

# ***Sport Management and Health in Ecotourism***



***Ecotourism  
and  
Health***

*Carletti Michele*

***Trekking***

*Cavoto Rocco*

***Nordic  
Walking***

*Virgilio Antonio*

***Cycling  
Tourism***

*Ardillo Danilo*

***What else?***

*Marchi Elena*

# *Ecotourism and Health*



*Carletti Michele*

*Ecotourism  
and  
Health*

*Carletti Michele*



# Definition of Ecotourism

## *What is Ecotourism?*

One of the first definitions of ecotourism was made in 1983 by the Mexican architect Héctor Ceballos-Lascuráin, who defined it as follows: "That form of environmentally responsible tourism that involves travel and visitation to relatively undisturbed natural areas with the object of enjoying, admiring, and studying the nature, as well as any cultural aspect (both past and present) found in these areas, through a process which promotes conservation, has a low impact on the environment and on culture and favours the active and socio economically beneficial involvement of local communities".



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# *Definition of Ecotourism*

A significant definition was made in 1990 that is:

***“ Responsible travel to natural areas that conserves the environment and improves the well-being of local people. ”***

***(TIES, 1990)***



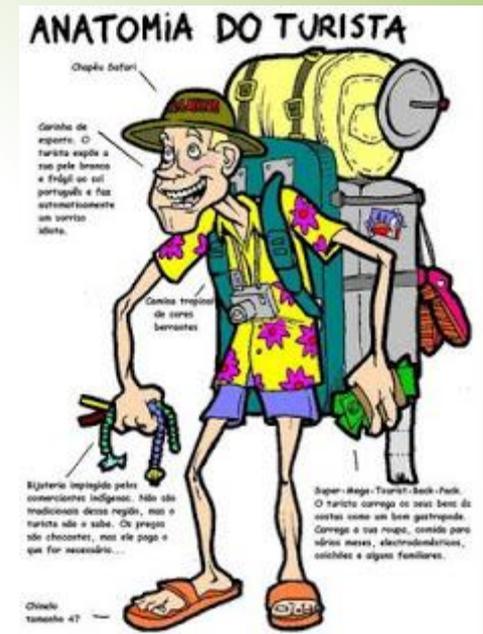
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# *Who is Eco-tourist?*

Ecotourism appeals to a wide range of travelers, of all ages and interests.

Travelers who choose ecotourism are *responsible consumers* interested in social, economic and environmental sustainability seeking to minimize the carbon footprint of their travel, traveling with climate in mind by planning wisely and choosing consciously.



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# ***Benefit of Ecotourism***

- 1. Advantages for the environment.**
- 2. Advantages for the local community.**
- 3. Socio-economic development.**
- 4. Advantages for the travelers.**
- 5. It's a source of income.**
- 6. Ecotourism promotes energy conservation.**
- 7. Benefits to future generations.**

# ***Benefit of Ecotourism***

## **1. Advantages for the environment.**

**Ecotourism is low impact tourism in which people makes planned effort to understand the environment, protect the natural resources, and invest sufficient revenues for protecting the natural habitat. Ecotourism also helps to protect animals and plants from the ill effects of conventional tourism.**



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# ***Benefit of Ecotourism***



## **2. Advantages for the local community.**

**Ecotourism benefits the local community residing in that natural area, in many ways. The number of visitors visiting a place increase as a result of which as it local people get various opportunities for employment and services. The concept and its application also help to stimulate the economy.**

# *Benefit of Ecotourism*

## **3. Socio-economic development.**

**Ecotourism brings new openings for small-scale investments in the region. This means socio-economic development especially in the developing countries.**



# ***Benefit of Ecotourism***



## **4. Advantages for the travelers.**

**Ecotourism offers educational and recreational travel without disturbing the natural environment. Travelers can look and admire the handicrafts made by the local artisans. Many times travelers purchase these products from them and thus support them economically. This also helps in conserving the local heritage of a place.**

# ***Benefit of Ecotourism***

## **5.It's a source of income.**

**Ecotourism is attracting travel agencies and other people to open up hotels and motels in such places. Thus, it has become a chief source of income for people.**



