



Teaching Guide

Teaching Guide				
Identifying Data				2022/23
Subject (*)	Planning and management of destinations and tourist sports		Code	615524020
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	SpanishGalician			
Teaching method	Face-to-face			
Prerequisites				
Department	Educación Física e Deportiva			
Coordinador	Gomez Varela, Joaquin	E-mail	joaquin.gomez.varela@udc.es	
Lecturers	Clavel San Emeterio, Iván	E-mail	ivan.clavel@udc.es	
	Gomez Varela, Joaquin		joaquin.gomez.varela@udc.es	
Web				
General description	Planning and Management of Destination and Sportive Tourist Products subject presents the increasingly consolidated development of two activities in current emergency as tourism and the sport. Well it was the tourism related with the assistance to the big sportive events, the tourism for the of complementary way to the sportive practice, the tourism that has as I complement the sport, or of way more specific those forms of tourism in the nature that insert in the rural tourism, active or of adventure, this phenomenon trataráse with a general approach, but at the same time treating to facilitate approaches, competitions and tools to comprise and carry out integrated projects in the sportive tourism. The contents referred to the sportive tourism in the nature pretend to enter to the knowledge of the group of sportive practices or of adventure, that takes place in natural spaces and that of singular way forms part of the that knows in our parents like Active Tourism; of equal way approximate also to the knowledge of the fundamental elements that affect or take part directly in his management, programming or direct intervention like agents promoters of the active tourism. It presents , in this way, the contextualización of a frame that facilitates his apparition, development and current configuration; the types , of activities that comprises and the reasons studied for the participation in the same; statistics related with the active tourism, as well as the presence gave sports in half natural; the professionals and degrees related with direction in intervention with the users or customers; the entities to autonomic and national level that promocionan these activities; as well as the autonomic rules related with the active tourism; to finalise with the elements of design and programming of activities of sportive tourism, considering in his development the employment of norms and specific tools.			

Study programme competences / results

Code	Study programme competences / results
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
A3	CE4 - Que os alumnos aprendan as técnicas de dirección de organizacións públicas e de empresas do sector turístico
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
A11	CE2 - Diagnosticar necesidades e oportunidades e identificar as potencialidades e ameazas do turismo para o desenvolvemento integral das sociedades receptoras
A12	CE7 - Capacidade para interpretar os cambios sociais e como afectan as innovacións nos produtos e ao comportamento do consumidor
B2	CB7 - Que os estudantes saiban aplicar os coñecementos adquiridos e a súa capacidade de resolución de problemas en contornas novas ou pouco coñecidas dentro de contextos máis amplos (ou multidisciplinares) relacionados coa súa área de estudo
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
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
C4	CT4 - Traballar de forma colaborativa
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

Learning outcomes			
Learning outcomes		Study programme competences / results	
Saber planificar destinos, crear produtos e xestionar devanditos destinos e produtos turísticos baseados no deporte		AJ1	BC2 CC1
		AJ2	BC7 CC4
		AJ3	BC8 CC5
		AJ4	BC9 CC6
		AJ5	BC10
		AJ6	
		AJ7	
		AC2	
		AC3	

Contents	
Topic	Sub-topic
Subject 1. Sport tourism	1.1. The importance of sport tourism in the world 1.2. Distinct types of destinations of sport tourism. His planning 1.3. The creation of distinct types of tourist products based in the sport. 1.4. The cycles of life of destinations and tourist products based in the sport 1.5. The management of destinations and sportive tourist products to satisfy to the tourist and for the integral development of the societies receptors

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Introductory activities	B10	0	1	1
Guest lecture / keynote speech	A1 A11 A2 A4 A12 A6 B2 B10 C1 C4 C6	14	28	42
ICT practicals	C1 C4	2	4	6
Problem solving	B7 B8 C1 C5 C4 C6	2	4	6
Supervised projects	A11 A2 A6 B2 C1 C4	0	14	14
Personalized attention		6	0	6

