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

**ASIGNATURA**

**INSTRUMENTOS PARA EL DESARROLLO SUSTENTABLE 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 collaborative planning and competitiveness of the tourism industry. |  |
| --- | --- | --- |
| 1. **Quarter**
 | Tenth |  |
| 1. **Theoretical Hours**
 | 47 |  |
| 1. **Practical Hours**
 | 43 |  |
| 1. **Total hours**
 | 90 |  |
| 1. **Total Hours per Week Semester**
 | 6 |  |
| 1. **Learning objective**
 | The student will develop sustainable tourism projects aligned with current regulations, through the use of environmental policy instruments and certifications, to contribute to responsible growth and competitiveness, as well as to minimize the negative impacts of the sector. |
|  |  |  |

| **Learning units** | **Hours** |
| --- | --- |
| **Theoretical** | **Practices** | **Totals** |
| I. Sustainable development | 10 | 5 | fifteen |
| II. Protected natural areas and environmental management units | 10 | 5 | fifteen |
| III. Environmental impact assessment | fifteen | 25 | 40 |
| IV. Sustainability certifications for tourism | 12 | 8 | twenty |
| **Totals** | **47** | **43** | **90** |

I**NSTRUMENTOS PARA EL DESARROLLO SUSTENTABLE BIS**

*LEARNING UNITS*

| 1. **Learning unit**
 | I. Sustainable development. |
| --- | --- |
| 1. **Theoretical Hours**
 | 10 |
| 1. **Practical Hours**
 | 5 |
| 1. **Total hours**
 | fifteen |
| 1. **Objective of the Learning Unit**
 | The student will determine sustainable development strategies to add value to tourism products. |

| **Topics** | **To know** | **Know to do** | **Be** |
| --- | --- | --- | --- |
| Strategies for sustainable development | Recognize the concept of sustainable development and the importance of its dimensions. Describe the sustainable development strategies, their importance, characteristics and formulation process:- Social- Economic- Management- Educational- Regulations | Select sustainable development strategies. | ResponsableTeamworkRespect for the environmentSustainable attitudeobjectiveProactive |
| Generalities of the Territorial Ecological Order (OET) | Identify the concept of ecological land use planning and its importance.Define the basic concepts that make up the OET:- Ecological Planning- Environmental Policy- Environmental management- Environmental, social and economic impacts. | Detect differential advantages over the competition of the organization.Prepare the competitive profile matrix. | AnalyticalTeamworkResponsableobjectiveProactiveSustainable attitude      |
| OET modalities | Explain the modalities of the OET:- General Land Management- Regional Planning- Local Order- Marine Planning Recognize the official actors directly involved in the OET:- Ministry of Environment and Natural Resources (SEMARNAT)- Dependencies and public and private entities according to their modality. Distinguish the stages of the technical study of OET:- Characterization or description- Diagnosis- Prospecting- Proposal or proposition- Management- Instrumentation              | Determine the OET modalities applicable to tourism projects. | AnalyticalTeamworkResponsableobjectiveProactiveSustainable attitude  |

I**NSTRUMENTOS PARA EL DESARROLLO SUSTENTABLE BIS**

*EVALUATION PROCESS*

| **Learning result** | **Learning sequence** | **Instruments and reagent types** |
| --- | --- | --- |
| Based on the design of a tourism product, prepare a report that contains:- Selection of sustainable development strategies and their justification- Applicable OET modality- Analysis of the OET stages- Conclusions  | 1. Analyze sustainable development strategies, their importance, characteristics and formulation process.  2. Understand the basic concepts that formulate the OET and its importance. 3. Identify the modalities of the OET. 4. Understand the stages of the technical study of OET.                      | Report Rubric |

I**NSTRUMENTOS PARA EL DESARROLLO SUSTENTABLE BIS**

#

*TEACHING LEARNING PROCESS*

| **Teaching methods and techniques** | **Teaching aids and materials** |
| --- | --- |
| Carrying out research work Group discussion Case analysis         | Computer equipmentProjection equipmentPintarrónPrinted matter: books, specialized magazines, articles, Agenda 2030AudiovisualVideos                       |