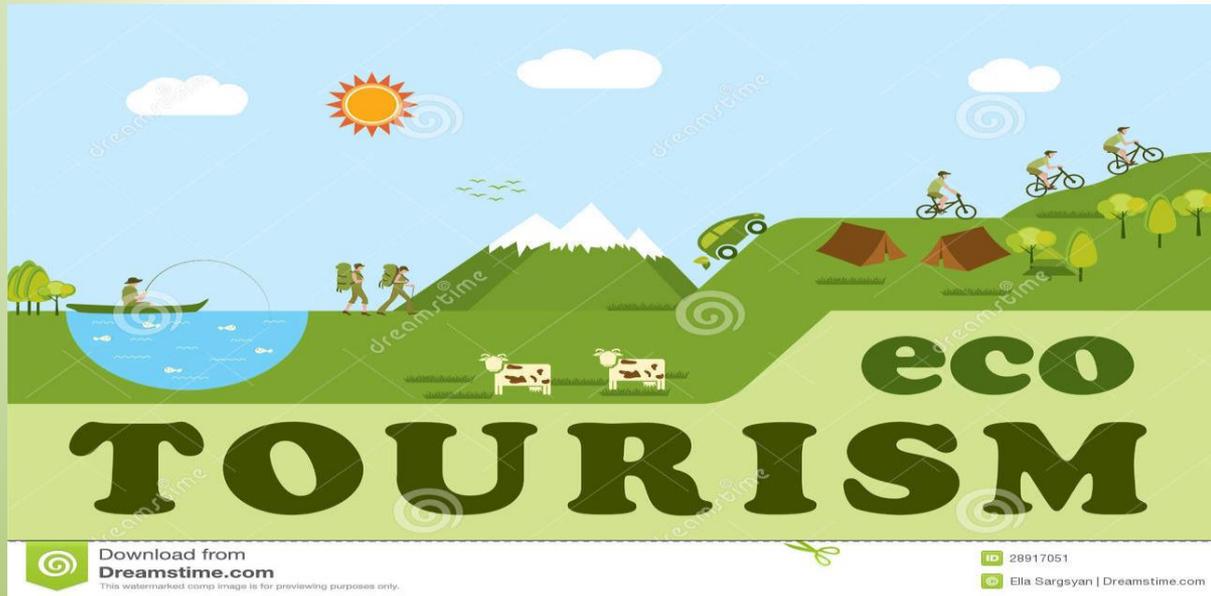
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# ***Benefit of Ecotourism***

## **6. Ecotourism promotes energy conservation.**

**Ecotourism helps to promote energy conservation. As result less fuel is consumed, thus reducing the amount of harmful products released in the air.**



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# ***Benefit of Ecotourism***

## **7. Benefits to future generations.**

**Ecotourism promotes the conservation of wildlife and natural habitats. It thus ensures that natural resources managed in such a way that they are saved for future generations.**

**Ecotourism has recently gained popularity in Australia especially in adventure trips like mountain climbing, bird watching, white water rafting, etc. In such travels, it is expected that visitors clean the mess and support in keeping the natural habitat undisturbed.**



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# ***Benefit of Ecotourism***

***Ecotourism is an important economic activity in natural areas.***

***It promotes sustainable use natural resources and reduces threat to biodiversity and is economically profitable. So let us dedicate towards this wonderful practice and hope it can change our world.***



***THANK YOU!***

***Ecotourism  
and  
Health***

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# *Trekking*



*Trekking*

*Cavoto Rocco*

*Cavoto Rocco*



# ***WHAT IS TREKKING?***



Trekking is a combination of hiking and walking activities and it consists in walking in rural areas or mountainous areas. It is a wonderful way to enjoy nature and to be in close contact with people living there.

***Trekking***

*Cavoto Rocco*

# ***Benefits of Trekking***

- 1. Cardiovascular strength***
- 2. Loss of weight***
- 3. Cleaner lungs***
- 4. Stronger bones***
- 5. Agile muscles***
- 6. Cool mind and excellent focus***
- 7. Interval training***
- 8. A new way to workout***
- 9. Mental benefits***



***Trekking***

***Cavoto Rocco***

# TREKKING

There's something amazing, satisfying and refreshing in walking in the nature with nothing else but what you can carry on your back.



## *1. Cardiovascular strength*

Since backpacking requires covering large distances, walking up and down hills and mountains, the heart has to pump harder to keep up with the oxygen demand.

## *2. Loss of weight*

Climbing, dodging around boulders, little running and sprints are common in trekking. These physical activities eventually help to get rid of unwanted fat.



*Trekking*

*Cavoto Rocco*

# TREKKING



## 3. *Cleaner lungs*

In India, for example, trekking tours are conducted to allow trekkers to breathe clean air. Most trekking tours are organized away from cities so that the great variety of vegetation found in nature helps to ensure that the air is far cleaner than in metropolitan areas.



*Trekking*

*Cavoto Rocco*

# TREKKING



## 4. Stronger bones

Trekking requires stretching, jumping, climbing and dodging at several intervals. Such exercises at regular intervals during a trek help make bones stronger. Backpackers also have the added beneficial burden of carrying supplies, such as water, first aid kits, clothes and even camping equipment such as tents (if they were camping) which would mean added weight on the shoulders and spine. If carried properly, this weight training can improve bone and fitness.



## 5. Agile muscles

What a trekker will surely achieve while trekking, is excellent muscle strength.



