



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

Course: Seminar of senior adult tourism			Course: (SCHOLAR)
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: Accounting Department	
Formation core: Professional			
Specific competencies to be developed:			
Competency 2 - Plans and designs tourism projects attending the social problem diagnosis.			
Competency 3 - Manages resources and evaluates tourism projects from an integral diagnosis.			

Introduction:

This course will allow the student the latent opportunity in the senior adult segment as a potential development for tourism. The student will become aware of the needs and characteristics of senior adults in order to promote the tourism supply which meets the expectations of this segment upon tourism activities.

Unit I will contribute knowledge of the conceptual framework of leisure and recreation activities, from the perspective of tourism supply and demand.

Unit II will study the recreation activities, their classification, planning and design.

Thematic unit III will identify the qualifications of the senior adult, motivations and perspectives of the use of free time.

Thematic unit IV describes the elements comprising the recreation activity plan for senior adults based on a diagnosis.

In unit V, the student will show the competencies obtained during the course through the development of a tourism project addressed to the senior adult sector.

Purpose:

This course forms part of the professional core. The main purpose is to provide students with the tools to design and plan leisure projects for senior adults, providing constructive, memorable, enjoyable experiences, based on the special requirements of this group of people.

General Objective:

To design a tourism project formed by a recreation activity program addressed to the senior adult sector.

Specific Objectives:

1. To recognize the importance of the recreation activity for human development.
2. To analyze population and socio-demographic data of the senior adult sector in an international national and local scope.
3. To identify the different recreation activities and their characteristics.
4. To identify the qualifications of the senior adult tourist.
5. To design a recreation activity program addressed to senior adults.

Competency units:**Competency unit I. Conceptual framework of tourism leisure and recreation activities**

Importance of recreation activities for human development
Historical background of the use of free time for recreation purposes.
Concepts of leisure, animation and recreation.
Animation of the structure of tourism products.

Competency unit II. Recreation activities

Activity classification
Characteristics of activities per user participation.
Analysis of the supply of national and international leisure activities for the different qualifications and characteristics of tourists.

Competency unit III. Profile of senior adult tourists

Classification of the senior adult segment
Physical and motor characteristics of senior adults
Motivations and expectations of senior adults with respect to the use of free time

Socio-cultural characteristics according to their origin.
 Statistical data of international, national regional senior adults

Competency unit IV. Planning activities for senior adult tourists.

Diagnosis of the situation of national and state senior adults.
 Social programs and civil associations promoting senior adult activities.
 Indicators for planning activities addressed to senior adult tourists.
 Animation techniques and their implementation in the group segment.
 Planning and developing activities according to their respective group.

Competency unit V. Design of a tourist recreation project for senior adults.

Development of a socio-cultural project addressed to the senior adult segment.
 Selection of a tourist destination for planning a senior adult trip.
 Implementing animation techniques in the real context.
 Promotion strategies for senior adult tourism projects.

Evaluation: general criteria for the course accreditation:

- The course evaluation comprises the following concepts::

Attendance (at least 80% of the total classes)	
Participation	10%
Individual paper	15%
Presentations	15%
Design of recreation activity programs	20%
Final practicum (submitted the last week)	40%

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

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)
Menchen, B. Francisco (2011) <i>La riqueza del tiempo libre. Como activar tu creatividad en el tiempo de ocio</i> . México: Trillas	Basic
Morfín, H. María (2010) <i>Administración del tiempo libre</i> . México: Trillas	Basic
Boullon, Roberto (2009) <i>Las actividades turísticas y recreacionales. El hombre como protagonista</i> . México: Trillas	Basic

