



## Teaching Guide

Identifying Data				2022/23	
<b>Subject (*)</b>	Planning and management of destinations and touristic products of health and thermal	<b>Code</b>	615524015		
<b>Study programme</b>	Mestrado Universitario en Planificación e Xestión de Destinos e Produtos Turísticos(plan 2016)				
Descriptors					
<b>Cycle</b>	<b>Period</b>	<b>Year</b>	<b>Type</b>	<b>Credits</b>	
Official Master's Degree	2nd four-month period	First	Optional	3	
<b>Language</b>	Spanish				
<b>Teaching method</b>	Face-to-face				
<b>Prerequisites</b>					
<b>Department</b>	Fisioterapia, Medicina e Ciencias BiomédicasHumanidades				
<b>Coordinador</b>	Meijide Failde, Rosa	<b>E-mail</b>	rosa.meijide.failde@udc.es		
<b>Lecturers</b>	Meijide Failde, Rosa Rodríguez Carro, Carlos	<b>E-mail</b>	rosa.meijide.failde@udc.es carlos.rodriguez3@udc.es		
<b>Web</b>					
<b>General description</b>	<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"> <li>- Presentations explaining the contents of the matter</li> <li>- Criteria to be followed for the evaluation</li> </ul>				

## Study programme competences

Code	Study programme competences
A1	CE1 - Que os estudantes coñezan os principios da planificación e a xestión sustentable
A2	CE3 - Aplicar sistemas de calidade e xestión social, ambiental e económica
A4	CE5 - Que os alumnos teñan coñecementos sobre a normativa que regula as actividades turísticas
A5	CE6 - Saber manexar o capital social, entendendo o destino turístico como sistema e relacionar axentes implicados no desenvolvemento do produto turístico
A6	CE8 - Planificar novos destinos e produtos turísticos
A7	CE9 - Remodelar destinos turísticos maduros para adaptalos ás novas esixencias da demanda e ao desenvolvemento sustentable das comunidades receptoras
A8	CE11 - Saber definir proxectos de investigación innovadores que repercutan positivamente no sector
A11	CE2 - Diagnosticar necesidades e oportunidades e identificar as potencialidades e ameazas do turismo para o desenvolvemento integral das sociedades receptoras
B3	CB8 - Que os estudantes sexan capaces de integrar coñecementos e enfrontarse á complexidade de formular xuízos a partir dunha información que, sendo incompleta ou limitada, inclúa reflexións sobre as responsabilidades sociais e éticas vinculadas á aplicación dos seus coñecementos e xuízos
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
B8	CG3 - Desenvolverse para o exercicio dunha cidadanía aberta, culta, crítica, comprometida, democrática e solidaria, capaz de analizar a realidade, diagnosticar problemas, formular e implantar solucións baseada no coñecemento e orientadas ao ben común
B9	CG4 - Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras
C1	CT1 - Resolver problemas de forma efectiva
C5	CT5 - Comportarse con ética e responsabilidade social como cidadán e como profesional
C6	CT6 - Capacidade para interpretar, seleccionar e valorar conceptos adquiridos noutras disciplinas do ámbito turístico



C9	CT9 - Capacidade para resolver problemas con iniciativa, toma de decisións, creatividade, razonamiento crítico e de comunicar e transmitir coñecementos habilidades e destrezas
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Learning outcomes			
Learning outcomes	Study programme competences		
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	AJ1	BC3	CC1
	AJ2	BC6	CC5
	AJ4	BC7	CC6
	AJ5	BC8	CC9
	AJ6	BC9	
	AJ7		
	AR1		
	AC2		
TOURISM OF COAST: To study the characteristics, factors of location and forms of the coastal and insular tourist spaces	AJ1	BC3	CC1
	AJ2	BC6	CC5
	AJ5	BC7	CC6
	AJ6	BC8	CC9
	AJ7	BC9	
	AR1		
	AC2		

