



UNIVERSIDAD DE SONORA
Regional Unit
División
PROGRAM

Course: Training seminar for tourist business advisory			Ident:
Pre-requirement: N/A		Subsequent: N/A	
Credits: 6	Mode: Semi-attendance	Week hours: 3	Course hours: 48
Teaching-learning mode: seminar		Service Department:	
Formation core: Professional		Period:	
Specific competencies to be developed:			
COMPETENCY 5. Managing tourism organizations through the design of business plans, management of operating systems of tourist services; leads organizations.			

<p>Introduction:</p> <p>The course is part of the professional core; it is given in intermediate semesters, as an elective course. It is intended to provide students the elements required to offer advisory services to tourist businesses..</p>	
<p>Purpose:</p> <p>This course forms part of the professional core; it is given in the first five semesters, as an elective course. It is intended to enable the student to offer advisory to tourism enterprises in development.</p>	
<p>General Objective:</p> <p>The student will know the basic tools and methods to design and execute tourism programs.</p>	
<p>Specific Objectives:</p> <ol style="list-style-type: none"> 1. To know the main tools for planning tourism enterprises. To develop a tourism plan 2. To identify the main factors contributing in the development of tourist products and services. 	
<p>Thematic Units:</p> <p>Competency unit I – planning tourist services</p> <ol style="list-style-type: none"> 1. Meta tourist market 2. Tourist service needs and expectations 3. The competitive advantage <p>Competency unit II – environmental analysis</p> <ol style="list-style-type: none"> 1. Tourism organizations 2. Environment 3. Life quality 4. Infrastructure <p>Competency unit III – Tourism activity policies and regulations</p> <ol style="list-style-type: none"> 1. Federal Tourism Law of Mexico 2. SAGARPA regulations 3. Government support <p>Competency unit IV –Identification of tourist products</p> <ol style="list-style-type: none"> 1. Natural products 2. Designed products 	
<p>Evaluation: general criteria for course accreditation:</p> <ul style="list-style-type: none"> • Research 40% • Presentation 40% • Exams 20% 	
Bibliography	Type (basic or supplementary)
Crosby, A. (2009). <i>Re-inventando el turismo rural: Gestión y desarrollo</i> . Barcelona: Laertes.	Basic
Cordero, R. J. (2003). <i>Planeación estratégica de marketing XXI para destinos turísticos y empresas</i> . Mexicali, Baja California, Mexico: Universidad Autónoma de Baja California.	Basic

Ivanova, B. A., & Ibáñez, R. (2012). <i>Medio ambiente y política turística en México</i> . México, D.F: Secretaría de Medio Ambiente y Recursos Naturales.	Basic
Haigh, Richard, & Amaratunga, Dilanthi. (2014). <i>Editorial : 4th International Conference on Building Resilience, Building Resilience 2014, 8-10 September 2014, Salford Quays, United Kingdom</i> . Elsevier.	Supplementary

Competency development

Learning outcomes	Educational activities	Volume of student work in hours	Evaluation
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WEEK 1			
Know the different forms of segmenting the tourism market.	Presentation by students, in addition to the presentation by the professor.	3	Papers and presentation
Analyze the characteristics of a meta tourism market.	Presentation by students, in addition to the presentation by the professor	3	Papers and presentation
WEEK 2			
Identify the needs of people for tourism purposes	Field research and presentation by student teams. Feedback by the professor y explaining the topic.	5	Papers and presentation
WEEK 3			
Know the different factors which influence people in the tourism activity.	Field research and presentation by student teams. Feedback by the professor y explaining the topic	3	Papers and presentation
WEEK 4			
Understand the concept of competitive advantage	Field research and presentation by student teams. Feedback by the professor y explaining the topic	3	Papers and presentation
Identify the variables which may become competitive advantages in the tourism industry.	Presentation by the professor encouraging student participation.	3	Papers and presentation
WEEK 5			
Knowledge obtained in competency unit 1	Application of a knowledge exam	3	EXAM
WEEK 6			
Know the forms of making a conceptual analysis environment	Field research and presentation by student teams. Feedback by the professor.	3	Papers and presentation
WEEK 7			
Identify the different	Field research and presentation by	3	Papers and

tourism organizations and their activities.	student teams. Feedback by the professor.		presentation
Classify organizations under their line of business, activity or products and services they provide.	Field research and presentation by student teams. Feedback by the professor.	3	Papers and presentation
WEEK 8			
Know the different factors or elements which comprise the environment.	Field research and presentation by student teams. Feedback by the professor.	3	Papers and presentation
Identify the impact of each element on environment.	Field research and presentation by student teams. Feedback by the professor.	4	Papers and presentation
WEEK 9			
Design forms to offset the negative impact on environment.	Field research and presentation by student teams. Feedback by the professor.	5	Papers and presentation
WEEK 10			
Explain the economic-environmental factors which impact the life quality of people.	Field research and presentation by student teams. Feedback by the professor.	6	Papers and presentation
WEEK 11			
Explain the economic-environmental factors which impact the life quality of people.	Field research and presentation by student teams. Feedback by the professor.	6	Papers and presentation
WEEK 12			
Identify the different elements which form parte of a tourism infrastructure.	Field research and presentation by student teams. Feedback by the professor.	5	Papers and presentation
Knowledge obtained in competency unit II	Application of a knowledge exam	4	Exam
WEEK 13			
Know the different policies and regulations which rule the tourism activity.	Field research and presentation by student teams. Feedback by the professor.	4	Papers and presentation
Understand the federal tourism law of Mexico.	Field research and presentation by student teams. Feedback by the professor.	4	Papers and presentation
WEEK 14			
Identify the different government grants to promote tourism in Mexico.	Field research and presentation by student teams. Feedback by the professor.	4	Papers and presentation
WEEK 15			
Identify the variety of products and services	Field research and presentation by student teams. Feedback by the	3	Papers and presentation

involved in the tourism activity.	professor.		
Classify the different natural resources which may be considered as tourism products.	Field research and presentation by student teams. Feedback by the professor.	4	Papers and presentation
WEEK 16			
Classify the different tourism products.	Field research and presentation by student teams. Feedback by the professor.	3	Papers and presentation
Knowledge obtained in competency units III and IV	Application of a knowledge exam on competencies III and IV	3	Exam