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

**ASIGNATURA DE TOURISM MANAGEMENT AND PLANNING**

|  |  |
| --- | --- |
| 1. **Competencias**
 | 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. **Term**
 | Eighth  |
| 1. **Theory hours**
 | 31 |
| 1. **Practial hours**
 | 59 |
| 1. **Total number of hours**
 | 90 |
| 1. **Hours per week**
 | 6 |
| 1. **Learning objective**
 | The student will propose tourism planning through planning models, public policies, diagnosis of the tourist vocation and elements of tourism governance to contribute to the sustainable development of tourist destinations. |

|  |  |
| --- | --- |
| **Learning units**  | **hours** |
| **Theory** | **Practice** | **Total** |
| I. Tourist vocation | 10 | 22 | 32 |
| II. Tourism Public Administration | 15 | 9 | 24 |
| III. Governance in Tourism | 10 | 6 | 16 |
| IV. Tourist Planning | 18 | 30 | 48 |
| **Total** | **31** | **59** | **90** |

**TOURISM MANAGEMENT AND PLANNING**

*LEARNING UNITS*

|  |  |
| --- | --- |
| 1. **Learning Unit**
 | I. Tourist vocation. |
| 1. **Theory**
 | 10 |
| 1. **Practice hours**
 | 22 |
| 1. **Total hours**
 | 32 |
| 1. **Learning unit objective**
 | The student will determine the tourist vocation of a destination to identify tourist developments. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Tourist potential | Distinguish the concepts of vocation and tourism potential.Distinguish the approaches to the valuation of tourism potential:- Analytical evaluation of tourism potential- Economic evaluation of resources- The preference of the usersExplain the methodology for calculating the tourist potential index:- Inventory of Tourist Resources (resources, accesses, equipment)- Categorization of Tourist Resources- Hierarchy and Quantification.Describe the use of digital geolocation tools and devices | Determine the tourist potential index of the destination. | AnalyticalOrganizedCriticalobjectiveResponsable |
| Assessment of tourism potential | Identify the determining factors of tourism potential:- Offer: Natural resources, cultural resources, equipment, infrastructure- Demand: Tourist profile, tastes and preferences, tourism trendExplain the comprehensive methodology for evaluating the tourism potential of SECTUR:Phase I:- Description of the site: natural and cultural resources, geographical location, ecosystems- Site diagnosis: Analysis of the tourist offer (resources, activities, equipment, infrastructure)- Evaluation of the potential through qualitative techniques: questionnaires, evaluation criteria, measurement system.- Tourist potentialities: map of potentialities and definition of the tourist vocation.Phase II:- SWOT analysis- Product integration- Tourist vision of the region- Strategies, programs and actions | Assess the tourist potential of the destination | AnalyticalOrganizedCriticalobjectiveResponsable |

**TOURISM MANAGEMENT AND PLANNING**

*EVALUATION PROCEDURE*

|  |  |  |
| --- | --- | --- |
| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| Prepare a diagnosis of the tourist vocation of a destination that includes:- Description of the destination- Tourist potential index- Assessment of the tourism potential- Analysis of the tourist vocation comparing the results of the tourist potential against the tourist characteristics- Conclusions | 1. Distinguish the differences between tourist vocation and tourist potential.2. Understand the use of geolocation tools and devices3. Understand the methodology to determine the tourism potential index.4. Understand the methodology to assess the tourism potential. | ProjectRubric  |

# TOURISM MANAGEMENT AND PLANNING

*TEACHING-LEARNING PROCESS*

|  |  |
| --- | --- |
| **Methods and teaching techniques** | **Teaching aids and materials** |
| Collaborative teamsResearch workProject-based learning | Computer equipmentProjection equipmentPrinted (cases)PintarrónAudiovisualInternetGeolocation devices and tools |