*Trekking*

*Cavoto Rocco*

# TREKKING



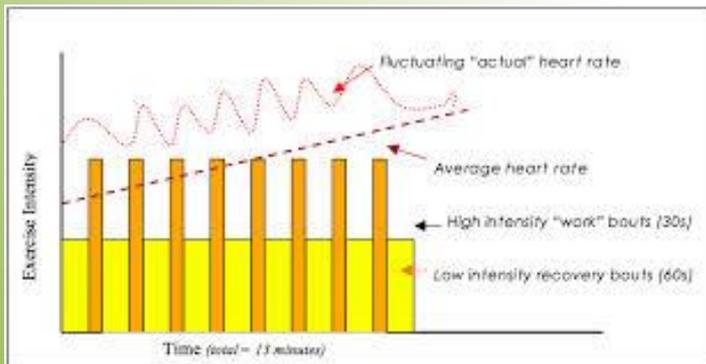
## 6. Cool mind and excellent focus

Trekking and backpacking often require the hikers to be focused on their activity. In order to do that, the hiker must clear his thoughts and prepare his mind to face topographical challenges.

**OPTIMIZE  
YOUR MIND**

## 7. Interval training

Trekking involves walking up and down hills and, possibly, climbing. Walking uphill will bring your heart closer to an hiker's target aerobic rate, while walking downhill will give your heart rate a chance to recover.



*Trekking*

*Cavoto Rocco*

# TREKKING

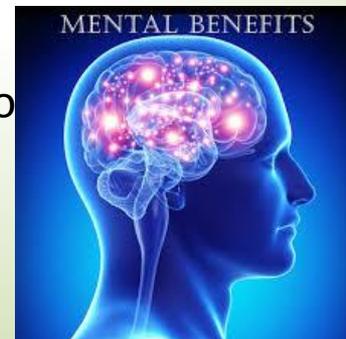
## ***8. A new way to workout***

Trekking can be as easy as walking in your neighborhood, or as difficult as climbing a mountain depending on your physical activity level. Trekking offers new sceneries, different kinds of territory, and requires almost no equipment.



## ***9. Mental benefits***

Stress can disrupt your everyday life, causing health problems and depression. Trekking is a great way to reduce the stress in your life, because of the release of endorphins, which are known to make us happy! Breathing fresh air and looking at the nature around you while trekking, is a great way to help improve your mental health, and it is believed to also improve memory and functionality of the brain.



***Trekking***

***Cavoto Rocco***

***Thank You***

***Trekking***

***Cavoto Rocco***



# *Nordik Walking*



*Virgilio Antonio*

*Nordik  
Walking*

*Virgilio Antonio*



# NORDIC WALKING A PHYSICAL ACTIVITY...

EVERYBODY



EVERYWHERE



EVERY SEASON



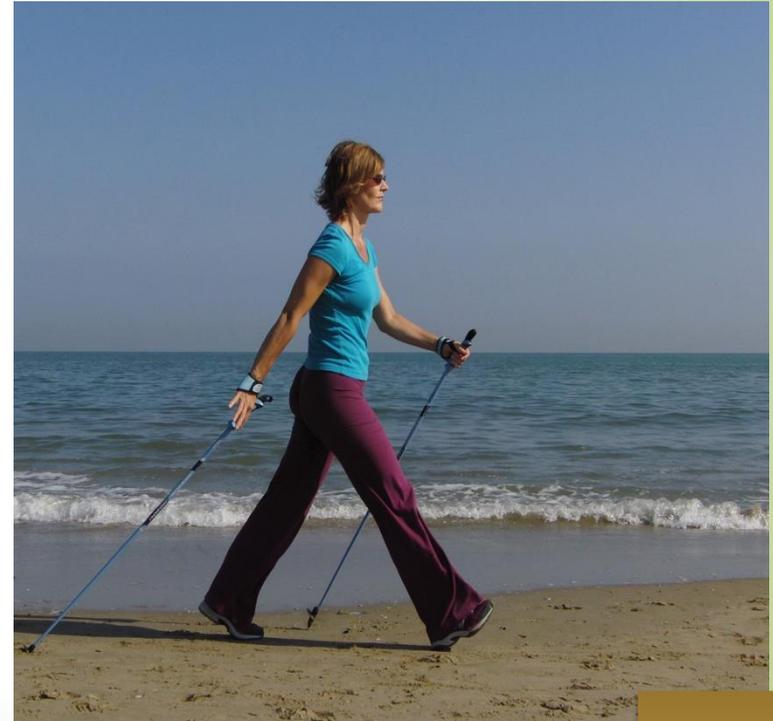
# **NORDIC WALKING**

**- WHAT IS IT?**

**- WHICH ARE THE BENEFITS?**

## OFFICIAL DESCRIPTION OF NORDIC WALKING

**NORDIC WALKING IS A FORM OF PHYSICAL ACTIVITY IN WHICH THE NORMAL AND NATURAL WALKING HAS BEEN ADDED TO THE ACTIVE USE OF A COUPLE OF SPECIFIC STICKS, CRAFTED SPECIFICALLY FOR NORDIC WALKING. THE CHARACTERISTICS OF A NATURAL PATH AND BIOMECHANICALLY CORRECT ARE MAINTAINED IN ALL ASPECTS.**



