



UNIVERSIDAD DE SONORA
Central Regional Unit
Economic Administrative Science Division
Accounting Department
BACHELOR OF TOURISM

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| Course: Business tourism | | Ident: | |
| Prerequisite : Technological tools for tourism marketing | | Subsequent: Elective of the major core of Tourism Business (Tourism promotion, Logistics and supply chain, Human capital in tourist businesses, Management of investment portfolios, Control of tourism services costs) | |
| Credits: 7 | Mode: Semi attendance | Week Hours: 4 (3t y 1p) | Course Hours: 64 |
| Teaching-learning mode: Seminar | | Service Department: Accounting | |
| Formation core: Major | | | |
| Specific competencies to develop: | | | |
| Competency 2 – Plans and designs tourism projects attending the diagnosis of social problems | | | |
| Competency 3 – Manages resources and assesses tourism projects from an integral diagnosis | | | |
| Competency 5 – Manages tourism organizations through the design of business plans, management of operating systems of tourist services; leads organizations. | | | |
| Introduction: It is aimed to provide the knowledge and tools required for the student to identify, manage and develop tourism enterprises. Unit first will study topic such as introduction to tourism both individually and group, which purpose is to enable the student to fully understand business tourism. Unit second will cover topics which are related to factors and agents of the tourism market, which directly influence the development of opportunities for consumers. Unit three will consider aspects of planning and techniques for the organization of events, as well as implementing a strategic plan and the components required for its methodological application. Unit four will study the different elements of the development of fair marketing, giving rise to the analytical study of the purchasing power of a fair. Last, unit five will study the methodology for implementing and developing the final project of a corporate event. | | | |
| Purpose: It forms part of the major core; it is given starting the seventh semester, as an elective course. It is aimed to identify and generate the actions necessary to develop the different areas of tourism business opportunities. | | | |
| General Objective: | | | |
| To form professionals with integral qualifications, components of the business tourism scope, oriented toward ongoing and interdisciplinary learning, with human quality and socially responsible, aimed to generate business meeting the social needs demanded by the tourism sector, such as: lodging, gastronomy, , professional services, leisure and recreation, and government. | | | |

Specific Objectives:

- To provide the student with a formation enabling him to develop theoretical, heuristic and axiological knowledge sustaining the know how of a tourism business, in order to meet the needs and provide the growth and development opportunity of the community.

Competency units:**Competency unit I** – Introduction to business and meeting tourism

- 1.1- Introduction
- 1.2- Individual business tourism.
- 1.3- Group business tourism
- 1.4- Business meeting tourism.
- 1.5- Congresses
- 1.6- Conventions
- 1.7- Incentive travelling
- 1.8- Fairs and shows.

Competency unit II – Tourism market factors and agents.

- 1.1.- Family, Enterprise and State
- 1.2.- Self-consumption
- 1.3.- Rentals
- 1.4.- Coercive
- 1.5.- Transfers
- 1.6.- Grants.

Competency unit III – 1.-Event organization planning and techniques.

- 1.1.-Theoretical methodological elements
- 1.2.- Convention tourist plan
- 1.3.-Tourism environmental plan.
- 1.4.- Tourism strategic plan
- 1.5.-Tourism planning scheme for competitiveness
- 1.6.- Tourism strategic prospective plan
- 1.7. –Tourism master plan
- 1.8.- Content of the development plan documents

Competency unit IV – Introduction to professional fairs: fair marketing.

- 1.2.- ¿Description of a fair?
- 1.2.- Elements of a fair.
- 1.3.- Business opportunities
- 1.4.- Types of showroom, fair and exhibitions.
- 1.5.- Purchasing power in a fair.

Competency unit V- Corporate events: the event of a marketing plan and communication.

- 1.1.-Introduction. Justification and methods. Theory of event management. Methodology.
- 1.2.-Conceptual and creative design
- 1.3.-Integral planning and management of the event.
- 1.4.-Corporate communication
- 1.5.-Communication marketing and tools
- 1.6.-Event organization practicum
- 1.7.-Directive abilities
- 1.8.-Web 2.0 and social networks in the event sector.
- 1.9.-Tutorship and final Project

Evaluatio: general criteria for course accreditation:

- Exams (3) 20%
- Presentations and Reading control.....20%
- Final practicum40%
- Speaker20%

Desirable qualifications of the course instructor:

Academic master degree or major of Tourism Enterprises or equivalent to the study field of the course, with proven two year minimum experience and professional development in areas similar to this course. A minimum two year higher education teaching experience.

