



## Teaching Guide

| Teaching Guide           |                                                                                                                                                                                                                                                                                                                                                                                                   |        |                                                |           |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|------------------------------------------------|-----------|
| Identifying Data         |                                                                                                                                                                                                                                                                                                                                                                                                   |        |                                                | 2019/20   |
| Subject (*)              | Planning and management of destinations and touristic products in the coastal space and cruises                                                                                                                                                                                                                                                                                                   |        | Code                                           | 615524014 |
| 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               | Empresa                                                                                                                                                                                                                                                                                                                                                                                           |        |                                                |           |
| Coordinador              | Domínguez Feijóo, Gerardo                                                                                                                                                                                                                                                                                                                                                                         | E-mail | g.dominguez@udc.es                             |           |
| Lecturers                | Domínguez Feijóo, Gerardo<br>Rodríguez Carro, Carlos                                                                                                                                                                                                                                                                                                                                              | E-mail | g.dominguez@udc.es<br>carlos.rodriguez3@udc.es |           |
| Web                      | https://moodle.udc.es/                                                                                                                                                                                                                                                                                                                                                                            |        |                                                |           |
| General description      | A Planificación e Xestión de Destinos e Produtos Turísticos constitúe un dos procesos "clave" no desenvolvemento sustentable de calquera actividade e/ou destinación turística.<br><br>Nesta materia o alumno ten a oportunidade de pór en práctica, os métodos e as ferramentas da Planificación, Xestión e Comercialización de destinos e produtos turísticos no espazo litoral e de cruceiros. |        |                                                |           |

## Study programme competences

| Code | Study programme competences                                                                                                                                                                                                                                                                       |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A1   | CE1 - Que os estudantes coñezan os principios da planificación e a xestión sustentable                                                                                                                                                                                                            |
| 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                                                                                                                                             |
| A9   | CE12 - Utilizar as metodoloxías científicas adecuadas tanto cualitativas como cuantitativas                                                                                                                                                                                                       |
| 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                                                                                                                                                                  |
| B1   | CB6 - Posuír e comprender coñecementos que acheguen unha base ou oportunidade de ser orixinais no desenvolvemento e/ou aplicación de ideas, a miúdo nun contexto de investigación                                                                                                                 |
| 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                                                 |
| 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 |
| B5   | CB10 - Que os estudantes posúan as habilidades de aprendizaxe que lles permitan continuar estudando dun modo que haberá de ser en gran medida autodirigido ou autónomo.                                                                                                                           |
| B6   | CG1 - Expresarse correctamente, tanto de forma verbal como escrita, nas linguas oficiais da Comunidade Autónoma                                                                                                                                                                                   |
| 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                                                                                                                                                            |
| B11  | CG6 - Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida                                                                                                                                                                                                             |



