



**UNIVERSIDAD DE SONORA**  
**Center Regional Unit**  
**Economic and Administrative Science Division**  
**ACCLUNTING DEPARTMENT**  
**Bachelor of Tourism**

<b>Course:</b> Development of Competitive products			<b>Ident:</b> (SCHOLAR)
<b>Pre-requirement:</b> N/A		<b>Sub-sequent:</b> N/A	
<b>Credits:</b> 6	<b>Mode:</b> Semi-attendance	<b>Week hours:</b> 3	<b>Course hours:</b> 48
<b>Teaching-learning mode:</b> seminar		<b>Service Department:</b>	
<b>Formation core:</b> Professional			<b>Period:</b>
<b>Specific competencies to be developed:</b>  <b>COMPETENCY 1</b> - Diagnoses socio-demographic, political and cultural processes affecting the tourism development <b>COMPETENCY 2</b> - Plans and designs tourism projects attending the social problem diagnosis. <b>COMPETENCY 3</b> - Manages resources and evaluates tourist projects from an integral diagnosis. <b>COMPETENCY4</b> - Identifies and diagnoses the impact of social, environmental and territorial factors in tourism development <b>COMPETENCY 5</b> - Manages tourism organizations through the design of business plans, management of operating systems of tourist services; leads organizations.			

**Introduction:**

The course "Development of competitive products" provides the student with tools and knowledge to evaluate the admissibility of implementing a tourism product based on market trends and demand thereof. It is the main guideline to evaluate the tools developed by the main office responsible nationwide. Therefore:

Unit I.- Describes the market attractiveness, the impacting forces, and also the operating conditions of the sector enterprises.

Unit II.- The student is introduced to the election of tourism business portfolios, the matrixes comprising its evaluation, strategies, success factors and product development..

Unit III.- Describes the elements to identify opportunities for new businesses, starting from the evaluation of the tourist needs.

With respect to thematic unit IV.- Introduces several local, regional, national and international cases for analysis encouraging discussion.

**Purpose:**

The course is part of the professional core; it is given in the first five semesters, as an elective course. It is intended to provide the student with the tools required to carry out a participation study for the development of a tourism product, taking into account a number of factors conditioning success.

**General Objective:**

To be able to develop a participation analysis to implement a competitive tourism product in accordance with the market conditions within the sector, in addition to the variables which may determine its success or failure.

**Specific Objectives:**

1. To know and analyze the market.
2. Analyze the participation of the product.
3. Analysis and election of business portfolios, identification of new business opportunities.
4. Analysis of success and/or failure cases, both local, regional, national and international.

**Competency units:****Competency unit I. –MARKET ATTRACTIVENESS**

1. ¿What does market attractiveness mean?
2. ¿What are the competitive forces?
  - Threats of new competitors
  - Threat of current competitors (rivalry)
  - Threat of the presence of substitutes
3. Analysis of 5 forces to measure market attractiveness
  - a. Competitive diamond and its strengths
  - b. Operating conditions of the enterprises in the sector.
    - Objectives related to the operating conditions of the enterprises in the sector.
  - c. Conditions of tourist exploitation factors
    - Objectives related to the touristic exploitation.
  - d. Conditions of the related and supporting sectors
  - e. Objectives related to the conditions of the related and supporting sectors
  - f. Conditions of the demand captured by the destination
    - Objectives related to the conditions of the demand captured by the destination

## Competency unit II. ELECTION OF TOURIST BUSINESS PORTFOLIO.

- a. ¿What is a business portfolio?
- b. Portfolio matrixes
  - Types of matrixes, attractiveness/competitiveness
  - BCG matrix
  - GE4 matrix
  - Others
- c. Strategic options
  - Existing product/existing market
  - Existing product/new market
  - New product/existing market
  - New product/new market
- d. Success factors in tourist markets
  - Existing tourists/new tourists
  - Existing tourism/new tourism
- e. Product development
  - Decline of tourist destinations
  - Integration of different components
  - Development of commercial products
  - Concept
  - Need to structure commercial packs
  - The new specialized tour operators

## Competency unit III. IDENTIFICATION OF NEW BUSINESS OPPORTUNITIES

- a. Evolution of tourist needs
- b. Evaluate the competitive position of supply
- c. Product/market mix
- d. Directives for structuring new products
  - Objectives
  - Concept
  - Product structuring
  - Service mix
  - Service process design
- e. Product management and marketing
- f. Actors and their roles
- g. Destination management organizations
- h. Commercial agents

## Competency unitIV. PRODUCT DEVELOPMENT CASES

- a. Ecotourism
- b. Health Tourism
- c. Adventure tourism
- d. Special events
- e. Cultural tourism
- f. Scientific tourism
- g. Open tourism
- h. Ento-tourism
- i. Rural tourism
- j. Tourist ranches
- k. Spatial tourism
- l. Development programs for touristic competitiveness in:
  - Guanajuato

- Veracruz
- Aguascalientes
- Puebla
- México – Distrito Federal
- Madrid
- Brazil
- Chile
- Argentina
- Others
- Local, national and international thematic routes
- Touristic cities

**General evaluation criteria for course accreditation:**

- A course evaluation includes the following::
 

Attendance (at least 90% of total classes)	
Participation	10%
Individual work	25%
Final practicum (submitted the last week)	40%
Exams	25%

