



I. INFORMACIÓN GENERAL

CURSO	:	Desarrollo de Destinos Turísticos
CÓDIGO	:	TU73
CICLO	:	202101
CUERPO ACADÉMICO	:	Solari Garcia, Renzo Antonio
CRÉDITOS	:	3
SEMANAS	:	16
HORAS	:	3 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

Description: The academic subject Tourist Destinations Development, belongs to the Administration & Tourism career. It is theoretical and practical in nature and aimed at students of the ninth cycle. Students will develop the specific competences of evaluation and practical application for the promotion of destinations with strong tourism potential.

The academic subject Tourist Destinations Development, will allow student to obtain competences and knowledge about the operation and characteristics of new tourist destinations and how to manage tourist spaces. Students 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 students' understanding of the importance of having quality tourist destinations. Through the constant contrast with current reality, students will be capable of proposing strategies for optimal management of tourist destinations; starting from real cases, students will provide solutions and strategies for tourism development.

Likewise, the student will develop the capacity for constant analysis, innovation, and management of current trends in national and international tourism. These competences will allow them to make decisions and carry out feasible projects in the labor field, which will lead to meeting the goals set.

Purpose

The Tourist Destinations Development course has been designed with the purpose of allowing the future professionals in Tourism, to develop their skills in the management and optimization of tourist destinations.

Pre-requisite: TU56 Tourism Development.

IV. LOGRO (S) DEL CURSO

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

Competence: Written communication

Level: 3

Definition: Construct messages with relevant content and to develop solid statements that are clearly connected and that can be understood by diverse audiences.

Competence: Oral communication

Level: 3

Definition: Transmit oral messages for diverse audiences in an efficient manner, using different resources that facilitate the understanding of the message and achieve the purpose of learning.

Competence: Innovative thinking

Level: 3

Definition: Conduct a thorough analysis of problems, ideas or events, to formulate solid conclusions and valid opinions.

Competence: Planning and control

Level: 3

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

Competence: Information management

Level: 3

Definition: Recognize trends and interprets data to develop the most efficient business strategies for the tourism industry.

Competence: Sustainability

Level: 3

Definition: Recognize the actions and decisions that exert an impact over the sustainability of the tourism sector.

Competence: Development of strategic and operational plans

Level: 3

Definition: Analyze statistics and key data for the development of personalized plans of action.

COURSE LEARNING OUTCOMES (CLO_is):

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
<p>LOGRO</p> <p>Upon completion of the unit, the students distinguish destinations and markets to be developed globally.</p> <p>Competence: Information Management.</p> <p>TEMARIO</p> <p>Week 1:</p> <ul style="list-style-type: none">* Tourist Destination Development: definition, concepts and characteristics. <p>Learning activities:</p> <ul style="list-style-type: none">* Video Analysis* Storytelling* Lecture: Innovation in tourism <p>Bibliography:</p> <p>KOTLER PHILIP. (2014). Marketing para turismo. Madrid: Pearson. https://www.biblionline.pearson.com/Pages/BookDetail.aspx?b=1833)</p> <p>Week 2:</p> <ul style="list-style-type: none">* Elaboration of the local tourism development plan: Development of activities, Planning and local management. <p>Learning activities:</p> <ul style="list-style-type: none">* Video Analysis.* Case study* Lecture: Tourism and urban identity the case of three cities in Mexico. <p>Bibliography:</p> <p>KOTLER PHILIP. (2014). Marketing para turismo. Madrid: Pearson. https://www.biblionline.pearson.com/Pages/BookDetail.aspx?b=1833)</p> <p>HONER, S., & SWARBROOKE, J. (2016). Consumer behaviour in tourism. Routledge http://www.sciencedirect.com.upc.remotexs.xyz/science/article/abs/pii/S0261517701000176?via%3Dihub</p> <p>Week 3:</p> <ul style="list-style-type: none">* Tourism destinations functions: Quality of life, international competitiveness, economic development, satisfaction. <p>Learning activities:</p> <ul style="list-style-type: none">* Video Analysis* Storytelling* Lecture: The Effects of Tourism on Quality of Life: A Case Study of Shiraz, Iran. <p>Learning evidence:</p> <p>DD1: Written assignment and class presentation.</p>

Bibliography:

KOTLER PHILIP. (2014). Marketing para turismo. Madrid: Pearson.
<https://www.biblionline.pearson.com/Pages/BookDetail.aspx?b=1833>)

HONER, S., & SWARBROOKE, J. (2016). Consumer behaviour in tourism. Routledge
<http://www.sciencedirect.com.upc.remotexs.xyz/science/article/abs/pii/S0261517701000176?via%3Dihub>

Week 4:

* Steps-in-Development-Process:Begin the Ongoing Tourism Planning Process with Community Input.

