



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

Course: Tourism promotion		Ident:	
Prerequisite : Technological tools for tourism marketing		Subsequent: Elective of the major core of Tourism Business (Business tourism, Tourism promotion, Logistics and supply chain, Human capital in tourist businesses, Management of investment portfolios, Control of tourism services costs)	
Credits: 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 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 5 – Manages tourism organizations through the design of business plans, management of operating systems of tourist services; leads organizations.			
Competency 6 - Knows English to communicate both orally and in writing in the activities of tourism management and development.			

Introduction:

Nowadays, the development of quality products and services is not sufficient to influence the buying power of consumers; they require some motivation to obtain a more rapid purchase response. The sales promotion mechanisms contribute in meeting this objective significantly.

Competency unit I will deal with the diagnosis of the tourism activity, determining the inventory of tourism sites, the target market, competition, organizations centered in promotion, financial resources for tourism promotion and the legal framework where there is tourism.

Competency unit II refers to planning tourism promotion which includes the analysis, setting objectives, and the target market, and further prepare a promotional campaign,

Competency unit III establishes the actions for a promotion plan designed to meet objectives.

Competency unit IC describes the different types of sales promotion regularly used

Purpose:

It forms part of the major core; it is given starting the seventh semester, as an elective course. This course contributes in developing the tourism sector through the management of a number of tools to influence markets as to their purchasing decisions; therefore, it represents a major phase in a bachelor's course of study, such as tourism.

General Objective:

To provide students with the tools required to become a guidance counselor, promoter and organizer of the entrepreneurial, governmental and service provider community in planning and execution of tourism activities in a certain place; therefore, it represents a major phase in the development of a bachelor degree of tourism.

Specific Objectives:

- To diagnose the tourism situation of a community, from the standpoint of infrastructure, services offered, involved, as well as its strengths and weaknesses with respect to promotion.
- Full command and application of management and marketing techniques to prepare a tourism promotion plan for a community.
- Apply knowledge of sales, public relations, promotion and advertising in developing tourism attraction activities in the different tourism sites provided for in the tourism promotion plan of a community.
- Devise, plan and carry out the main events for the tourism attraction in a community.

Competency unit I. Tourism diagnosis

- Physical inventory of the site
 - Events and parties (Schedule and description)
 - Hotels, restaurants, convention centers, buildings, means of communication,
 - Means of transportation, service providers.
 - Ecological and historical sites
 - Natural beauties
- Determining the target market
- Determining the tourism competition of the site.
- Identification of local promoting institutions and their work programs.
- Identification of tourism support funds, either local, state, national and international
- Legal framework of tourism promotion
- Analysis of strengths and weaknesses

Competency unit II. Planning tourism promotion

- Integration of a municipal tourism board including the public, social, academic and private sectors, who will govern the tourism promotion of the community.
- Determining the target market
- Setting objectives
- Advertising campaign

- Selecting means of communication
 - Mass
 - Direct
 - Digital and social network
- Preparing advertising material, promotion and sales tools, in both English and Spanish, at least.
 - Charts
 - Audio-visual
 - Digital and social network
 - Tourism plans, packages and promotions
 - Power Point presentations
- Promotion and sales campaigns
 - Annual advertising, tourism promotion and sales program for the community.

Competency unit III. Execution of tourism and sales promotion

- Site activities
 - Public relations
 - Promotion and advertising
 - Sales
- Target market activities
 - Public relations
 - Promotion and advertising
 - Sales
- Activities in congresses, fairs, national and international tourism shows.
 - Public relations
 - Promotion and advertising
 - Sales

Competency unit IV. Planning, organization, execution of events and supporting others, for tourism attraction purposes.

- Tourism stands with promotion material, in both English and Spanish, or other languages, if applicable.
- Fairs and shows
- Tourist trips; adventure, rural, social and domestic
- Entertainment and use of free time programs
- Tours and explanations in Museums and historical sites
- Congresses, conventions and forums
- Artistic and sport events
- Popular or traditional celebrations
- Promotion videos
- Television programs
- National and international movies

Evaluation: general criteria for course accreditation:

Teaching strategies:

- Summaries
- Illustrations
- Analogies
- Conceptual maps and semantic networks
- Evaluations
- Practical cases
- Simulation

Learning strategies:

- Research and analysis of select topics
- Bibliographical research of concepts
- Group discussion
- Theoretical-real problem solving
- Search of additional information on each one of the topics, using the new communication and information technology.

