



UNIVERSIDAD DE SONORA

Central Regional Unit

Economic Administrative Science Division

Accounting Department

BACHELOR OF TOURISM

Course: Territorial planning and development of tourist destinations

Ident:
(SCHOLAR)

Prerequisite : Planning the tourism regional development, Tourism Geography, Tourism Legislation I and Tourism Legislation II

Subsequent: Elective of the major core of Tourism Planning (Current tourism topics and trends, Tourism project workshop, Financial management of regional 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: Theoretical-participation course

Service Department: External

Formation core: Major

Specific competencies to develop:

Competency 1 – Diagnoses socio-demographic, political and cultural processes in tourism development

Competency 2 – Plans and designs tourism projects attending the diagnosis of social problems

Competency 4 – Identifies and diagnoses the negative impact of social, environmental and territorial factors on tourism development.

Introduction:

This course of Territorial planning and development of tourist destinations is centered in the search of development alternatives through rational territory zoning, which shall be founded in the profound knowledge of the forms and mechanisms of intervention based on concepts, planning methods and techniques, in addition to the knowledge of the different physical-geographical and ecological agents which configure the space. Furthermore, it will provide students with the abilities and knowledge required for planning, developing and managing the natural, cultural and financial resources under an environmental and socially responsible manner. Such program uses an interdisciplinary approach to provide students with a strong professional formation supplemented by ample knowledge of territorial planning and its importance in tourism; as well as its local, state and national role, in addition to the global economic and social development.

Unit 1 studies the basic conceptual aspects of the territorial analysis applied to tourism.

Unit 2 establishes the territorial dimensions of tourism in regional spaces.

Unit 3 describes the current evolution and trends in tourism planning.

Unit 4 identifies the basic instruments of territorial planning and management.

Unit 5 analyzes the sustainability indicators in tourism development.

Purpose:

It is part of the major core; it is given from the sixth semester on as an elective course. Taking into account that the tourism activity causes different impacts on territories where it is implemented, some of which are actually negative and irreversible for the local population and the environmental quality. Therefore, the study of territorial planning in tourism developments is critical to ensure a correct promotion of the tourist destinations and a territorial development based on sustainable criteria.

The main intention of this course consists of deepening the study of the main mechanisms for tourist space planning emphasizing both theoretical and practical aspects. Both theoretical concepts related to planning tourism development and methodological instruments for implanting different planning and development models for tourist destinations. The student will become familiar with the different aspects related to tourism territorial planning.

General Objective:

To know and become familiar with the conceptual and terminological fundamentals of Territorial Zoning and particularly Tourism Territorial Zoning, both territorial and environmental. It is aimed for the student of Bachelor of Tourism Management and Development to use and manage the different tools for tourism planning and zoning, requiring the knowledge of the recent changes in the trends related to Territorial Planning, such as:

- Knowing a public plan and opportunities for the private sector.
- Knowing the legal framework which rules tourism activities.
- Practicing a critical evaluation of the integrated tourist products in territorial planning.
- Analyzing the impacts caused by tourism.
- Understand the operation of destinations, tourism structures and their business sectors worldwide.

Specific Objectives:

- To learn the methods, techniques and procedures for the analysis and evaluation of resources and potential of the territory..
- To deepen in the knowledge of the complexity of the tourism phenomenon and the importance of the territory itself.
- To know the basic terminology and express the basic methodological concepts and aspects.
- To deepen in awareness of the main trends, dynamics and conflicts with respect to the current evolution of the tourism-territory relationship.
- To assess the importance of territorial planning for tourism development.
- To know and manipulate the data bases and documentary sources.
- To know the different territorial planning instruments inherent to the tourism activity in different space scales.
- To know the types of tourism spaces: Coast, Rural, Natural, Urban/Metropolitan.

- With this intention, the student will know the problems related to the search of information to accomplish this objective; the acquisition of skills in managing the office sources and material is essential, but also the knowledge of the difficulties of “field work”. They must basically know the problems related to information sources and date collected.
 - Know the PGIAL methodology (Area Integrated Planning and Management, in its Coast, Rural, Natural, Urban/Metropolitan scope).

Competency Units:

Competency unit 1. Basic conceptual aspects of territorial analysis applied to tourism

- 1.1 Basic principles of Territory Zoning
- 1.2 Objectives of Territory Zoning
- 1.3 The concept of: (Space, Territory, Landscape, Region, Sector, District, Network and Territorial System)
- 1.4 Main concepts of)Territorial Conflict – territorial impact/affectation, Structuring/coordination, space integration, landscape perception)
- 1.5 Concepts related to the tourism fact and its territorial development:(Center/complex/space/front/core/pole/unit/tourist zone-flow/tourist image)

Competency Unit 2. The territorial dimension of tourism in regional spaces

- 2.1 An approach to the evolution of the region concept of geography.
- 2.2 Tourism, Space and Region.
 - 2.2.1 Geographic space and tourism space: a theoretical approach.
- 2.3 Theoretical models and formulations explaining the territorial development of tourism. Implications for tourism planning.
 - 2.3.1 Flow models
 - 2.3.2 Starting point-destination models
 - 2.3.3 Structural models
 - 2.3.4 Evolution models
- 2.4 The systemic approach applied to the tourism space
- 2.5 The tourism product concept and its territorial dimension
- 2.6. Theorization and modelling of the tourism space.
 - 2.6.1 The neo-positivist theories and the tourism space.
 - 2.6.2 The tourism space perception. The theories of Miossec.
 - 2.6.3 The tourism space as a social product. The theoretical scheme of Chadeaud.

