



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

<b>Course:</b> Seminar of scientific tourism			<b>Ident:</b> (SCHOLAR)
<b>Pre-requirement:</b> N/A		<b>Sub-sequent:</b> N/A	
<b>Credits:</b> 6	<b>Mode:</b> Semi-attendance	<b>Week hours:</b> 3	<b>Course hours:</b> 48
<b>Teaching-learning mode:</b> seminar		<b>Service Department:</b>	
<b>Formation core:</b> Professional			
<b>Specific competencies to be developed:</b>			
<b>Competency 2</b> - Plans and designs tourism projects attending the social problem diagnosis.			
<b>Competency 3</b> - Manages resources and evaluates tourism projects from an integral diagnosis.			
<b>Competency 4</b> - Identifies and diagnoses the impact of social, environmental and territorial factors in tourism development			
<b>Competency 5</b> - Manages tourism organizations by designing business plans, management of the operating system of tourism services, and leads organizations			

**Introduction:**

The Seminar of Scientific Tourism is aimed to relate scientific research and productive applicability with respect to tourism projects. It is deemed that scientific tourism products supplement adventure, nature, ecotourism or responsible tourism, adding a learning dimension where visitors are the main actors of the scientific exploration of a given territory.

Unit I will conceptualize scientific tourism, analyzing its origin and elements

Unit II is related to the organization of scientific tourism, identification of potentials, and development areas.

Unit III identifies the importance and promotion process to be followed in scientific tourism.

Thematic unit IV analyzes experiences in scientific tourism and its social relation it develops.

Unit V analyzes whether it is feasible to implement scientific tourism in the region as well as designing a proposal.

**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 introduce the importance of scientific development and how it may lead to incorporate regional actions, allowing for the care of resources and generating tourism development options.

**General Objective:**

At the end of the course, students will be able to know that scientific research in both the natural and cultural scope imply the development of scientific research, through which enterprise and society may be linked, strengthening the socio-productive development of a certain region.

**Specific Objectives:**

1. To know the characteristics of scientific tourism
2. To identify the elements which integrate and comprise scientific tourism.
3. To establish promotion plans for scientific tourism
4. To know the experiences of scientific tourism.
5. To design a strategy for the regional scientific tourism.

**Competency units:****Competency unit I.** Characteristics of scientific tourism

- a. Conceptualization of scientific tourism
- b. Historical background of scientific tourism
- c. Elements which integrate scientific tourism.
- d. Differences between scientific tourism and other tourism modes.
- e.

**Competency unit II.** Scientific tourism organization

- f. Scientific tourism certification
- g. Scientific tourism potential
- h. Scientific tourism interdisciplinarity
- i. Development areas:
  - Adventure tourism within scientific tourisms
  - Cultural tourism with scientific content,
  - Scientific Eco-volunteering
  - Scientific research tourism
- j. Scientific thematic (Archeology, biology, culture and environment, social conflicts, geographic survey, ornithology...)

<p><b>Competency unit III. Scientific tourism planning</b></p> <ul style="list-style-type: none"> <li>k. Potential audience and market for scientific tourism</li> <li>l. Interpretation of tourist information</li> <li>m. Travelling categories (exploration, adventure...)</li> </ul> <p><b>Competency unit IV. Scientific tourism development</b></p> <ul style="list-style-type: none"> <li>n. Scientific tourism experiences</li> <li>o. Social relation and impact of scientific tourism</li> <li>p. Scientific tourism services</li> <li>q. Impact of scientific tourism on the region.</li> </ul> <p><b>Competency unit V. Implementing scientific tourism</b></p> <ul style="list-style-type: none"> <li>r. Exploration of potential zones for tourism development of scientific tourism in the región.</li> <li>s. Identification of the main characteristics and development of scientific tourism.</li> <li>t. Interpretation center or personnel</li> <li>u. Development and design of scientific tourism proposals.</li> </ul>									
<p><b>Evaluation: general criteria for course accreditation:</b></p> <ul style="list-style-type: none"> <li>• The course evaluation shall comprise the following items: <table border="0" style="width: 100%; margin-left: 20px;"> <tr> <td style="width: 80%;">Participation</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Individual paper</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Final practicum (submitted the last week)</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Exams</td> <td style="text-align: right;">20%</td> </tr> </table> </li> </ul>		Participation	20%	Individual paper	20%	Final practicum (submitted the last week)	40%	Exams	20%
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Exams	20%								
<p><b>Desirable academic qualifications of the course instructor:</b></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.</p> <p>Verify the professor formation process requested by the Institution</p> <p>Conduct an interdisciplinary approach.</p> <p>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>									
<b>Bibliography</b>	<b>Type (basic or supplementary)</b>								
Bourlon, F. y Mao, P. (2011). Las formas de turismo científico en Aysén, Chile, <i>Gestión Turística</i> , núm. 15, enero-junio, pp. 74-98. Universidad Austral de Chile Valdivia, Chile <a href="http://www.turismocientifico.cl/recursos/Bourlon%20y%20Mao.pdf">http://www.turismocientifico.cl/recursos/Bourlon%20y%20Mao.pdf</a>	Basic								
Benson, A. (2004). "Research tourism, professional travel for useful discoveries" in <i>Niche tourism: contemporary issues, trends and cases</i> , Oxford: Elsevier, pp. 133-144.	Basic								
Csl, S. y Lac, J. (2005). <i>Tourisme scientifique, pour voyager autrement</i> , Comité Régional en Tourisme Scientifique, Sagueney – Lac St Jean, 17 p.	Basic								
OCDE. (2010). <i>Tendencias y políticas en turismo</i> <a href="http://www.oecd.org/dataoecd/8/17/40530353.htm">http://www.oecd.org/dataoecd/8/17/40530353.htm</a> [acceso en marzo 2010]	Basic								
Cushner, K. (2004). <i>Beyond tourism: a practical guide to meaningful educational travel</i> , Information and Interdisciplinary Subjects Series, R&L Education, 165 p.	Basic								

