

Academic Year/course: 2022/23

# 26345 - Active Tourism, Sustainable Development and Physical Activity and Sports

## Syllabus Information

**Academic Year:** 2022/23

**Subject:** 26345 - Active Tourism, Sustainable Development and Physical Activity and Sports

**Faculty / School:** 229 - Facultad de Ciencias de la Salud y del Deporte

**Degree:** 295 - Degree in Physical Activity and Sports Science

**ECTS:** 6.0

**Year:**

**Semester:** Second semester

**Subject Type:** Optional

**Module:**

## 1. General information

## 2. Learning goals

## 3. Assessment (1st and 2nd call)

## 4. Methodology, learning tasks, syllabus and resources

### 4.1. Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. It is based on active methodologies that favor the development of critical thinking. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work and assessment tasks.

Students are expected to participate actively in the class throughout the semester.

Classroom materials will be available via Moodle/Classroom. These include a repository of the lecture notes used in class, the course syllabus, as well as other course-specific learning materials, including a discussion forum.

Further information regarding the course will be provided on the first day of class.

### 4.2. Learning tasks

This is a 6 ECTS course organized as follows:

? **Lectures** (1 ECTS: 25 hours). Whole group sessions of 50 minutes each one. The professor will explain the theoretical contents, which are available in advance on the virtual platform Moodle.

? **Practice sessions** (3 ECTS: 75 hours). Sessions where students work with case studies and problem-solving tasks.

? **Assignments** (1 ECTS: 25 hours). In small groups, students will prepare an essay (which includes bibliographical research, analysis, summary, scientific rigor, coherence of expression and citations). They will submit a written copy at the end of the course and will do an oral presentation.

? **Autonomous work** (1 ECTS: 25 hours). Time devoted to study the course contents and prepare the sessions and assignments.

### 4.3. Syllabus

The course will address the following topics:

- T 1. Tourism, leisure and sport as a system integrated into contemporary society

- 1.1. Definition of tourism and differentiation of key concepts

- 1.2. Leisure, recreation and tourism. Concepts, divergences and affinities

- 1.3. Tourism classifications

- 1.4. The modern leisure: convergence between sport and tourism

- 1.4.1. Tourism and sport: the different manifestations of sports tourism

- T 2. Tourism, ecological leisure and sustainable development

- 2.1. Evolution of tourism from mass tourism to sustainable tourism

- 2.2. Forms of tourism associated with ecological leisure

- 2.2.1. Sports recreation in nature in tourism. Manifestations of ecological tourism

- 2.2.2. Towards an ecological awareness from active tourism. Environmental education

- T 3. Sports leisure as a stimulus for the development of active tourism

- 3.1 Matching active social trends of sports tourism

- 3.1.1. The sports practice in new spaces

- 3.1.2. The practice of non-institutionalized and deregularized

- 3.2. Coincidence of active tourism with the postmodern cultural values around the active leisure

- 3.2.1 Exponents of a new cultural mode

- 3.2.2. Parallelism between the features of the activities and the contemporary recreational needs

- 3.3. The democratization of the practice of sporting activities in the nature: processes affecting the development of active tourism

- 3.3.1 Process of commodification

- 3.3.2. Process of regulation as sports

- 3.3.3. Extension in the field of education

- 3.3.4. Diversification of activities

- 3.4. Active tourism in Aragón

- 3.4.1. Regulating regulations for active tourism

- 3.4.2. Active tourism companies

- 3.4.3. Tourist product: sports activities in nature

- T 4. Tourist resources linked to the territory

- 4.1. Heritage as a tourism resource

- 4.2. The natural heritage

- 4.3. The cultural heritage

- 4.4. Consequences of tourism in heritage resources

- 4.5. Territorial requirements for the tourist and recreational practice of sports activities in nature

- T 5. The marketing of active tourism

- 5.1. Basic concepts

- 5.2. The product and tourist destination

- 5.2.1. Product features of active tourism

- 5.2.2. Differentiation and product levels

- 5.2.3. The differentiated products from the current tourism

- 5.3. Tourism consumers

5.3.1. Traits and behavior

5.3.2. Market segmentation

5.4. Marketing applied to the tourism sector

5.4.1. Types of marketing

5.4.2. Product distribution

5.4.3. Advertising and communication

#### **4.4. Course planning and calendar**

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class

#### **4.5. Bibliography and recommended resources**

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=26345>