



I. INFORMACIÓN GENERAL

CURSO	:	Desarrollo de Destinos Turísticos
CÓDIGO	:	TU57
CICLO	:	201801
CUERPO ACADÉMICO	:	Campana Ramenghi, Victor Raul
CRÉDITOS	:	3
SEMANAS	:	16
HORAS	:	2 H (Práctica) Semanal /2 H (Teoría) Semanal
ÁREA O CARRERA	:	Turismo y Administracion

II. MISIÓN Y VISIÓN DE LA UPC

Misión: Formar líderes íntegros e innovadores con visión global para que transformen el Perú.

Visión: Ser líder en la educación superior por su excelencia académica y su capacidad de innovación.

III. INTRODUCCIÓN

Tourist destinations are facing new challenges: fast changes in the economic, political and technological environment, considerable reduction of distances, reaction times, risks of deterioration in urban areas, growing number of competitors, more information availability for buyers, increasing dependency of own resources. Therefore, the course seeks for students to develop a tourism offer of competitive value which includes applying the marketing strategies of tourist destinations.

The course will allow the student to obtain competences and knowledge about the operation and characteristics of the new tourist destinations and how to manage quality tourism spaces. They will be able to identify the key elements for the development of tourist destinations, as well as future scenarios that could be faced in the labor and tourism fields.

At the professional level, the transfer of current knowledge will promote the student's understanding of the importance of having quality tourism destinations and through the constant contrast with current reality that is capable of proposing strategies for optimal management of tourism destinations, starting from real cases, as well as solutions and strategies for tourist development.

Tourist Destinations Development is a Tourism and Business Administration program theoretical course, aimed at ninth-term students which seeks to develop the Written Communication and Oral Communication and Innovative Thinking Institutional Learning Outcome as well as Tourism and Business Administration Learning Outcome: Planning and control, Information management, Sustainability; and Develop strategic and operational plans in the level three.

IV. LOGRO (S) DEL CURSO

Upon completion the course, the student designs a development project of a tourist destination including all the components seen in class.

INSTITUTIONAL LEARNING OUTCOMES (ILO's)

ILO 1: Written Communication

Level: 3

Definition: The ability to create messages with relevant content and solid arguments that are clearly connected, and appropriate for different purposes and audiences.

ILO 2: Oral Communication

Level: 3

Definition: The ability to efficiently convey oral messages geared toward different audiences, using different resources that facilitate their understanding and purpose attainment.

ILO 3: Innovative Thinking

Level: 3

Definition: The ability to generate sustainable and creative proposals for solving a problem, which involve the improvement or creation of a product, service or process, positively impacting a given context.

PROGRAM LEARNING OUTCOMES (PLO's)

PLO1: Planning and control

Level: 3

Definition: Formulate business plans in the tourism industry based on the information and data collected from the industry environment.

CPO2: Information management

Level: 3

Definition: Recognize trends and interpret organizational data to develop the most effective business strategies for the tourism industry.

PLO3: Sustainability

Level: 3

Definition: Recognize how their actions and decisions can have an effect on the industry.

PLO4: Develop strategic and operational plans

Level: 3

Definition: Analyze key tourism statistics to create sound action plans.

COURSE LEARNING OUTCOMES (CLO's):

Upon successful completion of the course students will be able to:

CLO 1: Describe the functions, components, structure and qualities of a tourism destination.

CLO2: Design a value proposal for a tourism destination used of analysis tools, development strategies and reinvestment of tourism destinations.

CLO3: Develop participation strategies to key actors and stakeholders to tourism destination.

CLO4: Design a marketing plan of a tourism destination.

V. UNIDADES DE APRENDIZAJE

UNIDAD N°: 1 TOURISM DESTINATION
LOGRO Upon completion of the unit, student distinguishes destinations and markets to be developed globally.
TEMARIO * Definition, concepts and characteristics of the development of tourism destinations. * Tourist Destinations of South America. * Tourist Destinations of Central and North America. Week 2: * Markets to be developed in South America. * Markets to be developed in Central and North America. WEEKS 3: * Tourist Destinations in Europe * Tourist Destinations in Asia * Tourist Destinations in Africa and Oceania Week 4: * Markets to be developed in Europe. * Markets to be developed in Asia. Week 5: * Markets to be developed in Africa and Oceania. * Evaluation: (PC1): Students take a test of everything related and seen in the previous weeks.
HORA(S) / SEMANA(S) WEEKS 1, 2, 3, 4 AND 5

UNIDAD N°: 2 METHODOLOGY, PLANNING AND STANDARD AS FOUNDATION FOR THE DEVELOPMENT OF TOURIST DESTINATIONS
LOGRO Upon completion of the unit, student evaluates the standards required to establish a destination development planning.
TEMARIO Week 6: * Tourist Destinations in Peru and its development. * Planning of the tourist activity. * Trends to develop a tourist destination. Week 7:

- * Standards to evaluate developing a tourist destination.
- * Sustainability of the Destination
- * Academic Task: (TA): The students deliver the assigned work of everything related and seen in the weeks prior to it.

Week 8:

Mid ζ term Exam

HORA(S) / SEMANA(S)

WEEKS 6, 7 AND 8

UNIDAD N°: 3 DESIGN, ORGANIZATION AND DEVELOPMENT OF THE TOURIST DESTINATION

LOGRO

Upon completion of the unit, student assess elements and factors of the creative process to determine the development of a tourist destination.