*Nordic  
Walking*

*Virgilio Antonio*

1. **INCREASES CALORIES CONSUMPTION**
2. **INCREASE MAXIMUM OXYGEN UPTAKE**
3. **ACTIVATES THE VENOUS RETURN IN THE LOWER LIMBS**
4. **THE EFFORT PERCEIVED IS LESS THAN IN NORMAL WALKING**

### **CARDIOVASCULAR SYSTEM BENEFITS**

- **IT IMPROVES HEART RATE (F.C.).**
- **IT INCREASES THE SIZE OF THE HEART.**

### **ADAPTATION OF THE MUSCLES**

- **IT IMPROVES POSTURE, GAIT AND THE TECHNIQUE OF OTHER SPORTS (LIKE RUNNING)**

# THE HISTORY OF NORDIC WALKING



**SINCE THE 30s FINNISH SKI ATHLETES HAVE USED SKI POLES IN THEIR SUMMER TRAINING THEN THEY HAVE CHANGED IT INTO A SPORT COMPLETELY DEDICATED TO WALKING.**

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Walking*

*Virgilio Antonio*

# NORDIC WALKING GOALS

➤ ACHIEVEMENT AND MAINTENANCE OF GOOD HEALTH CONDITIONS



➤ BASIC CONDITIONING AND IMPROVING PERFORMANCES IN DIFFERENT SPORTS

S.S. LAZIO CALCIO



➤ NORDIC WALKING SPORT CHALLENGE



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**MODERN NORDIC WALKING BIRTH  
(2006)**

# **NORDIC WALKING TECHNIQUE**

➤ **CORRECT POSTURE**

**CORE STABILITY  
BODY AWARENESS**

➤ **CORRECT WALKING TECHNIQUE**

➤ **CORRECT USE OF THE STICKS**

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# THE FOCAL POINT OF NORDIC WALKING TECHNIQUE

**CORRECT POSTURE**



**RIGHT BODY ALIGNMENT**

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**THE SECOND FOCAL POINT OF  
NORDIC WALKING TECHNIQUE**

**IS SMOOTH AND ARMONIOUS WALKING**

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*Virgilio Antonio*

# THE THIRD IMPORTANT POINT OF NORDIC WALKING TECHNIQUE

## THE CORRECT USE OF STICKS

**SWINGING ARMS IN THE BACK**



**PUSHING FORCING STRAP**



**INCLINED STICKS**

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# THE IDEA DEVELOPED IN FINLAND NORDIC WALKING HAS MADE THE WALKING

## **MORE COMPLETE**

THE USE OF THE STICK GUARANTEES THE USE OF THE TRUNK MUSCULATURE

## **MORE EFFECTIVE**

TO INCREASE ENERGY EXPENDITURE ( MORE MUSCLES MOVE)