Zamorano, C. Francisco (2008) <i>Turismo y Recreación</i> . México: Trillas	Basic
Lamb. Ch., Hair. J. & McDaniel, C. (2011). <i>Marketing</i> . México: Cengage	Supplementary
Lovelock, Ch. & Wirtz, J. (2009). <i>Marketing de Servicios</i> . México: Pearson	Supplementary
Kotler, P., Bowen, J. & Makens, J. (2004). <i>Marketing para Turismo</i> . Madrid: Pearson.	Supplementary
Lovelock, C., Reynoso, J., D'Andrea, G., Huete, L. & Wirtz, J. (2011). <i>Administración de servicios, estrategias para la creación de valor en el nuevo paradigma de los negocios</i> . México: Pearson Educación.	Supplementary
Marín, M.; García, A.; Troyano, Y. (2006) <i>Modelo de ocio activo en las personas mayores</i> . Revista Internacional de Ciencias Sociales y Humanidades, SOCIOTAM, Vol. XVI, N. 1, pp. 147 - 167.	Supplementary
http://www.soyentrepreneur.com/28201-aumenta-la-productividad-de-tu-empresa.html Travel agency for senior adults http://www.100ideasparaemprender.com/home/2011/01/agencia-de-viaje-para-la-tercera-edad/	

Competency development			
Learning outcomes	Educational activities	Volume of student work in hours	Evaluation
SEMANA 1			
Historical background of the use of leisure time for recreation purposes.	Presentation by the professor, encouraging student participation.	2	Participation
Understand the following concepts: leisure, animation and recreation.	Presentation by the professor, encouraging student participation.	1	Questions after the final session
SEMANA 2			
Identify the types of recreation activities and their characteristics	Presentation by the professor, encouraging student participation.	3	Power point presentation
SEMANA 3			
Describe the recreation activities of the local scope, mention examples and promotion entities.	Student research and presentation with feedback by the professor.	3	Papers and presentation
SEMANA 4			
He will understand the different recreation activities.	Presentation by the professor, encouraging student participation.	3	Papers and participation
SEMANA 5			
Analysis of the national and international supply of leisure activities for different profile tourists.	Student research and presentation	3	Papers and presentation
SEMANA 6			
He will understand the physical and motor characteristics of senior adults	Presentation by the professor	2	Participation

He will analyze the motivations and expectations of senior adults with respect to the use of free time	Student research and presentation with feedback by the professor.	4	Papers and presentation
SEMANA 7			
He will analyze the population and demographic indicators of senior adults within the national and local context.	Research and bibliographical review, library session, support by inegi advisers.	2 hours	Participation
He will assess the senior adult market segment	Case study: Trip of a group of senior adults to Ecuador	1 hours	essay
SEMANA 8			
Identify the expectations of senior adults in the local scope.	Survey to identify the interests of a subsegment of senior adults with respect to the use of free time	3 hours	Submit the research report and presentation of results.
SEMANA 9			
Evaluate the recreation activity programs of social organizations and civil associations who promote senior adult activities.	Field research	3 hours	Word papers with the information found
SEMANA 10			
Eplian the animation techniques and implement them for the senior adults group.	Practicum: Development of socio-cultural activities for senior adults.	3 hours	Practicum in Word.
SEMANA 11			
He will understand the eight stages of the entrepreneurial purchasing process.	Presentation and bibliographical review	3 hours	Participation
Apply the market segmentation techniques.	Role playing	2 hours	Participation
SEMANA 12			
Assess a tourist destination for planning a trip for senior adults.	DOFA analysis of a tourist destination selected according to physical characteristics of the tourist segment at issue.	3 hours	Presentation and debate
SEMANA 13			
He will develop a tourism project integrating the animation activities address to senior adults.	Development of the justification, scope and objective of the project.	3 hours	Project progress
SEMANA 14			
Recognize the importance of senior adults for a State tourism development..	Lecture	3 hours	Lecture synthesis
SEMANA 15			
Develop a promotion plan for a tourism project.	Research	3 hours	Marketing plan progress
SEMANA 16			
Presentation of a tourism project.	Presentation	3 hours	Executive report of the tourism Project.