

Academic Year/course: 2023/24

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

Syllabus Information

Academic year: 2023/24

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

The objective of the subject is for students to acquire knowledge and reflect on the convergence between leisure, tourism and sport as an integrated system that meets social, cultural and economic demands of the population. Based on the knowledge and analysis of the different current tourism trends associated with ecological leisure, the planning of projects on tourist dynamization of sport in nature will be favoured from the principles of sustainable development.

These approaches and objectives are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030: Sustainable Cities and Communities, Health and Wellness, Life of Terrestrial Ecosystems, Quality Education and Climate Action.

2. Learning results

The student, in order to pass this subject, must demonstrate the following results...

- Knows and analyses the different current tourism trends associated with ecological leisure.
- Is capable of planning sustainable active tourism programs from the design of physical-sports projects focused on the practice of activities in nature.
- Knows how to develop active tourism activities taking into account the characteristics of the environment and the participating population.
- Analyses and evaluates active tourism programs and projects, analysing their repercussions and paying attention to sustainability principles.

3. Syllabus

Unit 1. Leisure, recreation and tourism as an integrated system in contemporary society

Unit 2. Tourism, ecological leisure and sustainable development

Unit 3. Sports leisure as a stimulus for active tourism development

Unit 4. Tourism resources linked to the territory

Unit 5. Marketing of active tourism

4. Academic activities

This is a 6 ECTS subject organized as follows:

Master classes (1 ECTS: 25 hours). Full group sessions of 50 minutes each. The teacher will explain the theoretical contents, which are available in advance on the Moodle virtual platform.

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

Works (1 ECTS: 25 hours). In small groups, students will prepare an essay (including research bibliography, analysis, summary, scientific rigor, coherence of expression and citations). They will submit a written copy at the end of the term Autonomous work.

5. Assessment system

Continuous assessment:

Work on the revitalization of a rural and natural area for its development as an active tourism destination. Design of an active tourism product (80%)

Audiovisual work of tourism proposal and active tourism practices report (20%)

Attendance to 80% of theoretical sessions and 100% of practical sessions

Global assessment:

Examination of open questions on theoretical and practical contents.

Fraud or total or partial plagiarism in any of the evaluation tests will result in the failure of the subject with the minimum grade, in addition to the disciplinary sanctions that the guarantee commission adopts for these cases. For a more detailed knowledge about plagiarism and its consequences requests to consult :<https://biblioteca.unizar.es/propiedad-intelectual/propiedad-intelectual-plagio#Que>