*TRAINING FACILITIES*

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

# TOURISM MANAGEMENT AND PLANNING

*LEARNING UNITS*

|  |  |
| --- | --- |
| 1. **Learning Unit**
 | **II. Tourism Public Administration.** |
| 1. **Theory**
 | 15 |
| 1. **Practice hours**
 | 9 |
| 1. **Total hours**
 | 24 |
| 1. **Learning unit objective**
 | The student will determine the impact of public policies in Tourism for the preparation of plans and projects that contribute to the development of the sector. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Fundamentals of the participation of the public administration. | Describe the importance of public administration in tourism in Mexico.Identify the participation of the public administration in the tourism development of the region:- National Development Plan in force- Current Tourism Sector Program- Current State Development Plan- Current Municipal Development PlanExplain the concept of public policies in tourism and its importance.Identify the actors in the execution of public policies.Recognize the current regulations in the tourism development of the region:- General Tourism Law and its regulations- General Law of Ecological Balance and Environmental Protection and its regulations- Federal Law on Monuments and Archaeological, Artistic and Historical Zones and its regulations- Current state and municipal legislation applicable to the sectorIdentify the legal framework of the Federal Law on Special Economic Zones (ZEE). | Determine the state of public administration in tourism development in the region. | Sustainable attitudeInclusiveDecision-making abilityProactiveResponsableInvestigatorAssertiveobjective |
| Competitiveness and Innovation Agenda | Identify the concepts of tourism competitiveness and innovationIdentify the concept, importance and validity of the Competitiveness and Innovation Agenda.Distinguish the short, medium and long-term initiatives included in the competitiveness and innovation agenda.Identify how it promotes innovation in the tourism offer and increases tourism competitiveness in the region. | Determine the impact of the competitiveness and innovation agenda on tourist destinations in the region. | TeamworkResponsableEthicalPlanning senseobjectiveProactiveLeader |

# TOURISM MANAGEMENT AND PLANNING

*EVALUATION PROCEDURE*

|  |  |  |
| --- | --- | --- |
| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| Based on the diagnosis of the tourist vocation, it prepares a report on the impact of the public administration in the destination that contains:- Importance of public administration for the development of the destination.- Public policies that have contributed to the regional development of a tourist destination- Actors involved and the participation they have.- Applicable current regulations- Impact of the Competitiveness and Innovation Agenda, if applicable.- Conclusions | 1. Understand the concept of public policies and its importance in tourism.2. Analyze the importance of public administration in tourism, its participation and actors.3. Understand the importance of tourism regulations in regional development.4. Understand the concepts of tourist competitiveness, innovation.5. Analyze the competitiveness and innovation agenda. | ProjectRubric |

# TOURISM MANAGEMENT AND PLANNING

*TEACHING-LEARNING PROCESS*

|  |  |
| --- | --- |
| **Methods and teaching techniques** | **Teaching aids and materials** |
| Project-based learningCollaborative teamsCarrying out research work | Computer equipmentProjection equipmentOffice teamAudiovisualPrinted:- Plan Nacional de Desarrollo- Programa Sectorial de Turismo- Plan Estatal de Desarrollo- Plan Municipal de Desarrollo- Agenda de Competitividad- Ley General de Turismo y su reglamento- Ley General de Equilibrio Ecológico y Protección al Ambiente y su reglamento- Ley Federal sobre Monumentos y Zonas Arqueológicos, Artísticos e Históricos y su reglamento- Ley Federal de zonas económicas especiales y su reglamento InternetBoard |

*TRAINING FACILITIES*

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

# TOURISM MANAGEMENT AND PLANNING

*LEARNING UNITS*

|  |  |
| --- | --- |
| 1. **Learning Unit**
 | **III. Governance in Tourism** |
| 1. **Theory**
 | 10 |
| 1. **Practice hours**
 | 6 |
| 1. **Total hours**
 | 16 |
| 1. **Learning unit objective**
 | The student will propose governance actions in tourism for the planning of destinations |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Governance in tourism overview | Identify the concept of governance, its importance and field of applicationReview the background of governance.Explain the principles of governance:- Transparency- Accountability- Joint participation between actors- Confidence- Networking- Orientation to results- Leadership- Strengthening of local capacities- Shared and delegated power- Management efficiencyDefine governance in the tourism sector |  | ObserverAnalyticalConflict managementTolerantInvestigatorResponsableProactive |
| Mechanisms for dialogue and information Exchange | Explain the concept and importance of dialogue mechanisms and the exchange of information.Distinguish the dialogue mechanisms and their impact on the development of the region:- Consultative Mechanisms- Collaboration Mechanisms- Technical Tips | Propose mechanisms for dialogue | ObserverAnalyticalConflict managementTolerantInvestigatorResponsableProactive |
| Social awareness around tourism | Identify the concept and importance of tourist awareness.Explain the integration process of tourist awareness programs, through:- Community intervention- Traveler trends | Develop tourist awareness programs for host communities | VisionarySustainable attitudeLeaderInclusiveProactiveResponsableTeamworkobjective |
| Professionalization and orientation of tourism management | Identify the importance of professionalization in the tourism field of regional development. Explain the professionalization and orientation programs for tourism management aimed at service providers in the tourism sector. | Select professionalization and orientation programs for tourism management according to the context of the reality of regional development. | ProactiveInclusiveDecision-making abilityobjectiveInnovativeLeaderPlanning senseCommunicate correctlyTeamworkInvestigatorOrganizedResponsable |

