|  | LICENCIATURA EN GESTIÓN Y DESARROLLO TURÍSTICOEN COMPETENCIAS PROFESIONALES | descarga |
| --- | --- | --- |

**DESTINOS TURÍSTICOS INTELIGENTES BIS**

| 1. **Competencies**
 | Manage the sustainable development of the tourism sector, through the design and implementation of innovative products, and administration of tourism organizations, considering public policies, the current legal framework, tourism management and distribution technologies, as well as applicable quality systems, to contribute to the collaborative planning and competitiveness of the tourism industry. |  |
| --- | --- | --- |
| 1. **Quarter**
 | Tenth |  |
| 1. **Theoretical Hours**
 | 3. 4 |  |
| 1. **Practical Hours**
 | 56 |  |
| 1. **Total hours**
 | 90 |  |
| 1. **Total Hours per Week Semester**
 | 6 |  |
| 1. **Learning objective**
 | The student will propose destination development strategies, based on the Smart Tourist Destinations model, as well as the use of technological tools and information management, to contribute to the improvement of the tourist experience and the quality of life of residents. |
|  |  |  |

| **Learning units** | **Hours** |
| --- | --- |
| **Theoretical** | **Practices** | **Totals** |
| I. From cities to smart destinations | 8 | 10 | 18 |
| II. Technology applied to tourism | 12 | 18 | 30 |
| III. Management of smart tourist destinations | 14 | 28 | 42 |
| **Totals** | **3. 4** | **56** | **90** |

**DESTINOS TURÍSTICOS INTELIGENTES BIS**

*LEARNING UNITS*

| 1. **Learning unit**
 | I. From cities to smart destinations. |
| --- | --- |
| 1. **Theoretical Hours**
 | 8 |
| 1. **Practical Hours**
 | 10 |
| 1. **Total hours**
 | 18 |
| 1. **Objective of the Learning Unit**
 | The student will detect the stages of the life cycle of smart tourist destinations, to establish actions that promote their innovation. |

| **Topics** | **To know** | **Know to do** | **Be** |
| --- | --- | --- | --- |
| Overview of smart cities and destinations  | Define the concepts of Smart City (CI) and Smart Tourist Destination (DTI), characteristics and importance in tourist competitiveness. Describe the factors that influence the characterization of an IC and a DTI:- Technology- Demand- Changes in business management and new business models- Efficiency- Competitiveness- Sustainability Identify the participating agents of Smart Tourist Destinations:- Public organisms:   - Local Management   - State administration   - Federal administration- Private businesses:   - Suppliers   - Operators   - Developers Explain the keys to adapting the Smart City principles to Smart Tourist Destinations:- Configuration that responds to the needs of the destination- Involve the agents (society, public sector, private sector) stakeholders- Concept tests and pilot projects to ensure viability  | Determine the differences of a CI and a DTI | Analytical Objective Organized Proactive                                          ResponsibleCritical |
| Structure of Smart Cities and Tourist Destinations            | Explain the areas of the Smart City reference model:- Economy- Technology- Quality of life- Environment- Mobility- Citizenship- Governance. Identify the areas of the reference model of a Smart Tourist Destination.        |   | Analytical Objective Organized Proactive                                          ResponsibleCritical |
| Travel life cycle | Define the concept of the destination life cycle, its characteristics and application. Explain the stages of Smart Tourist Destinations:- exploration- Involvement- Development- Consolidation- Stagnation- Decline or rejuvenation Explain the user characteristics of smart tourist destinations:- Well connected and well informed- Socially and technologically committed- Use multi-point contact devices- It demands highly personalized service- Discuss dynamically through social networks- Co-create experiences- Contribute to content Define the concept of the life cycle of the trip, its stages and characteristics:- Before:   - Inspiration   - Decision   - Purchase- During:   - Experiences   - Satisfaction- After the trip:   - Regards   - Satisfaction Explain the importance of access to technology and information at the destination before, during and after the trip.   | Detect the stages of the life cycle of tourist destinations. Plan trips to smart tourist destinations. | Analytical Objective Organized Proactive                                          ResponsibleCritical |

**DESTINOS TURÍSTICOS INTELIGENTES BIS**

*EVALUATION PROCESS*

| **Learning result** | **Learning sequence** | **Instruments and reagent types** |
| --- | --- | --- |
| From a case study of a smart tourist destination, prepare a report that includes:- Characterization of the destination- Analysis of the factors that make up the destination- Analysis of the areas of the DTI reference model- Stage of the destination life cycle and its justification- Planning a trip considering the stages of its life cycle   | 1. Understand the concepts of CI and DTI, their characteristics, importance and factors. 2. Identify the participating agents of the DTIs. 3. Understand the keys to adapt the Smart City principles to Smart Tourist Destinations. 4. Analyze the areas of the reference model of an IC and a DTI. 5. Understand the concept, characteristics, stages of the travel life cycle and its applicable technology.  | Study of cases Checklist |