Professional formation and/or degree in an equivalent area, teaching experience in these issues.

Verify the professor formation process requested by the Institution

Conduct an interdisciplinary approach.

Two year teaching experience

For the professor to be programmed and made responsible of teaching this course, he shall have full command of the topics described in the course description, in both English and Spanish.

| Bibliography | Type (basic or supplementary) |
|---|--------------------------------------|
| Yarto, E. (2012). <i>Turismo de reuniones: convenciones, incentivos, congresos y exposiciones</i> , México: Ed. Trillas. ISBN 9786071710826 | Basic |
| Buendía, J.M. (2009). <i>Organización de reuniones: convenciones, congresos</i> , México: Ed. Trillas. ISBN 9786071701053 | Basic |

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|--|---------------|
| López, D., Bigné, E. y Lapiedra, R. (2008). <i>Turismo de negocios y reuniones</i> , España: Ed. Tirant lo Blanch. ISBN 9788498760507 | Basic |
| López, D., Bigné, E. y Lapiedra, R. (2008). <i>Turismo de negocios y reuniones</i> , Ed. Tirant lo Blanch. ISBN 9788498760507 | Basic |
| Ramírez, E. (2005). <i>Turismo de negocios</i> , México: Ed. Trillas. ISBN 9789682473579 | Basic |
| <ul style="list-style-type: none"> • Libros electrónicos: http://www.24symbols.com/book/espanol/josep-chias/el-negocio-de-la-felicidad?id=7277 • Empresa de turismo activo. http://www.biggalicia.org/images/autonomos/Modelos_Plan_Negocio/es/13_TurismoActivo_cas.pdf • Ideas de negocio: http://www.ideasdenegocios.com.ar/40ideas.htm, tomado de la web el día 9 de Diciembre 2013. • Introducción al turismo: http://snap3.uas.mx/RECURSO1/LibrosElectronicos/turismo/Introduccion_al_turismo.pdf, tomado de la web el día 9 de Diciembre 2013. • Libro blanco turismo: http://www.uned.es/espacio-europeo/pdf/Libro-blanco-turismo.pdf, tomado de la web el día 9 de Diciembre 2013. • Estrategia de turismo sustentable en reservas de biosfera y sitios Ramsar en Argentina: http://www.ambiente.gov.ar/archivos/web/turismo/File/Libro%20Estrategia%20de%20Turismo%20Sustentable%20-%20versin%20PDF.pdf, tomado de la web el día 9 de Diciembre 2013. | Supplementary |
| <ul style="list-style-type: none"> • Revista buen viaje. http://www.revistabuenviaje.com/b_travel/articulos/gaston_ramos/articulo01.php#UqZiYNLuJ1Y, tomado de la web el día 9 de Diciembre 2013. • Introducción al turismo de negocios y desarrollo de productos especializados, secretaria de turismo http://fama2.us.es:8080/turismo/turismonet1/economia%20del%20turismo/turismo%20y%20otras%20alternativas/introduccion%20al%20turismo%20de%20negocios%20y%20desarrollo%20de%20productos%20especializados.pdf • Ejemplo Caso práctico: plan de negocio para el hotel mar y tierra. http://catarina.udlap.mx/u_dl_a/tales/documentos/laex/loranca_r_ra/capitulo4.pdf | Supplementary |

| Competency development | | | |
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| Learning outcomes | Educational activities | Volume of student work in hours | Evaluation |
| WEEK 1 | | | |
| Competency unit I – <ul style="list-style-type: none"> ➤ Introduction to business and meeting tourism ➤ Introduction ➤ Individual business tourism | Bibliographical research of at least three recent edition texts for each one of the topics of the thematic unit. Prepare the Reading control in accordance with the indicated format. | 5 hours | Reading summary |
| | The professor will make the synthetic presentation of the topic | | |

