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

**INNOVACIÓN Y TURISMO RESPONSABLE BIS**

| 1. **Competences**
 | 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**
 | Ninth  |
| 1. **Theory hours**
 | 47 |
| 1. **Practial hours**
 | 73 |
| 1. **Total number of hours**
 | 120 |
| 1. **Hours per week**
 | 8 |
| 1. **Learning objective**
 | The student will develop tourism experiences under a responsible and sustainable approach, considering innovation methodologies and business models, to diversify the sector's offer. |

| **Learning units**  | **hours** |
| --- | --- |
| **Theory** | **Practice** | **Total** |
| I. Responsible tourism | 12 | 8 | 20 |
| II. Innovation in the Design of Tourist Experiences | 20 | 40 | 60 |
| III. Implementation and evaluation of tourist experiences | 15 | 25 | 40 |
| **Total** | **47** | **73** | **120** |

**INNOVACIÓN Y TURISMO RESPONSABLE BIS**

*LEARNING UNITS*

| 1. **Learning Unit**
 | Responsible Tourism |
| --- | --- |
| 1. **Theory**
 | 12 |
| 1. **Practice hours**
 | 8 |
| 1. **Total hours**
 | 20 |
| 1. **Learning unit objective**
 | The student will propose responsible tourism actions, to contribute and promote the sustainability of tourist destinations. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Responsible tourism overview | Differentiate the concepts of responsible and sustainable tourism.Describe the Global Code of Ethics for Tourism.Explain the sustainable development goals (SDG) and the current national tourism policy as well as their characteristics. |  | ObserverSustainable attitudeAnalyticalResponsableEthical |
| Social tourism | Define the concept and characteristics of social tourism.Explain the Montreal declaration on social tourism.Describe the functions and responsibilities of the International Social Tourism Organization (OITS).Describe the relationship between social tourism and responsible tourism.  | Detect social tourism actions in the environment. | ObserverSustainable attitudeAnalyticalResponsableEthical |
| Tourism trends, prospects and challenges | Describe the development and growth factors of responsible tourism according to the UNWTO: economic, social and environmental.Explain the trends, perspectives and challenges of tourism according to the UNWTO.Describe the actions that guide the fulfillment of the sustainable development objectives in tourist destinations. | Propose actions that contribute to the fulfillment of the sustainable development objectives. | AnalyticalTargetObserverEthicalResponsablePurposeful |

**INNOVACIÓN Y TURISMO RESPONSABLE BIS**

*EVALUATION PROCEDURE*

| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| --- | --- | --- |
| Based on research of a tourist destination, prepare a report that considers:- Applicable Sustainable Development Goals (SDGs)- Applicable elements of the national tourism policy- Detected actions of social tourism- Analysis of development and growth factors- The trends, perspectives and challenges of responsible tourism- Proposal of actions that contribute to the fulfillment of the Sustainable Development Goals | 1. Understand the concepts of responsible and sustainable tourism, as well as the Global Code of Ethics for Tourism.2. Analyze the objectives of sustainable development and the current national tourism policy.3, Understand the concept of social tourism, the Montreal Declaration and the functions of the OITS.4. Analyze the development and growth factors of responsible tourism according to the UNWTO.5. Identify the trends, perspectives and challenges of tourism according to the UNWTO as well as the actions to guide the fulfillment of the SDGs. | ReportRubric |

**INNOVACIÓN Y TURISMO RESPONSABLE BIS**

*TEACHING-LEARNING PROCESS*

| **Methods and teaching techniques** | **Teaching aids and materials** |
| --- | --- |
| Case analysisGroup discussionCarrying out research wor | Printed materialAudiovisual materialComputerProjection equipmentInternetSpecialized magazinesResearch ArticlesVideos |