## **MORE EFFICIENT**

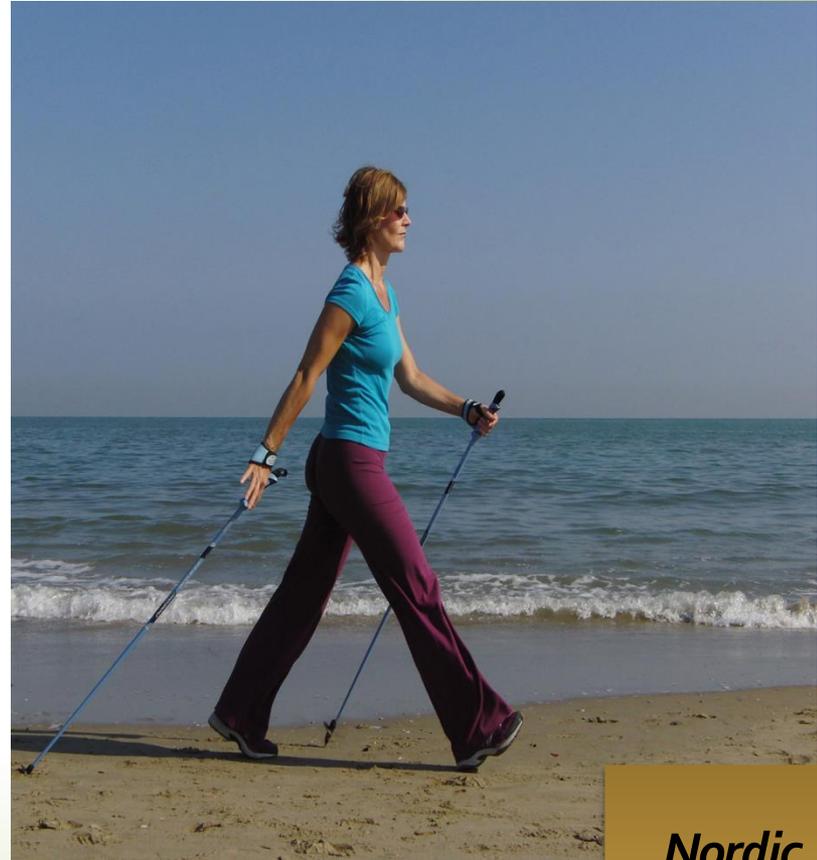
IT IMPROVES THE PHYSICAL CONDITION

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*Virgilio Antonio*

# NORDIC WALKING STICK TECHNIQUE

1. STICK SUPPORT
2. THRUST
3. FULL EXTENSION OF THE ARM BEHIND
4. SWINGING FORWARD OF THE ARM WITH RECOVERY OF THE STICK IN THE HAND



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*Virgilio Antonio*

**LEARNING NORDIC WALKING TECHNIQUE YOU BECOME AWARE  
OF WALKING  
AND CORRECT POSTURE.  
THE PERCEPTION OF  
BODY CONTROL INCREASES.**

**RHYTHM AND COORDINATION  
BECOME PART OF OUR MOVEMENTS.  
IN ALL THIS, THE STICKS ARE A GREAT TOOL**

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Walking***

***Virgilio Antonio***

# “EVERY STEP IS IMPORTANT”



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Walking*

*Virgilio Antonio*

# NORDIC WALKING

**WALKING NOT ONLY ON FOOT BUT USING THE WHOLE BODY IN AN OPEN-AIR GYM**

**THANKS TO ALL ITS BENEFITS ON MOVEMENT, ENERGY AND RESPIRATION, THIS SPORT CAN BE PRACTICED BY EVERYONE, THROUGH WEEKLY TRAINING COURSES, CONSIDERING AS A WHOLE THE WELLNESS OF THE BODY INDIVIDUAL, WITH THE ADVANTAGES OF A TEAM MOTOR AND THE PRICELESS PLEASURE OF BEING SURROUNDED BY A GREEN CONTEXT.**

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Walking*

*Virgilio Antonio*

# ASSISI



# ASSISI

CAMPELLO SUL CLITUNNO

FORCHE CANAPINE

*Nordic  
Walking*

*Virgilio Antonio*



*Nordic  
Walking*

*Virgilio Antonio*



## LAGO TRASIMENO

*Nordic  
Walking*

*Virgilio Antonio*



# TREVI

*Nordic  
Walking*

*Virgilio Antonio*



# BOSCO DI SAN FRANCESCO

*Nordic  
Walking*  
Virgilio Antonio



# ASSISI

*Nordic  
Walking*  
Virgilio Antonio



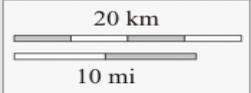
# ASSISI

*Nordic  
Walking*  
Virgilio Antonio



# TREVI

*Nordic  
Walking*  
Virgilio Antonio



© d-maps.com

**THANK YOU!!!**

*Nordic  
Walking*  
Virgilio Antonio



# *Cycling Tourism*



*Ardillo Danilo*

*Cycling  
Tourism*

*Ardillo Danilo*



# ***Cycling - Tourism***

***Sport or physical activities generate endorphines, the hormone that produces euphoria and happiness.***



***The more you ride, more active your mind and body will be.***



***Cycling is a useful way to reduce stress and improve oxygenation.***



***Cycling  
Tourism***

# ***Bike Benefits***

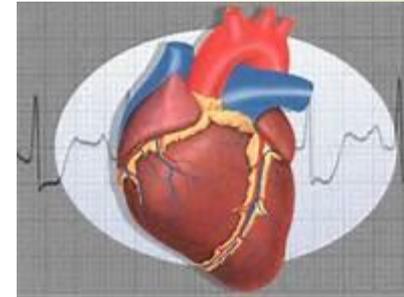


## **1. KEEP FIT**

**Riding for an hour you burn about 500 Kcal.**



**PAY ATTENTION:** it is not riding only downhill, it is great to keep our heart trained and it is a suitable activity at every age.



**Buttocks, quadriceps and twins generate the DRIVING FORCE**



**Abs, back and chest give STABILITY**



**Arms and shoulders give BALANCE**



***Cycling  
Tourism***

*Ardillo Danilo*

# Bike Benefits

## 2. YOU FEEL MORE ENERGETIC

According to a research in 2008 a regular use of bike at a moderate speed, for about six weeks eliminate your stress



## 3. LONG LIFE

A research published on the International Journal of Sports Medicine proves that cyclists joining the Tour de France are expected to live 8 years longer



Next Time



## 4. Keep Fit and Take Care

Longer distances, under the sun or in the rain, require a suitable equipment: helmet, sunglasses, gloves, backpacks with food and water. Pay attention to bad surprises.



