



Universitat de Lleida

DEGREE CURRICULUM
**RURAL AND MOUNTAIN
TOURISM MANAGEMENT**

Academic year 2013-14

Subject's general information

Subject name	RURAL AND MOUNTAIN TOURISM MANAGEMENT
Code	102625
Semester	2n Q Avaluació Continuada
Typology	Obligatòria
ECTS credits	6
Theoretical credits	0
Practical credits	0
Department	Administració d'Empreses i Gestió Econòmica dels Recursos Naturals
Important information on data processing	Consult this link for more information.
Language	Spanish
Office and hour of attention	Lunes de 15 a 17 h

Antoni Colom

Subject's extra information

Suggestions

-Attend the first day of school for this subject, which will be the presentation and motivational aspects of it, and also there will be a small discussion with students.

-Obtain the most DVD content: syllabus, schedule of activities, both theoretical and practical training materials (PowerPoint and PDF issues, and list of assignments), cases of rural and mountain statistical material and complementary, etc..

-Following the general plan for the course and use the proposed system SAKAI, University of Lleida.

The course as part of the academic plan

Name of subject or year: rural tourism and mountaineering. Qualification: Degree in Tourism. Faculty of Law and Economics (FDE). Department: Business Administration and Economic Management of Natural Resources (AEGERN). Professor coordinates and teaches the course: Dr. Antonio Colom pools. Email: Antonio_Colom@hotmail.com, Tel. 973 702 812. Prerequisites: No prerequisites are established or considered. TERM: Second semester. Teaching load ECTS: 6 ECTS credits depending on the model of the model EHEA. 150 total hours (60 classroom hours). Period Tutorials: Monday 15 to 17 hours, and may be left with the teacher at any given time, with earlier application by phone or internet. Place of tutorials Department AEGERN, business professor at the corresponding FDE.

Learning objectives

See competences

Competences

University of Lleida strategic competences

- Correctness in oral and written language.
- Master Information and Communication Technologies.

Goals

- Without Translate - 3. COMPETENCIES ESPECÍFIQUES DE L'ASSIGNATURA. 1. Ser capaç de conèixer i comprendre els conceptes, definicions i el seu transfons sobre el turisme rural i de muntanya, sobretot dins el context del desenvolupament socioeconòmic de les zones rurals, i en referència principal a la Unió Europea. 2. Ser capaç de conèixer i saber analitzar la dinàmica de desenvolupament rural de la Unió Europea en els períodes 2000-2006 (Agenda 2000), comprendre el model, programes i iniciatives comunitàries en els períodes anteriors, per així conèixer i comprendre les característiques del període actual 2007-2013. 3. Ser capaç de conèixer, comprendre i saber analitzar les accions i activitats de turisme rural, com les activitats d'agroturisme, turisme verd, turisme ecològic, turisme de muntanya, turisme esportiu, turisme religiós, enoturisme, turisme de neu i altres tipus. Ser capaç de conèixer i analitzar les activitats mes comuns dins els espais de la província de Lleida i de Catalunya, si mes no, conèixer també activitats de referència en d'altres indrets de l'estat espanyol i d'altres països europeus o no europeus. 4. Ser capaç de comprendre i aplicar una sèrie de conceptes i elements socioeconòmics per a la gestió turística rural: promoció, anàlisi i planificació estratègica, creació d'empreses de turisme i comercialització – màrqueting d'activitats turístiques dintre del marc o context de les iniciatives empresarials del turisme rural i de muntanya. 4. COMPETENCIES TRANSVERSALS O GENÈRIQUES DE L'ASSIGNATURA. 1.

Capacitat de treball en grup o en equip per estudiar casos, realitzar treballs diversos o solucionar problemes. 2. Capacitat de cerca d'informació a través de fonts secundàries publicades en format paper, revistes, llibres o en format informàtic a través d'ordinador i/o a través d'internet. 3. Capacitat d'anàlisi, de crítica i de síntesis. 4. Capacitat bàsica comunicativa a través de escrits i de viva veu individualment i en grup. 5. OBJECTIUS DOCENTS DE L'ASSIGNATURA. a. Descriure, estudiar i analitzar els conceptes i elements diversos relacionats amb el Turisme Rural i de Muntanya, sobre la base dels conceptes de les Comunitats Rurals i el Desenvolupament Rural a la Unió Europea. (Oa) b. Estudiar i analitzar la dinàmica del Desenvolupament Rural a la Unió Europea en el període 2000-2006 (Agenda 2000), per concretar l'actual dinàmica del període actual 2007-2013, amb especial referència a aplicacions de turisme rural i de muntanya (eixos estratègics, mesures, iniciatives, valorització patrimonial, etc.). (Ob) c. Descriure i analitzar les iniciatives europees LEADER, PRODER, INTERREG III, Agrupació Europea de Cooperació Territorial (AECT), com a eines i marc financer per poder programar, planificar i finançar la realització d'activitats turístiques rurals i de muntanya. (Oc) d. Estudiar i descriure la relació entre l'activitat turística rural amb el Medi Ambient, les figures de Protecció de la Biodiversitat a la Unió Europea i a Espanya. (Od) e. Definir, descriure i estudiar el concepte i diferents tipologies d'accions dins el Turisme Rural i de Muntanya. Estudiar i analitzar les activitats d'agroturisme, turisme verd, turisme ecològic, turisme de muntanya, turisme esportiu, turisme gastronòmic, turisme religiós, enoturisme, turisme de neu, rutes turístiques i territori museu i altres tipus. Descriure diverses classes o tipologies d'activitats dins de l'entorn rural. (Oe) f. Estudiar i adquirir una base de destresa per la gestió del turisme rural i de muntanya: promoció, planificació estratègica, creació d'empreses, i comercialització - marketing d'iniciatives empresarials de turisme rural. (Of) g. Realitzar una sèrie de treballs pràctics per tal de adquirir habilitats i destreses de gestió en turisme rural. (Og)