**DESTINOS TURÍSTICOS INTELIGENTES BIS**

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*TEACHING LEARNING PROCESS*

| **Teaching methods and techniques** | **Teaching aids and materials** |
| --- | --- |
| Case analysis Carrying out research work Group discussion      | Printed electronic mediaCanyonComputerInternetAudiovisual materialSpecialized magazinesVideos   |

*TRAINING SPACE*

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

**DESTINOS TURÍSTICOS INTELIGENTES BIS**

#

*LEARNING UNITS*

| 1. **Learning unit**
 | **II. Technology applied to tourism.** |
| --- | --- |
| 1. **Theoretical Hours**
 | 12 |
| 1. **Practical Hours**
 | 18 |
| 1. **Total hours**
 | 30 |
| 1. **Objective of the Learning Unit**
 | The student will use information management systems focused on tourism for decision-making in the development of smart tourist destinations. |

| **Topics** | **To know** | **Know to do** | **Be** |
| --- | --- | --- | --- |
| OPEN DATA / BIG DATA | Explain the concept of OPEN DATA and BIG DATA, their relationship with smart tourist destinations and their characteristics:- Volume- Data and source variability- Processing speed- Business value- Veracity. Describe the operation of the information management systems OPEN DATA and BIG DATA focused on tourism:- Management of surveys at destination- Data management on the Network- Data management on the Web and on Social Networks- Management of data from sensors    | Manage the information on tourist activity that is generated through OPEN DATA and BIG DATA. | AnalyticalOrganizedobjectivePurposefulProactive |
| Technologies focused on tourism | Describe the technologies focused on tourism, their functionality and characteristics:- Augmented reality and virtual reality systems- Geolocation systems- Video-guides and audio-guides- Video-mapping- Holography- Tourist information offices of the XXI century- Mobile applications- QR codes Identify technological trends focused on tourism.   | Propose technological tools focused on tourism. | AnalyticalOrganizedobjectivePurposefulProactive |

**DESTINOS TURÍSTICOS INTELIGENTES BIS**

*EVALUATION PROCESS*

#

| **Learning result** | **Learning sequence** | **Instruments and reagent types** |
| --- | --- | --- |
| Based on an investigation of a smart tourist destination, prepare a report that contains: - Objectives of information management- Evidence of the collection of information generated through OPEN DATA and BIG DATA- Description of the information found- Analysis of the information- Propose the use of technological tools according to the characteristics and needs detected- Conclusions and recommendations to the tourist destination | 1. Understand the concept of OPEN DATA and BIG DATA, their relationship with smart tourist destinations and their characteristics. 2. Identify the operation of the information management systems OPEN DATA and BIG DATA focused on tourism. 3. Identify technologies focused on tourism, their functionality and characteristics. 4. Analyze the technological trends focused on tourism. | Project Rubric  |

# DESTINOS TURÍSTICOS INTELIGENTES BIS

*TEACHING LEARNING PROCESS*

| **Teaching methods and techniques** | **Teaching aids and materials** |
| --- | --- |
| Project-based learning Collaborative Teams Learning aided by information technologies | Electronic mediaVideosPrintedSpecialized MagazinesCanyonComputerInternetVirtual databasesTechnological tools focused on tourism  |

*TRAINING SPACE*

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

**DESTINOS TURÍSTICOS INTELIGENTES BIS**

#

*LEARNING UNITS*

| 1. **Learning unit**
 | **III. Management of smart tourist destinations.** |
| --- | --- |
| 1. **Theoretical Hours**
 | 14 |
| 1. **Practical Hours**
 | 28 |
| 1. **Total hours**
 | 42 |
| 1. **Objective of the Learning Unit**
 | The student will evaluate tourist destinations, to contribute to their competitiveness. |

| **Topics** | **To know** | **Know to do** | **Be** |
| --- | --- | --- | --- |
| Areas of the smart tourist destinations model | Describe the areas of the smart tourist destinations model, its application, focus and impact:- Governance- Sustainability- Accessibility- Connectivity and sensorization- Tourist intelligence system- Tourist information- Online Marketing- Commercialization- innovation | Determine the characteristics of the applicable areas in smart tourist destinations. | EthicalAnalyticalAssertiveobjectiveOrganizedResponsible |
| Assessment indicators of the areas | Describe the evaluation indicators, their interpretation and the procedure for determining the areas of:- Governance- Sustainability- Accessibility- Connectivity and sensorization- Tourist intelligence system- Tourist information- Online Marketing- innovation Identify the regulations applicable to smart tourist destinations. Identify the organizations involved in the development of Smart Tourist Destinations.   | Evaluate Smart Tourist Destinations. | EthicalAnalyticalAssertiveobjectiveOrganizedResponsible |

