



Anexo 8.3

Programa Condensado



Subject or learning unit: Tourist planning	Last Update: July 2016
Degree: International Relations.	Plan: 401
Semester: 7th	Credits: 2

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



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



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15	Integrator Product	Delivering Results.	N/A
16	Upload first opportunity grades in SIASE.	Activities,evidence and tests.	N/A
17	Counseling for second opportunity	Activities,evidence and tests.	N/A
18	Second opportunity	Activities,evidence and tests.	N/A
19	Second opportunity	Activities,evidence and tests.	N/A
20	Final grades in SIASE	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
Total	100

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



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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

ccp. Secretarios Académicos
ccp. Auxiliar Académico
ccp. Alumno