



UNIVERSIDAD DE SONORA
Central Regional Unit
Economic Administrative Science Divisions
Accounting Department
BACHELOR OF TOURISM

Course: Evaluation and Management of regional tourist projects		Ident: (SCHOLAR)	
Prerequisite : Territorial planning and development of tourist destination centers		Subsequent: Elective of the major core of Tourist Planning (Current tourism topics and trends; Tourism Project workshop; Financial management of tourism projects; Geography of Territorial resources in Sonora)	
Credits: 7	Mode: Semi attendance	Week Hours: 4 (3t y 1p)	Course Hours: 64
Teaching-learning mode: Seminar		Service Department: Accounting	
Formation core: Major			
Specific competencies to develop:			
Competency 2- Planning and designing tourism projects for the diagnosis of social problems.			
Competency 3- Management of resources and evaluation of tourism Projects from an integral diagnosis			
Competency 5– Management of tourism organizations through business plan designing, management of operating systems of tourist services and leads organizations			

Introduction:

Commencing the course, students will learn the priorities of preparing tourism projects with a regional approach, following the preliminary analysis of preparing profitable business plans, concluding with internal and external financing sources for their implementation.

This course includes 6 thematic units; first, creation of tourism projects and programs; followed by the identification and selection of tourism development programs; the third unit includes investment studies; the fourth unit covers the structure and components of a feasibility study; the fifth topic is the Financial and socio-economic evaluation of tourism investment and last, those institutions and entities supporting tourism.

Purpose:

It is part of the major course; it is given starting the seventh semester and it is an elective course, Students will be able to prepare regional sustainable and socially responsible tourism projects. Students must have basic knowledge of geography, accounting, economics, strategic planning and finance.

General Objective:

The aim of this course is to evaluate and manage regional social responsible tourism projects, toward developing tourism business plans through ongoing and interdisciplinary learning..

Specific Objectives:

- To learn tourism Project research.
- To analyze ongoing improvement strategies.
- To apply the financial components for preparing tourism projects under a regional approach.

Competency Units:**Competency Unit I – Creation of tourism projects and programs**

- Programs and projects derived from a national tourism plan
- Identification of:
 - Tourism plan priorities
 - market
 - specific requirements
 - other sources

Competency Unit II – Identification and selection of tourism development programs

- Inventory of tourist resources
- Economic, legal and financial criteria

Competency Unit III – Pre-investment studies

- Prior feasibility studies
 - Revisions of market conditions
 - Revisions of the selected physical environment
 - Revisions of the evaluation of the developed site
 - Feasibility and profitability

Competency Unit IV – Structure and components of a feasibility study

- Market study
 - Analysis of the tourism supply and demand
 - Determination of market quantitative opportunities

- Competition research and analysis
- Technical study
 - Natural conditions
 - Cultural and historical analysis
 - Architectural program
 - Design and dimensioning
- Financial study
 - Investment budget
 - Capital structure
 - Income forecast
 - Operational cost and expense forecast
 - Analysis of expected Project position

Competency Unit V – Financial and socio-economical evaluation of tourism investment

- Types of evaluation
- Basic evaluation instruments
- Economic and social evaluation

Competency Unit VI – Tourism economical supporting institutions and entities

- Internal financing sources
- External financing sources
- FONATUR

Evaluation: General criteria for course accreditation:

Skills and abilities 50%

Theoretic exams per thematic unit

Integrating project 30%

Attitudes 20%

Attendance, team participation, homework, respect, punctuality

Desirable academic qualifications of the course instructor:

Academic master degree or major of Regional Development or equivalent to the study field of the course, with proven two year minimum experience and professional development in areas similar to this course. A minimum two year higher education teaching experience

Bibliography	Type (basic or supplementary)
Hernández, E. (2008). <i>Proyectos turísticos. Formulación y evaluación</i> . México: Editorial Trillas.	Basic
López, M., Morales, D. y Vallejo E. (2003). <i>Financiamiento Turístico</i> . México: Editorial Trillas.	Basic
Vignati, F. (2009). <i>Gestión de destinos turísticos. Cómo atraer personas a polos, ciudades y países</i> . México: Editorial Trillas.	Supplementary
Inzunza, V. (2003). <i>Formulación y evaluación de proyectos de inversión</i> . Hermosillo, Sonora México: Editorial Unison.	Supplementary