Competency unit 3. Tourism Planning: Concepts, Evolution and Current Trends

- 3.1 The Conceptual Framework of Tourism Planning
 - 3.1.1 The operational concept of planning
 - 3.1.2 The planning concept as a function of tourism policy
- 3.2 Typology of tourism planning
 - 3.2.1 Public and Private planning
 - 3.2.2 Planning under the space scale and the type of space.
- 3.3 Structure and basic components of the Tourism planning process.
- 3.4 The variable nature of tourism planning, evolution and current context.
 - 3.4.1 Evolution of the tourism planning approaches
 - 3.4.2 A critical review of planning for the tourism development starting from the theory of systems.
- 3.4.3 The current context of tourism planning
- 3.5 The new approaches for tourism planning
 - 3.5.1 Strategic Planning: Incorporation of the strategic perspective in territorial planning
 - 3.5.2 Planning for a sustainable tourism
 - 3.5.3 Participating planning
 - 3.5.4 Social planning

Competency unit 4. Planning techniques and instruments and territorial management of a sustainable tourism development

- 4.1 The basic instruments for tourism territorial zoning
 - 4.1.1 Policies

- 4.1.2 Programs and plans
- 4.2 The general methodological process for the formulation and implementation of territorial zoning plans in tourist areas.
 - 4.2.1 Plan structuring and contents
 - 4.2.2 Sequence phases of the territorial analysis process of tourist areas.

Competency unit 5. Basic features of sustainability indicators of the tourism development.

- 5.1 The mandatory aspects of the tourism sustainable development
- 5.2 ¿What are the indicators?
- 5.3 ¿Why use indicators?
- 5.4 Different level indicators
- 5.5 Types of indicators
- 5.6 Indicator measurement and expression
- 5.7 Indicators and the planning process
- 5.8 Basic questions and basic indicators of the sustainable tourism.

Evaluation: general criteria for course accreditation:

The formation evaluation will be carried out through the following activities:

- a) **Class participation and formation academic tutorship attendance (30%).** It is mandatory to attend at least one individual tutorship throughout the semester, which shall be a basic requirements to score in this item. Class attendance will be taken into account for evaluation when it meets at least 80% of the total work sessions..
- b) **Presentation and discussion of practicum (power point) and preparing three reports on practicum (30%).** Each report will be adjusted to the specific regulations of each, which shall be presented in class. They will also be presented in class.
- c) **Two exams worth (20%) will be prepared on the theoretical and conceptual topics.**
- d) **Final paper (20%)** Preparing a report-diagnosis, resolving a practical event including the theoretical and practical contents and preparing specific proposals for the tourism development.

Desirable qualifications of the course instructor:

Academic master degree or major of Regional Development 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)
Wong, P. (2009). Ordenamiento ecológico y ordenamiento territorial. México: Editorial Siglo XXI.	Basic
Molina, E. y Rodríguez, A. (2005). Planificación Integral del Turismo: Un enfoque para Latinoamérica. México: Editorial Trillas.	Basic
Almirón, A. (2004). <i>Turismo y Espacio</i> . Brasil: Editorial Espaço e tempo.	Basic
Boullón, R. (2004). Planificación del espacio Turístico. México: Editorial Trillas.	Basic
Vera, J. (1997). Análisis territorial del turismo. España: Ed. Ariel Barcelona.	Basic

Rodríguez, J. (2009). Turismo Urbano y Sistema Territorial. Almería: Editorial Modelo Emergente.	Supplementary
Münch, L. (2005). Planeación estratégica. El rumbo hacia el éxito. México: Editorial Trillas	Supplementary
Marchena, M. (1992). Turismo y Desarrollo regional: El espacio del Ecoturismo. Valencia: Instituto Turístico Valencia.	Supplementary