Degree-specific competences

- Create and direct a tourist service business which attends and responds to the surroundings in which it operates.
- Undertake the functions tied to the different functional areas of a touristic business and institutions.
- Apply instrumental techniques in the analysis and resolution of business problems and the making of decisions.

Degree-transversal competences

- Ability to organise and plan.
- Team work and leadership.

Goals

- Teaching objectives: a. Describe, study and analyze the concepts and elements related to various rural and mountain tourism, based on the concepts of Rural Communities and Rural Development of the European Union. (Oa) b. Study and analyze the dynamics of Rural Development in the European Union 2000-2006 (Agenda 2000), to realize the dynamics of the current period 2007-2013, with special reference to applications rural and mountain tourism (strategic, measures, initiatives, asset valuation, etc..). (Ob) c. Describe and analyze European initiatives LEADER, PRODER, INTERREG III, European Grouping of Territorial Cooperation (EGTC), tools and financial framework for power scheduling, planning and implementation of activities financed rural and mountain tourism. (Oc) d. Study and describe the relationship between rural tourism with the environment, and the figures of Biodiversity Protection in the European Union and Spain. (Od) e. Define, describe and study the concept and different types of actions within the rural and mountain tourism. Study and analyze the activities of agritourism, green tourism, eco-tourism, mountain tourism, sports tourism, gastronomic tourism, religious tourism, wine tourism, snow tourism, tourist routes and other museum territory. Describe various kinds or types of activities within the rural environment. (Oe) f. Study and acquire a skill for managing rural and mountain tourism: development, strategic planning, business development, and marketing - marketing of rural tourism entrepreneurship. (Of) g. Perform a series of works by such acquiring practical skills and management skills in rural tourism. (Og)

- Be able to work and learn in an autonomous way and at the same time adequately interact with others through cooperation and collaboration.

Subject contents

Subject contents

Theoretical content by subject

PART I. Introduction to the rural and mountain tourism, and rural development.

Item 1. Concepts and definitions regarding rural tourism and rural development in the EU. Value of the Rural Development Rural Tourism. Approach to Rural Tourism, its origin and its historical evolution. Evolutionary phases and periods of tourism and lodgings. Rural tourism and rural development. Purpose of Rural Development. Search sustainability demographic, environmental, cultural and economic communities and rural areas. Habitat and Population in rural areas. Demographic dynamics. History of Rural Development in the European Union for the period 1994-1999. Structural Funds, Cohesion Fund, priorities, initiatives and programs.

Item 2. Multifunctionality of agriculture, heritage and Multiactividades in rural areas, Agenda 2000 and the current period 2007-2013. Rural Development in the European Union alperíode 2000-2006. Agenda 2000 CAP reforms: a profitable experience. Principles and lines of action. The enlarged EU-25 and the 2007-present period 2013. Plantejaments relational UE amb of the CAP Rural Tourism. Physical and natural heritage, cultural, historical, artistic, architectural, folklore, gastronomy and its potential recovery i generació tourist activities.

Item 3. Initiatives within the European Agenda 2000 in the European Union. Current CAP and Rural Tourism: Axes 1, 2, 3 and 4: Leader in 2007-2013. European initiatives in a framework or funding for tourism in rural areas. Leader. Initiative INTERREG III and European Grouping of Territorial Cooperation (EGTC). Current CAP axes 1, 2, 3 and 4: Leader in 2007-2013. Eixos estratègics and measures for the development of rural areas. Value Turisme Rural and current CAP.

Item 4. Rural Tourism Activity, Environment and Biodiversity Protection. The relationship between rural tourism with the Environment Protection and Biodiversity in the European Union. The 6th Environmental Plan in the EU. Protected Natural Areas, Parks, National Parks i activitat tourism. Natura 2000 Network and Protection of Biodiversity.

Item 5. Introduction to Rural and Mountain. Distinctive aspects. Regulations based on AC Spanish. Introduction to Rural Tourism: Farm, Green Tourism and Tourism Ecològic. Altres forms of tourism. Tourism Mountain and Snow Tourism. Foundation rules applicable to Rural Tourism: The Rural Tourism in Comunitats Autònomes Spanish legislation and regulation figures and appellations of allotjaments rurals.

