



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

Course: Sustainability of tourist destinations		Ident: (SCHOLAR)	
Prerequisite : Sustainable alternative tourism		Subsequent: Elective of the major core of Sustainable Tourism (Sustainable alternative tourism, Management of negative impacts of tourism on biological and ecological systems, Environmental education for the sustainability of the tourism heritage).	
Credits: 7 credits	Mode: Semi attendance	Week Hours: 4 (3t y 1p)	Course Hours: 64
Teaching-learning mode: Theoretical-practical course		Service Department: Sociology	
Formation core: Major			
Specific competencies to develop:			
Competency 1 . Diagnoses socio-demographic, political and cultural processes impacting the tourism development			
Competency 2 – Plans and designs tourism projects attending the diagnosis of social problems			
Competency 3 - Manages resources and evaluates tourism projects from an integral diagnosis			
Competency 4 – Identifies and diagnoses the negative impact of social, environmental and territorial factors on tourism development.			
Competency 5 – Manages tourism organizations through the design of business plans, and management of the operation system of tourist services, and leads organizations			
Competency 6 – Knows English to communicate both orally and in writing with respect to the activities inherent to the management and development of tourism.			

Introduction:

Nowadays and considering the international policies related to tourism, we must take into account each and every one of the competencies pursuing the professional formation of students, aspects and knowledge related to the sustainability of tourist destinations. This is the objective of this course, being designed in four competency units; each one will induce the student to the knowledge of key and basic aspects through which the ideal sustainable tourist destinations may be reached.

In order to obtain the foregoing, the course commences with competency unit 1, where the student is introduced to the basic concepts and principles of sustainability, the roots and different political-economic and historical aspects of the origin of sustainability on a global level are presented, as well as the strategies, policies and regulations applied to the tourism sector who is looking for sustainable tourist destinations.

Competency unit II introduces the student to knowledge related to national and international institutions and entities promoting actions addressed to the development of sustainable tourist destinations through monetary strategies; moreover, competency unit II analyzes the economic costs and the impact on the land value caused by real estate tourism developments on the land. Finally, this unit will present the general impacts observed in tourist destinations when policies, regulations, strategies and rules are no longer considered in the destinations developed in the different territories. Competency unit III will analyze and identify the current sustainable tourism models and the student will be able to recognize the main core of sustainability in the tourist destinations in the study cases.

Last, competency unit IV will analyze the positions of all the actors involved in the tourism sector, as well as their participation in planning an developing activities; considering the different types of existing tourist destinations and the environmental sustainability criteria, urban – rural, prevailing in international, national, state or local policies.

Purpose: This course forms part of the major core; it is given from the seventh semester on, as an elective course. This course is related to Sustainability management I and II, Tourism legislation I and II, Urban planning, strategic planning, tourism regional development planning, urban planning and tourism sustainability in urban zones, and provides the student with the knowledge related to socio-economic policies promoting sustainable tourist destinations.

General Objective:

To implement the basic elements of sustainability in the different tourist destinations, preparing a tourism development proposal for a particular territory..

Specific Objectives:

- To recognize and apply the basic concepts of sustainability in tourism destinations.
- Diagnose and evaluate the sustainability of a tourist destination.
- Plan and promote the development of a sustainable tourist destination including the current sustainability variables.

Competency units:**Competency unit I** – Basic principles of sustainability

Origin of sustainable tourism

Sustainable tourism as a development strategy

Impact of international tourism

Competency unit II – Economic, environmental and sociocultural impact

OMT World Tourism Organization

Economic impact

Opportunity cost

Cost derived from fluctuations of tourism demand

Speculation derived from tourist demand of property and goods.