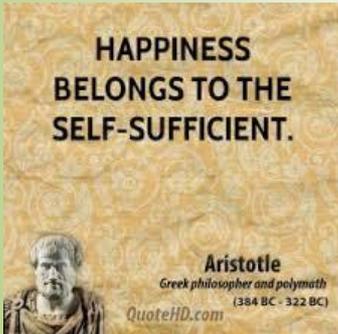
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# Bike Benefits

## 5. Be Self- Sufficient

People riding a bike, know they have to be self-sufficient. So, if you are self-sufficient, you do not depend on anyone else ad this is **STRENGHT.**



## 6. No Damages for joints

Unlike running, cycling is a low impact sport: with low strains for joints of lower limbs and suitable if you want to keep your knees.

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# Brief history of the bicycle

## 1. The 1st picture

It first appeared in «ATLANTIS CODE» by Leonardo Da Vinci in 1490. This vehicle has never been realised.

## 2. Célérifère

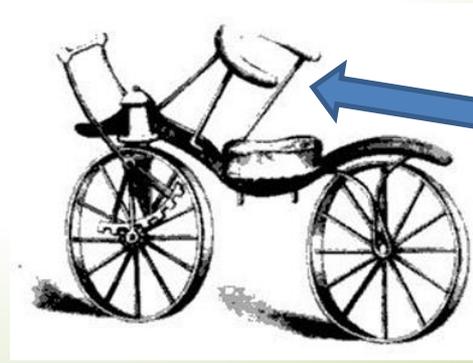
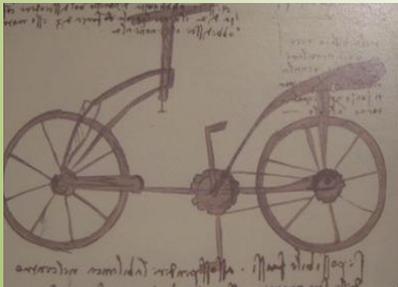
In 1791 the first two wheel vehicle was built , thanks to the French lord «DE SIVRAC»

## 3. Draisina

In 1817 the German lord «VAN KARL VON DRAIS» added the handlebars to the front wheel.

## 4. Velocipede

In 1837 the Scottish blacksmith «KIRKPATRICK MAC MILLAN» added the pedals



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# Brief history of the bicycle

## 5. Rover Safety

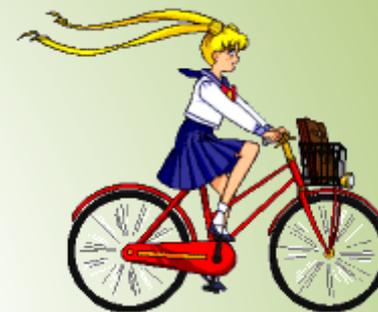
In 1888 two English entrepreneurs «SUTTON and STARLEY» added the trasmission chain.

## 6. Canvas and rubber wheels

In 1888 Dunlop company patented the first tire

## 7. The End

Now there are the key parts of the bicycle. It will be improved in the years coming



## A EUROPEAN HISTORY



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# Brief history of the bicycle

??

## Mountain Bike?????????

Where does it come from???

What is the difference?



It was built in the USA in 1933 by Mr «SCHWINN»

### *Schwinn Excelsior*

He built SCHWINN EXELSIOR MODEL. It was **strongh and resistant** for his postmen.



*Cycling  
Tourism*

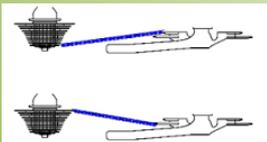
*Ardillo Danilo*

# Differences between a Racing Bike and a Mountain Bike



## Technical details Mountain Bike

1. Natural paths.
2. **Heavy, strong, resistant and low impact with the ground.**
3. Bike cushioned easier to ride.
4. **Flexible exchange ratio.**



## Technical details Racing Bike

1. Paved road.

2. **The most important sport events: Tour de France, Giro d'Italia, Vuelta di Spagna.**

3. Light, speedy.



Cycling  
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# DEMO

Right position:

1. *Never stretch completely your lower limb while pedaling.*



2. *Dont flex your thigh to your chest over 90° centigrade.*



# Thanks

Cycling  
Tourism

Ardillo Danilo



# *What Else?*



Marchi Elena

*What else?*

*Marchi Elena*

*Related to the offer of the territory  
and the specificities of the Region  
of Umbria*



**CAVES**



**STREAMS**



**HILLS**



**LAKES**

*What else?*

ONLY FOR...BRAVE HEARTS!!!!