| WEEK 2 | | | | |
|--|--|---------|-----------------|------|
| <ul style="list-style-type: none"> ➤ Groups business tourism ➤ Business meeting tourism. | <p>Bibliographical research of at least three recent edition texts for each one of the topics of the thematic unit.</p> <p>Prepare the Reading control in accordance with the indicated format.</p> <p>The professor will make the synthetic presentation of the topic.</p> | 5 hours | Reading summary | |
| WEEK 3 | | | | |
| <ul style="list-style-type: none"> ➤ Congresses ➤ Conventions | <p>Bibliographical research of at least three recent edition texts for each one of the topics of the thematic unit.</p> <p>Prepare the Reading control in accordance with the indicated format.</p> <p>The professor will make the synthetic presentation of the topic.</p> | 5 hours | Reading summary | |
| WEEK 4 | | | | |
| <ul style="list-style-type: none"> ➤ Incentive travelling ➤ Fairs and shows. | <p>Bibliographical research of at least three recent edition texts for each one of the topics of the thematic unit.</p> <p>Prepare the Reading control in accordance with the indicated format.</p> <p>Prepare a power point presentation and make the integral presentation of the topic, as provided for in the verification list, in class on the day and hour indicated by the professor.</p> | 5 hours | Reading summary | |
| This activity is intended to join the theoretical part with practice and supplement that knowledge with the experience of the speaker. | The professor together with the students will invite a person with the knowledge and experience necessary to develop a lecture at the end of the topic referred to. | | | Exam |
| WEEK 5 | | | | |
| Competency unit II <ul style="list-style-type: none"> ➤ Tourism market factors and agents ➤ Family, Enterprise and State ➤ Self-consumption ➤ Rentals | <p>Bibliographical research of at least three recent edition texts for each one of the topics of thematic unit II</p> <p>Prepare the Reading control in accordance with the indicated format.</p> <p>The professor will make the synthetic presentation of the topic</p> | 5 hours | Reading summary | |
| WEEK 6 | | | | |
| <ul style="list-style-type: none"> ➤ Coercive capacity ➤ Transfers ➤ Grants | <p>Bibliographical research of at least three recent edition texts for each one of the topics of the thematic unit.</p> <p>Prepare the Reading control in accordance with the indicated format.</p> <p>Prepare a power point presentation and make the integral presentation of the topic, as provided for in the verification list, in class on the day and hour indicated by the professor</p> <p>The professor will make a synthetic presentation of the topics</p> | 5 hours | Reading summary | |
| This activity is intended to join the theoretical part with practice and supplement that knowledge with the experience of the speaker. | The professor together with the students will invite a person with the knowledge and experience necessary to develop a lecture at the end of the topic referred to. | | | Exam |
| WEEK 7 | | | | |
| Competency unit III – <ul style="list-style-type: none"> ➤ Event organization | <p>Bibliographical research of at least three recent edition texts for each one of the topics of the thematic unit.</p> | | Reading summary | |

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| <ul style="list-style-type: none"> ➤ planning and techniques. ➤ Theoretical methodological elements ➤ Conventional tourism plan for competitiveness | <p>Prepare the Reading control in accordance with the indicated format.</p> <p>Prepare a power point presentation and make the integral presentation of the topic, as provided for in the verification list, in class on the day and hour indicated by the professor</p> <p>The professor will make a synthetic presentation of the topics</p> | 5 hours | |
| WEEK 8 | | | |
| <ul style="list-style-type: none"> ➤ Environmental tourism plan. ➤ Tourism strategic plan ➤ Tourism planning scheme | <p>For the student to know the implementation of environmental tourism plans, he will carry out the following activities:</p> <p>Bibliographical research of at least three recent edition texts for each one of the topics of the thematic unit.</p> <p>Prepare the Reading control in accordance with the indicated format.</p> <p>Prepare a power point presentation and make the integral presentation of the topic, as provided for in the verification list, in class on the day and hour indicated by the professor</p> <p>The professor will make a synthetic presentation of the topics</p> | 5 hours | Reading summary |
| WEEK 9 | | | |
| <ul style="list-style-type: none"> ➤ Tourism strategic prospective plan ➤ Tourism master plan ➤ Content of the development plan documents | <p>For the student to know the implementation of environmental tourism plans, he will carry out the following activities:</p> <p>Bibliographical research of at least three recent edition texts for each one of the topics of the thematic unit.</p> <p>Prepare the Reading control in accordance with the indicated format.</p> <p>Prepare a power point presentation and make the integral presentation of the topic, as provided for in the verification list, in class on the day and hour indicated by the professor</p> <p>The professor will make a synthetic presentation of the topics</p> | 5 hours | Reading summary |
| <p>This activity is intended to join the theoretical part with practice and supplement that knowledge with the experience of the speaker.</p> | <p>Prior to forming the work teams:</p> <p>The professor together with the students will invite a person with the knowledge and experience necessary to develop a lecture at the end of the topic referred to</p> | | Exam |
| WEEK 10 | | | |
| <p>Competency unit IV –</p> <ul style="list-style-type: none"> ➤ Introduction to professional fairs; fair marketing ➤ Description of a fair ➤ Elements of a fair. ➤ Business opportunities | <p>For the student to know the implementation of environmental tourism plans, he will carry out the following activities:</p> <p>Bibliographical research of at least three recent edition texts for each one of the topics of the thematic unit.</p> <p>Prepare the Reading control in accordance with the indicated format.</p> <p>The professor will make a synthetic presentation of the topics</p> | 5 hours | Verification list |
| WEEK 11 | | | |
| <ul style="list-style-type: none"> ➤ Types of showrooms, fair | <p>For the student to know the implementation of</p> | | |

