



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

Course: Tourism, cultural and regional heritage		Ident:	
Prerequisite : Sustainability management		Subsequent: Elective of the major core of Sustainable Tourism (Sustainability of tourist destinations, Tourism sustainability of urban zones, 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: 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.			
Competency 5 – Manages tourism organizations by designing business plans, management of the operating system of tourism services, and leads organizations			

Introduction:

One of the main branches of tourism is the cultural area. The development of projects which contemplate cultural property, the so called cultural heritage of a country, region, city or place, receive the highest attention by governments, international agencies, but also private enterprises.

However, the use of cultural heritage, may not only have an economic function. Notwithstanding the importance of this productive factor, the cultural tourism activity is also related to the preservation and transformation of the identity of a social group or the whole country, but also the daily reproduction of a way of life in a certain city or for an indigenous group. Students of bachelor of Tourism Management and Development shall have the capacity to understand this complex network of elements which are transformed by the tourism activity.

During this course, the student will learn theoretical and practical elements which will enable him to understand, identify and propose projects related to the regional and national heritage. This becomes particularly important if we consider the number of cultural property of the different regions in Sonora, both within the their different ethnic groups, and in the rest of society.

Unit 1 will analyze the relation between culture and tourism, and the main concepts.

Unit 2 will learn the legislation and regulations existing in the international and national context of the cultural heritage.

Unit 3 will introduce the student to the identification of cultural heritage and its management.

Unit 4 will establish the relation between cultural heritage and development.

Purpose:

This course is part of the major studies, it is given starting the seventh semester, as an elective course. The course is aimed to provide the elements to understand the relation between tourism and culture. This will enable the student to understand the complex use of cultural elements as input for the development of tourism projects, contemplating the existence of economic, social, environmental and identity needs.

General Objective:

To develop analytical abilities for the identification, design and operation of tourism projects related to cultural heritage. The student will be able to identify the different material and non-material components (objects, Practices, relations, celebrations, artistic works, meals, etc.) as well as the dimensions of social components (economy, politics, relations between social groups, culture, history) which comprise and alter the regional cultural heritage.

Specific Objectives:

- To identify the determining elements of the regional cultural heritage.
- The student will be able to operate, propose and develop projects for the sustainable use of the cultural tourism related to the regional heritage.
- The student will learn practical tools for preparing tourism policies and plans.

Competency Units:**Competency unit I. Culture and tourism relation**

- Culture, its problems and challenges.
- Culture, economy and tourism practices.
- Relation between culture and tourism

Competency unit II. Cultural heritage legislation

- International provisions related to the Cultural Heritage
- National provisions related to the Cultural Heritage
- Legal provisions related to the Cultural Heritage

Competency unit III. Identification of cultural heritage

- Identification of cultural heritage
- Preparing cultural heritage projects
- Cultural heritage management

Competency unit IV. Cultural heritage and development relation

- Relations between cultural heritage and development
- Cultural heritage and social groups (natives, tourism agents, local population, governments, civil society)
- Cultural heritage and environment

<p>Evaluation: general criteria for course accreditation:</p> <ul style="list-style-type: none"> • Exam 30% • Paper/essay 30% • Class participation 20% • Presentations 20% 	
<p>Desirable qualifications of the course instructor:</p> <p>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.</p> <p>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</p> <p>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.</p>	
Bibliography	Type (basic or supplementary)
UNESCO (2013). <i>Aplicación de la convención para la salvaguardia del patrimonio cultural inmaterial</i> . España y Noruega.	Basic
UNESCO (2012). <i>Los ámbitos del patrimonio cultural inmaterial</i> . España y Noruega. UNESCO (2012). <i>Patrimonio Cultural Inmaterial</i> . España UNESCO (2012). <i>¿Qué es el patrimonio Cultural Inmaterial</i> . España y Noruega. UNESCO (2012). <i>Por qué importa el patrimonio cultural. Guía de recursos para integrar la gestión de Patrimonio Cultural en el trabajo de comunidades de Rio Tinto</i> . España y Noruega UNESCO (2012). Preguntas y respuestas sobre el patrimonio Cultural. España y Noruega; CONACULTA. Patrimonio Cultural inmaterial y turismo: salvaguardas y oportunidades. México.	Basic
Prats, Ll. (2011). La viabilidad turística del patrimonio, <i>Pasos, Revista de turismo y patrimonio cultural</i> , Vol. 9 (2), pp. 249- 264.	Basic
Fernández, G. y Ramos, A. (2010). El patrimonio cultural como oferta complementaria al turismo de sol y playa. El caso del sudeste bonaerense. Argentina, <i>Pasos, Revista de turismo y patrimonio cultural</i> , Vol. 8 (1), pp. 139-149.	Basic
Balslev, H. y Velázquez, M. (2010). La posición social y espacial en una ciudad turística. Las luchas simbólicas en Álamos, Sonora, <i>Pasos, Revista de turismo y patrimonio cultural</i> , Vol. 8 (1), pp. 47-59.	Basic
Gobierno Federal Mexicano (2010). <i>Guía metodológica para la formulación, seguimiento y evaluación de planes de manejo para las ciudades mexicanas patrimonio de la humanidad y los centros históricos y tradicionales del país</i> . México.	Basic
Gómez, I. (2009). El plan de manejo para el paisaje agavero y las antiguas instalaciones industriales de tequila, <i>Apuntes</i> , Vol. 22 (2), pp. 124-141.	Basic
Bell, D. (2006). <i>Las contradicciones culturales del capitalismo</i> . Introducción, capítulo uno. Madrid, España, Ed. Alianza.	Basic
Boissevain, J. (2005). Rituales ocultos. Protegiendo la cultura de la mirada turística, <i>Pasos, Revista de turismo y patrimonio cultural</i> , Vol.3 (2), pp. 217-228.	Basic
Pasto, M.J. (2003). Turismo cultura y medio ambiente, <i>Pasos, Revista de turismo y patrimonio cultural</i> , Vo1. (2), pp. 143-153.	Basic