Contents	
Topic	Sub-topic
HEALTH AND THERMAL TOURISM	<ol style="list-style-type: none"> <li>1. Health tourism and medical tourism. Definitions, concepts, antecedents and current importance.</li> <li>2. Current Motivations of Medical Tourism and Health. Prevention of disease and health promotion. Healthy lifestyles. Most prevalent chronic pathologies.</li> <li>3. Types of medical and health tourism centers: hospitals, spas, thalassotherapy centers, spa and water centers, curhoteles.</li> <li>4. Infrastructure and Equipment of the centers. Hydrotherapy and physical medicine techniques.</li> <li>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.</li> <li>6. Marketing of health tourism centers</li> <li>7. Development and current situation of social tourism in Spain.</li> </ol>
COASTAL AND INSULAR TOURISM	<ol style="list-style-type: none"> <li>1. Concept and Definitions. Localization factors.</li> <li>2. Forms of coastal tourist spaces. Analysis and evolution</li> <li>3. Examples of Coastal Tourism.</li> </ol>

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours
Introductory activities	A1 A6	1	1	2
Guest lecture / keynote speech	A11 A4 A5 A6 A8 B9 C5	12	4	16
Field trip	A1 A5 A6 A7 C6 C9	6	2	8
Workbook	A11 A6 B3 B6 B8 C6	0	13	13



Supervised projects	A2 A6 B6 B7 C1 C6 C9	1	18	19
Case study	A1 A5 A6 B6 B7 B8 C9	0	10	10
Oral presentation	B6 B7 C1 C9	3	3	6
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>ON LINE 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>ON LINE MODALITY: Students with training in this modality will be advised that as far as possible visit a center near their home.</p>
Workbook	<p>Bibliographical documents (articles, reports, etc.) relevant to the topic of the subject will be synthesized contents of a theoretical or practical nature.</p>
Supervised projects	<p>Elaboración dun traballo en grupo relacionado coa materia. Os alumnos serán capaces de realizar un deseño básico dun centro de turismo de saúde, cuxa tipoloxía e segmento ao que se dirixe quedará á elección do alumnado. O traballo tutelado está deseñado para promover a aprendizaxe autónoma dos estudantes, baixo a tutela do profesor.</p> <p>Este sistema de ensino baséase en dous elementos básicos: a aprendizaxe independente dos estudantes e o seguimento desa aprendizaxe polo profesor-titor durante os días de impartición das clases maxistras e nas datas e horarios establecidos de tutorías. Os traballos expoñeranse en clase nas datas fixadas tras finalizar as clases maxistras.</p> <p>MODALIDADE ON LINE: O traballo será realizado de forma individual salvo que desexen formar grupos virtuais con outros alumnos da mesma modalidade. Deberá ser comunicado con antelación ao profesorado. Tamén serán titorizados de forma individual ou colectiva segundo o caso. Poderán expoñer o traballo, enviando unha presentación con voz ou nunha sesión de skype.</p>
Case study	<p>Os alumnos distribuídos en grupos realizarán un estudo dun caso de turismo en espazo litoral vinculado á talasoterapia. Describírase un caso concreto por parte do profesorado que expón un problema que ha de ser comprendido, valorado e resolto por un grupo de persoas, a través dun proceso de discusión. O alumno sitúase ante un problema concreto (caso), que lle describe unha situación real da vida profesional, e debe ser capaz de analizar unha serie de feitos, referentes a un campo particular do coñecemento ou da acción, para chegar a unha decisión razoada a través dun proceso de discusión en pequenos grupos de traballo.</p> <p>MODALIDADE EN LIÑA: O traballo será realizado de forma individual salvo que desexen formar grupos virtuais con outros alumnos da mesma modalidade. Deberá ser comunicado con antelación ao profesorado. Tamén serán titorizados de forma individual ou colectiva segundo o caso</p>
Oral presentation	<p>ATTENDANCE: Students in the classroom will make an oral presentation of the tutored work</p> <p>ON LINE 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



Supervised projects	During the academic year, personalized and continuous attention will be given to all students enrolled in this subject, both to answer questions about the face-to-face / online classes, and to address topics related to the work
Case study	
Oral presentation	
Field trip	
Workbook	
Introductory activities	
Guest lecture / keynote speech	

