



Teaching Guide

Teaching Guide				
Identifying Data				2019/20
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	Blanco Pereira, Eduardo	E-mail	eduardo.blanco.pereira@udc.es	
Lecturers	Blanco Pereira, Eduardo Gomez Varela, Joaquin	E-mail	eduardo.blanco.pereira@udc.es 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

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
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
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
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 coñecidos 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
B4	CB9 - Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades
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
C3	CT3 - Trabajar de forma autónoma con iniciativa
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
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		
To Analyse the relations between the Sportive System and the Tourist System	AJ1 AJ4 AC3	BC1 BC3 BC10	
To elaborate a global vision about the scenario of development of the activities corresponding to sports, active and adventure tourism	AJ4 AC3	BC1 BC3 BC4 BC8	CC3 CC4 CC8
To design projects for sports and adventure tourism activities, taking into account the characteristics of the context that will be carried out and considering criteria of quality, safety and sustainability.	AJ1 AJ2 AJ3 AJ4 AJ5 AJ6 AJ7 AR1 AC2 AC3	BC2 BC7 BC9	CC1 CC3 CC4 CC5 CC6 CC9

Contents	
Topic	Sub-topic



Presentation	0.1. Description 0.2. Professors 0.3. Subject general program 0.4. Resources 0.5. Evaluation
THEME I: INTRODUCTION TO THE SPORT TOURISM STUDY. Conceptualización and Modalities.	1.1. Sportive System Structure 1.2. Relation with the System of Tourism 1.3. Sportive tourism Conceptualización 1.4. Sportive Tourism Modalities
THEME II: ACTIVE TOURISM, SPORTIVE TOURISM IN NATURAL AREAS AND ADVENTURE TOURISM	2.1. Conceptualization: Active tourism, sportive tourism in the nature and adventure tourism. 2.2. Active Tourism development contextualization and his relation with the actividade physical and the sport in the natural surroundings. 2.3. Activities of the active tourism: of the traditional sports to the new sports and physical activities. 2.4. Entities and professionals in the promotion of the active tourism in Spain 2.5. Legislation and normative in the development of the active tourism in Spain
THEME III: DESIGN OF SPORTIVE TOURISM, ACTIVE AND ADVENTURE TOURISM ACTIVITIES	3.1 Basic elements in the ATA design 3.2. Quality norms as reference in the design and development of ATA 3.3. Practical case I: Hiking routes design 3.4. Practical case II: ATA design. Surfing 3.5. Risk management and Sustainability in ATA

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student's personal work hours	Total hours
Introductory activities	A8	1	0	1
Guest lecture / keynote speech	A1 A11 A2 A4 A12 A6 A7 B2 B3 B10 C1 C3 C4 C6	14	30	44
ICT practicals	C1 C3 C4 C8	2	4	6
Problem solving	B8 B7 C1 C3 C5 C4 C6 C8 C9	4	8	12
Supervised projects	A11 A2 A6 A7 B2 C1 C3 C4	6	0	6
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	Presentation of the asignatura and of the professors to the students
Guest lecture / keynote speech	The guest lecture/keynote speech will involve teacher presentations by the teaching staff and students in regard to topics, study cases and specific contents. The participation will imply the intervention and resumes elaboration, mind maps and presentations in regard to the knowledge developed, with the aim to establish a significant learning about the field of the sportive tourism.
ICT practicals	Realisation of the tasks by the students, test or willing forms in moodle, google form, office 365 on the contents worked in the face-to-face sessions
Problem solving	Approach over a determined context sociodemográfico on which it will be necessary to perform an analysis, diagnostic and proposal of product of sportive tourism



Supervised projects	Preparation of an intervention project by a sportive tourism program or activity
---------------------	--

Personalized attention	
Methodologies	Description
Problem solving	Professor Eduardo Blanco: Personal attention by email.
ICT practicals	
Supervised projects	Professor Joaquín F. Gómez Varela: Personal attention by email, face-to-face or online tutoring via Skype Depending on their possibilities of attendance and participation, an alternative model of the different development and evaluation activities of the different topics and evaluation sections will be agreed in writing with the part-time dedication students, taking into account a schedule of hours of equivalent dedication to full-time enrollment students.

