



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

<b>Course:</b> Tourism sustainability in urban zones		<b>Ident:</b> <b>(SCHOLAR)</b>	
<b>Prerequisite :</b> Sustainable alternative tourism		<b>Subsequent:</b> Elective of the major core of Sustainable Tourism Planning (Sustainability of tourist destinations, Management of negative impacts of tourism on biological and ecological systems, Environmental education for the sustainability of the tourism heritage).	
<b>Credits:</b> 7 credits	<b>Mode:</b> Semi attendance	<b>Week Hours:</b> 4 (3t y 1p)	<b>Course Hours:</b> 64
<b>Teaching-learning mode:</b> Theoretical-participation course		<b>Service Department:</b> Architecture and Graphic Design	
<b>Formation core:</b> Major			
<b>Specific competencies to develop:</b>			
<b>Competency 2</b> – Plans and designs tourism projects attending the diagnosis of social problems			
<b>Competency 3</b> - Manages resources and evaluates tourism projects from an integral diagnosis			
<b>Competency 4</b> – Identifies and diagnoses the negative impact of social, environmental and territorial factors on tourism development.			
<b>Competency 5</b> – Manages tourism organizations through the design of business plans, and management of the operation system of tourist services, and leads organizations			
<b>Introduction:</b> Tourism Sustainability in Urban Zones, is a course which consists of studying the relationship between the concepts of tourism sustainability and urban environment, from both theoretical knowledge and the objective practice with respect to the development of a project related to a certain urban zone selected at the beginning of the academic course; therefore the course has been divided into 4 basic topics, the first two related to the theoretical knowledge and linked to general topics in within urban sustainability and planning field. Topics 3 and 4 are practical and are developed for the student to be competent upon the possibility of carrying out a tourism project related to the urban one where the design factors and operating systems are subject to the sustainability criteria identified in topics 1 and 3.			

**Purpose:** This course forms part of the major core of the course of study; it is given starting the seventh semester as an elective course. It helps the student to develop the abilities necessary to manage, administrate, identify and perceive urban zones as a potential for tourism development. Under projects leading to sustainable tourism, this course is given after that student has been provided the information and knowledge to determine its interest areas, so the Tourism Sustainability course in urban zones is a major core subject which may be taken starting the sixth semester.

**General Objective:** To train the student in designing tourism projects, incorporating special urban design criteria and sustainability factors. And also the operating and management systems based on the local development of urban zones.

**Specific Objectives:**

- The student will be able to acquire theoretical and practical knowledge related to urban sustainability topics, as well as the impact of urban planning as a sustainability instrument for the local development.
- With the theoretical knowledge obtained and the design tools for the tourism development, the student will be able to design a tourism project applying urban sustainability criteria, in an urban zone and from the viewpoint of the local development.
- The student may apply his discretion and ability to solve practical problems related to the course thematic, applied to urban zones.

**Competency units:**

**Competency unit 1.** Introduction: Urban and Tourism Sustainability

Based on the development of competency 4, the student, under this introductory capacity and based on a theoretical framework, may identify and diagnose the impact on the origin, use and contents of the term “sustainability”, indicating its negative or positive impact on social, environmental and territorial factors; demonstrating the good practices of a sustainable tourism development within an urban environment

Contents:

1. Origin, use and contents of the term “Sustainable”.
  - 1.1 Its application in the urban environment.
  - 1.2 Its application in tourism development in urban zones.
2. Legislation and Regulations of urban sustainability.
  - 2.1 Aalborg’s Letter of Aalborg.
  - 2.2 Kyoto’s protocol.
  - 2.3 Lisboa’s Strategy.
  - 2.4 Agenda 21.
3. Local development: urban economy for territorial sustainability.
  - 3.1 Urban factors and resources for local development.
  - 3.2 Tourism; a resource for local development.
  - 3.3 Economy and tourism based on urban sustainability.

**Competency unit 2.** Integral diagnosis of tourism plans and projects in urban zones.

From competency 3 on, the student may evaluate urban development plans and tourism projects, as prototypes of good practices for the development and management of urban and territorial resources in search of sustainability and growth of the local economy.