Environmental impact

Sociocultural impact

Competency unit III – The sustainable tourism model

The central lines of sustainable tourism:

Environmental line

Social line

Economic line

Competency unit IV – Government and citizenship in sustainable tourism

Environmental sustainability in decision making for the tourism industry

Responsible tourism

Aware tourism

Ecological tourism

Evaluation: general criteria for course accreditation:

Participation	15%
Proposal (project) presentation	10%
Progress	15%
Final paper (Participation of community or multidisciplinary)	20%
Oral and written presentation	20%
Exams	20%

Field trips:

Puerto Peñasco

Álamos

Magdalena

Caborca – Santa Clara

Desirable qualifications of the course instructor:

Academic master degree or major of Sustainable Tourism 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)
Regalado, O. (2013). La planificación estratégica sostenible en turismo: conceptos, modelos y pautas para gestores turísticos. México, Editorial Cengage Learning, ISBN 9789871486915	Basic
Magadán, M. y Rivas, J. (2008). Planificación y Gestión Sostenible del Turismo. ISBN 978-84-96491-94-6	Basic

Valls, J. (2004). Gestión de Destinos Turísticos. España. Editorial Gestión 2000	Basic
Goeldner, C., Ritchie, J. y McIntosh, R. (2000). Tourism: principles, practices, philosophies. Toronto. Editorial John Wiley & Sons, Inc.	Basic
Acerenza, M.A. (2013). Desarrollo sostenible y gestión del turismo. Ed. Trillas, ISBN 9786071714879	Supplementary
Toledo, G., Valdés, J. y Pollero, A. (1998). Empresas turísticas en ambientes globalizados: marketing y competitividad. Estudios de caso clusters turísticos. Sao Paulo. Editorial FEA/USP.	Supplementary

Competency development			
Learning outcomes	Educational activities	Volume of student work in hours	Evaluation
WEEK 1			
Adequate use of the terms related to tourism sustainability and identification of the main elements thereof.	Presentation and development by the professor Readings.	4	Reading summary and group discussion.
WEEK 2			
Adequate use of the terms related to tourism sustainability and identification of the main elements thereof.	Presentation and development by the professor Readings.	4	Reading summary and group discussion.
WEEK 3			
Adequate use of the terms related to tourism sustainability and identification of the main elements thereof.	Presentation and development by the professor Readings.	4	Reading summary and group discussion.
WEEK 4			
Identify the positive and negative effects of planning framed in tourist destination sustainability.	Case presentation Material reading Video presentation Documentary presentation	4	Reading summary
WEEK 5			
Identify the positive and negative effects of planning framed in tourist destination sustainability.	Case presentation Related readings	4	Team presentation
WEEK 6			
Identify the positive and negative effects of planning framed in tourist destination sustainability.	Case presentation Material reading Video presentation Documentary presentation	4	Proposal
WEEK 7			
Identify the positive and negative effects of planning framed in tourist destination sustainability.	Documentary presentation	4	General evaluation
WEEK 8			
Analyze tourism development models for sustainable destinations.	Presentation by the professor	4	Diagnosis and report of sites visited (Field trips)
WEEK 9			
Analyze tourism development models for sustainable destinations	Presentation by the professor	3	Field trips
WEEK 10			
Analyze tourism development models for sustainable destinations	Tutorship by the professor	4	Doubts
WEEK 11			
Project the proposed destination considering the elements and main keys of tourism sustainability.	Tutorship	4	Proposal

WEEK 12			
Dialogue and understand the environmental and sustainability problems in tourist destinations; interpretation and field diagnosis.	Presentation by the professor	3	Evaluation
WEEK 13			
Dialogue and understand the environmental and sustainability problems in tourist destinations; interpretation and field diagnosis	Presentation by the professor Tutorship by the professor	4	Participation in field trips and interpretation of indicators.
WEEK 14			
Project resolutions considering all the elements involved.	Tutorship	4	Progress (Final and interdisciplinary project)
WEEK 15			
Participation in the multidisciplinary Project.	Tutorship	4	Written presentation of progress
WEEK 16			
Participation in the multidisciplinary Project.	Tutorship	4	Oral presentation of final project. Final evaluation