



### Anexo 8.3



## Programa Condensado y Calendario del Curso

<b>Subject or learning unit:</b> Tourist planning	<b>Last Update:</b> January 2016
<b>Degree:</b> International Relations.	<b>Plan:</b> 401
<b>Semester:</b> 7th	<b>Credits:</b> 2

Week	Topic.	Activities, Homework, Test	Text Reference
1	Course Introduction.	<ul style="list-style-type: none"> <li>• Presentation of the course.</li> <li>• Integration of teams.</li> </ul>	N/A
2	Purpose and meaning of tourism planning	<ul style="list-style-type: none"> <li>• <b>Summary of Chapter 1 (Purpose and meaning of tourism planning)</b></li> <li>• <b>Facilitation exhibition.</b></li> <li>• <b>Class Notes.</b></li> <li>• <b>Discussion and debate class.</b></li> </ul>	GUNN Y VAR (2002) HERNANDEZ DÍAZ (2009) MOLINA (2009)
3	Tourism understood as a system.	<ul style="list-style-type: none"> <li>• <b>Conceptual map of the tourism system.</b></li> <li>• Facilitation exhibition.</li> <li>• Class Notes.</li> <li>• Discussion and debate class.</li> </ul>	GUNN Y VAR (2002) HERNANDEZ DÍAZ (2009) MOLINA (2009)
4	The relationship between growth, sustainability and ecotourism.	<ul style="list-style-type: none"> <li>• <b>Summaries of chapters 3 and 4 (The relationship between growth, sustainability and ecotourism- Politics, public and private policy on tourism)</b></li> <li>• Facilitation exhibition.</li> <li>• Discussion and debate class.</li> <li>• <b>Desk review-conceptual (Status and prospects of tourism in Mexico)</b></li> </ul>	GUNN Y VAR (2002) HERNANDEZ DÍAZ (2009) MOLINA (2009) PÉREZ DE LAS HERAS (2008)
5	The relationship between growth, sustainability and ecotourism.	<ul style="list-style-type: none"> <li>• Facilitation exhibition.</li> <li>• Class Notes.</li> <li>• Discussion and debate class.</li> </ul>	GUNN Y VAR (2002) HERNANDEZ DÍAZ (2009) MOLINA (2009)



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## Programa Condensado y Calendario del Curso

6	Public policy and private policy on tourism	<ul style="list-style-type: none"> <li>Facilitation exhibition.</li> <li>Class Notes.</li> <li>Discussion and debate class.</li> <li><b>Theory test. Conceptual (1)</b></li> </ul>	GUNN Y VAR (2002) HERNANDEZ DÍAZ (2009) MOLINA (2009) PÉREZ DE LAS HERAS (2008)
7	Regional Planning.	<ul style="list-style-type: none"> <li>Facilitation exhibition.</li> <li>Class Notes.</li> <li>Discussion and debate class.</li> </ul>	GUNN Y VAR (2002) HERNANDEZ DÍAZ (2009) MOLINA (2009)
8	Regional Planning.	<ul style="list-style-type: none"> <li>Facilitation exhibition.</li> <li>Class Notes.</li> <li>Discussion and debate class.</li> </ul>	GUNN Y VAR (2002) HERNANDEZ DÍAZ (2009) MOLINA (2009)
9	Scale planning target.	<ul style="list-style-type: none"> <li>Facilitation exhibition.</li> <li>Class Notes.</li> <li>Discussion and debate class.</li> </ul>	GUNN Y VAR (2002) HERNANDEZ DÍAZ (2009) MOLINA (2009)
10	Scale planning target.	<ul style="list-style-type: none"> <li>Facilitation exhibition.</li> <li>Class Notes.</li> <li>Discussion and debate class.</li> </ul>	GUNN Y VAR (2002) HERNANDEZ DÍAZ (2009) MOLINA (2009)
11	Planning at site.	<ul style="list-style-type: none"> <li>Facilitation exhibition.</li> <li>Class Notes.</li> <li>Discussion and debate class.</li> </ul>	GUNN Y VAR (2002) HERNANDEZ DÍAZ (2009) MOLINA (2009)
12	Planning at site.	<ul style="list-style-type: none"> <li>Facilitation exhibition.</li> <li>Class Notes.</li> <li>Discussion and debate class.</li> <li><b>Theory test. Conceptual (2º)</b></li> </ul>	GUNN Y VAR (2002) HERNANDEZ DÍAZ (2009) MOLINA (2009)
13	Planning Case Studies.	<ul style="list-style-type: none"> <li>Facilitation exhibition.</li> <li>Class Notes.</li> <li>Discussion and debate class.</li> <li><b>Presentation of case study.</b></li> </ul>	GUNN Y VAR (2002) HERNANDEZ DÍAZ (2009) MOLINA (2009)
14	Planning Case Studies.	<ul style="list-style-type: none"> <li>Facilitation exhibition.</li> <li>Class Notes.</li> <li>Discussion and debate class</li> <li><b>Presentation of case study.</b></li> </ul>	GUNN Y VAR (2002) HERNANDEZ DÍAZ (2009) MOLINA (2009)



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15	Integrator Product	Delivering Results.	N/A
16	Final grades	Activities,evidence and tests.	N/A
17	Tutorials	Activities,evidence and tests.	N/A
18	Course of second chance.	Activities,evidence and tests.	N/A
19	Course of second chance.	Activities,evidence and tests.	N/A
20	Delivering Results.	Delivering Results.	N/A

### STUDENT ACTIVITIES

Attendance in class.

Evidence.

Test.

Presentations.

### EVALUATION

	%
Summary of Chapter 1 ( Purpose and meaning of tourism planning )	2
Conceptual map of the tourism system.	4
Summary of Chapters 3 and 4 ( The relationship between growth , sustainability and ecotourism - Politics, public and private policy on tourism)	4
Theoretical exam - conceptual (1º)	30
Presentation of a case study on planning a region, destination or site.	20
Theoretical exam - conceptual (2º)	30
Integrator Product	10
<b>Total</b>	<b>100</b>

### TEXT REFERENCE

Name of the Book:	Tourism planning. Basics, concepts and cases. 4ª Ed
Author (s):	GUNN, C.; VAR, T.
Editorial:	Routledge
Year of publication:	2002



### Anexo 8.3



## Programa Condensado y Calendario del Curso

Name of the Book:	Planificación Turística. Un enfoque metodológico
Author (s):	HERNANDEZ DIAZ, E.
Editorial:	Trillas
Year of publication:	2009
Name of the Book:	Turismo: Metodología para su planificación
Author (s):	MOLINA, S.
Editorial:	Trillas
Year of publication:	2009
Name of the Book:	Manual del Turismo Sostenible
Author (s):	PEREZ DE LAS HERAS, M.
Editorial:	Mundi-Prensa
Year of publication:	2008
Name of the Book:	Tourism development growth, myths and inequalities
Author (s):	BURNS, P.; NOVELLI, M.
Editorial:	CABI
Year of publication:	2008