Evaluation System

Grades will be obtained as follows:

The sum of 3 mid term exams	25%
Work presentation	45%
Participation in groups discussions	30%

Desirable qualifications of the course instructor:

Academic master degree or major of Marketing 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)
I.B.D. (2012). <i>Promoción turística local e información al visitante HOTI0108</i> . España; Editorial IC.	Basic
Kuster,I. y Roman. S. (2006). <i>Venta personal y direccion de ventas</i> . México; Ediciones Paraninfo, S.A.	Basic
Kotler, P., Bowen, J. y Makens, J. (2004). <i>Marketing para turismo</i> , Ed. Mc Graw-Hill	Basic
Milio, I. (2004). <i>Diseño y comercialización de productos turísticos locales y regionales</i> , Ed. Thomson-Paraninfo, España. ISBN 84-9732-299-1	Basic

Kotler, P. y Armstrong, G. (2003). <i>Fundamentos de marketing</i> . México; Edit. Pearson Educación.	Basic
Hernández, R. Fernández, C. y Baptista, P. (1991). <i>Metodología de la Investigación</i> . México; Edit. Mc Graw-Hill.	Basic
Gallardo, J.R. (2010). <i>Administración Estratégica: de la visión a la ejecución</i> . México; Edit. Alfaomega.	Supplementary
Kurtzman, J. y Rifkin, G. (2005). <i>Emprendimientos que funcionan. Diez factores críticos que originan o deshacen a una nueva compañía</i> . México; Editorial Portfolio.	Supplementary

Competency development			
Learning outcomes	Educational activities	Volume of student work in hours	Evaluation
WEEK 1			
He will prepare an inventory of tourism sites	Presentation by the professor. Student research	4	Work presentation.
He will establish existing markets and competition	Presentation by the professor. Student research	4	Work presentation.
WEEK 2			
He will identify organizations engaged in development of sales promotion.	Presentation by the professor. Student research	4	Work presentation..
He will determine the different national and international funding sources.	Presentation by the professor. Student research	4	Work presentation.
WEEK 3			
He will know the legal framework sustaining the tourism activity, both national and international.	Presentation by the professor. Student research	4	Work presentation.
WEEK 4			
He will develop strategies to identify strength and weaknesses existing in the tourism activity.	Presentation by the professor. Student research	4	Work presentation.
WEEK 5			
He will learn how to establish the different groups which take part in the tourism promotion, setting target markets.	Presentation by the professor. Student research	4	Work presentation..
WEEK 6			
He will design a advertising campaign	Presentation by the professor. Student research	4	Work presentation.
He will establish the different means of personal and mass communication.	Presentation by the professor. Student research	4	Work presentation.
WEEK 7			
He will design a promotion and sales campaign	Presentation by the professor. Student research	6	Work presentation.
WEEK 8			
He will develop an annual advertising, tourism promotion and	Presentation by the professor. Student research	8	Work presentation.

sales program.			
WEEK 9			
He will apply the knowledge obtained in planning tourism promotion.	Presentation by the professor. Student research	4	Work presentation.
WEEK 10			
He will design different tourism site activities through the promotion strategy.	Presentation by the professor. Student research	4	Work presentation.
WEEK 11			
He will design different tourism activities, such as fairs, shows and conventions through promotion strategies.	Presentation by the professor. Student research	4	Work presentation.
WEEK 12			
He will know how to organize fairs and shows, as well as bilingual stands.	Presentation by the professor. Student research	4	Work presentation.
WEEK 13			
He will design tourist tours with entertainment programs.	Presentation by the professor. Student research	4	Work presentation.
WEEK 14			
He will organize tourist tours, as well as congresses and conventions	Presentation by the professor. Student research	4	Work presentation.
WEEK 15			
He will organize promotional campaigns for artistic, sports, traditional celebration events	Presentation by the professor. Student research	4	Work presentation..
WEEK 16			
He will promote tourism through promotion videos, television programs and national and foreign movies.	Presentation by the professor. Student research	4	Work presentation..