|     |                                                                                                                                                                                 |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| B12 | CG7 - Valorar a importancia que ten a investigación, a innovación e o desenvolvemento tecnolóxico no avance socioeconómico e cultural da sociedade                              |
| C1  | CT1 - Resolver problemas de forma efectiva                                                                                                                                      |
| C2  | CT2 - Comunicarse de xeito afectiva nunha contorna de traballo                                                                                                                  |
| C3  | CT3 - Traballar de forma autónoma con iniciativa                                                                                                                                |
| C4  | CT4 - Traballar de forma colaborativa                                                                                                                                           |
| C8  | CT8 - Comunicar por escrito e oralmente os coñecementos procedentes da linguaxe científica                                                                                      |
| 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 |         |
| Comprise the process of structuring of the tourist product, his planning and his management                                                                                  |  | AJ1                         | BC1 CC1 |
|                                                                                                                                                                              |  | AJ5                         | BC2 CC2 |
|                                                                                                                                                                              |  | AJ6                         | BC3 CC3 |
|                                                                                                                                                                              |  | AJ7                         | BC5 CC4 |
|                                                                                                                                                                              |  | AR2                         | BC6 CC8 |
|                                                                                                                                                                              |  | AC2                         | BC8 CC9 |
|                                                                                                                                                                              |  | AC3                         | BC9     |
|                                                                                                                                                                              |  |                             | BC10    |
| Study the characteristics, of the tourism of seaboard to comprise the mechanisms of planning, management and commercialisation of the tourist products in the coastal space. |  |                             | BC11    |
|                                                                                                                                                                              |  |                             | BC12    |
|                                                                                                                                                                              |  | AJ1                         | BC1 CC1 |
|                                                                                                                                                                              |  | AJ5                         | BC2 CC2 |
|                                                                                                                                                                              |  | AJ6                         | BC3 CC3 |
|                                                                                                                                                                              |  | AJ7                         | BC5 CC4 |
|                                                                                                                                                                              |  | AR2                         | BC6 CC8 |
|                                                                                                                                                                              |  | AC2                         | BC8 CC9 |
| Study the characteristics of the tourism of coastal cruises to comprise the mechanisms of planning, management and commercialisation of the tourist products of cruises.     |  | AC3                         | BC9     |
|                                                                                                                                                                              |  |                             | BC10    |
|                                                                                                                                                                              |  |                             | BC11    |
|                                                                                                                                                                              |  |                             | BC12    |
|                                                                                                                                                                              |  | AJ1                         | BC1 CC1 |
|                                                                                                                                                                              |  | AJ5                         | BC2 CC2 |
|                                                                                                                                                                              |  | AJ6                         | BC3 CC3 |
|                                                                                                                                                                              |  | AJ7                         | BC5 CC4 |
|                                                                                                                                                                              |  | AR2                         | BC6 CC8 |
|                                                                                                                                                                              |  | AC2                         | BC8 CC9 |
|                                                                                                                                                                              |  | AC3                         | BC9     |
|                                                                                                                                                                              |  |                             | BC10    |
|                                                                                                                                                                              |  |                             | BC11    |
|                                                                                                                                                                              |  |                             | BC12    |

| Contents            |                                                                                                           |
|---------------------|-----------------------------------------------------------------------------------------------------------|
| Topic               | Sub-topic                                                                                                 |
| 1. GENERAL CONCEPTS | a) TOURIST DESTINATION AND TOURIST PRODUCT<br>b) PLANNING ALLOCATE TOURIST<br>c) PLANNING TOURIST PRODUCT |



|                        |                                                                                                                                   |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 2. TOURISM OF SEABOARD | a) PREVIOUS APPEARANCES, CONCEPTS AND DEFINITIONS<br>b) PLANNING AND MANAGEMENT OF DESTINATIONS AND PRODUCTS IN THE COASTAL SPACE |
| 3. TOURISM OF CRUISES  | a) PREVIOUS APPEARANCES, CONCEPTS AND DEFINITIONS<br>b) PLANNING AND MANAGEMENT OF DESTINATIONS AAND PRODUCTS OF CRUISES          |

| Planning                                                                                                                        |                                                        |                      |                               |             |
|---------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|----------------------|-------------------------------|-------------|
| Methodologies / tests                                                                                                           | Competencies                                           | Ordinary class hours | Student?s personal work hours | Total hours |
| Guest lecture / keynote speech                                                                                                  | A1 A11 A5 A12 A6 A7<br>B2 B3 B11 C1                    | 18                   | 15                            | 33          |
| Problem solving                                                                                                                 | A5 A6 B2 B3 B5 B9<br>C2 C9                             | 5                    | 10                            | 15          |
| Supervised projects                                                                                                             | A11 A12 A6 A7 A9 B1<br>B2 B5 B6 B8 B10 B12<br>C3 C4 C8 | 0                    | 25                            | 25          |
| Personalized attention                                                                                                          |                                                        | 2                    | 0                             | 2           |
| (*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students. |                                                        |                      |                               |             |