*What else?*

*Marchi Elena*

ON THE ROCK...



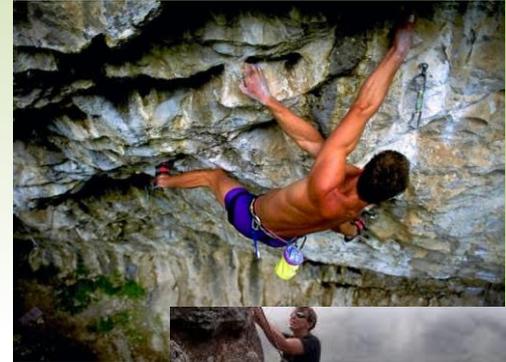
*What else?*

*Marchi Elena*

# *Free Climbing*

Climbing is the sport of overcoming an obstacles by climbing on a vertical surface whether it be a natural or artificial rock face or any urban structure. In practice any form of progression on a vertical plane is climbing. The distance traveled during a climb is said “because of the climbing”.

The fundamental difference between mountaineering and proper discipline of sport climbing is that while in mountaineering the aim is to reach the summit of a mountain, in climbing the main purpose is to pass a wall of part of it, where the difficulty is generally greater.

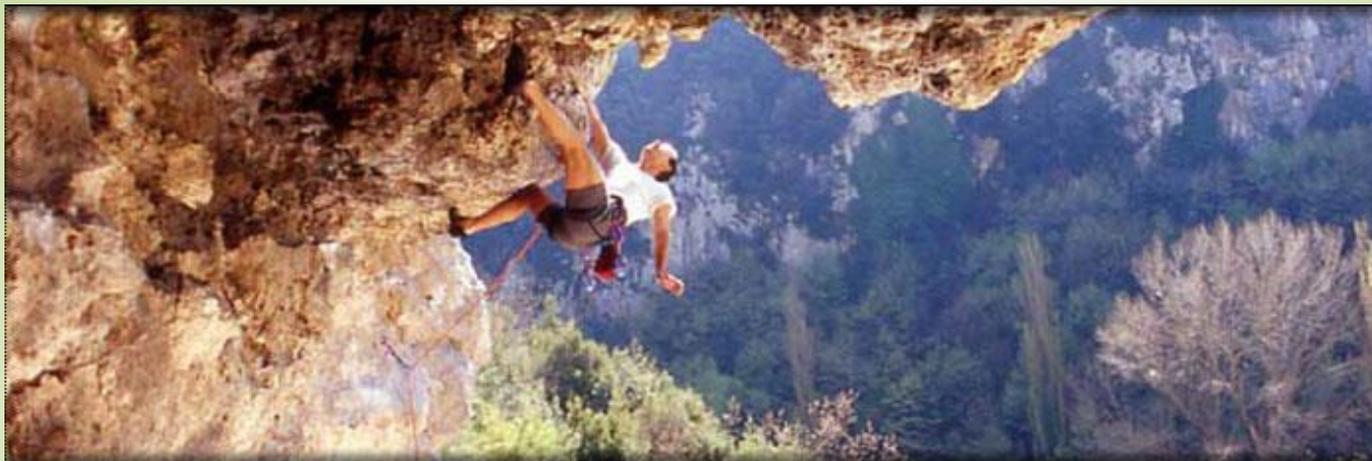


*What else?*

*Marchi Elena*



## *Free Climbing...in Valnerina*



If you love the mountains, or you just like to practise healthy sport that helps you know your limits and achieve a balance between mind and optimal physical, come in Valnerina, the best place it start to climb and to improve your skills.

*What else?*

*Marchi Elena*

UNDER THE ROCK...



*What else?*

*Marchi Elena*

# *Speleology*

The exploration of natural caves is an intense, deep, exciting and rewarding, a return to the motherland  
Discipline of the body and of the spirit, an exciting and total immersion in the darkness of primordial space that seem to exist beyond time



