



UNIVERSIDAD DE SONORA

Central Regional Unit

Economic Administrative Science Division

Accounting Department

BACHELOR OF TOURISM

Course: Current tourism topics and trends			Ident: (SCHOLAR)
Prerequisite : Territorial planning and development of tourist destinations.		Subsequent: Elective of the major core of Tourism Planning (Tourism project workshop, Financial management of tourism projects, Evaluation and Management of regional tourism projects and Geography of the territorial resources of Sonora)	
Credits: 7 credits	Mode: Semi attendance	Week Hours: 4 (3t y 1p)	Course Hours: 64
Teaching-learning mode: Seminar		Service Department: Accounting Department	
Formation core: Major			
Specific competencies to develop:			
Competency 1 – Diagnoses socio-demographic, political and cultural processes in tourism development			
Competency 5 – Manages tourism organizations through the design of business plans, management of operating systems of tourist services; leads organizations.			
Introduction: The seminar of Current Tourism Topics and Trends is aimed for the student to be aware and understand the existence of the different tourism trends, worldwide, national, regional, etc. in order to design strategies and their management. Unit I will introduce students to the definitions and needs of a global and supplementary tourism. Unit II will analyze the main concepts of tourism market and consumers Unit III will study the different typologies of tourism and their context Unit IV will compare the international tourism trends around the world and their regulations. Unit V will examine the evolution and expectations shown y tourism in Sonora			
Purpose: It forms part of the major core; it is given starting the seventh semester, as an elective course. The seminar is aimed to triggering the abilities and competencies of student to identify and analyze the context of the tourism activity in accordance with the main topics and trends of this sector. It will also integrate abilities and knowledge in the designing management strategies.			
General Objective:			
At the end of the course. Students will be able to know and identify the most frequent topics in the exercise of tourism management and their impact on the development of the enterprise. The professional of Tourism Management and Development will be able to analyze the impact of this activity on the different scopes for a certain community.			

Specific Objectives:

- To know the function and importance of tourism in all levels, both economic and social, of a certain place.
- The professional of Tourism Management and Development will be able to analyze the scope of tourism in the different social and economic environment it represents for a country.
- To analyze the Tourism Sector trends, their context and impact on the community, state, region, country.
- Students will undertake team research during the semester on a previously assigned topic, integrating a document to be presented before the group.

Competency units:**Competency unit I – Globalized and multicultural world**

- Globalization: influence on tourism
- Globalized tourism: the use of TICS (web pages, electronic reservations, specialized page purchasing, virtual tourism...)
- Multicultural tourism: meetings between tourists and residents
- Tourism flow: influence on receiving entities

Competency unit II – Tourism concepts and definitions

- Structure and trends of the tourism market.
- The tourism consumer
- The purchasing power processes of consumers.
- Identification of the kinds of existing supplementary tourism in the market.

Competency unit III – Tourism typologies

- Health tourism (current status and potential of this activity), characteristics of the regional health system, health care (needs, supply), alternative health options: hot springs, herbology, etc.)
- Cultural tourism (Artistic heritage as a tourism resource: museums, art centers and galleries; creation of cultural products: routes and pathways; guided visits to artistic heritage; tourism and preservation of the artistic heritage)
- Tourism for special needs (current status of this activity, available resources, needs of blind. Visual disability, deaf...)
- Sexual tourism (Basic approach on gender questions, factors promoting prostitution in sexual tourism, child prostitution and actions against sexual tourism)
- Religious tourism (The religious heritage; churches, marches, saints and religious celebrations; market characteristics and its needs; religious tourist products)
- Food tourism (food as part of tourism, traditional food identification, gastronomy routes/food routes, supply of products which a region is known for...)
- Scientific tourism/meeting tourism

Competency unit IV – International tourism: world regional trends

- International tourism characteristics: main regional trends
- International regulations, plans and actions
- Expectations of media entertainment and live entertainment

Competency unit V.– Tourism in Sonora: evolution and future expectations.

- Origin of tourism in Sonora
- Sonora: health, sports, rural and nature
- Sonora: coast, urban and culture
- Sonora: meetings and thematic parks

Evaluation: general criteria for course accreditation:

- Analysis of information in the classroom, Class participation 20%
- Paper presentation 20%
- Research progress 20%
- Research presentation 40%

Desirable qualifications of the course instructor:

Academic master degree or major of Tourism Product Design 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)
Fundación ACS & Organización Mundial del Turismo (2014). <i>Manual de turismo accesible para todos: Alianzas público-privadas y buenas prácticas</i> , Madrid: Ed. OMT.	Basic
Organización Mundial del Turismo (2014). <i>Turismo y nuevas tecnologías – Seminario técnico</i> , San José (Costa Rica), 14 y 15 de mayo de 2013, Madrid: Ed. OMT.	Basic
Acerenza, M.A. (2012). <i>Conceptualización, origen y evolución del turismo</i> , México: Ed. Trillas, 2ª Edición. ISBN 9786071710451	Basic
Flavián, C. y Fandós, C. (2011). <i>Turismo gastronómico: estrategias de marketing y experiencias de éxito</i> . Ed. PUZ. ISBN 978-84-15031-83-3	Basic
Alonso, M. y Rodríguez, J.M. (2011). <i>Turismo y género</i> . Madrid: Ed. Síntesis, ISBN 978-84-9756-781-7	Basic
Rodríguez, J.M. y Alonso, M. (2009). <i>Nuevas tendencias y retos en el sector turismo: un enfoque interdisciplinar</i> , Ed. Delta Publicaciones Universitarias, S.L. ISBN 8492453427	Basic
Elias, L.V. (2008). <i>Otras formas de turismo</i> , México: Ed. Trillas,. ISBN 9786071700483	Basic
Organización Mundial del Turismo (2005). <i>El turismo urbano y la cultura</i> , Madrid: Ed. OMT. ISBN 978-92-844-0915-0	Basic
Uriel, E. y Hernández, R. (2004). <i>Análisis y tendencias del turismo</i> . Ed. Pirámide, ISBN 84-368-1913-6	Basic

Boullon, R. C. (2009). <i>Las Actividades Turísticas y Recreacionales: El Hombre como Protagonista</i> , México: Ed. Trillas 4ta. ed.	Supplementary
Salvatore, R. (2009). <i>New tourisms and cultural processes in local development</i> , Ed. Aracne. ISBN 8854824631	Supplementary
Haulot, A. (2009). <i>Turismo social</i> . México: Ed. Trillas. ISBN 9789682435768	Supplementary
Ramos, M. (2007). <i>El turismo cultural, los museos y su planificación, España: Ed. Trea, S.L., ISBN 84-9704-328-6</i>	Supplementary
Smith, M. (2003). <i>Issues in Cultural Tourism Studies</i> , Ed. Routledge. ISBN 0415256380	Supplementary
Bedoe, Ch., Hall, M. y Ryan, Ch. (2002). <i>La incidencia de la explotación sexual de los niños en el turismo, Madrid: Ed. OMT. ISBN 978-92-844-0512-1</i>	Supplementary
Organización Mundial del Turismo (2001). <i>Tourism 2020 Vision Vol. 2 Americas</i> , Madrid: Ed. OMT. ISBN 978-92-844-0450-6	Supplementary

Competency development			
Learning outcomes	Educational activities	Volume of student work in hours	Evaluation
WEEK 1			
Competency unit I. Globalized and Multicultural World			
Familiarity and analysis of the main definitions of this topic. Understand and identify the differences and needs among the different cultures, as well as its context.	I.a.-Globalization: Influence on tourism. I.b.- Globalized tourism, I.c.- Multicultural tourism and I. d.- Tourism flow. Topic approach. Class discussion. Assignment of reading. Preparing an individual report.	5 hours	*Student active and appropriate participation * Printed reports on readings, taking into account form and content. *Evaluation (essay, synthesis, etc.), assessing competencies of logics, analysis, synthesis and written communication. *Progress of research assigned.
WEEK 2			
Competency unit II. Tourism concepts and definitions.			
Familiarity and analysis of the main definitions of this topic Comprehension and analysis of the definitions.	II.a.-Tourism Market Structure and Trends, II.b.- The Tourism Consumer, II.c.-Buying power processes of consumers. Topic approach. Assignment of readings. Preparing a team report.	5 hours	*Student active and appropriate participation * Printed reports on readings, taking into account form and content. *Evaluation (essay, synthesis, etc.), assessing competencies of logics, analysis, synthesis and written communication. *Progress of research assigned.
WEEK 3			
Discovers and analyzes the existence of supplementary tourism. Knows and uses the objective of supplementary tourism. Comprehension of the generating factor of supplementary tourism.	II.d.- Identification of the types of supplementary or existing tourism in the market. Rain of ideas son supplementary tourism. Team research on the existence of supplementary tourism Preparing a team report.	5 hours	*Student active and appropriate participation * Printed reports on readings, taking into account form and content. *Evaluation (essay, synthesis, etc.), assessing competencies of logics, analysis, synthesis and written communication. *Progress of research assigned.
Competency unit III.- Tourism typologies			
WEEK 4			
Knows and analyzes the context of the type of tourism studied in the region, country. Develops the critical sense of information on the research to be undertaken.	III.a.- Health Tourism. Team research on health tourism. Preparing and presentation of the progress report.	8 hours	* Timely and correct submission of the research work in accordance with the guidelines. *Style, writing and appropriateness of the written research report. *Active and appropriate participation of team members.
WEEK 5			