(*)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	Initial activities Presentation of the matter and of the professors to the students participants. FACE-TO-FACE MODALITY: Levaráse to cape a session of presentation in the classroom assigned of the profesorado and students, and of the program of the asignatura. Of equal way plantearáse that the/the students cover a form on his experience related with the contents and activities related ON-LINE MODALITY: Levaráse to cape a face-to-face virtual session through the platform teams of the profesorado, of the students and of the program of the asignatura. Of equal way plantearáse that the/the students cover a form on his experience related with the contents and activities related
Guest lecture / keynote speech	The guest lecture will comprise exhibitions by part of the profesorado and of the students about commonplaces, study of cases and specific contents. The participation in the guest lecture will imply the intervention and preparation of resumes, maps conceptuáis and presentations about the knowledge treated in each one of them, with the rooster to establish a significant learning on to the field of the sportive tourism. FACE-TO-FACE MODALITY. It will develop in the classroom presencialmente, or in case of confinement through the platform Teams. ON-LINE MODALITY. It will consist in the disponibilidade of available audiovisual content in Moodle related with each one of the subjects of the asignatura, with access in calquer moment by part of the/of the students.
ICT practicals	Realisation by part of the students of the tasks, test or willing forms in moodle, google form, office 365 on the contents worked in the guest lectures. In this case so much the students of the FACE-TO-FACE MODALITY, like ON-LINE MODALITY will have of these tasks indistinctly, by his virtual character and of development had been of the schedules witness designed. The access will be in any moment by part of the students.
Problem solving	Approach of a context sociodemográfico determined on the what it will be necessary to realise an analysis, diagnostic and proposal of product of sportive tourism. FACE-TO-FACE MODALITY: Proposal of situations-problem in sessions witness ON-LINE MODALITY: Propondrase in the format forum for discussion, contribution of data, solutions, and proposals in group. I will be developed in the moodle or teams platforms.
Supervised projects	His development will be the same so much for the FACE-TO-FACE MODALITY, like The ON-LINE MODALITY

Personalized attention

Methodologies	Description
Problem solving ICT practicals Supervised projects	Professor Joaquín F. Gómez Varela: Attention persal by email, tutorías concerted through wool platform TEAMS The personalised attention levaráse to cape of the same way so much with the/cas students of the FACE-TO-FACE MODALITY that the/the ones of the ON-LINE MODALITY In function of wools suas possibilities of assistance and participation will agree , by writing, with the students of dedication part time, an alternative model of different wools activities of development and evaluation of the different subjects and sections of evaluation, attending to a plantexamento of hours of equivalent dedication to the students of enrols the complete time.

Assessment

Methodologies	Competencies / Results	Description	Qualification
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Guest lecture / keynote speech	A1 A11 A2 A4 A12 A6 B2 B10 C1 C4 C6	The participation in the different face-to-face sessions will compute by 40% of the final value of the asignatura. FACE-TO-FACE MODALITY: they will consider for this the realisation of tasks related with the contents given and generated from the development of the same ON-LINE MODALITY: they will consider for this the realisation of tasks and/or forms on the included contents in the different corresponding presentations to each subject.	40
ICT practicals	C1 C4	Different types of tasks, test, forms, etc, will be proposed using the platforms moodle, microsoft 365 or google, about different contents of the module. It will not exist differences in this case between the FACE-TO-FACE MODALITY and the ON-LINE MODALITY	20
Supervised projects	A11 A2 A6 B2 C1 C4	It will consist in the realisation of supervised work about a proposal related to the contents treated and the competences to reach, agreed between the professor and the student. It will not exist differences in this case between the FACE-TO-FACE MODALITY and the ON-LINE MODALITY	40

Assessment comments



- It understands by participation in the activities realised in the sessions magistrales, the development in term and form of the tasks that pose related with the contents of the temario. In the case of the face-to-face option, the no fulfillment of 70% of the assistance can involve the no superación of the asignatura, stating the student as "No Presented" in the final qualification. It dictates fault of participation can inhabilitar equally for the superación of the asignatura in the second opportunity or successive announcements, until this fulfil .