# TOURISM MANAGEMENT AND PLANNING

*EVALUATION PROCEDURE*

|  |  |  |
| --- | --- | --- |
| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| Based on the tourism planning project, it prepares a proposal for governance actions that integrates:- Applicable dialogue mechanisms- Tourist awareness program involving the community and taking into account the trends of the traveler.- Professionalization program to diversify tourism activities as appropriate.- Conclusions | 1. Understand the concept of governance and its importance today.2. Identify the mechanisms for dialogue and the exchange of information in tourism activity.3. Understand the importance of tourist awareness and how to involve the community and the trends of the traveler.4. Understand the importance of professionalization in tourism and tourism management. |  ProjectRubric |

# TOURISM MANAGEMENT AND PLANNING

*TEACHING-LEARNING PROCESS*

|  |  |
| --- | --- |
| **Methods and teaching techniques** | **Teaching aids and materials** |
| Project-based learningCollaborative teamsCarrying out research work | Computer equipmentProjection equipmentPintarrónStationeryPrinted (Cases)Internet |

*TRAINING FACILITIES*

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

# TOURISM MANAGEMENT AND PLANNING

*LEARNING UNITS*

|  |  |
| --- | --- |
| 1. **Learning Unit**
 | **IV. Tourist Planning** |
| 1. **Theory**
 | 18 |
| 1. **Practice hours**
 | 30 |
| 1. **Total hours**
 | 48 |
| 1. **Learning unit objective**
 | The student will formulate tourism planning projects to contribute to the development of destinations. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Introduction to tourism planning | Identify the concept and importance of tourism planning.Explain the objectives of tourism planning according to the World Tourism Organization (UNWTO).Identify the levels of tourism planning:- Economic- PhysicalIdentify the areas of tourism planning:- National- Regional- LocalIdentify the products of tourism planning:- National Tourism Plan- Regional Tourism Plan- Local Tourism Plan- Programs- ProjectsIdentify the purposes of planningtour:- Receptive tourism- Emissive tourism- Internal tourism- Social tourism |  | AnalyticalobjectiveVisionaryProactiveResponsableAbility to communicate correctlyAssertive |
| Approaches to tourism planning | Explain the approaches to tourism planning:- Developer- Economic- Space- StrategicDistinguish the UNWTO tourism planning models:- National and Regional Tourism Planning Model- Model for the elaboration of a local strategic plan for Sustainable Tourism Development | Select tourism planning approaches.Select tourism planning models. | ResponsableDisciplinedInvestigatorTeamworkAssertivePlanning senseAnalyticalDecision-making abilityobjectiveProactive |
| Tourism planning methodology | Explain the methodology of tourism planning:- Conventional planning- Interactive planningIdentify the form and extent of tourism planning:- Form: Indicative, Imperative, Mixed- Temporal Amplitude: Short, Medium or Long term- Legal and Administrative Scope: Public, Private or Mixed | Select tourism planning methodologiesDetermine form and extent of tourism planning. | ResponsableDisciplinedInvestigatorTeamworkAssertivePlanning senseAnalyticalDecision-making abilityobjectiveProactive |
| The tourism planning process | Explain the tourism planning process according to the UNWTO:- Preliminary study- Development objectives- Studies and evaluations- Analysis and Synthesis- Formulation of the plan- Recommendations- Execution and Management | Develop tourism planning. | VisionaryHolistic attitudeLeaderPositiveInclusiveProactiveResponsableEthicalTeamworkTolerantobjective |

