



UNIVERSIDAD DE SONORA
Center Regional Unit
Economic and Administrative Science Division
ACCOUNTING DEPARTMENT
Bachelor of Tourism

Course: Seminar of mass tourism			Course:
Pre-requirement: N/A		Pre-requirement: N/A	
Credits: 6	Mode: Semi-attendance	Week Hours: 3	Course hours: 48
Teaching-learning mode: seminar		Service Department:	
Formation core: Professional		Period:	
Specific competencies to be developed:			
Competency 4 - Identifies and diagnoses the impact of social, environmental and territorial factors in tourism development			

Introduction:

Mass or traditional tourism will enable the student to perform a diagnosis on its origin, evolution, trend and impact on environment, in order to determine the level of importance for society.

Competency unit I will cover the origin, evolution and importance of transportation for the development of this activity.

In unit second, the student will be able to explain the trends of traditional or mass tourism in an international and national context.

Unit III will analyze the positive and negative impacts of tourism in social, economic and environmental aspects.

Purpose:

This course forms part of the professional core; it is given within the first five semesters, as an elective course. It is intended to provide students with the basic elements to undertake an analysis of this activity.

General Objective:

Undertake an analysis of the impact on traditional or mass tourism

Specific Objectives:

1. Know the concept of mass marketing
2. Identify the causes and consequences of the practice of this activity.
3. Propose alternatives for the solution of problems presented by traditional tourism.

Thematic Units:**Competency unit I – Traditional or mass tourism**

- a. Origin and evolution
- b. Trends of traditional or mass tourism
- c. Transportation in tourism
- d. Negative impact of transportation on tourist development.

Competency unit II.- Trends of mass tourism

- a. International context
- b. National context

Competency unit III – –Impact of mass tourism

- a. Infrastructure and environment
- b. Impact on flora and wildlife
- c. Impact on economy
- d. Social impact

Competency unit IV.- Alternative tourism

- a. Differences with respect to traditional tourism
- b. Effects of traditional tourism
- c. Environmental impact
- d. Organization of integrated rural tourism

Evaluation: general criteria for course accreditation:

- Research work 50%
- Presentation 50%

<p>Desirable academic 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</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>	
<p>Bibliography</p>	<p>Type (basic or supplementary)</p>
<p>http://www.ub.edu/geocrit/sn/sn-258.htm</p>	<p>Supplementary</p>
<p>Aramberri, J. (2011). <i>Turismo de masas y modernidad: Un enfoque sociológico</i>. Madrid: CIS.</p>	<p>Basic</p>
<p>Hernández, L. J. A. (2008). <i>El turismo de masas: Evolución y perspectivas</i>. Madrid: Síntesis.</p>	<p>Basic</p>
<p>Ivanova, B. A., & Ibáñez, R. (2012). <i>Medio ambiente y política turística en México</i>. México, D.F: Secretaría de Medio Ambiente y Recursos Naturales.</p>	<p>Basic</p>

Competency development			
Learning outcomes	Educational activities	Volume of student work in hours	
SEMANA 1			
He will know the basic concepts of mass tourism	Student research and presentation Feedback by the professor.	3	Papers and presentation
He will know the origin and evolution of traditional or mass tourism	Student research and presentation Feedback by the professor.	3	Papers and presentation
SEMANA 2			
He will understand the trends of traditional or mass tourism	Student research and presentation Feedback by the professor.	3	Papers and presentation
He will know the factors that are involved in the traditional tourism activity.	Student research and presentation Feedback by the professor.	4	Papers and presentation
SEMANA 3			
He will describe the impact of traditional tourism on environment.	Student research and presentation Feedback by the professor.	3	Papers and presentation
He will contribute actions which oppose the negative impact of traditional tourism	Student research and presentation Feedback by the professor.	3	Papers and presentation
SEMANA 4			
He will describe the different means of transportation used in traditional tourism	Student research and presentation Feedback by the professor.	5	Papers and presentation
SEMANA 5			
He will explain the environmental impact of transportation on traditional tourism	Student research and presentation Feedback by the professor.	4	Papers and presentation
Evaluation of the knowledge of competency unit I	Application of an exam	5	Exam
SEMANA 6			
He will identify the main trends of mass tourism in the international context.	Investigación y exposición por parte de los alumnos Retroalimentación por parte del docente	3	Papers and presentation
SEMANA 7			
He will identify the main trends of mass tourism in the national context.	Student research and presentation Feedback by the professor.	3	Papers and presentation
SEMANA 8			
He will list the different ways to promote traditional or mass tourism in their contexts.	Student research and presentation Feedback by the professor.	3	Papers and presentation

SEMANA 9			
He will list the different ways to promote traditional or mass tourism in environment and people.	Student research and presentation Feedback by the professor.	4	Papers and presentation
SEMANA 10			
He will describe how the construction of infrastructure affects environment.	Student research and presentation Feedback by the professor.	5	Papers and presentation
SEMANA 11			
He will describe how traditional tourism impacts flora and wildlife of the destination places.	Student research and presentation Feedback by the professor.	4	Papers and presentation
SEMANA 12			
He will describe how traditional tourism impacts the economy of the destination places.	Student research and presentation Feedback by the professor.	4	Papers and presentation
SEMANA 13			
He will describe the social impact of traditional tourism, showing advantages and disadvantages	Student research and presentation Feedback by the professor.	4	Papers and presentation
Evaluation of the knowledge of competency units I and II	Application of an exam		Exam
SEMANA 14			
He will know the alternative tourism as an option of traditional tourism.	Student research and presentation Feedback by the professor.	3	Papers and presentation
SEMANA 15			
He will describe the impact of mass people on the communities.	Student research and presentation Feedback by the professor.	4	Papers and presentation
WEEK 16			
SEMANA 16			
He will describe the ways to hold the negative environmental impact by the people travelling to the communities.	Student research and presentation Feedback by the professor.	4	Papers and presentation
Evaluation of the knowledge of competency units III and IV	Application of an exam		Exam

