



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

Course: Sustainable alternative tourism			Ident: (SCHOLAR)
Prerequisite : Sustainability management		Subsequent: Elective of the major core of Sustainable Tourism (Sustainability of tourist destinations, Tourism sustainability of urban zones, 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: Course		Service Department: External	
Formation core: Major			
Specific competencies to develop:			
Competency 1 – Diagnoses socio-demographic, political and cultural processes impacting 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.			
Introduction:			
This course introduces the student to the concepts of sustainable development in its most popular modes. It will cover the protected natural areas and the preservation process for the natural and cultural resources upon which sustainable tourism is based.			
In competency unit I, the student will be related to the background and conceptual center line of sustainable development and will examine some applications.			
In competency unit II, the student will be introduced to the concepts of alternative tourism and their relation with sustainable development; he will analyze the physical, economic, environmental and socio-cultural, both negative and positive. He will review the definitions and trends of alternative tourism development in the world and the qualifications of consumers in this kind of tourism.			
In competency unit III, the student will see the relationship between alternative tourism and environment; he will know the concept of Protected Natural Areas and priority regions for preservation, as well as the environmental services they provide, the preservation objects and the types of ecosystems of the region.			
In competency unit IV, the student will learn the steps to be followed for the preservation of the natural and cultural resources where the alternative tourism is being carried out and where it depends on, planning for managing tourism, site diagnosis and assessment and monitoring impacts.			
Purpose:			
This course forms part of the major course of study; it is given starting the sixth semester, as an elective course. It contributes in awareness of physical, economic, environmental and sociocultural impacts in a positive and negative sense of tourism.			

General Objective: To obtain basic learning on sustainable alternative tourism in order to distinguish the aspects covered by the diagnosis, planning, design and management of a successful sustainable alternative tourism.

Specific Objectives:

- To relate the concepts which comprise the Sustainable Development, its background and principles.
- To obtain broad knowledge on the definitions, principles and impacts of different types of sustainable alternative tourism.
- To know the necessary basic aspect for the diagnosis, planning, design and management of a successful alternative tourism.
- To obtain advance knowledge on the main development aspects of alternative tourism in protected natural areas.

Competency Units:

Competency unit I – Sustainable Development and its conceptual center lines:

- Ecologic
- Economic
- Social
- Soportable
- Feasible
- Sustainable
- Equitable

Competency unit II – Alternative tourism and sustainable development

- Introduction to alternative tourism
- Concepts, priniples and practices of alternative tourism
 - Rural tourism
 - Ecotourism
 - Adventure tourism
- Recreation tourism
- Qualifications of the alternative tourism consumer

Competency unit III – Alternative tourism and environment

- Protected natural areas in the world, Mexico and Sonora.
- Priority regions for Preservation
- Preservation objects in Mexico and Sonora
- Types of ecosystems

Competency unit IV – Preservation of natural and cultural resources

- Planning process for alternative tourism management
- Planning for the preservation of natural and cultural sites.
- Site diagnosis

Evaluation: At the end of each thematic unit, there will be an evaluation with a 20% of the total grade each and the remaining 20% shall be scored in accordance with the student participation in class.

Competency unit I: Evaluation method – Evaluation of an essay 20%

Competency unit II: Presentation in class 20%

Competency unit III: Written exam 20%

Competency unit IV: Diagnosis presentation 20%

Exams: 20%

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.

