

ID	2692
Curricular Unit	Sport, Environment and Tourism
Regent	Maria Margarida Ventura Mendes Mascarenhas
Learning Outcomes	<p>1 - To comprehend the opportunities resulting from the engagement between Sports and Tourism, foremost propelled by the National Strategic Plan for Tourism.</p> <p>2 - To comprehend the fundamental concepts associated to the intersection of Sports, Natural Environment and Tourism.</p> <p>3 - To discern the sustainable development's main guidelines for the Olympic Games (and other large-scale sports events) advocated by the International Olympic Committee (Olympic Movement's Agenda 21).</p> <p>4 - To be aware of sport's impact on the natural environment and natural environment's impact on sports.</p> <p>5 - To promote green games and touristic destinations where sporting practice is conceived in accordance with the protection of the natural environment and its natural resources.</p> <p>6 - To perceive and be able to apply sport events strategic leveraging conceptual models which aim to maximize the economic, social and ecological benefits of the events to the host community.</p>
Syllabus	<p>1. Tourism: traveling historical framework; tourism and tourist; tourism's classifications and typology.</p> <p>2. Sports and Tourism: introduction to conceptual framework; fundamentals of sports tourism's development; consolidation of the intersection of sports and tourism; sports tourism's conceptual framework.</p> <p>3. Sports, Natural Environment and Tourism: sustainable development; sport's impact on the natural environment and natural environment's impact on sports; ecological main guidelines of the Olympic Games and other large-scale sports events; nature tourism (national program, markets and statistical aggregated data).</p> <p>4. Sporting Events Organization and Contribution to Tourist Appeal: national tourism strategic vision; tourist attraction centers (concept and typology); sports events organization (typology, benefits, conception and operational decisions); sports events organization proposals.</p> <p>5. Sport Events Strategic Leveraging: models for economic leverage and social event leverage.</p>

Evaluation

The approach to Sport, Natural Environment and Tourism is done through two types of teaching methodologies. On the one hand, active teaching methodologies, where creativity stimulating processes are observed, in search of the incitement for the production of ideas and originality by the students. On the other hand, exhibitor teaching methodologies are also used. Thus, three quarters of all lectures are enshrined to the exposition of the programme contents regarding to concepts, methodologies and theoretical models. In the remaining time, the students are requested to the discussion of several topics chosen by them in order to prepare an individual research project whose production and oral presentation corresponds to the continuous assessment. In this project, the main purpose is allowing the students to show competencies related to the scope of this curricular unit. Alternatively, there is the possibility to take a final assessment (oral and written examination).

Bibliography

1. M. Weed (Ed.) (2008). Sport & Tourism: A Reader. Oxon: Routledge.
2. Weed, M., & Bull, C. (2004). Sport Tourism: Participants, Policy and Providers. Oxford: Elsevier.
3. Cunha, L. (2009). Introdução ao Turismo. (4ª Edição). Lisboa: Editorial Verbo.
4. Hinch, T., & Higham, J. (2004). Sport Tourism Development. Clevedon: Channel View Publications.
5. Turco, D., et al. (2002). Sport Tourism. New York: Fitness Information Technology.
6. Hudson, S. (2003). Sport and Adventure Tourism. New York: The Haworth Hospitality Press.
7. B. Ritchie & D. Adair (Eds.) (2004). Sport tourism: interrelationships, impacts and issues. England: Channel View Publications.