Assessment			
Methodologies	Competencies	Description	Qualification
Guest lecture / keynote speech	A1 A11 A2 A4 A12 A6 A7 B2 B3 B10 C1 C3 C4 C6	The participation in the different face-to-face sessions will compute by 40% of the final value of the asignatura. In case of the students to distance will substitute by a work proposed by the professors	40
ICT practicals	C1 C3 C4 C8	Different types of tasks, test, forms, etc, will be proposed using the platforms moodle, microsoft 365 or google, about different contents of the module.	20
Supervised projects	A11 A2 A6 A7 B2 C1 C3 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.	40

Assessment comments



- It is understood by participation in the activities carried out in the master sessions, the development in time and form of the tasks that arise related to the contents of the agenda. In the case of the face-to-face option, the non-fulfillment of 70% of the attendance may imply the non-passing of the subject, the student being considered "Not Submitted" in the final grade. This lack of participation may also disable the student to pass the subject on the second opportunity or subsequent calls until it is completed.

- On-line students will have equivalent documentation, references and task to the work carried out by the presential students, so that the participation section is equally computable for the purpose of evaluating the test lecture/keynote speech sessions. In practical sections through ICT and supervised work, the development will be the same between two groups.

- The preparation of the supervised works that attend to the design and / or development of a sports tourism project, will have as a reference the guidelines developed in the course of the subject itself, and you also add the following rules in the cases in which it is relevant:

UNE-ESO 21500

UNE-ESO 21101

UNE-ESO / TR 21102 IN

UNE-ESO 21103

The regulations referring to the corresponding active tourism companies will also be considered, taking care of the autonomous community or the administrative environment in which it is carried out.

The qualification of the works will be distributed in a general way, and without prejudice to greater precision depending on the work, in relation to the following elements and criteria:

Contextualization and foundation: 30%

Planning and development (Inclusion and application of the different elements and tools acquired in the field): 60%

Aspects you form (APA Standards, 6th) and you structure: 10%

Also in accordance with the regulations of the UDC, calquer work that in whole or in part contains contents copied from other published or unpublished works, from the Internet, etc. It will be considered as No Passed.

In accordance with the sustainability proposals that the University of A Coruña is promoting, the following guidelines will be followed as far as possible:

1.- The delivery of the documentary works that are carried out in this matter:

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

1.2. It will be done through Moodle, in digital format without printing

1.3. To be done on paper:

- Plastics will not be used.

- Double-sided prints will be made.

- Recycled paper will be used.

- Printing of drafts will be avoided.

2.- Sustainable use of resources and the prevention of negative impacts on the natural environment must be made

3.- The importance of ethical principles related to the values ??of sustainability in personal and professional behaviors must be taken into account