*TRAINING SPACE*

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

I**NSTRUMENTOS PARA EL DESARROLLO SUSTENTABLE BIS**

#

*LEARNING UNITS*

| 1. **Learning unit**
 | **II. Protected natural areas and environmental management units.** |
| --- | --- |
| 1. **Theoretical Hours**
 | 10 |
| 1. **Practical Hours**
 | 5 |
| 1. **Total hours**
 | fifteen |
| 1. **Objective of the Learning Unit**
 | The student will diagnose Protected Natural Areas, to align tourist activities to compliance with current regulations. |

| **Topics** | **To know** | **Know to do** | **Be** |
| --- | --- | --- | --- |
| Introduction to Natural Protected Areas | Define the concept of Protected Natural Area (ANP), its characteristics and importance. Recognize the bodies that regulate the ANPs. Describe the classification of Natural Protected Areas:- Biosphere reserves- National Parks- Natural monuments- Sanctuaries- Natural resource protection areas- Flora and fauna protection areas |   | AnalyticalobjectiveResponsable |
| Regulatory framework of Protected Natural Areas | Recognize the General Law of Ecological Balance and Environmental Protection (LGEEPA).Describe the LGEEPA Regulations regarding protected natural areas.Describe the decrees of protected natural areas.Explain the implications of non-compliance with the ANP's regulations in the development of tourist activities. | Determine tourist activities that can be carried out in Protected Natural Areas. Diagnose tourist activities within protected natural areas. | AnalyticalobjectiveResponsableObserverEthical |
| Environmental Management Units | Identify the concept, importance, functions and objectives of the Environmental Management Units (UMA).  Describe the benefits, types of use and management plan of the Environmental Management Units (UMA).                        |   | AnalyticalobjectiveResponsable |

I**NSTRUMENTOS PARA EL DESARROLLO SUSTENTABLE BIS**

*EVALUATION PROCESS*

#

| **Learning result** | **Learning sequence** | **Instruments and reagent types** |
| --- | --- | --- |
| From a visit to a Protected Natural Area, prepare a report that contains: - Analysis of the corresponding decree:       - Name       - Location       - Type of ANP       - Zoning       - Physical, biological and socioeconomic characteristics       - Regulations       - Existing Environmental Management Units- Photographic evidence of the ANP- Degree of compliance with the corresponding regulations- Conclusions and recommendations              | 1. Understand the concept, characteristics and importance of the ANP. 2. Identify the classification of ANPs and their decrees. 3. Distinguish the Regulations of the LGEEPA. 4. Analyze the implications of non-compliance with ANP regulations in the development of tourist activities. 5. Understand the concept, functions, objectives and types of Environmental Management Units (UMA).    | Report Checklist |

# INSTRUMENTOS PARA EL DESARROLLO SUSTENTABLE BIS

*TEACHING LEARNING PROCESS*

| **Teaching methods and techniques** | **Teaching aids and materials** |
| --- | --- |
| Carrying out research work Group discussion Collaborative teams | PintarrónComputer equipmentProjection equipmentPrinted matter: books, specialized magazines, articlesNormativeAudiovisual mediaPhotographic cameraInternet                     |

*TRAINING SPACE*

I**NSTRUMENTOS PARA EL DESARROLLO SUSTENTABLE BIS**

#

*LEARNING UNITS*

| 1. **Learning unit**
 | **III. Environmental impact assessment.** |
| --- | --- |
| 1. **Theoretical Hours**
 | fifteen |
| 1. **Practical Hours**
 | 25 |
| 1. **Total hours**
 | 40 |
| 1. **Objective of the Learning Unit**
 | The student will detect opportunities and environmental risks to contribute to the creation of sustainable tourism projects. |

