



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

Course: Technological tools for tourist marketing		Ident: (SCHOLAR)	
Prerequisite : Tourism marketing		Subsequent: Elective of the major core of Tourism Business (Business tourism, Tourism promotion, Logistics and supply chain, Management of investment portfolio, cost control of tourist services)	
Credit: 7	Mode: Semi attendance	Week Hours: 4 (3t y 1p)	Course Hours: 64
Teaching-learning mode: Theoretical-practical course		Service Department: Accounting	
Formation core: Major			
Specific competencies to develop:			
Competency 2 – Planning and design of tourist projects responding to the diagnosis of the social problem.			
Competency 3- Management of resources and evaluation of tourism Projects from an integral diagnosis			
Competency 5 – Management of tourism organizations through business plan designing, management of operating systems of tourist services; leads organizations			

Introduction:

The course of Technological Tools for tourism marketing is intended to provide a joint vision of the use of new technologies in the tourism sector and to describe their influence and importance in developing competitive commercial strategies.

- Competency UNIT I describes the use and importance of the new needs of information and communication in tourism.
- Competency UNIT II analyzes the new modes of tourism derived from the new needs of consumers and the extensive use of information and communication technologies.
- Competency UNIT 3 introduces the importance of one of the main elements of TICS, internet, and how it has changed the marketing operation of the tourist sector.
- Competency UNIT IV designs and executes a web page and tourist blog, applying prior knowledge to develop an innovating and competitive promotion channel.

Purpose:

This course is part of the major core; it is given from the sixth semester on as a elective course. It is intended for the student to manage the technological tools in tourism enterprises.

General Objective:

To apply the basic concepts methods and tools for the integration and development of competitive commercial tools, analyzing the environment and using technology.

Specific Objectives:

- Understand the current tourism context of the TICS.
- Analyze the scope of TICS in the tourism sector
- Know the importance of TICS in the current tourism marketing
- Know the application of information and communication technologies in preparing strategies.
- Know the operation of internet, the services provided which may be useful for the tourism sector
- Analyze the new approaches of tourism derived from the technological revolution
- Understand and know the impact of internet in the operation of tourism marketing
- Learn to use internet as a competitive distribution means for tourist products.
- Identify and analyze the characteristics of designing tourist web destinations
- Prepare a competitive web page by using the knowledge obtained.

Thematic Units:**Competency unit I–Technology and Tourism**

- 1.1. Information technology in marketing
- 1.2. TICS tools
- 1.3. Importance of TICS in tourism

Competency unit II – Innovation in tourism

- 2.1. Tourism innovation
- 2.2. E tourism: Electronic Tourism
- 2.3. Importance of innovation

Competency unit III – Application of the Web page in the Tourism sector

- 3.1. Tourism in internet
- 3.2. Impact of internet on the markets

3.3. Impact of internet on the tourism marketing strategies.

Competency unit IV– Design of a Web page and tourist blog.

4.1. Elements of a Web page and tourist blog

4.2. Importance of the web page and tourist blog

4.3. Design of a web page and/or tourist blog for promotion purposes.

Evaluation: general criteria for course accreditation:

Participation	10%
Oral presentation	30%
Summaries and Maps	20%
Problem solving	20%
Exams	20%

Desirable academic qualifications of the course instructor:

Academic master degree or major of Technological Innovation or Web 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)
Cárdenas, F. (2003) Segmentación del mercado turístico. México: Ed. Trillas.	Basic
Philip, k. y Armstrong, G. (2001) – Marketing. Mexico: Ed. Pearson Educación.	Basic
Alvarez, A., Rengo, G., Liera, J., Gomis, A., Caramés, R. y Andrade, M.J. (2008). Innovación turística: perspectivas teóricas y objetos de estudio, <i>Rotur/revista de ocio y turismo</i> , No. 1, pp. 19 – 50	Supplementary
Buhalis, D. y Licata, C. (2002). The Future of e-Tourism Intermediaries. <i>Tourism Management</i> 23(3): 207-220	Supplementary
Buhalis, D. (1998). Strategic Use of Information Technologies in the Tourism Industry. <i>Tourism Management</i> 19(3): 409-423.	Supplementary