- The students of the on-line modality will have of a documentation, references and equivalent prices to the work carried out by the students witness, so that the section of participation was equally computable to effects of evaluation of the sessions maxistráis. In the sections of practices through TIC and Works tutelados the development will be the todolos similar effects between the two groups.

- The preparation of the works tutelados that attend to the design and/or development of a project of sportive tourism, will have like reference the guidelines managed in the discurrir of the own asignatura, and ademáis the following norms in the cases in which it was pertinent:

It JOINS-THIS 21500

It JOINS-THIS 21101

It JOINS-THIS/TR 21102 IN

It JOINS-THIS 21103

They will consider equally the rules referred to the companies of active tourism that correspond, attending to the community autonoma or the administrative surroundings in which it carry out.

The qualification of the works will distribute of general way, and without prejudice to a greater precision in function of the work, in relation to the following elements and criteria:

Contextualización And fundamentación: 30%

Plantexamento And development (Inclusion and application of the different elements and tools purchased in the matter): 60%

Appearances form (Norms APA, 6ª) and structure: 10%

Attending equally to the rule of the UDC, calquer work that in his whole or partly contain contents copied of other works published or no published, of internet, etc. will be considered how suspense.

In concordance with the plantexamentos of sostenibilidade that is promoting the University of A Coruña, in the measure of the possible seguiránse the following guidelines:

1.- The delivery of the documentary works that realise in this matter:

1.1. It will request in virtual format and/or computer support

1.2. It will realise through Moodle, in digital format without need to print them

1.3. To realise in paper:

- They will not employ plastic.

- They will realise impressions to double expensive.

- It will employ paper recycled.

- It will avoid the impression of drafts.

2.- Has to do a sustainable use of the resources and the prevention of negative impacts on the half natural

3.- Has to take into account to importance of the ethical principles related with the values of the sostenibilidade in the personal and professional behaviours