*TRAINING FACILITIES*

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

# INNOVACIÓN Y TURISMO RESPONSABLE BIS

*LEARNING UNITS*

| 1. **Learning Unit**
 | 1. **Innovation in the Design of Tourism Experiences.**
 |
| --- | --- |
| 1. **Theory**
 | 20 |
| 1. **Practice hours**
 | 40 |
| 1. **Total hours**
 | 60 |
| 1. **Learning unit objective**
 | The student will design tourism experiences for the innovation and diversification of the offer in the sector. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Conceptual framework of the tourism experience   | Recognize the concept of tourism product. Define the concept of tourism experience, its characteristics and elements:-Multiple integration of senses (emotional branding).-Human dimension-Incorporation of narrative-Provoke interactions with the environment. |  | OrganizedDisciplinedResponsibleAnalytical |
| Innovation in the tourism sector  | Recognize the concepts of creative and divergent thinking, as well as its process: preparation, incubation, illumination and verification. Identify the concept, motives and importance of innovation within the tourism sector.Describe the types of innovation and their characteristics:(a) According to the object:- Product / Services- Process- Market- Organizationb) According to results:- Gradual- Radical  | Detect types of innovation and their contribution to the tourism sector.  | Ability to make decisionsPropositiveResponsibleAnalyticalInnovative |
| Techniques of innovation and creativity in tourism  | Explain innovation management techniques and their development process:- Creativity (CT)- Inventive problem solving (TRIZ).- Value Analysis (VA)- Functional analysis systemic (FAST).- Quality Function Deployment (QFD). | Managing innovation in the Design of new Tourism Experiences.  | AssertiveInnovativeAbility to make decisionsSystematicVisionaryCreative |
| Tourism Experience Design   | Describe the process of elaborating a tourism experience:-Knowing the audience-Knowing the environment-Knowing the competition -Define the basis of the experience.Defining actions and roles for each episode -Designing places, stories, and thematic elements for each episode-Designing locations, stories and other elementsExplain the relationship between the design of tourism experiences and responsible tourism. | Design tourism experiences.  | OrganizedSense of planningAnalyticalInnovativeInclusiveCreative |
| CANVAS model in experience design  | Define the concept of business model and its importance in the design of tourism experiences.Define the concept of the Canvas Model, its application and objective.Describe the elements of the Canvas business model and its development methodology:- Market segment- Value proposition- Channels- Customer relationships- Business activities- Key resources- Cost structure- Source of revenue- Key partners | Design business models in tourism experiences  | OrganizedSense of planningAnalyticalInnovativeInclusiveCreative |

**INNOVACIÓN Y TURISMO RESPONSABLE BIS**

*EVALUATION PROCEDURE*

| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| --- | --- | --- |
| Based on the analysis of the tourism activity of a destination, elaborate a project of innovation in the Design of Tourism Experiences containing:- Elements of the tourism experiences detected- Types of innovation identified and their contribution- Innovation management techniques used and their justification.- Design of the tourism experience with a focus on responsible tourism: -Knowing the public -Knowing the environment -Knowing the competition  Defining the basis of the experience -Defining actions and roles Defining actions and roles for each episode -Designing locations, stories, and thematic elements for each episode -Designing locations, stories and other elements.- Develop the business model based on the CANVAS methodology   | 1. Understand the concept of tourism experience, its characteristics and elements.2. Identify the concept and reasons for innovation within the tourism sector and its types.3. To understand the techniques of innovation management and its development process.4. Analyze the process of developing a tourism experience and its relationship with responsible tourism.5. To understand the concept of the Canvas business model, its objective, elements and development methodology. | ProjectRubric |

**INNOVACIÓN Y TURISMO RESPONSABLE BIS**

*TEACHING-LEARNING PROCESS*

| **Methods and teaching techniques** | **Teaching aids and materials** |
| --- | --- |
| Project-based learningConducting research workCollaborative teams   | WhiteboardPrinted material: books, specialized journals, case studiesProjection equipmentComputer equipmentInternetAudiovisual materialDigital applications for tourismVideos |