Contents:

1. Zoning process: Urban planning and tourism projects.
  - 1.1 Urban planning: concepts and contents.
  - 1.2 Brief history of urban planning in Mexico.
  - 1.3 From urban planning to strategic planning. Current trends or urban planning.
  - 1.4 Planning a sustainable city.
    - 1.4.1 Citizen participation in design plans and programs of the tourism city.
2. Tourism projects and sustainable urban development; Examples of good practices.
  - 2.1 International level: Example: Burgos city21. Association Strategic Plan-Burgos City.  
<http://www.burgosciudad21.org/es/plec/?idsec=427>
  - 2.2 National level. Example:
  - 2.3 Regional level. Example:
  - 2.4 Local level. Example:

**Competency unit 3.** The urban zone and its tourism resources

Based on the contents of competency 2; the student will develop, within a consolidated urban environment, a tourism Project based on the local urban development. Where the premise is to identify the urban sustainability and local development factors.

Contents:

1. A consideration will be requested on the urban context and a first approach to the social problems of the urban zone selected for the academic development of the issue, as well as the analysis of the guidelines, criteria, standards, regulations and urban development plans of the zone at issue.
- 2.-The tourism Project will be based on the urban and local development sustainability criteria and factors identified in the preceding paragraph, applying the criteria, competencies and abilities derived from the entire disciplines studied.

Project scope:

- Prototype of an identified tourism urban zone.
- Identified economic development factors.
- Local development urban factors and resources.
- Development strategies for the development of local resources concerning a tourism project.
- Specialization of urban zones for the attraction of specific tourists.
- Facilities of urban zones for tourist attraction.

**Competency unit 4.** Operation of the tourism Project in urban zones.

According to competency 5, and after having developed the tourism Project in the selected urban zone; the student will carry out the operational proposal of such Project. Where the minimum scopes shall be determined by:

1. Management and identification of public and/or private instances involved in the development and start up of the Project.
2. Integral plan for the management and operation of the tourist services suggested within the project.
3. Base Budget with a list of concepts concerning the proposed tourism Project.
4. Descriptive memory of the project: Scopes, goals and objective:
  - a. Impact on the territory.
  - b. Economic impact.
  - c. Social impact.
  - d. Advantages and disadvantages of its implementation in an urban zone.
5. Project guidelines and criteria.
  1. The urban sector and its environment.
  2. Basic operation/Intervention criteria.
    - a. Theoretical bases
    - b. Rules/Regulations

3. Urban zone problems.
    - a. Weaknesses of the urban zone.
    - b. Positive aspects or strengths of the urban zone.
  1. Identification and analysis of relevant architecture of the urban zone.
  2. History of the urban zone.
  3. Relevant buildings
  4. Streets
  5. Activities
  6. People
  7. Life in the sector
6. Urban tourism: Development.
    1. Proposal for improving the urban image of the sector.
    2. Proposal for the intervention in a public space
    3. Rehabilitation of the environment of the sector
    4. Other scopes.

**Evaluation: general criteria for course accreditation:**

- Class participation 25%
- Research work, readings and recollection of information 15%
- Ongoing evaluation of theoretical-practical knowledge developed during the course, through practical exercises and theoretical-practical 25%
- Final project 35%
- Attendance is required to be entitled to an evaluation.

**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.

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)
Carlos Contreras en la historia de la Planificación Urbana. López, R. (2009). <i>Planeación urbana en México: Un análisis crítico sobre su proceso de evolución</i> . Chile; PDF Juan José Gutiérrez Chaparro. Revista Urbano. Vol. 12, num. 19, mayo. Universidad de Bío Bío. <a href="http://redalyc.uaemex.mx/pdf/198/19811644008.pdf">http://redalyc.uaemex.mx/pdf/198/19811644008.pdf</a>	Basic
Troitiño, M. Á. (2009). Turismo y desarrollo sostenible en ciudades históricas. <i>Ería</i> , (47), 211-227.	Basic
Falcón, A. (2007). <i>Espacios verdes para una ciudad sostenible. Planificación, proyecto, mantenimiento y gestión</i> , Ed. GUSTAVO GILI, España. ISBN 978-84-252-2137-8	Basic

