|  | ASSOCIATE DEGREE IN  TOURISM IN THE HOTEL AREA  IN PROFESSIONAL COMPETENCIES |  |
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**INTRODUCCIÓN AL TURISMO BIS**

| 1. **Competencies** | To coordinate the delivery of tourism services, through quality standards, techniques and specialized tools, a sustainability focus and adherence to regulations, in order to contribute to the profitability of the organizations and the competitiveness of the tourism sector. |
| --- | --- |
| 1. **Four month term** | First |
| 1. **Theoretical hours** | 32 |
| 1. **Practical hours** | 24 |
| 1. **Total hours** | 60 |
| 1. **Total hours per week four month term** | 4 |
| 1. **Learning objective** | The student will determine the elements of the tourism system, by analyzing the components and the applicable legislation, to position tourism activities as an opportunity for social and economic development. |

| **Learning units** | **Hours** | | |
| --- | --- | --- | --- |
| **Theory** | **Practice** | **Total** |
| I. Introduction to the study of tourism | 12 | 8 | 20 |
| II. Components of tourism activities | 24 | 16 | 40 |
| **Total** | **36** | **24** | **60** |
|  |  |  |  |

# INTRODUCCIÓN AL TURISMO BIS

*LEARNING UNITS*

| 1. **Learning unit** | **I. Introduction to the study of tourism** |
| --- | --- |
| 1. **Theoretical hours** | 12 |
| 1. **Practical hours** | 8 |
| 1. **Total hours** | 20 |
| 1. **Learning unit objective** | The student will determine the diversification and multi-disciplinary aspect of tourism to position its importance in economic development. |

| **Topics** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Conceptualization and background of tourism | Explain the conceptualization of tourism according to national and international organizations:  - Organizational World of Tourism (OMT)  - Secretariat of Tourism (SECTUR)  Explain the study of the nature of tourism  Describe the evolution of national and international tourism  Identify a glossary of terms related to tourism activities issued by the OMT and SECTUR |  | Investigative  Organized  Disciplined  Proactive  Analytical  Work in teams |
| Diversification of tourism | Identify the factors the intervene in the decision to travel:  - Maslow hierarchy of needs  - Extrinsic motivation (attraction factors/ factors that pull)  - Intrinsic motivation (factors that push)  - Psychographic profile (Plog)  Describe the types of tourism and their characteristics according to national and international instances  Distinguish the tourism trends according to specialized markets | Determine the types of tourism that develop in local tourist regions | Investigative  Organized  Disciplined  Proactive  Analytical  Work in teams |
| The multidisciplinary aspects of tourism | Explain the relationship of tourism with the multidisciplinary focus of:  - Biology  - Ecology  - Geography  - History  - Archeology  - Anthropology  - Sociology  - Psychology  - Economics  - Administration  - Marketing  - Politics  - Rights |  | Organized  Proactive  Punctual  Committed |

# INTRODUCCIÓN AL TURISMO BIS

*ASSESSMENT PROCESS*

| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| --- | --- | --- |
| From a case study related to a tourism activity, the student will prepare a report utilizing technical vocabulary and considering:  - Introduction  - Importance of tourism  - Study of the nature and evolution of tourism  - Motivations for travel  - Touristic trends in specialized markets  - Analysis of the phenomenon of tourism considering multidisciplinary aspects  - Conclusions | 1. Understand the conceptualizations of tourism, the study of its nature and evolution  2. Identify a glossary of terms related to tourism activities issued by the OMT and SECTUR  3. Identify the factors that intervene in the decision to travel  4. Understand the types of tourism and the trends  5. Analyze the phenomenon of tourism considering multidisciplinary aspects | Case studies  Rubric |

**INTRODUCCIÓN AL TURISMO BIS**

*LEARNING-TEACHING PROCESS*

| **Teaching methods and techniques** | **Teaching aids and materials** |
| --- | --- |
| Investigative research work  Group discussion  Case analysis | Printed reference materials: books, magazines, article  Internet  Projector  Computer  Whiteboard  Tourist information databases  Digital library reference material |

*TRAINING FACILITIES*

| **Classroom** | **Laboratory/workshop** | **Company** |
| --- | --- | --- |
| **X** |  |  |

**INTRODUCCIÓN AL TURISMO BIS**

*LEARNING UNITS*

| 1. **Learning unit** | **II. Components of tourism activities** |
| --- | --- |
| 1. **Theoretical hours** | 24 |
| 1. **Practical hours** | 16 |
| 1. **Total hours** | 40 |
| 1. **Learning unit objective** | The student will determine the components of tourism activities to detect the potential for development of the region. |

| **Topics** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Elements of the tourism system | Distinguish the concept of tourism system  Describe the elements of the tourism system and its functions:  - Infrastructure: transportation, media, lines of communication and tourist attractions  - Tourist facilities: delivery of tourist services  - Superstructure  -Tourist offer: attractions, equipment, basic services, other services  - Tourist demand: real and effective demand, demand potential, quantitative and qualitative objective descriptors, market segments  - Host community: relationship between host and tourist  Explain the superstructure of the tourism system:  - International instances:  a) Governmental: OMT, WTTC  b) Non-governmental:  IATA, OACI, PATA  - National instances:  a) Public: State Secretariats: SECTUR, FONATUR, CPTM  b) Private: AMDETUR, AMHM, AMTAVE, CANIRAC, AMAV, CONAAV, CANACO, SERVYTUR, CNET  Identify the characteristics of the current General Law of Tourism and its rules  Identify the current state and municipal laws applicable to tourism and their regulations  Describe the structure of the current Program of Tourism of the Sector and its scope:  - Regulatory framework  - Diagnostics  - Production of the tourism sector  - Alignment to national measures  - Strategies and transverse lines of action  - Indicators  Identify the current immigration laws | Determine the elements of the tourism system that affect the activity  Select governmental strategies in the development of tourism activities according to the needs of the environment | Work in teams  Organized  Responsible  Committed  Proactive |
| Dimensions of the tourism system | Describe the dimensions of operation of the tourism system:  - Economical  - Cultural  - Social  - Environmental  - Political  - Legal | Determine the dimensions of the tourism system | Committed  Punctual  Responsible  Proactive  Work in teams  Organized |
| Theoretical models of tourism | Explain the concept of theoretical models of tourism and their importance  Identify theoretical models of tourism and their characteristics:  - Systemic  - Physical or spacial focus | Select theoretical models of tourism existing in the community according to the needs of the region | Analytical  Proactive  Organized  Responsible  Assertive |

