

## RECREATIONAL ACTIVITY AND/OR TOURIST PRODUCT

### 1. NAME OF THE RECREATIONAL ACTIVITY AND/OR TOURIST PRODUCT

Name of the activity or product

Other names

### 2. INSPECTION DATA

Name of the compiler

Date and place of data gathering

Compiler's e-mail address

Compiler's telephone number

### 3. NAME OF THE SITE/S OR DESTINATION<sup>1</sup> WHERE THE ACTIVITY OR PRODUCT IS PERFORMED

Name of the site/s or destination

Other names

<sup>1</sup> **Destination:** geographical area currently or potentially attractive to visitors/tourists, which has tourism infrastructures and facilities, as well as a steady tourism offer.

### 4. LOCATION WHERE THE ACTIVITY OR TOURIST PRODUCT IS PERFORMED

Coordinates<sup>2</sup>

GEOGRAPHICAL

°	'	"	
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°	'	"	
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UTM (10x10)

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Address

Town/City

Post Code

County/Region

Country

Local accessibility (means of public transport at destination)

Location map

Insert image

<sup>2</sup> State the geographical or UTM coordinates of the activity main access point.

5. CUSTOMER PROFILE			
User/Customer type	% Local:	% National:	% International:
<div>Comments (socio-demographic characteristics, personality traits, motivations, etc.)</div>			
User/Customer repeats activity (loyalty)	<input type="text"/>	a - Yes; b - No	
<div>Comments (existence of proximity users/visitors, etc.)</div>			

## A) RECREATIONAL ACTIVITY

Name of the recreational activity		
Type of activity <sup>1</sup>		
From a motivational point of view	<input type="text"/>	<b>a</b> - Ludic and Entertainment (walks, sunbathing and sea activities, attending art shows and performances, gastronomic tasting, etc.); <b>b</b> - Sports and Adventure (hiking, trekking, cycling, climbing, diving, rowing, rafting, horseback riding, etc.); <b>c</b> - Educational and interpretative (interpretive routes, cultural visits, craft workshops, wildlife watching, etc.)
Level of expertise	<input type="text"/>	<b>a</b> - Generalist; <b>b</b> - Specialized; <b>c</b> - Highly specialized; <b>d</b> - Adapted Activity; <b>e</b> - Tailor-made activity; <b>f</b> - Others (specify in comments field)
Comments		
<sup>1</sup> Classification (see table ACT1 in the introductory text)		
Description and characteristics		
Attractions with which it is related		
Specific conditions needed for setting the activity (climate conditions, resources, spatial needs, etc.)		
Activity description (specify the actions carried out)		

<p><b>Length of the activity</b></p>	
<p><b>Practitioner physical requirements</b> (fitness and health condition, minimum or maximum age, height, etc.)</p>	
<p><b>Required equipment</b> (binoculars, helmet, track shoes, sun cream, climbing equipment, horse and horse-riding equipment, bicycle, kayak, oxygen tanks, etc.)</p>	
<p><b>Risks and security measures</b> (describe the potential activity risks and required security measures)</p>	
<p><b>Required facilities</b> (trails, interpretation center, signage, picnic area, restrooms, parking area, bird observatory, etc.)</p>	
<p><b>Comments</b> (specify whether the facilities are public or private, their conservation condition, maintenance tasks, etc.)</p>	

Potential impacts

Impacted elements	Impact <sup>2</sup>	Causes <sup>3</sup>	Effects on the site/element	Magnitude <sup>4</sup>	Preventive and corrective measures <sup>5</sup>
Geology					
Water					
Vegetation					
Fauna					
Soil					
Landscape					
Cultural Heritage					
Local Communities					
Facilities					
Visitors performing other activities					
Others (specify in comments field)					

Comments

<sup>2</sup> **Impacts:** **a** - Wastes; **b** - Noise; **c** - Pollution (garbage, CO<sub>2</sub>, etc.); **d** - Forest cover loss; **e** - Heritage damage; **f** - Loss of faunal species; **g** - Introduction of invasive exotic species; **h** - Loss of system functions; **i** - Habitats destruction; **j** - Deterioration and dismantling of monuments; **k** - Loss of traditional customs and life style; **l** - Deterioration of the landscape quality; **m** - Others (specify in comments field)

<sup>3</sup> **Causes** (they will be linked to the specific actions they carry out during the development of the activity): **a** - Trampling; **b** - Rubbing of walls; **c** - Excessive number of visitors; **d** - Opening of shortcuts; **e** - Disturbance to wildlife; **f** - Wildlife hit by vehicles; **g** - Alteration of natural processes; **h** - Vandalism; **i** - Plunder; **j** - Erosion and corrosion; **k** - Intrusions and visual obstructions in the landscape; **l** - Others (specify in comments field)

<sup>4</sup> **Magnitude:** **1** - Severe impact; **2** - High impact; **3** - Moderate impact; **4** - Low impact; **5** - No impact

<sup>5</sup> **Preventive and corrective measures:** specify whether among other measures, there is a Code of Ethic and Etiquette.