| Methodologies                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Methodologies                  | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Guest lecture / keynote speech | <p>Oral exhibition of the contents that conform the theoretical frame of the matter, complemented with the use of audiovisual means and the introduction of some questions headed to the students, with the purpose to transmit knowledges and facilitate the learning.</p> <p>Specifically in the FACE-TO-FACE MODALITY consists in theoretical classes for the presentation of the contents of the subject; as well as, the discussion of subjects of current interest related with the matter and/or the realisation of small exercises/test of practical theoretical/knowledge ... In the ON-LINE MODALITY treats of diverse practical theoretical/material on the contents of the subject to disposal of the students for his reading; as well as, the discussion of subjects of current interest related with the matter by means of forums/debate on-line and/or the realisation of small exercises/test of practical theoretical/knowledge, ..</p> |
| Problem solving                | <p>Technician by means of which has to resolve a concrete problematic situation, from the knowledges that have worked , that can have more than a possible solution.</p> <p>Specifically, so much in the FACE-TO-FACE MODALITY as in the ON-LINE MODALITY, consists in the realisation of a problem/final exercise of knowledges on the content of the asubjects, to the that it will be necessary to give answer justified to a series of short questions.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Supervised projects            | <p>Methodology designed to promote the autonomous learning of the students, under the tutela of the professor and in stages varied (academic and professionals). It constitutes an option based in the assumption by the students of the responsibility by his own learning. This system of education bases in two basic elements: the independent learning of the students and the follow-up of this learning by the professor-tutor.</p> <p>Specifically, so much in the FACE-TO-FACE MODALITY as in the ON-LINE MODALITY, consists in the realisation and/or virtual face-to-face/exhibition of a work proposed by the student/professor of individual form and/or in group on any of the contents of the matter.</p> <p>All the students will have to realise the public exhibition of his works.</p>                                                                                                                                                  |

| Personalized attention |             |
|------------------------|-------------|
| Methodologies          | Description |



|                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Guest lecture /<br>keynote speech<br>Problem solving<br>Supervised projects | <p>During it study academic will realize an attention customized and continued it all the students enrolled in this subject, so much to resolve doubts of the kinds presenciais/online, how to treat subjects related with the problem/final exercise or the work supeevised.</p> <p>Gerardo Domínguez Feijóo<br/>Universidade da Coruña<br/>Dpto. de Empresa<br/>Área de Organización de Empresas<br/>Teléfono: 981 167 000 ext. 3459<br/>E-mail:g.dominguez@udc.es<br/>Tutoring Schedule : previous appointment previously by e-mail</p> |
|-----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

| Assessment                        |                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |               |
|-----------------------------------|--------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Methodologies                     | Competencies                                           | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Qualification |
| Guest lecture /<br>keynote speech | A1 A11 A5 A12 A6 A7<br>B2 B3 B11 C1                    | The assistance and active participation in the classes (20%) is compulsory and values taking into account the involucración of the studente in the face-to-face sessions (face-to-face modality) or the active participation and reasoned in the forums/virtual or similar chats (on-line modality).                                                                                                                                                                                                            | 20            |
| Problem solving                   | A5 A6 B2 B3 B5 B9<br>C2 C9                             | Problem/final exercise of content (40%) is compulsory and individual and consists in the realisation of a proof of knowledges on the content of the subject to which it is necessary to give answer justified to a series of short questions. This exercise is used to to be available usually from the last class of the asignatura and, later, will deliver in the time limit of 15 days (First opportunity) or like minimum 15 days before the closing of records of the month of July (Second opportunity). | 40            |
| Supervised projects               | A11 A12 A6 A7 A9 B1<br>B2 B5 B6 B8 B10 B12<br>C3 C4 C8 | The continuous evaluation of the work realised along the development of the matter.<br>The development of the work represents 40% of the final note.<br>In the assessment of the work will take into account the following appearances<br>Originality, application of the foundations, quality of the editorial and utilisation of bibliographic sources.<br>To surpass the matter, is necessary to reach a minimum punctuation of 50% in the monitored work.                                                   | 40            |