*TRAINING FACILITIES*

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

**INNOVACIÓN Y TURISMO RESPONSABLE BIS**

*LEARNING UNITS*

| 1. **Learning Unit**
 | 1. **Implementation and evaluation of tourism experiences**
 |
| --- | --- |
| 1. **Theory**
 | 15 |
| 1. **Practice hours**
 | 25 |
| 1. **Total hours**
 | 40 |
| 1. **Learning unit objective**
 | The student will evaluate tourism experiences to detect areas for improvement and risks that impact their development. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Implementation of tourism experiences   | Explain the stages of implementation of tourism experiences and their tools:- Launching- Observation of first impacts.- Problem solving | Implementing tourism experiences  | ResponsibleTeam workAbility to communicate correctlyTolerantConflict managementAbility to make decisionsObservantProactiveLeader |
| Evaluation of tourism experiences   | Describe the criteria for the viability of tourism experiences.Explain the characteristics of user evaluation tools.Distinguish tourism experience impact evaluation indicators.Explain the process of tourism experience evaluation analysis. | Determine the viability of tourism experiences.Evaluate the satisfaction of users of tourism experiences.Evaluate the impact of tourism experiences on communities.  | AssertiveAnalyticalAbility to make decisionsObjectiveSystemic |

# INNOVACIÓN Y TURISMO RESPONSABLE BIS

*EVALUATION PROCEDURE*

| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| --- | --- | --- |
| Based on the design of a tourism experience, prepare an evaluation report containing:- Description of the implementation process - Description of unforeseen problems encountered and the actions taken to solve them - Feasibility of the tourism experiences- Results of the evaluation of user satisfaction. - Results of the evaluation of the impact of the tourism experiences. - Analysis of results -Proposals for improvement  | 1. Understand the stages of implementation of tourism experiences and their tools.2. To analyze the viability criteria for tourism experiences.3. Identify the characteristics of user evaluation tools.4. To analyze the indicators for evaluating the impact of the tourism experience.5. Analyze the process of tourism experience evaluation analysis.  | ProjectRubric |

**INNOVACIÓN Y TURISMO RESPONSABLE BIS**

*TEACHING-LEARNING PROCESS*

| **Methods and teaching techniques** | **Teaching aids and materials** |
| --- | --- |
| Project-based learningConducting research workCollaborative teams   | WhiteboardPrinted material: books, specialized journals, case studiesProjection equipmentComputer equipmentInternetAudiovisual materialDigital applications for tourismVideos |

*TRAINING FACILITIES*

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

**INNOVACIÓN Y TURISMO RESPONSABLE BIS**

*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 sector indicators in the economic, political, social and environmental fields, opinion studies of the actors involved in the tourism activity, to determine opportunities for community development. | Elaborate a diagnosis of the tourist destinations containing:- Introduction- Name and location of the destination- Methodology for measuring competitiveness- Elements of analysis: - Sustainable infrastructure. - Territorial development. - Intelligent and systematized equipment. - Public policy. - 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. - Tourist plant cadastre. - 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 tourism activities.- Sources of information: (a) Documentary analysis of: reports, sectorial studies and plans carried out. b) Statistical sources of tourist information. c) Qualitative information: opinion studies of tourism stakeholders.- Conclusions.- Annexes |
| Formulate tourism planning proposals for destinations based on the results of the diagnosis of destinations, applicable models and sector trends, in accordance with the guidelines of responsible tourism to strengthen the competitiveness of destinations and the well-being of communities. | Elaborate a tourism planning proposal for a destination containing:- Objectives- Diagnosis results of the destinations: Baseline study: physical and ecological environment, economic structure, tourism supply and demand, institutional political framework and tourism environment.- Model used and its justification- Formulation of strategies:a) Governanceb) Sustainabilityc) Accessibilityd) Connectivitye) Tourism intelligence systemf) Online marketingg) Commercializationh) Innovation- Follow-up and control of execution |
| Implement tourism products through the management of resources and follow-up 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 business plan follow-up- Conclusions and recommendations- References consulted |

**INNOVACIÓN Y TURISMO RESPONSABLE BIS**

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