<b>Bibliography</b>	<b>Type (basic or supplementary)</b>
Secretaría de Turismo. Subsecretaría de Desarrollo Turístico. (1998). Cómo desarrollar productos turísticos competitivos. Serie de documentos técnicos. Manual para emprendedores, pequeños empresarios y responsables de la administración turística. Vol.3. México. SECTUR. Gobierno Federal.	Basic
Secretaría de Turismo. Subsecretaría de Desarrollo Turístico. (1998). Competitividad y desarrollo de productos turísticos exitosos. Serie de documentos técnicos. Vol.1. México. SECTUR. Gobierno Federal.	Basic
Secretaría de Turismo. Subsecretaría de Desarrollo Turístico. (2004). Introducción al ecoturismo comunitario. Serie de documentos técnicos. México. SECTUR. Gobierno Federal. ISBN: 968-817-590-0	Supplementary
Secretaría de Turismo. Subsecretaría de Desarrollo Turístico. (2004). Competitividad. Marketing competitive. Serie de documentos técnicos. Vol.4. México. SECTUR. Gobierno Federal.	Basic
Secretaría de Turismo. Subsecretaría de Desarrollo Turístico. (2004). Agrupamientos turísticos competitivos en México (Clusters turísticos). Serie de documentos técnicos. Vol.5. México. SECTUR. Gobierno Federal.	Basic
Secretaría de Turismo. Subsecretaría de Desarrollo Turístico. (2004). Atractividad de los mercados turísticos y sus fortalezas del destino. Serie de documentos técnicos. Vol.2. México. SECTUR. Gobierno Federal.	Basic
Secretaría del Medio Ambiente y Recursos Naturales. (2006). <i>Requisitos y especificaciones de sustentabilidad del ecoturismo</i> . México (NMX-AA-133-SCFI-2006): Gobierno Federal. SEMARNAT.	Supplementary

Secretaría de Turismo. (1999). <i>Manual para la identificación, formulación y evaluación de empresas de turismo rural en México</i> . CESTUR –SECTUR. México. Gobierno Federal. SEMARNAT.	Supplementary
Plan Nacional de Desarrollo (2013- 2018). Gobierno de la República. Recuperado de: <a href="http://www.sectur.gob.mx/wp-content/uploads/2014/01/programa_turismo.pdf">http://www.sectur.gob.mx/wp-content/uploads/2014/01/programa_turismo.pdf</a>	Basic
Roura, H., Cepeda, H. (1999-12) Manual de identificación de proyectos de turismo rural. CEPAL. Recuperado de <a href="http://hdl.handle.net/11362/5557">http://hdl.handle.net/11362/5557</a>	Supplementary

## Competency development

Learning outcomes	Educational activities	Volume of student work in hours	Evaluation
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<b>WEEK 1</b>			
Identify the market attractiveness	Presentation by the professor to encourage student participation	6	Participation
<b>WEEK 2</b>			
Identify the market attractiveness	Presentation by the professor to encourage student participation	6	Participation
<b>WEEK 3</b>			
Identify the market attractiveness	Presentation by the professor to encourage student participation	3	Participation and presentation
<b>WEEK 4</b>			
He will be able to analyze and propose business portfolios, establish adequate strategies, analyze success and failure factors, develop business proposals as per worked data.	Presentation by the professor and student research	6	Presentation of proposals for the development of his portfolio. Maximum three persons per team.
<b>WEEK 5</b>			
He will be able to analyze and propose business portfolios, establish adequate strategies, analyze success and failure factors, develop business proposals as per worked data	Presentation by the professor and student research	6	Presentation of proposals for the development of his portfolio. Maximum three persons per team
<b>WEEK 6</b>			
He will be able to analyze and propose business portfolios, establish adequate strategies, analyze success and failure factors, develop business proposals as per worked data	Advisory by the professor. Research work and presentation by students.	5	Correction of proposals for the presentation of his proposal for the development of his portfolio. Maximum three persons per team
<b>WEEK 7</b>			
Analyzing the alternatives which may determine success or failure of a touristic product, he will be able to determine the actual opportunities of his proposals, identification of new business opportunities.	Presentation by the professor	6	Participation
<b>WEEK 8</b>			
He will be able to analyze and propose business portfolios, establish adequate strategies, analyze success and failure factors, develop business proposals as per worked data	Presentation by the professor	4	Participation

<b>WEEK 9</b>			
He will be able to analyze and propose business portfolios, establish adequate strategies, analyze success and failure factors, develop business proposals as per worked data	Presentation by the professor to encourage student participation	5	Participation and submission of a synoptic chart. Individual. Product selection and its support.
<b>WEEK 10</b>			
He will apply experiences obtained at different scales (local, national or international) in order to make decisions in identifying products. Case studies.	Presentation by the professor	5	Research work. Comparative table.
<b>WEEK 11</b>			
He will apply experiences obtained at different scales (local, national or international) in order to make decisions in identifying products. Case studies.	Presentation by the professor	6	Participation
<b>WEEK 12</b>			
He will apply experiences obtained at different scales (local, national or international) in order to make decisions in identifying products. Case studies.	Presentation by the professor. Presentation by portfolio teams	6	Presentation by student teams. Presentation of their business portfolio. Work team.
<b>WEEK 13</b>			
He will apply experiences obtained at different scales (local, national or international) in order to make decisions in identifying products. Case studies.	Presentation by the professor. Presentation by portfolio teams	6	Presentation by student teams. Presentation of their business portfolio. Work team.
<b>WEEK 14</b>			
He will be able to establish measurements to analyze participation of his proposals for the development of competitive projects.	Team advisory by the professor.	6	Team presentation of business portfolios and their support – written analysis.
<b>WEEK 15</b>			
He will be able to establish measurements to analyze participation of his proposals for the development of competitive projects.	Team advisory by the professor	6	Team presentation of business portfolios and their support – written analysis.
<b>WEEK 16</b>			
He will be able to establish measurements to analyze participation of his proposals for the development of competitive projects.	Advisory by the professor (presentation format, drawings, photos, lists, software, exhibits, others)	10	Submission of team business portfolios as a final paper, duly substantiated