Knows and analyzes the context of the type of tourism studied in the region, country. Develops the critical sense of information on the research to be undertaken.	III.b.- Cultural Tourism. Team research on cultural tourism. Preparing and presentation of the progress report.	8 hours	* Timely and correct submission of the research work in accordance with the guidelines. *Style, writing and appropriateness of the written research report. *Active and appropriate participation of team members.
WEEK 6			
Knows and analyzes the context of the type of tourism studied in the region, country. Develops the critical sense of information on the research to be undertaken. .	III.c.- Special need tourism. Team research on special need tourism Preparing and presentation of the progress report.	8 hours	* Timely and correct submission of the research work in accordance with the guidelines. *Style, writing and appropriateness of the written research report. *Active and appropriate participation of team members.
WEEK 7			
Knows and analyzes the context of the type of tourism studied in the region, country. Develops the critical sense of information on the research to be undertaken.	III.d.- Sexual Tourism. Team research on sexual tourism. Preparing and presentation of the progress report.	8 hours	* Timely and correct submission of the research work in accordance with the guidelines. *Style, writing and appropriateness of the written research report. *Active and appropriate participation of team members.
WEEK 8			
Knows and analyzes the context of the type of tourism studied in the region, country. Develops the critical sense of information on the research to be undertaken.	III.e.- Religious Tourism. Team research on religious tourism. Preparing and presentation of the progress report.	8 hours	* Timely and correct submission of the research work in accordance with the guidelines. *Style, writing and appropriateness of the written research report. *Active and appropriate participation of team members.
WEEK 9			
Knows and analyzes the context of the type of tourism studied in the region, country. Develops the critical sense of information on the research to be undertaken.	III.d.- Food Tourism. Team research on food tourism. Preparing and presentation of the progress report.	8 hours	* Timely and correct submission of the research work in accordance with the guidelines. *Style, writing and appropriateness of the written research report. *Active and appropriate participation of team members.
WEEK 10			
Knows and analyzes the context of the type of tourism studied in the region, country. Develops the critical sense of information on the research to	III.e.- Scientific Tourism/Meeting Tourism. Team research on scientific Tourism/Meeting Tourism Preparing and presentation of the	8 hours	* Timely and correct submission of the research work in accordance with the guidelines. *Style, writing and appropriateness of the written

be undertaken. .	progress report.		research report. *Active and appropriate participation of team members.
Competency unit IV. Regional Tourism: world regional trends			
WEEK 11			
Knows and analyzes the context of the type of tourism studied in the region, country. Develops the critical sense of information on the research to be undertaken. .	IV.a.-International Tourism Characteristics. IV.b.- International Regulations, Plans and Actions Team research on International Regulations, Plans and Actions. Preparing and presentation of the progress report.	6 hours	* Timely and correct submission of the research work in accordance with the guidelines. *Style, writing and appropriateness of the written research report. *Active and appropriate participation of team members.
WEEK 12			
Knows and analyzes the context of the type of tourism studied in the region, country. Develops the critical sense of information on the research to be undertaken. .	IV.c.- Expectations of media and live entertainment Team research on expectations of media and live entertainment Preparing and presentation of the progress report.	4 hours	* Timely and correct submission of the research work in accordance with the guidelines. *Style, writing and appropriateness of the written research report. *Active and appropriate participation of team members.
Competency unit V.- Tourism in Sonora: Evolution and future expectations			
WEEK 13			
Knows and analyzes the context of the type of tourism studied in the region, country. Develops the critical sense of information on the research to be undertaken.	V.a.- Origin of Tourism in Sonora, V.b- Sonora: health, sports, rural and nature. Team research on the origin of tourism in Sonora, health, sports, rural and nature. Preparing and presentation of the progress report.	8 hours	* Timely and correct submission of the research work in accordance with the guidelines. *Style, writing and appropriateness of the written research report. *Active and appropriate participation of team members.
WEEK 14			
Knows and analyzes the context of the type of tourism studied in the region, country. Develops the critical sense of information on the research to be undertaken.	V.c.- Sonora: coast, urban and culture. V.d.- Sonora: meetings and thematic parks. Team research on Sonora: coast, urban, culture , meetings and thematic parks. Preparing and presentation of the progress report.	8 hours	* Timely and correct submission of the research work in accordance with the guidelines. *Style, writing and appropriateness of the written research report. *Active and appropriate participation of team members.
WEEK 15			
Assessment of the active participation of the team members in research; designs and integrates the research work.	Team design of the presentation of the information on the topic assigned.	5 hours	*Research synthesis. *Oral and body communication capacity for the attendance presentation *Synthesis and creativity in the presentation design.

Develops the capacity to form a part of a work team, as well as the sense of responsibility.			
WEEK 16			
<p>Assessment of the active participation of the team members in research; designs and integrates the research work.</p> <p>Develops the capacity to form a part of a work team, as well as the sense of responsibility.</p>	Team design of the presentation of the information on the topic assigned.	5 hours	<p>*Research synthesis.</p> <p>*Oral and body communication capacity for the attendance presentation</p> <p>*Synthesis and creativity in the presentation design.</p>