Basic	Referencias: AENOR. (2010). Norma UNE-ISO 31000:2010, Gestión del Riesgo. Principios y Directrices. In (Vol. UNE-ISO 31000:2010). Madrid: AENOR. AENOR. (2015a). Norma UNE-ISO 21101:2015 Turismo activo. Sistema de gestión de la seguridad. Requisitos. In (Vol. UNE-ISO 21101: 2015). Madrid: AENOR. AENOR. (2015b). Norma UNE-ISO 21103: 2015, Turismo Activo. Información para los participantes. In (Vol. UNE-ISO 21103: 2015). Madrid: AENOR. Arroyo, S. (2012). Montaña segura: Consejos sobre prevención y autosocorro (1ª ed.): Desnivel. Aspas, J. M. (2000). Los deportes de aventura. Consideraciones jurídicas sobre el turismo activo (Vol. 7). Zaragoza: Prames. Avellanas, M. L. (2009). Atención al Accidentado en el medio natural. Guía de urgencias: Edikamed. Ayora, A. (2012). Riesgo y Liderazgo. Cómo organizar y guiar actividades en el medio natural (1ª ed.). Madrid: Desnivel. Berghaenel, R. P. (2008). Accidentes en montaña y condiciones meteorológicas. Madrid: Ministerio de Medio Ambiente y Medio Rural y Marino. Betrán, A. O., & Betrán, J. O. (1999). Las actividades físicas de aventura en la naturaleza. Estudio de la oferta y la demanda en el sector empresarial. Apuntes: Educación Física y Deportes, (57), 86-94. Retrieved from http://www.revista-apuntes.com/es/hemeroteca?article=602 Bonnet Escuela, M., Wehbe-Herrera, C. D., & Lobo Rodrigo, Á. (2019). ANALYSIS OF THE REGULATION OF ACTIVE TOURISM IN SPAIN. Revista de Estudios Empresariales. Segunda Época, 0(2). https://doi.org/10.17561/ree.v2018n2.2 Cánepa, L., & Encabo, M. (2013). Montañismo en áreas naturales protegidas. Colorado, J. (2001). Montañismo y trekking. Manual completo. Madrid: Desnivel. Corbellini, G. (2002). Guía de orientación : [el mapa - la brújula - el cielo - el GPS] / Giancarlo Corbellini ; revisión y adaptación, Eusebio García Gómez ; información astronómica de Enrico Miotto (5ª ed. ed.). Madrid :: Tutor. Cunningham, A., & Fyffe, A. (2007). Montañismo invernal. Técnicas básicas para excursiones y alpinistas. Madrid: Desnivel. Deery, M., Jago, L., & Fredline, L. (2004). Sport tourism or event tourism: Are they one and the same? Journal of Sport and Tourism, 9(3), 235-245. https://doi.org/10.1080/1477508042000320250 Escuela española de alta, m. (2001). Certificado de iniciación al montañismo : texto oficial del primer nivel de enseñanza de la escuela española de alta montaña. Huesca: Barrabés. Fernández Díaz, R. La protección de espacios naturales : las fragas del Eume / Rogelio Fernández Díaz. Fernández Pardo, A. Propuesta de Plan de Uso Público para el Parque Natural "Fragas do Eume" (A Coruña). García Gómez, E. (2000). Orientación Desde el mapa y la brújula hasta el GPS y las carreras de orientación. Madrid :: Desnivel. Inglés Yuba, E., & Seguí Urbaneja, J. (2017). Estudio comparativo del ordenamiento jurídico del turismo activo y las actividades deportivas en el medio natural en la España de las comunidades autónomas. Acciones e Investigaciones Sociales, 31(31), 159. https://doi.org/10.26754/ojs_ais/ais.201231632 Instituto de Turismo de España. (2010). Estudios de Productos Turísticos. Turismo de Montaña. In I. d. T. d. España (Ed.). Jimenez, I. (2015). La configuración jurídica del deporte en el medio natural. Relaciones con el turismo, el desarrollo sostenible y la ordenación del territorio. Madrid: Editorial Reus. Llamazares, J. L. (2004). Derechos y obligaciones en el esquí y en la montaña. Oviedo: Septem Ediciones. López, A. (2012). Responsabilidad y montaña. Reflexiones jurídicas para deportistas y profesionales. A Coruña: Campo IV Alpinismo S.L. Medialvilla, L., & Villota, S. (2012). Percepción de los riesgos y las causas de los accidentes en el medio natural por parte de deportistas, gestores, grupos de rescate y visitantes. Acciones e Investigaciones Sociales(31), 39-61. Medialvilla Saldaña, L., Gómez Encinas, V., Sánchez Burón, A., & Villota Valverde, S. (2014). Profile of adventure tourism companies in Spain, Italy and Costa Rica. Journal of Sport and Health Research, 6(2), 177-190. Retrieved from http://www.journalshr.com/papers/Vol_6_N_2/V06_2_7.pdf Murcia, M. (2016). Manual de escalada libre. Deportiva. Madrid: Desnivel. Nasarre, J. M., Hidalgo, G. M., & Bernard, P. L. (2001). La vertiente jurídica del montañismo. Zaragoza: Prames. Patiño Romarís, C. A., & Lois González, R. C. (2016). El producto turístico de naturaleza en el litoral gallego como instrumento de sostenibilidad ambiental. Monografies de La Societat d'Historia Natural de Les Balears, 2016-Janua(23), 345-355. Retrieved from http://ibdigital.uib.es/greenstone/collect/monografiesHistoriaNatural/index/assoc/MonografiesSHNB_/2016vol0/23p345.dir/MonografiesSHNB_2016vol023p345.pdf Perarnau, S., Subirats, E., & Riu, F. (2007). Curas, Vendajes e inmovilizaciones en montaña (1ª ed.): Desnivel. Rivera Mateos, M. (2016). Paisaje, patrimonio y turismo de surf: factores de atracción y motivación en el Parque Natural del Estrecho, España. Cuadernos de Turismo, (37), 351. https://doi.org/10.6018/turismo.37.256271 Rivera, M. (2010). Turismo activo en la naturaleza y espacio de ocio en Andalucía: Aspectos territoriales, políticas públicas y estrategias de planificación. Universidad de Córdoba. Junta de Andalucía. Retrieved from https://helvia.uco.es/xmlui/handle/10396/14269 Subirats, E. (2011). Primeros auxilios en montaña. Madrid: Desnivel. Taibo, M. (2017). Prevención de Riesgos para Colectivos en Montaña (J. A. Castaño Ed. 1ª
-------	--



ed.). Principado de Asturias: Ediciones Cordillera Cantábrica. The Mountaineers. (2011). Montañismo. La libertad de las cimas. Madrid: Ediciones Desnivel Enlaces

Web:<http://www.PGW.com>/<http://www.SanAndrews>/<http://www.Atlanta/> www.iusport.es- www.munideporte.com-
www.csd.gob.es- www.colefgalicia.com- www.fagde.org- www.agaxede.org- www.deporte.xunta.es- www.aedd.es-
www.noticiasjuridicas.com



Complementary	
---------------	--

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.