| **Topics** | **To know** | **Know to do** | **Be** |
| --- | --- | --- | --- |
| Overview of environmental impact assessment | Define the concept of environmental impact assessment and its importance in the sustainable development of tourist destinations. Define the following concepts in accordance with the LGEEPA regarding environmental impact assessment:- Land-use change- Ecological imbalance- Environmental impact: cumulative, synergistic, residual, significant or relevant- Species difficult to regenerate- Prevention measures- Mitigation measures- Preventive report |   | AnalyticalResponsableobjective |
| Sustainability criteria | Describe the sustainability criteria by type of environmental impact:                                      - By use of natural resources.- By occupation of the territory- Due to contamination | Prepare proposals for a collective bargaining agreement. | AnalyticalResponsableobjective |
| Loading capacity | Describe the concept of carrying capacity, importance, impact, uses and types:- Physical- Real- Management- effective Describe the procedure for determining load capacity. | Determine the carrying capacity of tourist spaces. | AnalyticalOrganizedInvestigatorRespect for the environmentObserverobjective |
| Environmental impact assessment methodologies | Identify the methodologies and actors involved in the environmental impact assessment processes:- Ad Hoc Methods- Graphic techniques using maps and overlays- Check list- Arrays- Flowcharts Explain the particular and context characteristics of the measures implemented in the environmental impact assessment:- Prevention measures                            - Mitigation measures- Compensation measures Define the modalities that must be carried out in an environmental impact assessment:- Preventive environmental impact report- Environment impact manifestation- Risk study Describe the elements and structure of environmental impact assessment reports.                | Propose prevention, mitigation and compensation measures for environmental impact. Interpret environmental impact assessments of tourism projects. | ResponsableEthicalTeamworkTolerantRegarding the environmentobjectiveCommittedInclusive |

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I**NSTRUMENTOS PARA EL DESARROLLO SUSTENTABLE BIS**

*EVALUATION PROCESS*

#

| **Learning result** | **Learning sequence** | **Instruments and reagent types** |
| --- | --- | --- |
| Based on the proposal of a tourism project, prepare a report that includes: - General project data- Criteria by type of environmental impact- Determined load capacity- Environmental impact assessment methodology used- Proposed environmental impact prevention measures- Modality of the environmental impact assessment and its justification- Conclusions | 1. Understand the concept of environmental impact assessment and its importance; and its concepts according to the LGEEPA. 2. Understand the sustainability criteria by type of environmental impact. 3. Distinguish the particular and context characteristics of the measures implemented in the environmental impact assessment. 4. Analyze the modalities that must be carried out in an environmental impact assessment. | Project Rubric |

# INSTRUMENTOS PARA EL DESARROLLO SUSTENTABLE BIS

*TEACHING LEARNING PROCESS*

| **Teaching methods and techniques** | **Teaching aids and materials** |
| --- | --- |
| Carrying out research work Project-based learning Collaborative teams | InternetPintarrónPrinted matter: books, specialized magazines, articles, case studiesProjection equipmentComputer equipmentRegulations: General Law of Ecological Balance and Environmental ProtectionAudiovisual mediaEnvironmental impact assessment reports                    |

*TRAINING SPACE*

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

I**NSTRUMENTOS PARA EL DESARROLLO SUSTENTABLE BIS**

#

*LEARNING UNITS*

| 1. **Learning unit**
 | **IV. Sustainability certifications for tourism.** |
| --- | --- |
| 1. **Theoretical Hours**
 | 12 |
| 1. **Practical Hours**
 | 8 |
| 1. **Total hours**
 | twenty |
| 1. **Objective of the Learning Unit**
 | The student will develop sustainability certification proposals to contribute to the competitiveness of tourism projects. |

| **Topics** | **To know** | **Know to do** | **Be** |
| --- | --- | --- | --- |
| Sustainability indicator models | Recognize what indicators are, their characteristics and benefits. Describe the models of sustainability indicators and their characteristics proposed by:- World Tourism Organization (UNWTO).- Organization for Economic Cooperation and Development (OECD).- Global Sustainable Tourism Council (GSTC) of tourism destinations and companies | Select indicators according to the sustainable development of a region. | Sustainable attitudePositiveInclusiveProactiveResponsableEthicalAnalyticalobjective |
| Sustainability certifications | Identify current local, national and international certifications in terms of sustainability in tourism.Describe the elements of the certifications applicable to the region:- Requirements- Applicability- Organizations that grant them- Characteristics- Indicators- Validity  | Propose sustainability certifications in the development of tourism projects. | ResponsableOrganizedAbility to communicatePlanning senseSustainable attitudeAnalyticalDecision-making capacityobjectiveProactive |