Learning activities:

- * Video Analysis
- * Storytelling
- * Lecture: Taquile A Peruvian Tourist Island Struggling for Control.

Bibliography:

KOTLER PHILIP. (2014). Marketing para turismo. Madrid: Pearson.
<https://www.biblionline.pearson.com/Pages/BookDetail.aspx?b=1833>)

HONER, S., & SWARBROOKE, J. (2016). Consumer behaviour in tourism. Routledge
<http://www.sciencedirect.com.upc.remotexs.xyz/science/article/abs/pii/S0261517701000176?via%3Dihub>

Week 5:

* Tourism Planning: What do the public & private sector do?

Learning activities:

- * Video Analysis
- * Storytelling
- * Lecture: Tourism and Culture Partnership in Peru.

Bibliography:

KOTLER PHILIP. (2014). Marketing para turismo. Madrid: Pearson.
<https://www.biblionline.pearson.com/Pages/BookDetail.aspx?b=1833>)

HONER, S., & SWARBROOKE, J. (2016). Consumer behaviour in tourism. Routledge
<http://www.sciencedirect.com.upc.remotexs.xyz/science/article/abs/pii/S0261517701000176?via%3Dihub>

HORA(S) / SEMANA(S)

WEEKS 1, 2, 3, 4 y 5

UNIDAD N°: 2 METHODOLOGY, PLANNING AND STANDARD AS FOUNDATION FOR THE DEVELOPMENT OF TOURIST DESTINATIONS

LOGRO

Upon completion of the unit, the student evaluates the standards required to establish a destination development planning.

Competences: Written communication, Oral communication, Sustainability, Innovative thinking, and Information management.

TEMARIO

Week 6:

* Branding: Brand and Trademark

* Academic Task: (TA1): Students present their analysis of a tourism destination.

Learning activities:

* Storytelling

* Students' presentations

* Case study

Learning evidence:

TA1: Destination Analysis

Bibliography:

KOTLER PHILIP. (2014). Marketing para turismo. Madrid: Pearson.
<https://www.biblionline.pearson.com/Pages/BookDetail.aspx?b=1833>)

Week 7:

* Marketing Mix Product: Attributes and Characteristics of the Tourism Product.

Learning activities:

* Video Analysis

* Storytelling

* Lecture: Tourist's satisfaction towards Tourism products and market; A case study of Uttaranchal

Bibliography:

KOTLER PHILIP. (2014). Marketing para turismo. Madrid: Pearson.
<https://www.biblionline.pearson.com/Pages/BookDetail.aspx?b=1833>)

Week 8:

EX: Exposition of the partial project at 50%.

Presentation of partial assignment at 50%. Academic task: Students present their final assignment, including the written proposal for the development of a tourist destination.

Group dynamic: Exposition of the final assignment.

HORA(S) / SEMANA(S)

WEEKS 6, 7 y 8

UNIDAD Nº: 3 DESIGN, ORGANIZATION AND DEVELOPMENT OF THE TOURIST DESTINATION

LOGRO

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

Competences: Planning and control, Sustainability, and Innovative thinking.

TEMARIO

Week 9:

Class Guest: Presentation on the Role of Tourism Intermediaries in favor of community development through sustainable tourism.

Learning activities:

Script of interview, Round of questions on the exposed subject.

Bibliography:

Roger G Shroeder. (2011). ADMINISTRACION DE OPERACIONES, México, Mc Graw Hill.

Week 10:

* Marketing Mix Price: Strategic pricing and Tactics.

Learning activities:

* Video Analysis

* Storytelling

* Lecture: Pricing strategies of low-cost airlines: The Rtanair case of study.

Learning evidence:

DD2

*Academic Task (DD2): Research a case study of a tourist destination abroad Peru.

Bibliography:

ROGER G Shroeder. (2011). ADMINISTRACION DE OPERACIONES, México, Mc Graw Hill.

Week 11:

* Marketing Mix Place: Distributions channels in tourism.

Learning activities:

* Video Analysis

* Storytelling

* Lecture: Hotelmag controlling distribution costs in hospitality.

Bibliography:

ROGER G Shroeder. (2011). ADMINISTRACION DE OPERACIONES, México, Mc Graw Hill.

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

Competences: Written communication, Oral communication, Innovative thinking, Planning and control, Information management, Development of strategic and operational plans.

TEMARIO

Week 12:

* Marketing Mix Promotion, Gatekeepers: Opinion formers and opinion leaders.

* Academic Task: (TA2): Students present their analysis of a tourism market.

Learning activities:

- * Video Analysis
- * Storytelling
- * Lecture: Role of Media in the Promotion of Tourism Industry in India.

Learning evidence:

TA2

Research of a tourism market.

Bibliography:

KOTLER PHILIP. (2014). Marketing para turismo. Madrid: Pearson.
<https://www.biblionline.pearson.com/Pages/BookDetail.aspx?b=1833>)

Week 13:

- * Support consultancies: Project title, introduction, justification.