Competency development			
Learning outcomes	Educational activities	Volume of student work in hours	Evaluation
WEEK 1			
Knowledge and comprehension of information and communication technologies. Understanding the application of marketing functions.	<ul style="list-style-type: none"> Selected text reading Class discussion Concept monograph. 	5hrs.	Active participation in discussion. Submission of monographs.
WEEK 2			
Identification and knowledge of the main tools of the TICS used in tourism.	<ul style="list-style-type: none"> Group work: research of the main TICS tools. Class discussion Research summary 	5hrs.	Active participation in discussions Oral and written group presentation
WEEK 3			
Comprehension of the strategic role of TICS in the tourism sector..	<ul style="list-style-type: none"> Selected text reading Class discussion Presentation of a group summary 	4hrs.	Active participation in discussion Written summary.
WEEK 4			
Analysis and synthesis of the information of Unit 1 Evaluation.	<ul style="list-style-type: none"> Preparing a synthesis of topics. Evaluation of Unit 1. 	3hrs.	Writing a 2 page synthesis of the most relevant information of the unit. Written exam of the unit topics.
Knowledge of the tourist innovation topic.	<ul style="list-style-type: none"> Reading of concepts on tourism innovations. Preparing a conceptual map. 	5hrs.	Active participation Conceptual summaries
WEEK 5			
Comprehension and analysis of current innovations of the tourism sector.	<ul style="list-style-type: none"> Selected text reading. Case presentation Class discussion. Set of conceptual maps. 	5hrs	Active class participation. Summary of monographs and Map Quality
WEEK 6			
Knowledge and analysis of opportunities and threats of E-tourism in the sector.	<ul style="list-style-type: none"> Assignment of selected text readings. Presentation, analysis and group discussion on E-tourism 	5hrs	Oral group presentation
WEEK 7			
Recognition of the importance of innovation in tourism.	<ul style="list-style-type: none"> Case presentation Plenary discussion Summary of topic discussion. 	4hrs	Active participation in plenary discussion. Written summary.
WEEK 8			
Prepare a synthesis of the 3 topics of unit 2. Evaluation	<ul style="list-style-type: none"> Preparing a synthesis of topics and evaluation of Unit 2. 	1hrs.	Writing a 2 page synthesis of the most relevant information of the unit. Written exam of the unit topics.

Analysis of search work in internet tourist sites.	<ul style="list-style-type: none"> • Intermittent internet sessions. • Managing data bases in internet • Presentation of at least 3 web pages on international tourism search. 	4 hrs.	Evaluation of web pages on international sites.
WEEK 9			
Analysis of internet and its applications in the tourism sector.	<ul style="list-style-type: none"> • Presentation of internet application in the tourist sector. • Table discussion of the topic. • Preparing a summary of discussions. 	5hrs.	Active participation in round tables. Summary of group discussions.
WEEK 10			
Analyze the impact on the structure of the markets derived from the use of internet.	<ul style="list-style-type: none"> • Dynamics of case studies to determine the impact of internet on the market,, and its synthesis in conceptual maps. 	5hrs.	Written presentation of a case study. Conceptual map
WEEK 11			
Preparing strategies on the impacts of internet on the marketing sector of the tourism sector.	<ul style="list-style-type: none"> • Presentation of tourist marketing applied strategies. • Case presentation • Strategy summaries • Class discussion 	5hrs.	Active participation in case discussion and analysis. Presentation of written summaries.
WEEK 12			
Prepare a synthesis of the 3 topics of unit 3. Evaluation	<ul style="list-style-type: none"> • Preparing a synthesis of topics and evaluation of Unit 3. 	5hrs.	Writing a 2 page synthesis of the most relevant information of the unit. Written exam of the unit topics.
Knowledge of the elements comprising a web page and tourist blog.	<ul style="list-style-type: none"> • Group research on the basic elements which form a web page and tourist blog. 	4hrs.	Oral presentation of group research
WEEK 13			
Knowledge of the elements comprising a web page and tourist blog.	<ul style="list-style-type: none"> • Preparing a conceptual map. • Class discussion on research outcomes. 	5hrs.	Active participation in discussion and evaluating the quality of conceptual maps
WEEK 14			
Understanding the importance of web pages and blogs in the tourism sector.	<ul style="list-style-type: none"> • Readings of the main role of web pages and tourist blogs in the development of the tourism sector. • Class debate 	5hrs.	Active participation in debates.
WEEK 15			
Prepare a web page and/or tourist blog.	<ul style="list-style-type: none"> • Presentation of the different approaches for creating a web page. • Presentation/workshop showing the basic knowledge to create a web page on-line. 	5hrs.	Evaluation of the design of the web page and/or blog.
WEEK 16			
Prepare and evaluate a synthesis of the topics of unit 4.	<ul style="list-style-type: none"> • Team exercises for preparing a web page and/or blog. • Preparing a synthesis of topics. 	5hrs.	Active participation and evaluation of the 2 page synthesis of the most relevant information of the unit.