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I**NSTRUMENTOS PARA EL DESARROLLO SUSTENTABLE BIS**

*EVALUATION PROCESS*

#

| **Learning result** | **Learning sequence** | **Instruments and reagent types** |
| --- | --- | --- |
| Based on the proposal of a tourism project, prepare a report that includes: - Selected certification and its justification- Applicable indicators- Development of the indicators- Conclusions and recommendations | 1. Analyze the models of sustainability indicators and their characteristics. 2. Identify current local, national and international certifications regarding sustainability in tourism. 3. Distinguish the elements of the certifications applicable to the region.   | Project Rubric  |

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I**NSTRUMENTOS PARA EL DESARROLLO SUSTENTABLE BIS**

*TEACHING LEARNING PROCESS*

| **Teaching methods and techniques** | **Teaching aids and materials** |
| --- | --- |
| Carrying out research work Project-based learning Collaborative teams | Projection equipmentComputer equipmentPintarrónPrinted matter: articles, case studiesAudiovisual mediaInternet |

*TRAINING SPACE*

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

I**NSTRUMENTOS PARA EL DESARROLLO SUSTENTABLE BIS**

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

| **Capabilities** | **Performance Criteria** |
| --- | --- |
| Formulate the strategic planning of tourism organizations based on a situational diagnosis, the use of techniques, administrative tools and organization of resources to establish their guidelines.    | Prepare a strategic plan for the tourism organization that contains:- Company data- Objectives- Organizational Philosophy (mission, vision, values ​​and objectives)- Situational analysis (internal and external)- Strategies- Action plans- Staffing guide- Indicators- Budgets |
| 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   |
| Design innovative tourism products considering the potential detected, the analysis of trends in the sector, public policies and applicable regulations to diversify the tourism offer. | Prepare an executive report of a tourism product that contains:- Cover- Introduction- Justification (analysis of the tourist vocation, analysis of statistical data of the sector, market trends, demand, competition)- Approach to the innovation proposal (Name of the tourist product, attraction, service, infrastructure, tourist plant, superstructure, tourist offer, tourist demand, host community, perception - image - emotion, need that it covers, target market and description of the innovation )- Public policies and applicable regulations- Presentation of the tourist product (Lay out, diagram, mapping)- Conclusions- References consulted  |
| Integrate business plans for tourism products based on the design proposal, market, technical, financial, organizational analyzes and applicable regulations, for the management of resources and their implementation. | Prepare a business plan for tourism products that contains:- Cover- Executive Summary- Introduction- Definition of the tourist product or service- Market study (Demand, Supply, Product, Target market, Price, Marketing strategies)- Technical study (Macro and micro location, supplies, machinery, equipment, load capacity, layout, processes, applicable quality standards and indicators, integration of the value chain, regulations and environmental impact) - Organizational study (organizational philosophy, organization manual and procedures)- Financial and economic study (investment budgets and financing sources, operating budgets, projected financial statements, breakeven point, profitability indicators)- Conclusions and recommendations- References consulted |
| Implement tourism products through the management of resources and monitoring of the business plan to contribute to the sustainable development of the region. | Present a report of evidence of the implementation of tourism products that integrates:- Description of the tourism product proposal- Justification of the selected financing program (s)- Evidence of financing management procedures- Evidence of the monitoring of the business plan- Conclusions and recommendations- References consulted.  |

I**NSTRUMENTOS PARA EL DESARROLLO SUSTENTABLE BIS**

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