**Compatibility with other activities** (specify spatial or temporary incompatibility among the current activities: agriculture; fishing, grazing, other tourist activities, etc.)

**Authorities/Institutions with competences over the site or element where activity is performed** (publics and/or private)

**Applicable rules** (permits, licences, assurances, human resources qualification, etc.)

**Institution/s  
communicating activity**  
(communication channels,  
etc.)

**Additional comments**

**Bibliographical and  
documentary references**

**Graphical Documents**  
(photographs, maps,  
leaflets, etc.)

Insert image

Insert image



Insert image

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Insert image

## B) TOURIST PRODUCT

Name of the tourist product		
Type of product		
According to the components	<input type="text"/>	<b>Tourist product</b> (1 component): <b>a</b> - Recreational experience; <b>b</b> - Travel; <b>c</b> - Accommodation; <b>d</b> - Board/Meals; <b>e</b> - Transport; <b>f</b> - Others (specify in comments field)
	<input type="text"/>	<b>Tour package</b> ( $\geq 2$ components): <b>a</b> - Recreational experience + transport; <b>b</b> - Recreational experience + accommodation; <b>c</b> - Recreational experience + meals; <b>d</b> - Transport + accommodation; <b>e</b> - Full-Board (accommodation and meals); <b>f</b> - Transport + accommodation + meals; <b>g</b> - All inclusive; <b>h</b> - Others (specify in comments field)
Extent of the program	<input type="text"/>	<b>a</b> - Short-time program ; <b>b</b> - Half-time program; <b>c</b> - Full-time program; <b>d</b> - Full-time program and accommodation; <b>e</b> - Short trip program (weekend or bank holidays); <b>f</b> - One week program; <b>g</b> - Long trip program (15 days, Grand Tour, etc.); <b>h</b> - Others (specify in comments field)
Product Implementation	<input type="text"/>	<b>a</b> - On-demand product; <b>b</b> - Occasional product; <b>c</b> - Seasonal product (for attractiveness reasons, space or climate); <b>d</b> - Scheduled product; <b>e</b> - Regularly offered product; <b>f</b> - Others (specify in comments field)
<b>Seasonality</b> (dates of the year the product is offered)		
<b>Comments</b> (describe the components and/or services of the product and the minimum number of customers needed, extensions of the product, etc.)		
<b>Tourism enterprises or institutions marketing the product<sup>1</sup></b> (include contact details)		

Approximate price (RRP)	Low season:	Mid season:	High season:
	Commissionable %:	Groups (minimum and maximum group size):	
<p><b>Comments</b> (identify companies marketing the product by pointing out the differences between them)</p>			
<p><sup>1</sup> Link to the provider service worksheet, blocks 'Tourism Services Companies (C)' and/or 'Travel and Tourism Intermediaries (D)', to describe the promotion and marketing aspects of the product.</p>			
Product assessment			
Attributes and values of the product	<input type="text"/>	<b>1</b> - Conventional product; <b>2</b> - Unique product at local level; <b>3</b> - Unique product at regional level; <b>4</b> - Unique product at national level; <b>5</b> - Unique product on an international scale	
<p><b>Comments</b> (specify the attributes that make the product unique such as charming hotels, special recreational activity, highly specialized staff, etc.)</p>			

<p><b>Competitors analysis</b> (describe what, where and how this product is offered in nearby destinations)</p>		
<p><b>Socio-economic importance of the product</b></p>	<input type="text"/>	<p><b>1</b> - Irrelevant ; <b>2</b> -Irrelevant but increasingly growing; <b>3</b> - Stable product according to the business regular offer; <b>4</b> - Relevant (the product is on the top three for ranking business); <b>5</b> - Highly relevant (the product is consolidated and represent destination's identity)</p>
<p><b>Satisfaction assessment</b></p>	<input type="text"/>	<p><b>1</b> - Unfulfilled expectations <b>2</b> - Underfulfilled expectations; <b>3</b> - Fulfilled expectations; <b>4</b> - Overfulfilled expectations; <b>5</b> - Highly fulfilled expectations</p>
<p><b>Additional comments</b></p>		
<p><b>Bibliographical and documentary references</b></p>		

**Graphical Documents**  
(photographs, maps,  
leaflets, etc.)

Insert image

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