Bibliography	Type (basic or supplementary)
Chávez, J. (2012). Ecoturismo TAP.: Metodología para un turismo ambientalmente planificado, México: Ed. Trillas, 2ª ed. ISBN 9786071709318	Basic
Casasola, L. (2010). Turismo y ambiente, México: Ed. Trillas. ISBN 9786071706799	Basic
Ascanio, A. (2009). Turismo sustentable: el equilibrio necesario en el siglo XXI, México: Ed. Trillas. ISBN 9786071700476	Basic
Comisión Nacional de Areas Naturales Protegidas (2007). Programa de turismo en Áreas Naturales Protegidas 2006-2012. http://www.conanp.gob.mx/pdf_publicaciones/Turismopags-individuales.pdf	Basic
CESTUR (2007). Elementos para Evaluar el Impacto Económico, Social y Ambiental del Turismo de Naturaleza en México (2007). http://cestur.sectur.gob.mx/pdf/estudioinvestigacion/sustentabilidad/METODOLOGIA_SU STENTABILIDAD_1d3.pdf	Basic
Cestur (2006). Perfil y Grado de Satisfacción del Turista que viaja en México por motivos de Ecoturismo. http://cestur.sectur.gob.mx/pdf/estudioinvestigacion/calidadycompetitividad/PERFIL ECO TURISMO.pdf	Basic
Drumm, A. y Moore, A. (2002). Desarrollo del Ecoturismo. Un manual para profesionales de la Conservación. Vol I. Introducción a la planificación del Ecoturismo http://pdf.usaid.gov/pdf_docs/pnadg550.pdf	Basic
World Commission on Environment and Development. Our common future report. (1987) http://conspect.nl/pdf/Our_Common_Future-Brundtland_Report_1987.pdf	Basic
United Nations Conference on Environment y Development. AGENDA 21. Rio de Janerio, Brazil, 3 to 14 June 1992 http://sustainabledevelopment.un.org/content/documents/Agenda21.pdf	Basic
Sectur. El turismo cultural en México. Resumen Ejecutivo del Estudio Estratégico de Viabilidad del Turismo Cultural en México. http://www.conaculta.gob.mx/turismocultural/pdf/Resumen_Ejecutivo.pdf	Bssic
Comisión de Ecología y Desarrollo Sustentable del Estado de Sonora (2009). Diagnóstico de aptitud turística de sitios prioritarios de Conservación del Estado de Sonora. Sin publicar. Hermosillo, Sonora.	Supplementary
Virgen, C.R., Orozco, M. y Gutiérrez, S.L. (2008). La Motivación en el turismo: Instrumento de Competitividad. <i>En Desarrollo Turístico y Sustentabilidad Social</i> . Coord: Orozco, J., Núñez, P. & Virgen, C. R. Ed.: Universidad de Guadalajara y Miguel Angel Porrúa. México.	Supplementary
University-of-California (2006). Helpful Agricultural Tourism Agri-tourism Definitions. <i>The Small Farm Center, Agricultural Tourism</i> [en línea] Obtenido el 18 de Febrero, 2006, de http://www.sfc.ucdavis.edu/agritourism/definition.html .	Supplementary
Mowforth, M. y Munt, I. (2003). Tourism and sustainability. 2nd.ed. London and New York: Routledge	Supplementary

Sekercioglu, C. H. (2002). Impacts of birdwatching on human and avian communities." Environmental Conservation 293, pp. 286-289.	Supplementary
El Instituto Nacional de Estadística, Geografía e Informática (INEGI) y el Instituto Nacional de Ecología (INE) (2000). Indicadores de Desarrollo Sustentable en México http://www.inecc.gob.mx/descargas/publicaciones/311.pdf	Supplementary

Competency development			
Learning outcomes	Educational activities	Volume of student work in hours	Evaluation
WEEK 1			
Knowledge of bases and fundamentals of Sustainable Development in order to strengthen its analytical capacity in diagnosing processes which impact tourism development (competency 1, 2, 3 and 4)	Thematic unit I: Introduction to sustainable development and its background. Review of documents, class discussion, presentations.	5 hours class and 5 hours out of class	Participation, previous readings
WEEK 2			
Knowledge of the center lines of sustainable development which shall be used in planning and design of tourism projects (competency 1, 2, 3 and 4)	Review of the conceptual center lines which integrate the sustainable development. Analysis of sustainability applied cases.	5 hours class and 10 hours out of class	Participation and minimum 2500 word and maximum 4500 work essay.
WEEK 3			
Knowledge of alternative tourism concepts and their relation to sustainable tourism applicable in the assessment of tourism projects and identification and diagnosis of impacts. (competency 1, 2, 3 and 4).	Thematic unit II: Introduction to the concept of alternative tourism and its relation to sustainable development. Analysis of the characteristics and components of sustainable alternative tourism.	5 hours class and 2 hours out of class	Participation, previous readings
WEEK 4			
Develop his analytical capacity to distinguish the most appropriate activities to be implemented in an alternative tourism Project (competency 3 and 4).	Introduction to the concepts of rural tourism, ecotourism, adventure tourism and other types of tourism.	5 hours class and 2 hours out of class	Participation, previous readings
The student will understand the differences among the different types of sustainable alternative tourism which shall serve for the development of competency 3 and 4.	Analysis of the principles and practices included within the different types of sustainable alternative tourism.	5 hours class and 2 hours out of class	Participation, previous readings
WEEK 5			
He will know the characteristics of consumers from the standpoint of motivations, destinations, activities in order to plan and design successful alternative tourism	Know and analyze the qualifications of sustainable alternative tourism consumers.	5 hours class and 3 hours out of class	Participation, readings