Prats, Ll. (2003). Patrimonio + turismo= ¿desarrollo?, <i>Pasos, Revista de turismo y patrimonio cultural</i> , Vol. 1 (2), pp. 127- 136	Basic
Barretto, M. (2003). La delicada tarea de planificar turismo cultural: un estudio de caso con la “germanidad” de la ciudad de Blumenau SC (Brasil), <i>Pasos, Revista de turismo y patrimonio cultural</i> , Vol. 1 (1), pp. 51-63.	Basic
UNESCO (2003). <i>Convención para la salvaguardia del patrimonio cultural inmaterial</i> .	Basic
MacCanell, D. (2002). The ego factor in tourism, <i>The Journal of Consumer Research</i> , Vol. 29, No. 1, pp. 146-151.	Basic
Cottom, B. (2001). Patrimonio cultural nacional: el marco jurídico y conceptual, <i>Derecho y Cultura</i> . México, pp. 79-107.	Basic
García, N. (2001). El individuo y la libertad. Ensayo de crítica de la cultura. Las grandes urbes y la vida del espíritu, <i>Revista de Estudios Sociales</i> , Num. 10, pp. 107-109.	Basic
García, N. (2001). <i>Los usos sociales del patrimonio cultural. El turismo cultural en México</i> . México, Ed. Sector.	Basic

Competency development

Learning outcomes	Educational activities	Volume of student work in hours	Evaluation
WEEK 1			
Learn how to identify what culture is and the main problems of culture in the current era.	Presentation by the professor and supplementary material (Videos, movies, documentary, Reading material)	3	Reading report
WEEK 2			
Understand the relation between culture, economy and daily practices of the individuals as elements for understanding consumption and tourism.	Presentation by the professor and supplementary material (Videos, movies, documentary, Reading material)	3	Reading report
WEEK 3			
Understand the relations between tourism and culture	Presentation by the professor and supplementary material (Videos, movies, documentary, Reading material)	3	Reading report
Show the movie “Tourism is a great invention” (1967). Spain.			Participation
WEEK 4			
Understand the different dimensions related to culture and tourism from the cultural heritage standpoint.	Presentation by the professor and supplementary material (Videos, movies, documentary, Reading material)	3	Reading report
WEEK 5			
Understand the different dimensions related to culture and tourism from the cultural heritage standpoint.	Presentation by the professor and supplementary material (Videos, movies, documentary, Reading material)	3	Reading report
WEEK 6			
Know the national and international provisions for dealing with cultural heritage.	Presentation by the professor and supplementary material (Videos, movies, documentary, Reading material)	3	Reading report

WEEK 7			
Identify what the Non-material Cultural Heritage is.		3	Reading report
WEEK 8			
Exercise. Identify some cultural heritage in Hermosillo.	Exercise. Identify some cultural heritage in Hermosillo.	3	Participación
Work teams to develop a related Project..	Work teams to develop a related Project.		
WEEK 9			
Field work.	Trabajo de campo.		
Field trip to observe the zone where the cultural heritage project is to be developed.	Field trip to observe the zone where the cultural heritage Project is to be developed.	3	Participation
WEEK 10			
Learning the tools for preparing and managing Cultural Heritage projects.	Learning tools for preparing and managing Cultural Heritage projects.	3	Reading report
WEEK 11			
Prepare a cultural heritage Project in Hermosillo.	Prepare the cultural heritage Project in Hermosillo.	3	Participation Reading report
WEEK 12			
Understand the complexity of the relation between tourism and the communities	Understand the complexity of the relation between tourism and the communities.	3	Reading report
WEEK 13			
Field work	Field work		
Second field trip for the construction of cultural heritage projects.	Field trip to observe the zone where the cultural heritage Project is to be developed.	3	Participation
WEEK 14			
Identify the relation between heritage and development.	Presentation by the professor and supplementary material (Videos, movies, documentary, Reading material)	3	Reading report
WEEK 15			
Understand the relation between tourism, culture and environment	Presentation by the professor and supplementary material (Videos, movies, documentary, Reading material)	3	Reading report
WEEK 16			
Presentation of the final projects.	Presentation by the professor.	3	Presentation and written project
1. General conclusions of the course.			