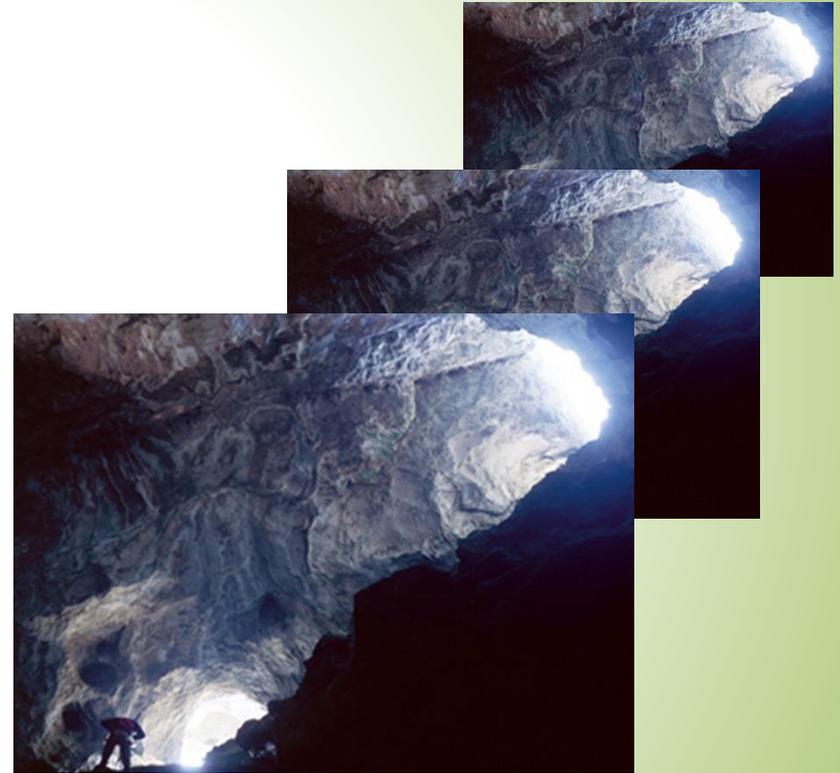
<http://www.sns-cai.it/>

*What else?*

*Marchi Elena*

## *Discover Monte Cucco*

The Monte Cucco Cave is extended over more than 30 kilometers and it is more than 900 meters deep. It is one of the most important underground systems in Europe and it is certainly one of the most studied caves in the world. This natural attraction that until now could be appreciated only by expert cavers, now it is open, for 800 meters long, to anyone who wishes to live an unique experience. This route might stimulates the senses, which the water sounds who erodes the rock slowly, the smell of the mountain depths and the sight of the limestone formations within the cave.

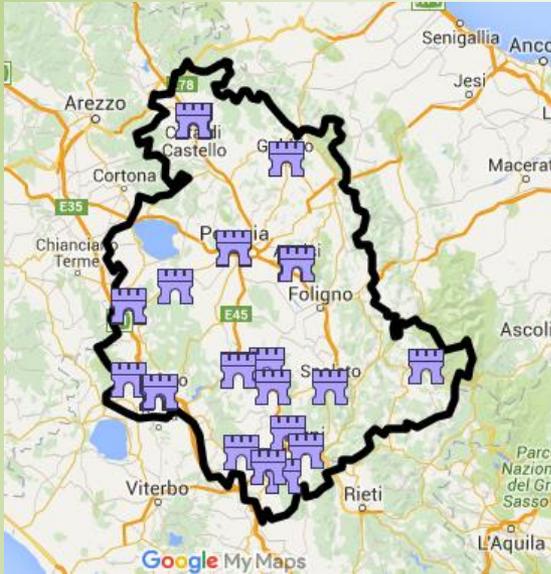


*What else?*

*Marchi Elena*

[www.grottamontecucco.umbria.it](http://www.grottamontecucco.umbria.it)

# *Umbria Underground*



A huge, hidden and mysterious heritage. Under the Umbrian streets, squares and cathedrals you can find underground places that tell you millenary tales. The history and fashion of a unique place is represented by the echoing Roman tanks, solemn catacombs, Medieval aqueducts, Renaissance towers and Etruscan tunnels. This variety permits to create different itineraries in a narrow geographical space and facilitates the visit of different places close to each other in the mysterious hearth of the region.



**ON THE WATER**

*What else?*

*Marchi Elena*

# *Rowing...on Piediluco Lake*

Lake of Piediluco is one of the finest places for boating in Italy and Europe.



A unique opportunity to discover this beautiful lake from a special point of view.

*What else?*

*Marchi Elena*



*The lake is a natural basin completely surrounded by green hills and mountains. The particular lightness of the water and the total absence of wind facilitate the sliding of the boats and make Piediluco and exceptional race course.*

*His body of water, the green of the woods, can be used for training session of rowing at a competitive level, but also for an amateur approach.*



***What else?***

***Marchi Elena***



UNDER THE WATER

*What else?*

*Marchi Elena*

# *Hydrospeed*

*Hydrospeed* is a plastic board managed by your hands. You lie on top of it with your belly and let your legs freely float in the water. No boats and no paddles.



<http://www.umbriaexperience.it/>

*What else?*

*Marchi Elena*

## And if you don't like sport...TRUFFLE HUNTING



Umbria represents a unique opportunity to discover the many faces of nature. Travel around this part of Italy where you can find a truffle hunter in every family. Put on your boots and explore forests characterized by old oak trees and beeches where the famous black truffles of the region, of both the winter and summer varieties, can be found.



*Enjoy your meal!!!!!!*



*What else?*

*Marchi Elena*