# DESTINOS TURÍSTICOS INTELIGENTES BIS

*EVALUATION PROCESS*

#

| **Learning result** | **Learning sequence** | **Instruments and reagent types** |
| --- | --- | --- |
| Based on an investigation of a tourist destination, prepare a report that contains: - Name and description of the destination- Research objectives- Status of compliance with the characteristics of the areas of smart tourist destinations and their justification- Evaluation of the destination based on the indicators of the areas of the DTI model- Proposal of actions that contribute to the fulfillment of the areas of Smart Tourist Destinations- Applicable regulations- Organizations involved- Conclusions- Bibliographic references  | 1. Understand the areas of the smart tourism destination model, its application, focus and impact. 2. Analyze the evaluation indicators, their interpretation and determination procedure. 3. Distinguish the regulations applicable to smart tourist destinations. 4. Distinguish the organizations involved in the development of Smart Tourist Destinations.     | Project Rubric  |

**DESTINOS TURÍSTICOS INTELIGENTES BIS**

*TEACHING LEARNING PROCESS*

| **Teaching methods and techniques** | **Teaching aids and materials** |
| --- | --- |
| Carrying out research work              Collaborative teams Project-based learning  | Electronic mediaVideosInternetPrintedCannon specialized magazines                                                ComputerAudiovisual mediaDatabases  |

*TRAINING SPACE*

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

**DESTINOS TURÍSTICOS INTELIGENTES BIS**

*SKILLS DERIVED FROM THE PROFESSIONAL COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES*

| **Capabilities** | **Performance Criteria** |
| --- | --- |
| Diagnose the current situation of destinations through the analysis of indicators of the sector in the economic, political, social and environmental fields, opinion studies of the actors involved in the tourist activity, to determine opportunities for community development.   | Prepare a diagnosis of tourist destinations that contains:- Introduction- Destination name and location- Competitiveness measurement methodology- Elements of analysis:   - Sustainable infrastructure   - Territorial development   - Intelligent and systematized equipment   - Public politics   - Water resources.   - Characterization of the natural and urban landscape- Destination management based on:   - Trusts   - Human development   - Clean energy   - Inventory, classification and ranking of tourist attractions   - Mapping of social actors   - Cadastre of the tourist plant   - Identification of the capacity and attitude of the host community   - Tourist demand   - Visitor profile   - Environmental impact   - Macro products and tourist products- Definition and characterization of potential tourist activities- Information sources:   a) Documentary analysis of: reports, sector studies and plans carried out   b) Statistical sources of tourist information.   c) Qualitative information: opinion studies of the actors of the tourist activity- Conclusions- Annexes |
| Formulate proposals for tourism planning of destinations based on the results of the diagnosis of destinations, applicable models and trends in the sector, in accordance with the guidelines of responsible tourism to strengthen the competitiveness of destinations and well-being of the communities.  | Prepare a tourism planning proposal for a destination that contains: - Objectives - Diagnostic results of the destinations: Baseline study: physical and ecological environment, economic structure, tourism supply and demand, institutional political framework and the tourist environment  - Model used and its justification - Formulation of strategies:a) Governanceb) Sustainabilityc) Accessibilityd) Connectivitye) Tourist intelligence systemf) Online marketingg) Marketingh) Innovation - Monitoring and control of execution  |
| Evaluate the potential for tourism development considering the model of the tourism operating system and the diagnosis of vocation, to determine the products to be developed within the framework of sustainability. | Present a technical report about the tourist vocation that includes: - Cover- Background- Contextual framework of the region (geographical, demographic, cultural, social, economic, environmental and political aspects)- Work methodology- Inventory of tourist attractions- Inventory of the tourist plant- Inventory of infrastructure- Situational analysis (Supply, Demand, Competition, Market trends)- Tour operators- Results of the diagnosis of tourist vocation- Conclusions and recommendations- References consulted |

**DESTINOS TURÍSTICOS INTELIGENTES BIS**

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