# TOURISM MANAGEMENT AND PLANNING

*EVALUATION PROCEDURE*

|  |  |  |
| --- | --- | --- |
| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| Based on the diagnosis of tourism vocation and the analysis of public policies, it prepares a tourism planning project that includes:- Introduction- Objective- Justification- Analysis of the tourism planning approach- Tourism planning model, with its justification- Methodology to follow- Shape and breadth- Development of the tourism planning process- Conclusion  | 1. Understand the concept, importance, objectives, levels, areas, products and destinations of tourism planning.2. Distinguish the approaches and models of tourism planning.3. Understand the methodology, form and scope of tourism planning4. Understand the tourism planning process. |  ProjectRubric |

# TOURISM MANAGEMENT AND PLANNING

*TEACHING-LEARNING PROCESS*

|  |  |
| --- | --- |
| **Methods and teaching techniques** | **Teaching aids and materials** |
| Project-based learningCollaborative teamsCarrying out research work | Computer equipmentProjection equipmentOffice teamAudiovisualPrinted (Legislation)InternetOffice softwarevideos |

*TRAINING FACILITIES*

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

# TOURISM MANAGEMENT AND PLANNING

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

| **Skills** | **Performance criteria** |
| --- | --- |
| Diagnose the current situation of the destinations, through the analysis of indicators of the sector in the economic, political, social and environmental spheres, 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 policies. - 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 the destinations, applicable models and trends in the sector, in accordance with the guidelines of responsible tourism to strengthen the competitiveness of the destinations and the well-being of the communities | Prepare a tourism planning proposal for a destination that contains:- Goals- Diagnostic results of the destinations: Baseline study: physical and ecological environment, economic structure, tourist 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 |
| 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)- Proposal of the innovation proposal (Name of the tourist product, attraction, service, infrastructure, tourist plant, superstructure, tourist offer, tourist demand, host community, perception-image-emotion, need covered, target market and description of the innovation )- Public policies and applicable regulations- Presentation of the tourist product (Lay out, diagram, mapping)- Conclusions- References |
| 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 |
| 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 |

# TOURISM MANAGEMENT AND PLANNING

*REFERENCES*

| **Author** | **Year** | **Title** | **City** | **Country** | **Editorial** |
| --- | --- | --- | --- | --- | --- |
| Hernández Díaz, Edgar Alonso | (2011) | *Planificación Turística* | Ciudad de México | México | TrillasISBN-10: 9682412609ISBN-13: 978-9682412608ISBN: 9789682412608 |
| Martínez Moreno, Omaira Cecilia; Ruiz Andrade, José Gabriel; y Verjan Quiñones, Ricardo.  | (2016) | *Herramientas conceptuales y metodológicas para la gestión turística.* | Ciudad de México | México | FontamaraISBN: 9786078252374  |
| Acerenza, Miguel Angel  | (2014) | *Política Turística y Planificación del Turismo* | Ciudad de México | México | TrillasISBN: 9786071717849 |
| Molina E, Sergio; y Rodríguez A., Sergio | (2009) | *Planificación Integral del Turismo* | Ciudad de México | México | TrillasISBN:9789682443961 |
| De Frutos Torres, Belinda | (2018) | *Los medios publicitarios: Investigación, planificación y gestión* | Madrid | España | SíntesisISBN: 9788491712459 |
| Simancas Cruz.Moisés | (2016) | *La Planificación y Gestión Territorial del Turismo* | Madrid | España | SíntesisISBN: 9788490773833 |
| H. Congreso de la Unión | (2015) | *Ley General del Turismo* | Ciudad de México | México | Diario Oficial de la Federación |
| H. Congreso de la Unión | (2018) | *Ley General de Equilibrio Ecológico y Protección al Ambiente* | Ciudad de México | México | Diario Oficial de la Federación |
| H. Congreso de la Unión | (2014) | *Ley Federal sobre Monumentos y Zonas Arqueológicos, Artísticos e Históricos.* | Ciudad de México | México | Diario Oficial de la Federación |