Learning activities:

- * Casuistry
- * Group dynamics
- * Group Participatory Exhibition

Bibliography:

KOTLER PHILIP. (2014). Marketing para turismo. Madrid: Pearson.
<https://www.biblionline.pearson.com/Pages/BookDetail.aspx?b=1833>)

Week 14:

- * Support consultancies: Project title, introduction, justification.

Learning activities:

- * Casuistry
- * Group dynamics
- * Group Participatory Exhibition

Bibliography:

KOTLER PHILIP. (2014). Marketing para turismo. Madrid: Pearson.
<https://www.biblionline.pearson.com/Pages/BookDetail.aspx?b=1833>)

Week 15:

- * Support consultancies: Project title, introduction, justification.

- * Academic task:

Students present their final written assignment, including the written proposal for the development of a tourist destination.

Learning activities:

- * Group presentation of the final written assignment.

Learning evidence:

TF.

Final work: Written assignment

Bibliography:

KOTLER PHILIP. (2014). Marketing para turismo. Madrid: Pearson.
<https://www.biblionline.pearson.com/Pages/BookDetail.aspx?b=1833>)

Week 16:

EX: Exposition of final project.

Presentation of final assignment. Academic task: Students present their final assignment, including the written proposal for the development of a tourist destination.

HORA(S) / SEMANA(S)

WEEKS 12, 13,14,15 AND 16

VI. METODOLOGÍA

UPC's Educational Model ensures comprehensive training, based on the development of competences, which are promoted through a teaching-learning process where students play an active role in their learning, building on reflective criticism, analysis, discussion, evaluation, exposure and interaction with their peers, and connecting the class content with their previous experiences and knowledge. Therefore, each session is designed to offer students several ways to put into practice the new knowledge in real or simulated contexts, recognizing the importance that of this knowledge 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 case studies 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 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. The student must devote at least three hours for research and development of complementary activities to the week outside of class time.

On academic honesty: The UPC encourages students to carry out research and intellectual production, which is why the original creation of all kinds of academic work is considered essential. In this sense, the Discipline Regulation <https://sica.upc.edu.pe/sites/sica.upc.edu.pe/files/SICA-REG-26%20V06%20REGLAMENTO%20DE%20DISCIPLINA%20DE%20ALUMNOS%20firmado.pdf> sanctions those situations that attempt against academic honesty such as: trying or carrying out a total or partial plagiarism, when taking an evaluation or presenting an academic work.

VII. EVALUACIÓN

FÓRMULA

5% (DD1) + 5% (TA1) + 20% (EX1) + 10% (DD2) + 10% (TA2) + 30% (TF1) + 20% (EX2)

TIPO DE NOTA	PESO %
DD - EVAL. DE DESEMPENO	5
TA - TAREAS ACADÉMICAS	5
EX - EXPOSICIÓN	20
DD - EVAL. DE DESEMPENO	10
TA - TAREAS ACADÉMICAS	10
TF - TRABAJO FINAL	30
EX - EXPOSICIÓN	20

VIII. CRONOGRAMA

TIPO DE PRUEBA	DESCRIPCIÓN NOTA	NÚM. DE PRUEBA	FECHA	OBSERVACIÓN	RECUPERABLE
DD	EVAL. DE DESEMPEÑO	1	Week 3	Unit 1. Learning evidence: Written assignment and class presentation Competence evaluated: Written communication and oral communication. Individual assignment	NO
TA	TAREAS ACADÉMICAS	1	Week 6	Learning evidence: Research of a tourism market. Competence evaluated: Information management. Individual assignment	NO
EX	EXPOSICIÓN	1	Week 8	Unit 2. Learning evidence: Presentation of partial project at 50% Competence evaluated: Planning and control and development of strategic and operational plans. Group assignment	NO
DD	EVAL. DE DESEMPEÑO	2	Week 10	Unit. Learning evidence: Written assignment and class presentation Competence evaluated: Written communication and oral communication Individual assignment	NO
TA	TAREAS ACADÉMICAS	2	Week 12	Unit. Learning evidence: Research of a tourism market. Competence evaluated: Information management. Individual assignment	NO
TF	TRABAJO FINAL	1	Week 15	Units 1 - 4. Learning evidence: Written assignment. Competence evaluated: Planning and control and development of strategic and operational plans. Group assignment	NO
EX	EXPOSICIÓN	2	Week 16	Units 1 - 4. Learning evidence: Presentation of final project. Competence evaluated: Planning and control and development of strategic and operational plans. Group assignment	NO

IX. BIBLIOGRAFÍA DEL CURSO

https://upc.alma.exlibrisgroup.com/leganto/readinglist/lists/6315194780003391?institute=51UPC_INST&auth=LOCAL