

## TEACHING UNIT OF .....

BA course in Hospitality Management

Teaching unit

Undergraduate A.A. 2019/2020

Cultural paths and Tourism

Professor:



email:

SSD

CFU

Year (I, II o III)

Semester (I o II)

Eventual pre-requisite (specify the teaching unit): none

Lessons timetable: Monday and Tuesday, 2:30-4:15 p.m.

### LEARNING OUTCOMES

<b>Knowledge and understanding</b>
.
<b>Applying knowledge and understanding</b>
<b>Any other learning outcomes, considering: Ability to design cultural paths</b>

### SYLLABUS

The concept of 'landscape'; its modern meaning. Material and immaterial as landscape resources. Landscape theories. The cultural landscape. The landscape as a tourist attraction: dynamics of preservation and enhancement.
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### REFERENCE BOOKS AND ARTICLES

The teaching material (slides; notes; literary maps) will be distributed during the course and placed in a folder on the teacher's web page.
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### ASSESSMENT METHODS AND CRITERIA

<ul style="list-style-type: none"><li>- Level of knowledge referred to;</li><li>- recognition of the specific characteristics underlying the cultural heritage;</li><li>- identification of analysis tools capable of deciphering innovative methods of fruition;</li><li>- development of adequate communication strategies.</li></ul>
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### EXAM'S STRUCTURE

The final exam is based on	Written and oral		Only written		Only oral	
Project work and relative discussion		X				

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<b>Other (specify)</b>				
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<b>In case of written exam</b>	<b>Multiple choice</b>		
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<b>Open ended (no more than one page)</b>			
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<b>Numerical exercises</b>			
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<b>Written exam (in %)</b>	
<i>Average number of multiple choice questions</i>	
<i>Average number of multiple choice questions</i>	
<i>Average time</i>	
<b>Oral exam (30%)</b>	
<i>Average number of questions for the oral exam</i>	
<i>Average time for the oral exam</i>	
<b>Evaluation</b>	The oral exam will be assessed on the basis of the accuracy of the answer, the clarity of the presentation and the ability to make connections
<b>Project work (100%)</b>	
	100%

**NOTES**

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