| Assessment comments |
|---------------------|
|---------------------|



The work tutelado (40%) has voluntary character and, stop this, the student has to choose before the last kind opts by the realization of this work that in the final case of not to deliver it will have a negative repercussion in the final note of two points (-2). Can be realized of individual form (students of the modality online) or in group of 2-3 people (students of the modality presencial or also students online) and versará envelope a study of one marry concrete, a proposal envelope to creation and the development of a system of management of one destine and/or new touristic product or any another fear related with the subject that the student consider of the his interest. In any case, when opting by this alternative of evaluation the student has to propose the thematic of the work to realize and the professor of the subject will communicate the acceptance of the even, his modification or the need of a new formulation. The final delivery will realize during it second fortnight of the month of April (1ª opportunity) or how minimum 15 days before the closing of acta of the month of July (2ª opportunity). Later, it facilitates more information on possible thematic and an orientation of the structure of the his Content. It is important take into account that the alternatives of evaluation chosen for student for it first opportunity will keep also for it second opportunity. During it first fortnight of the month of May will facilitate the provisional final qualifications and a possible date of review/discussion of the same in the second fortnight (second opportunity); as well as, roughly a week before the closing of acta in the month of July (second opportunity). Nevertheless, and in spite of the system of evaluation proposed previously, to the beginning of the academic course, in the presentation of the subject, can be exposed another type of percentage distribution go in the distinct methodologies. By another band, be able to be obtained additional qualifications in function of the exposed in the moment by professor of the subject. The work has to be of personal manufacture/grupal and, anyway, will be able to contain a summary of data, no a simple copy and hits of data consulted. It Will be necessary to indicate also in the own text the bibliographic sources consulted and at the end of the document collected all they in the bibliography section. The " stuents with recognition of dedicación in time partial and metes out academic of exemption of assistance" will communicate to the start of the course his situation the professors of the subject, second establishes the "Norm that regulates the regime of dedication to the study of the students of degree in the UDC" (Art.3.b And 4.5) and the "Norms of evaluation, review and claim of the qualifications of the studies of degree and mestrado university (Art. 3 and 8b). The students in this situation will be evaluated in the date approved in the Together of School, by means of join objective proof over the contents of the step 3 of the Guide, and a work to agreed upon with the professors of the subject.

## Sources of information

|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Basic</b>         | <ul style="list-style-type: none"> <li>- Antón Clavé y González Reverte F(coord.) (2005). Planificación territorial del turismo. Antón Clavé y González Reverte F(coord.)</li> <li>- Claudia Inés Martínez (2012). PERSPECTIVAS DEL TURISMO DE CRUCEROS EN ARGENTINA EN EL MARCO DE LAS TENDENCIAS MUNDIALES . Turismo y Economía. Año III. Nro. IV. . Pag 44 71.</li> <li>- Diego A. Barrado Timón (2004). EL CONCEPTO DE DESTINO TURÍSTICO UNA APROXIMACIÓN GEOGRÁFICO-TERRITORIAL. Estudios Turísticos, n.º 160 , pp. 45-68</li> <li>- Subdirección de Productos y Destinos Sustentables SERNATUR (Servicio Nacional del Turismo) (2015). «Manual Paso a paso para el Diseño de Productos Turísticos integrados». Ministerio de Economía, Fomento del Turismo, Gobierno de Chile.</li> <li>- Organización Mundial de Turismo (1998). Introducción al Turismo. <a href="http://www.e-unwto.org">www.e-unwto.org</a></li> </ul> |
| <b>Complementary</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

## 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



?To help to achieve some immediate surroundings sustained and fulfil with the aim of the action number 5: ?Teaching and investigation healthy and sustentable environmental and social? of the "Plan of Action Green Campus Ferrol":1. The delivery of the documentary works that realize in this subject:1.1. They will request in virtual format and/or informatic support1.2. They will realize through Moodle, in digital format without need to print them1.3. In case to be necessary to realize them in paper:- Will not employ plastic.- Will realize impressions to double face.- Will employ paper recycled.- Will avoid the impression of drafts.2. It has to have in account the importance of the ethical principles related with the values of the sostenibilidad in the personal and professional behaviours

**(\*)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.**