Sources of information



Basic	Referencias: Adventure Travel Trade Association (ATTA). (2014). Global report on adventure tourism. Beedie, P., & Hudson, S. (2003). Emergence of mountain-based adventure tourism. Emergence of Mountain-Based Adventure Tourism. http://scholar.google.com/scholar?q=Emergence of mountain-based adventure tourism&btnG=&hl=en&num=20&as_sdt=0%2C22 VN - readcube.com Brymer, E., & Gray, T. (2010). Developing an intimate ?relationship? with nature through extreme sports participation. Leisure/ Loisir, 34(4), 361?374. https://doi.org/10.1080/14927713.2010.542888 Buckley, R. (2006). Adventure tourism. Adventure Tourism. http://books.google.com/books?hl=en&lr=&id=5Sdwcow8xyoC&oi=fnd&pg=PR1&q=motivation+adventure+tourism+leaders&ots=OCUsMp9VTD&sig=BK6CUgoQp2LHb-JqwvcKsVo9OdABuckley, R. (2012). Rush as a key motivation in skilled adventure tourism: Resolving the risk recreation paradox. Tourism Management, 33(4), 961?970. https://doi.org/10.1016/j.tourman.2011.10.002 Campo, T. T. de la. (2001). Promoción y comercialización de actividades de turismo deportivo de España en el extranjero. Promoción y Comercialización de Actividades de Turismo Deportivo de España En El Extranjero. http://books.google.com/books?hl=en&lr=&id=CtAJQMy3ylsC&oi=fnd&pg=PA125&q=turismo+activo+galicia&ots=waXidOozgX&sig=nANO_X0C91LeSy8WLVcMKNthA VN - readcube.com Cave, J., & Ryan, C. (2005). Gender in backpacking and adventure tourism. Gender in Backpacking and Adventure Tourism. http://scholar.google.com/scholar?q=Gender in backpacking and adventure tourism&btnG=&hl=en&num=20&as_sdt=0%2C22 VN - readcube.com Collins, L., & Brymer, E. (2018). Understanding nature sports: a participant centred perspective and its implications for the design and facilitating of learning and performance. https://doi.org/10.1080/11745398.2018.1525302, 23(1), 110?125. https://doi.org/10.1080/11745398.2018.1525302 Durán-Sánchez, A., Álvarez-García, J., & de La Cruz Del Río-Rama, M. (2019). Annals of Leisure Research Nature sports: state of the art of research. https://doi.org/10.1080/11745398.2019.1584535 Durán-Sánchez, A., Álvarez-García, J., & del Río-Rama, M. de la C. (2020). Nature sports: state of the art of research. Annals of Leisure Research, 23(1), 52?78. https://doi.org/10.1080/11745398.2019.1584535 Farkí, J. M. (2014). Adventure tourism: Meanings, experience and learning. Adventure Tourism: Meanings, Experience and Learning. http://scholar.google.com/scholar?q=Adventure tourism: Meanings, experience and learning&btnG=&hl=en&num=20&as_sdt=0%2C22 VN - readcube.com Fernández Alles, M. T. (2014). El Impacto Turístico de Los Eventos Deportivos: Un Estudio de Caso. Cuadernos de Turismo, 33, 59?76. Fluker, M. (2005). Perceived risk in adventure tourism. Perceived Risk in Adventure Tourism. http://vuir.vu.edu.au/1480/1/Fluker.pdf VN - readcube.com Fuentes, M. C. (2006). Las estrategias de promoción exterior del turismo deportivo y de naturaleza español por parte del Instituto de Turismo de España. Las Estrategias de Promoción Exterior Del Turismo Deportivo y de Naturaleza Español Por Parte Del Instituto de Turismo de España. http://www.iet.tourspain.es/img-iet/Revistas/RET-169-170-2006-pag39-49-97561.pdf VN - readcube.com Gallegos, G. (n.d.). LAS ACTIVIDADES FÍSICO-DEPORTIVAS EN LA NATURALEZA Y LA INDUSTRIA TURÍSTICA THE PHYSICAL - SPORTS ACTIVITIES IN THE NATURE AND THE TOURIST INDUSTRY. LAS ACTIVIDADES FÍSICO-DEPORTIVAS EN LA NATURALEZA Y LA INDUSTRIA TURÍSTICA THE PHYSICAL - SPORTS ACTIVITIES IN THE NATURE AND THE TOURIST INDUSTRY. http://scholar.google.com/scholar?q=LAS ACTIVIDADES FÍSICO-DEPORTIVAS EN LA NATURALEZA Y LA INDUSTRIA TURÍSTICA THE PHYSICAL - SPORTS ACTIVITIES IN THE NATURE AND THE TOURIST INDUSTRY&btnG=&hl=en&num=20&as_sdt=0%2C22 VN - readcube.com Giddy, J. K., & Webb, N. L. (2018). The influence of the environment on adventure tourism: from motivations to experiences. Current Issues in Tourism, 21(18), 2132?2146. https://doi.org/10.1080/13683500.2016.1245715 González Molina, A. (2008). Rasgos caraterizadores del turismo activo y turismo deportivo e importancia económico-social y estructural de nuevas formas emergentes. Acciónmotriz, 1, 102?121. González-garcía, R. J., Escamilla-Fajardo, P., López-Carril, S., & Nuñez-Pomar, J. (2020). Percepciones de los residentes sobre el turismo deportivo: impactos, calidad de vida y apoyo al sector. Cuadernos de Psicología Del Deporte, 20(2), 174?188. https://doi.org/10.6018/cpd.388431 Hanna, P., Wijesinghe, S., Paliatsos, I., Walker, C., Adams, M., & Kimbu, A. (2019). Active engagement with nature: outdoor adventure tourism, sustainability and wellbeing. Journal of Sustainable Tourism, 27(9), 1355?1373.
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Complementary	
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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

(*)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.