TEMARIO

Week 9:

- * Excursion

Week 10:

- * Analysis and typology for the development of the tourist destination.
- * Loss of competitiveness and re-engineering in the development of the tourist destination.
- * Effects on the development of a tourist destination.
- * Construction and life cycle in the development of a tourist destination.

Week 11:

- * Choice and travel reasons.
- * Objectives of Tourist destination.
- * Master plan of destination development.

HORA(S) / SEMANA(S)

WEEKS 9, 10 AND 11

UNIDAD N°: 4 MARKETING AND MANAGEMENT IN THE DEVELOPMENT OF TOURIST DESTINATIONS

LOGRO

Upon completion of the unit, student applies marketing strategies for destinations, with emphasis to attracting customers, tourism competitiveness and customer service.

TEMARIO

Week 12:

- * Social media marketing
- * Sales Channels.
- * Destination community management
- * Evaluation: (PC2): Students perform a group evaluation.

Week 13:

- * Social media marketing.
- * Sales Channels.

* Destination community management.

Week 14:

* The Creation of Value.

* Academic Assignment

Week 15:

* Quality tourism services.

* Quality Plan of a tourist destination.

* Submittance of final assignment

Week 16:

* Presentation of final assignment

HORA(S) / SEMANA(S)

WEEKS 12, 13,14,15 AND 16

VI. METODOLOGÍA

The UPC's Educational Model ensures comprehensive training, based on the development of competencies, which are promoted through a teaching-learning process where the student plays an active role in their learning, building on reflection criticism, analysis, discussion, evaluation, exposure and interaction with their peers, and connecting it with their previous experiences and knowledge. Therefore, each session is designed to offer the student several ways to appropriate and put into practice the new knowledge in real or simulated contexts, recognizing the importance that this has for their professional success.

This course will take place four hours per week, between theoretical and practical lessons. The professor will act as a facilitator of the teaching-learning processes.

Practical hours will foster cooperative work, by using active participation strategies through the development and discussion of debates and the resolution of cases and examples, relating theory to reality, allowing students to apply all the concepts acquired during classes.

Multimedia presentations, videos and group dynamics will be implemented so as to ensure the students; better understanding.

Likewise, students will employ everything they have learned throughout the course when designing the marketing plan of a tourism destination.

VII. EVALUACIÓN

FÓRMULA

10% (PC1) + 10% (TA1) + 20% (EA1) + 10% (PC2) + 15% (TA2) + 15% (TF1) + 20% (EX1)

TIPO DE NOTA	PESO %
PC - PRÁCTICAS PC	10
TA - TAREAS ACADÉMICAS	10
EA - EVALUACIÓN PARCIAL	20
PC - PRÁCTICAS PC	10
TA - TAREAS ACADÉMICAS	15
TF - TRABAJO FINAL	15
EX - EXPOSICIÓN	20

VIII. CRONOGRAMA

TIPO DE PRUEBA	DESCRIPCIÓN NOTA	NÚM. DE PRUEBA	FECHA	OBSERVACIÓN	RECUPERABLE
PC	PRÁCTICAS PC	1	Week 5	Unit 1	SÍ
TA	TAREAS ACADÉMICAS	1	Week 7	Units 1 y 2	NO
EA	EVALUACIÓN PARCIAL	1	Week 8	Units 1 y 2	SÍ
PC	PRÁCTICAS PC	2	Week 12	Units 1 - 4	SÍ
TA	TAREAS ACADÉMICAS	2	Week 14	Units 4	NO
TF	TRABAJO FINAL	1	Week 15	Units 1 - 4	NO
EX	EXPOSICIÓN	1	Week 16	Units 1 - 4	NO

IX. BIBLIOGRAFÍA DEL CURSO

BÁSICA

UNIVERSIDAD PERUANA DE CIENCIAS APLICADAS (UPC), Centro De Información. Catálogo en línea: http://bit.ly/TU57_UPC.

RECOMENDADA

(No necesariamente disponible en el Centro de Información)

BERNABÉ, A. (1999) La planificación turística de los espacios naturales y rurales. Turismo en espacios naturales y rurales. Primera. Valencia.

BIGRE ALCAÑIZ, Enrique y FONT AULET, Xavier (2000) Marketing de destinos turísticos. 1. Madrid. ESIC Editorial:

BOYD, S.W. (1996) Seeing the forest through the trees: using geographical information systems to identify potential, ecotourism sites in Northern Ontario, Canada. Practicing responsible tourism: international case studi. Primera. New York.

CKESPI, M. (2011) Destinos turísticos. Primera. Madrid.

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HILL, C.W.L. y JONES, G.R. (2009) Administración estratégica. Primera. México D.F..

IZAGUIRRE SOTOMAYOR, M. (2014) Marketing del servicio turístico y hotelero. Primera. Bogotá.
MARTINEZ LEAL, Beatriz y ROJO GIL, Rocío (2013) Destinos turísticos. Primera. Madrid.
OJEDA GARCÍA, C. (2012) Marketing turístico. Primera. Madrid.
REGALADO, O. (2011) La planificación estratégica en turismo: conceptos, modelos y pautas. Segunda.
Buenos Aires.