Boldt, J. (2012). <i>Desarrollo de turismo científico en cerro galera, transformación territorial a través del conocimiento local y científico. Ruralidad de Aysén</i> . Universidad de Chile Facultad de Arquitectura y Urbanismo Escuela De Geografía. <a href="http://www.tesis.uchile.cl/bitstream/handle/2250/111677/boldt_j.pdf?sequence=1">http://www.tesis.uchile.cl/bitstream/handle/2250/111677/boldt_j.pdf?sequence=1</a>	Supplementary
Origet du Cluzeau, C. (2005). <i>Tourisme scientifique et tourisme culturel destins communs et divergences</i> , La lettre de l'OCIM, 101, pp. 6-11	Supplementary
Raggi, L. (2000). El altiplano Chileno. Guía para el turismo aventura y el turismo científico. S.E. Centro Internacional de Estudios Andinos. Universidad de Chile.	Supplementary
Proyectos de turismo científico de la Patagonia (CIEP). <a href="http://www.turismocientifico.cl/default.html">http://www.turismocientifico.cl/default.html</a>	Supplementary
Turismo científico (2014). <a href="http://turismohumano.com/page/a2.html">http://turismohumano.com/page/a2.html</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>			
Identify the concept of scientific tourism. Identificar el concepto de turismo científico	Presentation by the professor, encouraging student participation.	2	Participation
Know the history of scientific tourism	Presentation by the professor, encouraging student participation.	2	Participation
<b>SEMANA 2</b>			
Recognize the elements which comprise the scientific research and how it is differentiated from other tourism options.	Presentation by the professor and student research, presented and submitted in writing.	6	Papers and presentation
Analyze the existing certifications of scientific tourism	Presentation by the professor, encouraging student participation.	2	Participation
<b>SEMANA 3</b>			
Mention the differences between scientific tourism and other tourism options.	Presentation by the professor and student research, presenting findings	4	Participation and presentations.
<b>SEMANA 4</b>			
Know the certifications of scientific tourism.	Student Research and presentation with feedback by the professor	4	Papers and presentation
<b>SEMANA 5</b>			
Identify the potential of scientific tourism and multidisciplinary	Presentation by the professor, encouraging student participation.	4	Participation
Know the areas where scientific tourism may be developed	Student research and presentation	8	Papers and presentation
<b>SEMANA 6</b>			
Identify the thematic areas where scientific tourism may be implemented	Presentation by the professor, encouraging student participation.	4	participation
<b>SEMANA 7</b>			
Evaluation of the knowledge of	Application of an exam	6	Exam

topics I and III			
Recognize the importance of scientific tourism planning..	Presentation by the professor, encouraging student participation.	3	Participation
<b>SEMANA 8</b>			
Identify the audience and market niche.	Presentation by the professor, encouraging student participation.	4	Participation
Analyze the means of promotion and dissemination for scientific tourism, including the advantages and disadvantages of each.	The professor will present the topic and students will carry out research and debate	4	Power Point presentation
<b>SEMANA 9</b>			
Recognize the importance of interpretation and guides.	Presentation by the professor and student bibliographical research	6	Word papers with information found
Identify the travel categories which may be developed in scientific tourism	Presentation by the professor, encouraging student participation.	3	Participation
<b>SEMANA 10</b>			
Identify experiences in implementing scientific tourism in the international scope	Presentation by the professor and research presented in class.	4	Participation and presentation in class
Identify experiences in implementing scientific tourism in the national scope	Presentation by the professor and research presented in class.	4	Participation and presentation in class
<b>SEMANA 11</b>			
Know the impact of scientific tourism on the community	Presentation by the professor, encouraging student participation.	2	Participation
Identify services related to scientific tourism	Presentation by the professor, encouraging student participation.	2	Participation and presentation
<b>SEMANA 12</b>			
Evaluation of the knowledge of topics III and IV	Application of an exam	6	Exam
<b>SEMANA 13</b>			
Establish and sustain which zones are considered to have the potential for developing scientific tourism in the region.	Student presentation	4	Participation and presentation
Identify its main characteristics	Student presentation and debate.	3	Participation
<b>SEMANA 14</b>			
Indicate the elements required for an interpretation center as proposed.	Student Research and presentation with feedback by the professor	3	Presentation and participation.
<b>SEMANA 15</b>			
Development and design of scientific tourism in the state.	Research, presentation and case study	6	Presentation.
<b>SEMANA 16</b>			
Evaluation of the knowledge of topic V and research.	Application of an exam	6	Exam