projects (competency 2,3 and 4)			
WEEK 6			
Consolidation of knowledge obtained in competencies 2,3 and 4.	Evaluation. Presentations	4 hours class	Presentation quality and content. Ability to express and communicate concepts. Additional Didactic support for presentations.
Consolidation of knowledge obtained in competencies 2,3 and 4.	Discussion fórum and collective evaluation.	1 hour class	Participation
WEEK 7			
Broaden his capacity for recognizing and analyzing the most appropriate activities to be implemented in an alternative tourism Project considering the environment.	Thematic unit III: Alternative tourism and its relation to environment.	5 hrs class	Participation
He will be able to manage and assess tourism projects.	Introduction to protected natural areas	5 hours class and 2 hours out of class	Participation, readings
WEEK 8			
The student will obtain the basic knowledge of the background of protected natural areas; he will understand the benefits provided, the existing categories in order to apply such knowledge in competencies 2, 3 and 4.	Protected Natural Areas in the World, Mexico and Sonora. Why? Which?, categories, environmental services	5 hours class and 2 hours out of class	Participation, readings
The student will obtain basic knowledge on priority regions for preservation purposes in order to apply such knowledge in competencies 2, 3 and 4.	Priority regions for preservation purposes.	5 hours class and 2 hours out of class	Participation, readings
WEEK 9			
The student will obtain basic knowledge of preservation objects in Mexico and Sonora in order to apply such knowledge in competencies 2, 3 and 4.	Preservation objects in Mexico and Sonora.	5 hours class and 2 hours out of class	Participation, readings
WEEK 10			
The student will obtain basic knowledge of the types of ecosystems, biodiversity in order to apply such knowledge in competencies 1,2, 3 and 4.	Types of ecosystems, biodiversity, impacts and tourism.	5 hours class and 2 hours out of class	Participation, readings
	Written exam		
WEEK 11			
The student will obtain basic knowledge of the techniques used to minimize tourism impacts in order to preserve the natural and cultural resources and develop his capacities in competencies 1,2,3 and 4.	Thematic unit IV: Introduction to preservation of natural and cultural resources. Minimizing impacts.	5 hours class and 2 hours out of class	Participation, readings
WEEK 12			
The student will obtain basic	Planning process for alternative	5 hours class	Participation, readings

knowledge on the planning process for the alternative tourism management in order to apply such knowledge in competencies 2,3 and 4.	tourism management	and 2 hours out of class	
WEEK 13			
The student will obtain basic knowledge of Planning to preserve natural and cultural sites in order to apply such knowledge in competencies 2,3, and 4	Planning for the preservation of natural and cultural sites.	5 hours class and 2 hours out of class	Participation, readings
WEEK 14			
The student will know and understand the elements comprising a diagnosis of a certain site in order to apply such knowledge in competencies 2,3 and 4	Site diagnosis.	5 hours class and 2 hours out of class	Participation, readings
WEEK 15			
The student will develop his analytical capacity in order to apply competencies 1,2,3 and 4.	Field trip. Field report. The student will have the opportunity to understand the development of sustainable alternative tourism and its analysis in order to assess compliance with the knowledge obtained in class.	4 hours class and 2 hours out of class and 10 hrs field trip	Participation, readings
WEEK 16			
The student will develop his analytical capacity to identify and diagnose the key elements contained in a site diagnosis to be applied in competencies 1,2,3 and 4	Evaluation IV. Prepare a diagnosis.	4 hours class and 2 hours out of class	Participation, readings
He will develop his analytical and critical capacity for competencies 3 and 4.	Presentation of diagnosis. Round table.	1 hr class	Participation, content.