Competency development			
Learning outcomes	Educational activities	Volume of student work in hours	Evaluation
WEEK 1			
Know and become familiar with the conceptual and terminological fundamentals of Territorial and Environmental Zoning.	Unit 1. Lecture Classes: Presentation of the theoretical contents of each PowerPoint presentation and explanation of the most relevant aspects. Collaborative learning will be used.	4hrs	Reading control and on-going evaluation of active class participation.
WEEK 2			
Know and become familiar with the conceptual and terminological fundamentals of Territorial and Environmental Zoning..	Unit 1. Lecture Classes: Presentation of the theoretical contents of each PowerPoint presentation and explanation of the most relevant aspects. Collaborative learning will be used.	4hrs	Reading control and on-going evaluation of active class participation.
WEEK 3			
Know and become familiar with the conceptual and terminological fundamentals of Territorial and Environmental Zoning..	Unit 1. Lecture Classes: Presentation of the theoretical contents of each PowerPoint presentation and explanation of the most relevant aspects. Collaborative learning will be used.	4hrs	Reading control and on-going evaluation of active class participation.
	Unit 1	Total hours:12hrs	Exam
WEEK 4			
Know the recent changes of trends related to Territorial Planning, from the Territorial Analysis to the Integrated Management of the Territory.	Unit 2. Seminar Classes: Classes where the STUDENT, participating and interacting, together with the professor, directed and coordinated by him, will be reaching the general, specific and operating objectives established for each topic.	4hrs	Reading control and on-going evaluation of active class participation..
WEEK 5			
Know the recent changes of trends related to Territorial	Unit 2. Seminar Classes: Classes where the	4hrs	Reading control and on-going evaluation of active class

Planning, from the Territorial Analysis to the Integrated Management of the Territory.	STUDENT, participating and interacting, together with the professor, directed and coordinated by him, will be reaching the general, specific and operating objectives established for each topic.		participation.
WEEK 6			
Know the recent changes of trends related to Territorial Planning, from the Territorial Analysis to the Integrated Management of the Territory.	Unit 2. Seminar Classes: Classes where the STUDENT, participating and interacting, together with the professor, directed and coordinated by him, will be reaching the general, specific and operating objectives established for each topic.	4hrs	Reading control and on-going evaluation of active class participation.
WEEK 7			
Know the recent changes of trends related to Territorial Planning, from the Territorial Analysis to the Integrated Management of the Territory.	Unit 2. Seminar Classes: Classes where the STUDENT, participating and interacting, together with the professor, directed and coordinated by him, will be reaching the general, specific and operating objectives established for each topic.	4hrs	Reading control and on-going evaluation of active class participation.
	Unidad 2	Total hours:16hrs	Exam
WEEK 8			
Propose management models; define information collection lines for the different types of tourism enterprises; and establish policies and strategies to make the mission derived from such lines possible.	Unit 3. Tourism Planning: Concepts, Evolution and Current Trends.	4hrs	Professor Presentation
WEEK 9			
Propose management models; define information collection lines for the different types of tourism enterprises; and establish policies and strategies to make the mission derived from such lines possible.	Unit 3. Theoretical-Practical Classes: Analysis, diagnosis and comments on the contents of this course, oral presentations and multimedia presentations.	4hrs	(Student presentation) Evaluación continua de participación activa en clase.
WEEK 10			
Propose management models; define information collection lines for the different types of tourism enterprises; and establish policies and strategies to make the mission derived from such lines possible.	Unit 3. Theoretical-Practical Classes: Analysis, diagnosis and comments on the contents of this course, oral presentations and multimedia presentations.	4hrs	(Student presentation) Evaluación continua de participación activa en clase.
WEEK 11			
Propose management models; define information collection lines for the different types of tourism enterprises; and establish policies and strategies to make the	Unit 3. Theoretical-Practical Classes: Analysis, diagnosis and comments on the contents of this course, oral presentations and multimedia	4hrs	(Student presentation) Evaluación continua de participación activa en clase.

mission derived from such lines possible.	presentations.		
	Unit 3	Total hours:12hrs	Practicum1
WEEK 12			
Prepare methods and techniques, useful for the enhancement of the competitive position of the tourist destinations and products.	Unit 4. Territorial planning and management techniques and instruments for a sustainable tourism development.	4hrs	Workshop: Practical exercises
WEEK 13			
Prepare methods and techniques, useful for the enhancement of the competitive position of the tourist destinations and products.	Unit 4. Territorial planning and management techniques and instruments for a sustainable tourism development.	4hrs	Workshop: Practical exercises
		Total hours:8hrs	Practicum 2
WEEK 14			
Management and application of sustainability indicators in tourism development processes.	UNIT 5. Basic characteristics of the sustainability indicators in tourism development.	4hrs	Workshop (laboratory): Practical exercises
WEEK 15			
Management and application of sustainability indicators in tourism development processes	UNIT 5. Basic characteristics of the sustainability indicators in tourism development.	4hrs	Workshop (laboratory): Practical exercises
WEEK 16			
Management and application of sustainability indicators in tourism development processes	UNIT 5. Basic characteristics of the sustainability indicators in tourism development.	4hrs	Workshop (laboratory): Practical exercises
		Total hours:16hrs	Practicum 3
	Course Conclusions	Total hours : 64hrs.	Final essay