PART II. Description shapes and different activities and resources used in the rural and mountain.

Item 6. Agroturistic activities. The lodgings. Schools Nature and Alberg rurals. Accommodation and rural farmhouses and their impact on rural tourism market in Spain. Analysis of recent years. Agritourism and participation in agriculture and forestry. Levels of services and implementation of activities. Schools Nature. Aensenyament shelters for agricultural and rural activities. Fields of learning. Studies.

Item 7. Green Tourism and Cultural and Religious Tourism Ecològic. Turisme. Enoturismo. Tourist routes and others. Natural landscaping and green space mountain. Protected Natural Areas and activities for enjoyment and tourism. Shelters, restricted areas and level of serveis. Rutes, routes, tracks live references to flora and fauna, natural figures of interest. Cultural Tourism. Religious Tourism. On the Wine Tourism Enoturismo. Tourism Food. Tourist Routes: gastronomic, cultural, historical, architectural, artistic, mixed, etc.. The concept of Rural Territory Museum. Theme Parks. Studies.

Item 8. Adventure sports and activities, risk and others in rural areas. Major sports and adventure. Walking on foot and mountain biking, trekking or horseback riding, wagon and stagecoach horses shot, water sports on lakes and

rivers: whitewater rafting and, kayaks, canoes, hydro, boats, etc., Canyoning, bungee jumping, cursos d'aigua climbing, extreme sports on land and air: climbing, snow and ice climbing, mountaineering, hang-gliding, paragliding, ultralight, microlight i esquí combination, etc.; conventional winter snow sports: skiing, snowboarding and others. The tourism and relaxation: Spas and Spa. Estudie cases.

Item 9. Quality of Mountain Protected Areas and accommodation. EUROPARC or European Federation of National Parks and their activities. Tourism Sostenible Parks. Q for tourism quality in the protected areas. Application of Quality and Quality Certifications in the case of rural tourism.

Item 10. Rural tourism and rural development in other countries all over the world. Rural tourism in other European countries. Rural Tourism Associations. Internet portals offering Rural Tourism anywhere in the world.

PART III. Tourist Business Management: Strategic Planning and Marketing of rural and mountain tourism products.

Item 11. The Strategic Management in a Business Rural and Mountain. Approach to business organization and business - system. Or suprasistema ambiental and macro analysis. Dynamic adaptation of the company around. Eines per the planning and decision-making of the business strategy: Environment, anàlisi company SWOT study scenarios, analysis of competitive forces, Diamant Porter and others. Value chain and business competitiveness.

Item 12. Introduction to Rural Marketing and Agro-tourism activities in Rural Mountain. Definitions of marketing. Needs, desires and consumer demand. Differences between Sales and Marketing. Marketing variables. Les 4 P's of Marketing Mix. Consumer satisfaction. Motivation, perception, learning and experience. Exchanges and market. The process of development consumers. Attracting, retaining and satisfying customers.

Item 13. Policies, strategies and product and price variables. Deproducte concept and product levels. Variables product. Product life cycle and strategies. Different approaches by some variables. Preu and its variables. The logic of action for price fixing preu. Adaptació facts and circumstances.

Item 14. Policies, strategies and promotion variables of Distribution and Communication. Distribution and collection of variables. Canals main commercial brokers. Distribution strategies. Promotion-communication major variables. Promotional Mix. The phenomenon of communication. Advertising and publicity plan. Public relations. Devendes Force.

Item 15. Rural tourism entrepreneurship. Business Plan and Marketing Plan. From the analysis of the environment of business strategy and the business plan structuration. Diferents chapters. Shape of the company and its constitució. Permisses and procedures. Statute business. Objectives, strategy global. Descripció enterprise, and initiative or business. Legal structure and foundation of the company. Market Research. External Analysis: Environment, Consumer Protection, Competition, Industry, Prices, Market Forums. Description Product / s & Markets. Marketing Plan. Strategy and Tactics Marketing-Mix. Organizational structure, steering system, and Humans. Procés Productive Resources. Technical Description of the Process. Supplies. Buying Plan. Financial and economic evaluation. Plans Previsionales or former davant. Sistema Accountant. Analysis of results or ex-post.

CONTENTS OF ACTIVITIES WORK TO DO:

- TP1. Analysis and characterization of the environment and socio-economic position of a county or rural areas.
- TP2. Analysis of Legislation of Rural Tourism of the Autonomous Regions Spain.
- TP3. Inventory of Resources and Tourism offer concretes del counties and rural areas.
- TP4. Study and analysis of organization and operation of a ski resort.
- TP5. Case Study of Tourist Activities rural and mountainous.
- TP6. Strategic planning of a company of Rural and Mountain.
- TF. Final course on a free theme chosen by the student, related to the course content.

Note: TP1 and TP3 assignments were linked and proposes the sevarealització together.

Bibliography

Recommended bibliography

Without Translate - La Bibliografia General de recolçament aplicable a tots els continguts teòrics i activitats pràctiques de l'assignatura es facilitarà dins de la programació de la mateixa, que estarà inclòs al DVD que es lliurà als estudiants de la mateixa.