**INTRODUCCIÓN AL TURISMO BIS**

*ASSESSMENT PROCESS*

| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| --- | --- | --- |
| Create an outline of the tourism activity that includes:  - Infrastructure  - Tourist facility  - Superstructure  - Offer  - Demand  - Current legal framework applicable to tourism  - Current Program of Tourism of the Sector  - Dimensions of the tourism system  - Theoretical models of tourism | 1. Identify the concept of tourism system  2. Understand the elements of the tourism system and their functions  3. Identify the legal framework applicable to tourism and the current Program of Tourism of the Sector  4. Understand the dimensions of the tourism system  5. Analyze theoretical models of tourism | Outline  Rubric |

**INTRODUCCIÓN AL TURISMO BIS**

*LEARNING TEACHING PROCESS*

| **Teaching methods and techniques** | **Teaching aids and materials** |
| --- | --- |
| Case analysis  Collaborative teams  Investigative research work | Printed reference materials: books, magazines, article  Internet  Projector  Computer  Whiteboard  Tourist information databases  Digital library reference material |

*TRAINING FACILITIES*

| **Classroom** | **Laboratory/workshop** | **Company** |
| --- | --- | --- |
| **X** |  |  |

**INTRODUCCIÓN AL TURISMO BIS**

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*CAPABILITIES DERIVED FROM THE PROFESSIONAL COMPETENCES WHICH CONTRIBUTE TO THE SUBJECT*

| **Capability** | **Performance criteria** |
| --- | --- |
| Create tourist inventories considering the resources of the environment and the organizations, methodology of research, supply and demand in order to determine the potential of the attractions of the region. | Create a tourist inventory that contains:  - Natural resources  - Cultural resources  - Tourist facilities  -Tourism infrastructure  - Tourism superstructure |
| Diagnose the needs of the areas of tourist organizations through the techniques of observation, use of statistical and financial information, and analysis of historical reports of the areas, in order to create an operating plan of the activities. | Create a diagnosis of the areas of tourist organizations that contains:  - Analysis of the areas by using diagnostic tools  - Interpretation of statistical information of sales, income, expenses, costs and budgets  - Analysis of historical reports |
| Form operating programs from the diagnosis of the needs of the areas of tourist organizations, considering the resources, administrative and marketing tools and techniques, under a sustainability framework to contribute to achieving the goals. | Create an operating program of a tourism organization with a sustainability focus that contains:  - General objective of the organization  - Specific objectives for the areas  - Activities and measures to have  - Work strategies  - Marketing strategies  - Period of time for the activities  - Assignment of responsibilities  - Budget by area |
| Create procedures of tourism services considering certifications, sustainability indicators, applicable regulations and organizational philosophy to standardize the delivery of the services. | Create a procedures manual of the operating activities of: hotels, event organizations, recreational services, alternative tourism services, and travel services that contains:  - Objectives  - Operating policies (considering tourism certifications, established standards, sustainability indicators, applicable regulations and organizational philosophy)  - Scope  - Written description of the activities  - Flow diagram  - People responsible for the activities  - Registries  - Reference documents  - Glossary |
| Determine personnel functions of tourism organizations considering the description and profile of the position and the procedures, to contribute to the productivity and efficiency of the processes. | Create a manual of the job descriptions of the operating activities of: hotels, event organizations, recreational services, alternative tourism services and travel services that contains:  Position profile:  - General information of the position  - Location in the organizational chart  - Conditions of work  - Positions requirements  - Knowledge, abilities and experiences  - Values, discipline and conduct  Description of the position:  - Position Title  - Department  - Person to report to  - Direct reports  - Objectives  - General functions and their frequency  - Specific functions and their frequency  - Interrelation with other departments  - Reports to generate |
| Manage human resources, materials, finances and technologies for the areas of tourism organizations considering forecasts, assigned budget, and procedures in accordance to the regulations to comply with established measures. | Create a report of management of requirements of a department of a tourism business that contains:  - Analysis of sales forecasts  - Analysis of assigned budget  - Applicable procedures  - Requisitions of human resources, materials, finances and technologies |
| Implement the procedures of the areas of tourism services based on the assigned resources, the operating program, policies and quality standards to contribute to achieving competitiveness of the organization. | Present a portfolio of evidence of the implementation of the procedures that contains:    - Verification lists  - Observed incidents  - Control forms  - Reports of area operations  - Production indicators  - Conclusions |
| Evaluate the results of the operation of tourism services making use of the techniques of control, specialized software, and indicator analysis to propose improvement actions in the delivery of services. | Create an action improvement pan of the areas that integrates:  - Result analysis report  - Measure and indicators of the area  - Lines of action  - Activities  - Evidence  - Timeline of application |

**INTRODUCCIÓN AL TURISMO BIS**

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