



Teaching Guide

Teaching Guide				
Identifying Data			2018/19	
Subject (*)	Planning and management of destinations and touristic products of health and thermal		Code	615524015
Study programme	Mestrado Universitario en Planificación e Xestión de Destinos e Produtos Turísticos(plan 2016)			
Descriptors				
Cycle	Period	Year	Type	Credits
Official Master's Degree	2nd four-month period	First	Optional	3
Language	Spanish			
Teaching method	Face-to-face			
Prerequisites				
Department	Ciencias Biomédicas, Medicina e Fisioterapia			
Coordinador	Meijide Failde, Rosa	E-mail	rosa.meijide.failde@udc.es	
Lecturers	Meijide Failde, Rosa	E-mail	rosa.meijide.failde@udc.es	
Web				
General description	<p>In this area the most relevant aspects of health tourism and coastal tourism are studied. On the one hand, health tourism and medical tourism is studied giving a view of its relevance and on the other, coast and island tourism is giving an overview of the different types.</p> <p>Besides it will treat the coastal and insular tourism giving a vision of the different typologies.</p> <p>Before beginning the course will deliver the following material:</p> <ul style="list-style-type: none">- Presentations explaining the contents of the matter- Criteria to be followed for the evaluation			

Study programme competences / results

Code	Study programme competences / results
A6	CE8 - Planificar novos destinos e produtos turísticos
B2	CB7 - Que os estudantes saiban aplicar os coñecementos adquiridos e a súa capacidade de resolución de problemas en contornas novas ou pouco coñecidos dentro de contextos máis amplos (ou multidisciplinares) relacionados coa súa área de estudo
B6	CG1 - Expresarse correctamente, tanto de forma verbal como escrita, nas linguas oficiais da Comunidade Autónoma
B7	CG2 - Utilizar as ferramentas básicas das tecnoloxías da información e as comunicacións (TIC) necesarias para o exercicio da súa profesión e para a aprendizaxe ao longo da súa vida
B10	CG5 - Valorar criticamente o coñecemento, a tecnoloxía e a información dispoñible para resolver os problemas cos que deben enfrontarse
C1	CT1 - Resolver problemas de forma efectiva
C9	CT9 - Capacidade para resolver problemas con iniciativa, toma de decisións, creatividade, razonamiento crítico e de comunicar e transmitir coñecementos habilidades e destrezas

Learning outcomes

Learning outcomes	Study programme competences / results		
HEALTH AND THERMAL TOURISM. Understand the main motivations of the current society that demands health tourism and medical tourism. Identify the types of centers that offer medical and health tourism. Know the environmental, infrastructure, human resources, management and marketing characteristics defined by health and thermal tourism centers	AJ6	BC2 BC6 BC7 BC10	CC1 CC9
TOURISM OF COAST: To study the characteristics, factors of location and forms of the coastal and insular tourist spaces	AJ6	BC6	CC1 CC9

Contents

Topic	Sub-topic
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HEALTH AND THERMAL TOURISM	<p>1. Health tourism and medical tourism. Definitions, concepts, antecedents and current importance.</p> <p>2. Current Motivations of Medical Tourism and Health. Prevention of disease and health promotion. Healthy lifestyles. Most prevalent chronic pathologies.</p> <p>3. Types of medical and health tourism centers: hospitals, spas, thalassotherapy centers, spa and water centers, curhoteles.</p> <p>4. Infrastructure and Equipment of the centers. Hydrotherapy and physical medicine techniques.</p> <p>5. General planning of a medical and health tourism destination: Water facilities, environmental characteristics of the environment, human resources, specific general characteristics of management of health tourism centers. Legislation.</p> <p>6. Marketing of health tourism centers</p> <p>7. Development and current situation of social tourism in Spain.</p>
COASTAL AND INSULAR TOURISM	<p>1. Concept and Definitions. Localization factors.</p> <p>2. Forms of coastal tourist spaces. Analysis and evolution</p> <p>3. Examples of Coastal Tourism.</p>

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student's personal work hours	Total hours
Introductory activities	A6 B10	1	1	2
Guest lecture / keynote speech	A6	12	0	12
Field trip	A6	6	1	7
Document analysis	A6 B2 B6 B7	1	35	36
Oral presentation	B2 B6 C1 C9	5	12	17
Personalized attention		1	0	1
(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.				