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| <ul style="list-style-type: none"> ➤ and exhibition. ➤ Purchasing power of a fair. | <p>environmental tourism plans, he will carry out the following activities:</p> <p>Bibliographical research of at least three recent edition texts for each one of the topics of the thematic unit. Prepare a power point presentation and make the integral presentation of the topic, as provided for in the verification list, in class on the day and hour indicated by the professor</p> <p>The professor will make a synthetic presentation of the topics</p> | 5 hours | Verification list |
| <p>This activity is intended to join the theoretical part with practice and supplement that knowledge with the experience of the speaker.</p> | <p>Prior to forming the work teams: The professor together with the students will invite a person with the knowledge and experience necessary to develop a lecture at the end of the topic referred to</p> | | Exam |
| WEEK 12 | | | |
| <p>Competency unit V.</p> <ul style="list-style-type: none"> ➤ Corporate events: the event of communication and marketing plan. ➤ Introduction. Justification and method. Theory of event management. | <p>For the student to know the implementation of environmental tourism plans, he will carry out the following activities:</p> <p>Bibliographical research of at least three recent edition texts for each one of the topics of the thematic unit.</p> <p>The professor will make a synthetic presentation of the topics</p> | | |
| WEEK 13 | | | |
| <ul style="list-style-type: none"> ➤ Conceptual and creative design ➤ An event integral planning and management. | <p>Bibliographical research of at least three recent edition texts for each one of the topics of the thematic unit. Prepare the Reading control in accordance with the indicated format. The professor will make a synthetic presentation of the topics</p> | 5 hours | Reading summary |
| WEEK 14 | | | |
| <ul style="list-style-type: none"> ➤ Corporate communication ➤ Marketing and communication tools | <p>Bibliographical research of at least three recent edition texts for each one of the topics of the thematic unit. Prepare the Reading control in accordance with the indicated format. The professor will make a synthetic presentation of the topics</p> | 5 hours | Reading summary |
| WEEK 15 | | | |
| <ul style="list-style-type: none"> ➤ Practicum of event organization ➤ Directive abilities. | <p>Bibliographical research of at least three recent edition texts for each one of the topics of the thematic unit. Prepare the Reading control in accordance with the indicated format. The professor will make a synthetic presentation of the topics</p> | 5 hours | Reading summary |
| WEEK 16 | | | |
| <ul style="list-style-type: none"> ➤ Web 2.0 and social network in the event sector ➤ Tutorship and final Project. | <p>Bibliographical research of at least three recent edition texts for each one of the topics of the thematic unit. Prepare the Reading control in accordance with the indicated format. The professor will make a synthetic presentation of the topics</p> | | |

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| This activity is intended to join the theoretical part with practice and supplement that knowledge with the experience of the speaker. | Prior to forming the work teams: The professor together with the students will invite a person with the knowledge and experience necessary to develop a lecture at the end of the topic referred to | | Exam |
|--|--|--|------|