Competency development

Learning outcomes	Educational activities	Volume of student work in hours	Evaluation
WEEK 1			
At the end of this topic, the student will be able to analyze and review tourism Project articles.	<ul style="list-style-type: none"> • Research on the creation of tourism projects and programs. 	4	Presentation of a conceptual diagram
WEEK			
At the end of this unit, the student will be able to compare the different tourism projects	<ul style="list-style-type: none"> • Research on the creation of tourism projects and programs. 	4	Theoretical exam
WEEK 3			
The student will carry out research methods to practice an inventory of tourist resources.	<ul style="list-style-type: none"> • Identification and selection of tourism development programs. • Inventory of tourism resources 	4	Presentation of the inventory
WEEK 4			
The student will analyze the economic, legal and financial aspects involved in tourist legislation	<ul style="list-style-type: none"> • Identification and selection of tourism development programs • Economic, legal and financial criteria 	4	Theoretical exam
WEEK 5			
The student will prepare a presentation of pre-investment studies.	<ul style="list-style-type: none"> • Pre-investment studies • Preliminary feasibility studies • Revisions of market conditions • Revisions of the physical environment selected 	4	Presentation before the group
WEEK 6			
The student will compare a group of presentations of pre-investment studies made by the group.	<ul style="list-style-type: none"> • Pre-investment studies • Preliminary feasibility studies • Revisions of the evaluation of the developed sites • Feasibility and profitability 	4	Theoretical exam
WEEK 7			
The student will prepare a presentation of market feasibility studies.	<ul style="list-style-type: none"> • Structure and components of a feasibility study • Market study • Analysis of tourism supply and demand • Determination of market quantitative opportunities • Competition research and analysis 	4	Presentation in Prezi
WEEK 8			
The student will prepare a video presentation of the technical study of the tourism project.	<ul style="list-style-type: none"> • Technical study <ul style="list-style-type: none"> • Natural conditions • Cultural and historical analysis • Architectural program • Design and dimensioning 	4	Presentation before the group
WEEK 9			
The student will prepare an Excel presentation of the	<ul style="list-style-type: none"> • Financial study • Investment budget 	4	Presentation before the group

feasibility studies, including several types of forecasts.	<ul style="list-style-type: none"> • Capital structure • Income forecast 		
WEEK 10			
The student will prepare an Excel presentation of the feasibility studies,	<ul style="list-style-type: none"> • Financial study • Operational cost and expense forecast *Analysis of expected Project position 	4	Presentation before the group
WEEK 11			
The student will prepare a comparative matrix of the types of evaluation	<ul style="list-style-type: none"> • Financial and socio-economic evaluation of tourist investment • Types of evaluation • <i>Research on the different types of evaluation of tourism investment</i> 	4	Preparing an essay
WEEK 12			
The student will research evaluation instruments	<ul style="list-style-type: none"> • Financial and socio-economic evaluation of tourist investment • Types of evaluation <ul style="list-style-type: none"> • <i>Research on the different types of evaluation of tourism investment</i> 	4	Holding a group meeting to analyze evaluation instruments
WEEK 13			
The student will understand the importance of the economic and social evaluation of a tourism project	<ul style="list-style-type: none"> *Financial and socio-economic evaluation of tourism investment *Economic and social evaluation 	4	Preparing an inquiry on economic and social evaluation
WEEK 14			
The student will analyze the different financing institutions and entities.	<ul style="list-style-type: none"> • Tourism economic supporting institutions and entities • Internal financing sources 	4	Conceptual diagram
WEEK 15			
The student will analyze the different financing institutions and entities.	<ul style="list-style-type: none"> • Tourism economic supporting institutions and entities • External financing sources 	4	Comparative matrix of the different financing sources
WEEK 16			
Interview COFETUR officers to know the procedure for FONATUR loans	<ul style="list-style-type: none"> • Tourism economic supporting institutions and entities • FONATUR 	4	Presentation of a practicum