence and its evolution as dynamic concept proper from its chronological positioning and relations with Society; know the national and international legislation about Heritage and identify legal tools to its protection; clearly identify features and diversity of CH and valorise its different potentialities; comprehend CH's importance, its historical relation and its meaning to Collective Memory, encouraging an ethical attitude in accordance with its preservation; recognize the importance of conservation, managing and disclosure of CH; understand the relevance of institutions to Heritage awareness; recognize CH's advantages and know to channel its touristic valences to promote sustainability; acquire critical sense properly grounded by participating in discussions and debates and cognitive skills with future application in professional realm.

### **Learning Outcomes**

Knowledge about the evolution of the concept of Cultural Heritage;

Generalized notions about all different kinds of Cultural Heritage;

Knowledge about legislation to protect and safeguard Cultural Heritage;

Knowledge about the relation between Societies and Cultural Heritage;

Aquisition of technical language for future use during Cultural Heritage interpretation;

Development of critical spirit related to issues about preservation, protection and valorization of Cultural Heritage.

### **Course Contents**

CHAPTER I – THE CONCEPT OF HERITAGE: HISTORICAL EVOLUTION

## CHAPTER II – CULTURAL HERITAGE, TOURISM AND SOCIETY

### 2.1. OPERATIONAL CONCEPTS

### 2.2. EVALUATION OF TOURISTIC AND HERITAGE VALUE AND SOCIOECONOMIC IMPACT

### 2.3. THE ART OF INTERPRETING HERITAGE

## CHAPTER III – CULTURAL HERITAGE LEGISLATION AND TUTELAGE ENTITIES

### 3.1. LEGAL INSTRUMENTS

### 3.2. MEANS OF HERITAGE'S PROTECTION

### 3.3. AGENTS

## CHAPTER IV – CULTURAL HERITAGE IN PORTUGUESE CONTEXT

### 4.1. ARCHAEOLOGICAL HERITAGE

#### 4.1.1. Archaeological Heritage's diversity and singularity

#### 4.1.2. Archaeological Heritage's management and disclosure

#### 4.1.3. Case studies

### 4.2. ARCHITECTURAL AND ARTISTIC HERITAGE

#### 4.2.1. From Romanesque to Renaissance

#### 4.2.2. From Baroque to Contemporary Art

#### 4.2.3. Management and disclosure of Architectural and Artistic Heritage

#### 4.2.4. Case studies

### 4.3. URBAN AND INDUSTRIAL HERITAGE

#### 4.3.1. Operational concepts

#### 4.3.2. Urban Heritage

##### 4.3.2.1. Importance of urban spaces

##### 4.3.2.2. Preservation, rehabilitation and disclosure of urban spaces

##### 4.3.2.3. Case studies

#### 4.3.3. INDUSTRIAL HERITAGE

##### 4.3.3.1. The importance of Industrial Heritage

4.3.3.2. Industrial Heritage, cultural tourism and socioeconomic development

4.3.3.3. Case studies

4.4. CULTURAL HERITAGE IN «RURAL SPACES»

4.4.1. Operational concepts

4.4.2. Traditional products and activities

4.4.3. Cultural Heritage in «rural spaces» and sustainable development

4.4.4. Case studies

4.5. IMMATERIAL HERITAGE

4.5.1. Operational concepts

4.5.2. Festivities

4.5.3. Music and Portuguese traditional dance

4.5.4. “Social memory”

4.5.5. Gastronomy and wines

4.5.6. Immaterial Heritage: sustainable tourism source

### **Recommended Bibliography**

Almeida, C. A. F. (2001). História da Arte em Portugal - o Românico. Lisboa: Editorial Presença.

Almeida, C. A. F. Barroca, M. (2002). História da Arte em Portugal - O Gótico. Lisboa: Editorial Presença.

Choay, F. (1999). L' Allégorie du Patrimoine, Paris, Éditions du Seuil.

Ferreira, A.M. (2014). O Turismo como Fator de Regeneração e Desenvolvimento de Meios Urbanos e Rurais: Do Turismo Urbano ao Turismo Criativo. In Z. Costa, C., Brandão, F., Costa, R., e Breda (Ed.), Turismo nos Países Lusófonos: Conhecimento, Estratégia e Territórios. Lisboa: Escolar Editora.

Figueira, L. (2010). Manual para Elaboração de roteiros de Turismo Cultural. Tomar: Instituto Politécnico de Tomar.

Guillaume, M. (2003). A Política do Património, Porto, Campo das Letras.

Henriques, C. (2003). Turismo, Cidade e Cultura – Planeamento e Gestão Sustentável, Lisboa, Edições Sílabo.

Knudson, D., Cable, T. Beck, L. (2003). Interpretation of Cultural and Natural Resources. 2a Ed., Pennsylvania, Venture Publishing, Inc.

Lamas, J. M. R. G. (2010). Morfologia Urbana e Desenho da Cidade, 5ª Ed., Lisboa, Fundação Calouste Gulbenkian.

McKercher, B. e Cros, H. (2006). Culture, Heritage and Visiting Attractions. In C. Buhalis, D Costa (Ed.), Tourism Business Frontiers, Consumers, Products and Industry, Oxford, Elsevier Ltd, 210-219.

Serrão, V. (2007). História da Arte em Portugal - O Renascimento e o Maneirismo, Lisboa, Ed. Presença.

Serrão, V. (2003). História da Arte em Portugal - O Barroco, Lisboa, Ed. Presença. Tilden, F. (2007). Interpreting our Heritage (4th Ed.). Chapel Hill: The University of North Carolina Press.

### **Learning and Teaching Methods**

The objectives established for this course are consistent with their syllabus, in particular in the identification and understanding of the issues to be addressed in the discipline, and the knowledge of the methodologies necessary to make the connection between the theoretical contents and the practical part of the course.

There is also a link between the discipline of the program, the objectives and the recommended bibliography for this course. In this regard:

The matter taught in Chapter I aims at ensuring that students understand the evolution of the concept of Heritage, especially Cultural Heritage, in association with its proper space-time dynamic, especially during the different chronological cultural periods.

The matter taught in Chapter II evokes the relation of proximity between Societies and Cultural Heritage, namely through the evaluation of its potential touristic value, but also of the advantages resulting from its interpretation.

The matter taught in Chapter III aims at ensuring that students acquire necessary notions about legislation in commitment with Cultural Heritage's protection, conservation and restoration. At the same time, intends to indicate the means and agents that combat its destruction and promote its preservation and disclosure.

The matter taught in Chapter IV aims to show the typological and chronological diversity of the Portuguese Cultural Heritage, understanding all the material and immaterial artistic expressions as resulting from regional and national cultural process.

### **Assessment Methods**

The students' evaluation should be continuous and operated as follows:

- 50% - Written test;

- 40% - Development of group work (in pairs); - 10% - Resolution of practical exercises during classes and collaboration/participation in activities organized at the scope of the Curricular Unit.