Boullón, R. (2003). <i>Ecoturismo, sistemas naturales y urbanos</i> , Ed. Turísticas, España. ISBN 987-9473-23-X	Basic
Camagni, R. (2003). Incertidumbre, capital social y desarrollo local: enseñanza para una gobernabilidad sostenible del territorio. México; <i>Revista Investigaciones Regionales</i> , edalyc.uaemex.mx.	Basic
Bercial, R. A. (2002). <i>Turismo sostenible</i> (No. 28). IEPALA Editorial.	Basic
Rueda, S. (2000). La Construcción de la ciudad sostenible. La ciudad compacta y diversa frente a la conurbación difusa. <i>Prácticas para mejorar la sostenibilidad en las ciudades</i> . <a href="http://habitat.aq.upm.es/cs/p2/a009.html">http://habitat.aq.upm.es/cs/p2/a009.html</a> <a href="http://habitat.aq.upm.es/cs/">http://habitat.aq.upm.es/cs/</a>	Basic
Bettini, V. (1998). <i>Elementos de ecología urbana</i> . España; Editorial Trotta.	Basic
Martin, S. (2004). <i>Understanding Urban Tourism: Image, Culture and Experience (Tourism, Retailing and Consumption)</i> , Ed. Tauris. ISBN 1860648010	Supplementary
Ministerio de Obras Públicas, Transportes y Medio Ambiente (1996). <i>Primer catálogo español de buenas prácticas</i> . Madrid. <a href="http://habitat.aq.upm.es/cs/p2/a004.html">http://habitat.aq.upm.es/cs/p2/a004.html</a> <a href="http://www.aq.upm.es/Departamentos/Urbanismo/publicaciones/ciur41_1.html">http://www.aq.upm.es/Departamentos/Urbanismo/publicaciones/ciur41_1.html</a>	Supplementary
Ciudades + sostenibles. <a href="http://habitat.aq.upm.es/boletin/">http://habitat.aq.upm.es/boletin/</a> Ministerio de vivienda + sostenibilidad <a href="http://www.mviv.es/es/index.php?option=com_content&amp;task=view&amp;id=383&amp;Itemid=390">http://www.mviv.es/es/index.php?option=com_content&amp;task=view&amp;id=383&amp;Itemid=390</a>	Supplementary

<b>Competency development</b>			
<b>Learning outcomes</b>	<b>Educational activities</b>	<b>Volume of student work in hours</b>	<b>Evaluation</b>
<b>SEMANA 1</b>			
Correct use of the basic concepts and induction to urban development models.	Presentation by the professor	7	Reading summary
<b>SEMANA 2</b>			
Correct use of the basic concepts and induction to urban development models.	Presentation by the professor	8	Reading summary
<b>SEMANA 3</b>			
Correct use of the basic concepts and induction to urban development models.	Presentation by the professor	8	Reading summary
<b>SEMANA 4</b>			
Correct use of the basic concepts and induction to urban development models.	Presentation by the professor	7	Reading summary
<b>SEMANA 5</b>			

Analyzes planning trends of urban zones and their application to different territories.	Presentation by the professor Video and documentary projection	5	Group discussion dialogue. Trend summary Projection of territory trends (proposal)
<b>SEMANA 6</b>			
Analyzes planning trends of urban zones and their application to different territories.	Presentation by the professor Video and documentary projection	8	Group discussion dialogue. Trend summary Projection of territory trends (proposal)
<b>SEMANA 7</b>			
Analyzes planning trends of urban zones and their application to different territories.	Presentation by the professor Video and documentary projection	7	Group discussion dialogue. Trend summary Projection of territory trends (proposal)
<b>SEMANA 8</b>			
Recognizes, identifies and analyzes city prototypes and urban heritage	Presentation by the professor Video and documentary projection	4	Exam
<b>SEMANA 9</b>			
Recognizes, identifies and analyzes city prototypes and urban heritage	Presentation by the professor Video and documentary projection	4	Exam
<b>SEMANA 10</b>			
Recognizes, identifies and analyzes city prototypes and urban heritage	Presentation by the professor Video and documentary projection	4	Exam
<b>SEMANA 11</b>			
Recognizes, identifies and analyzes city prototypes and urban heritage	Presentation by the professor Video and documentary projection	4	Exam
<b>SEMANA 12</b>			
Recognizes the social impact of territorial zoning in the tourism projects	Presentation by the professor Video and documentary projection	3	Group discussion dialogue. Trend summary Projection of territory trends (proposal)
<b>SEMANA 13</b>			
Recognizes the social impact of territorial zoning in the tourism projects	Presentation by the professor Video and documentary projection	3	Group discussion dialogue. Trend summary Projection of territory trends (proposal)
<b>SEMANA 14</b>			
Recognizes the social impact of territorial zoning in the tourism projects	Presentation by the professor Video and documentary projection Case study	4	Group discussion dialogue. Trend summary

			Projection of territory trends (proposal)
<b>SEMANA 15</b>			
Recognizes the social impact of territorial zoning in the tourism projects	Active research	2	Project development
<b>SEMANA 16</b>			
Recognizes the social impact of territorial zoning in the tourism projects	Active research. Multidisciplinary community project. Final Presentation.	3	Project presentation