Methodologies	
Methodologies	Description
Introductory activities	<p>Activities that are carried out in order to know the competences, interests and / or motivations that the students have to achieve the objectives. It seeks to obtain relevant information that allows articulation of teaching to foster effective and meaningful learning, based on the students' previous knowledge.</p> <p>The students of distance modality will participate in a forum abierto specifically for this point</p>
Guest lecture / keynote speech	<p>Attendance: Oral presentation complemented with the use of audiovisual media and the introduction of some questions addressed to students, with the purpose of transmitting knowledge and facilitating learning.</p> <p>Distance modality: Study guided through multimedia material (recorded classes, videos, power point presentations) following the contents.</p>
Field trip	<p>Attendance: As much as possible, a visit will be made to a health tourism and coastal tourism center to be determined by the teachers. This visit will be compulsory for students with face-to-face teaching.</p> <p>Distance modality: Students with training in this modality will be advised that as far as possible visit a center near their home.</p>
Document analysis	Bibliographical documents (articles, reports, etc.) relevant to the topic of the subject will be synthesized contents of a theoretical or practical nature.
Oral presentation	<p>Attendance: Students in the classroom will make an oral presentation of the tutored work</p> <p>Distance modality: Students of distance mode will present a power point presentation and a forum and virtual debate will be organized in which the students should participate.</p>

Personalized attention	
Methodologies	Description



Field trip	<p>In the tutored works and in the case study the teachers will attend in a particular way the needs of the students,</p> <p>At the field exits the student will have a personalized attention adapted to the concerns with respect to the different aspects that will be studied in the visits.</p> <p>In the tutored work, the teacher will follow a personalized process of the student's learning process</p>
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Assessment			
Methodologies	Competencies / Results	Description	Qualification
Oral presentation	B2 B6 C1 C9	<p>The works will be exhibited in the classroom individually or in groups. The different quality aspects of the information handled, the presentation and the answers to the questions will be evaluated.</p> <p>In the remote mode the work will be delivered and the questions raised will be answered virtually.</p>	15
Document analysis	A6 B2 B6 B7	Analytical and synthesis capabilities will be assessed	70
Guest lecture / keynote speech	A6	<p>In the face-to-face modality, the maximum possible score will be obtained in this section with attendance and active participation to 80% of the master sessions. In the case of non-attendance, a work will be carried out to be indicated by the teacher about the content taught.</p> <p>In the distance mode, active participation in the virtual discussion forum will be assessed.</p>	15
Others			

Assessment comments

Sources of information	
Basic	<ul style="list-style-type: none">- V.A. (2009). Técnicas hidrotermales y estética del bienestar. Edit. paraninfo- V.A. (2002). Turismo y nueva sociedad Historia contemporánea. Universidad del país vasco.- Tribuna termal (). Tribuna Termal. TP Consultores- Escuela de Organización Industrial EOI (2015). Turismo termal en España. EOI
Complementary	<ul style="list-style-type: none">- Robin Bushell, Pauline Sheldon (2009). Wellness and tourism mind, body spirit, place . New York: Cognizant Communication Corporation- Mihail Moldoveau (1999). Ciudades termales en Europa. Lumweg eds

Recommendations
Subjects that it is recommended to have taken before
Subjects that are recommended to be taken simultaneously
Subjects that continue the syllabus
Other comments
Health and thermal tourism will be taught by prof. Rosa Meijide FaíldeCoastal and insular tourism will be taught by the Prf. Carlos Rodríguez Carro;Basic level of reading English is recommendedThe responsible teacher reserves the possibility of making some changes in the evaluation and other aspects that will be notified to the students well in advance.

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.