Assessment			
Methodologies	Competencies	Description	Qualification
Supervised projects	A2 A6 B6 B7 C1 C6 C9	Elaboración dun traballo en grupo relacionado coa materia. Os alumnos serán capaces de realizar un deseño básico dun centro de turismo de saúde, cuxa tipoloxía e segmento ao que se dirixe quedará á elección do alumnado que se apoiará para a súa elaboración na documentación e presentacións achegadas polo profesorado. A súa realización é obrigatoria e na avaliación teranse en conta a aplicación dos fundamentos teóricos, uso de bibliografía, orixinalidade, calidade na redacción, así como a calidade da presentación oral, que realizarán todos os integrantes do grupo	35
Case study	A1 A5 A6 B6 B7 B8 C9	Os alumnos distribuídos en grupos realizarán un estudo dun caso de turismo en espazo litoral vinculado á talasoterapia. MODALIDADE EN LIÑA: O traballo será realizado de forma individual salvo que desexen formar grupos virtuais con outros alumnos da mesma modalidade. Deberá ser comunicado con antelación ao profesorado. Tamén serán titorizados de forma individual ou colectiva segundo o caso.	10
Oral presentation	B6 B7 C1 C9	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. In the remote mode the work will be delivered and the questions raised will be answered virtually.	5
Workbook	A11 A6 B3 B6 B8 C6	Analytical and synthesis capabilities will be assessed	30
Guest lecture / keynote speech	A11 A4 A5 A6 A8 B9 C5	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. In the distance mode, active participation in the virtual discussion forum will be assessed.	20
Others			

Assessment comments
Attendance and participation in class will be assessed taking into account the involvement of students in face-to-face sessions (classroom mode) or active and reasoned participation in forums / debates, collaborative tasks, virtual tutorials, ... (online mode).

Sources of information



<p><b>Basic</b></p>	<ul style="list-style-type: none"> <li>- V.A. (2009). Técnicas hidrotermales y estética del bienestar. Edit. paraninfo</li> <li>- V.A. (2002). Turismo y nueva sociedad Historia contemporánea. Universidad del país vasco.</li> <li>- Tribuna termal (). Tribuna Termal. TP Consultores</li> <li>- Escuela de Organización Industrial EOI (2015). Turismo termal en España. EOI</li> <li>- Fundación EOI (2013). Turismo de salud en España. EOI</li> <li>- Mainil, T, Eijgelaar, E, Klijs, J, Nawijn, J, Peeters, P, (2017). Research for TRAN Committee ? Health tourism in the EU: a general investigation. European Parliament, Policy Department for Structural and Cohesion Policies, Brussels</li> <li>- Martínez Moure, Olga (2008). Talasoterapia y Turismo. Medina Naturista (Vol2, Nº2, 136 -142)</li> <li>- Fundación EOI (2013). Turismo de salud en España. EOI</li> </ul> <p>Se aportará por parte do profesorado literatura adicional en cada un dos temas</p>
<p><b>Complementary</b></p>	<ul style="list-style-type: none"> <li>- Robin Bushell, Pauline Sheldon (2009). Wellness and tourism mind, body spirit, place . New York: Cognizant Communication Corporation</li> <li>- Mihail Moldoveau (1999 ). Ciudades termales en Europa. Lumweg eds</li> <li>- Ana Penyas (2022). Todo Bajo el Sol. Anagrama</li> <li>- Marco d'Eramo (2020). El selfie del mundo. Salamandra</li> </ul>

### 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 FaildeCoastal 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.Recommendations:1.- The delivery of the documentary works that realize&nbsp; in this subject:1.1. It Will request in virtual format and/or bear informático1.2. It Will realize through Moodle, in digital format without need to print them1.3. Of&nbsp; realize in paper:- No they will employ&nbsp; plastic.- They Will realize impressions to double expensive.- It Will employ paper recycled.- It Will avoid the impression of drafts.2.- It owes to do a sustainable use of the resources and the prevention of negative impacts envelope the natural means3.- It owes to take into account the importance of the ethical principles related with the values of the sostenibilidad in the personal and professional behaviours4.- Second collects&nbsp; in the distinct rules of application stop the docencia university will owe to incorporate the perspective of gender in this subject (will use language no sexista, will use bibliography of authors of both sexes, propiciarase the intervention in kind of students and students...)5.- It Will work to identify and modify prejudices and attitudes sexistas, and will influence in the surroundings to modify them and promote values of respect and equality6. They Will owe to detect situations of discrimination by reason of gender and will propose actions and measures to correct them7. It Will facilitate the full integration of the students that by physical reason, sensory, psychic or socioculturais, experience difficulties it a felicitous access, igualitario and profitable to the university life

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