

Course Information			
Code:	TGT5210	Course:	CONSULTORÍA
Coordination Area / Program:	FAC. HTG TURISMO	Mode:	Presencial
Credits: 04	Teaching hours: 60	Autonomous Learning Hours:	84
Period: 2018-01	Start date and end of period: del 15/03/2018 al 01/07/2018		
Career: ADMINISTRACIÓN EN TURISMO			

Detail of Teaching hours							
Sum: 60	Theory: 56	Practice: 0	Laboratory: 0	Evaluation Theory: 04	Evaluation Practice: 0	Reinforcement Theory: 0	Reinforcement Practice: 0

Course Pre-requisites		
Code	Course - Credits	Career
FC-TUR MERCURI	MERCADO TURÍSTICO	ADM. TURISMO

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
MELENEZ ROMAN, JOSE FRANCISCO	JMELENEZ@USIL.EDU.PE	9:00 – 18:00	Facultad HTG

Instructors
You can check the timetables for each teacher in their INFOSIL in the <i>Classes Development Teachers</i> option <i>Teachers</i> .

Course Overview
The course provides students with a global panorama of different kinds of services that can be offered from a private consulting in tourism, the characteristics of this activity and the required methods to offer competitive services to the market. During the course the student will take on a group project on real consulting in which he/she will apply the tools learned in class. The results of this project will be presented at the end of the semester to a qualifying committee.

Course Competencies	
Professional Competency	<p>PC 1 Manages companies and touristic services with high standards of quality for private and public organizations in the domestic and international context.</p> <p>PC 3 Designs and applies strategic, tactical and operational plans of tourism marketing with a prospective vision of the sector for the domestic and international context.</p> <p>PC 5 Proposes and sustains touristic proposals, with bilingual command in national and international forums.</p> <p>PC 6 Develops consultant projects in which planning, managing and marketing tools are applied to help public and private tourism organizations in the national and international context in the most efficient and effective manner possible.</p>
Level of Professional Competency	<p>PC 1 L-3 Manages companies and touristic services with high standards of quality for private and public organizations in the domestic and international context.</p> <p>PC 3 L-3 Designs and applies strategic, tactical and operational plans of tourism marketing with a prospective vision of the sector for the domestic and international context.</p> <p>PC 5 L-3 Proposes and sustains touristic proposals, with bilingual command in national and international forums.</p> <p>PC 6 L-3 Develops consultant projects in which planning, managing and marketing tools are applied to help public and private tourism organizations in the national and international context in the most efficient and effective manner possible.</p>
	<p>Communication Skills Communication skills make it possible for a person to use diverse linguistic tools to carry out</p>

USIL General Competencies	business. This is a fundamental competency for learning and networking at USIL.
	Bilingual Communication Bilingual communication means mastering two different languages (at USIL it signifies achieving English language proficiency) so that students can benefit from interacting with people from other cultures.
	Resource Management This competency relates to students' abilities to put together, lead, analyze and follow through on projects.
	Human Development This competency allows a person to act with autonomy and to reach his or her personal goals.

Course Outcomes		
General Course Outcomes	Number	Course Specific Outcomes
Identifies new business opportunities through products, services or ideas for companies in the tourism industry.	1.1.	Defines products, services and ideas with business potential for companies in the tourism sector through the use of analysis matrices.
	1.2.	Acknowledges commitment with the development of products, services or projects that are ecologically and socially responsible.
Analyzes the design and implementation of the strategic plans developed for the companies.	2.1.	Understands and uses analysis tools for the evaluation of business strategies to be applied by the companies.
Assesses and designs tourism promotion and development strategies at the operational and strategic levels.	3.1.	Understands and uses analysis tools to evaluate tactics and strategies to be used in the development and promotion of tourism destinations.
	3.2.	Applies tools for the formulation of strategic and operational plans for the development and promotion of tourism products and destinations.
Efficiently participates in multidisciplinary work teams.	4.1.	Effectively presents the team's work accomplishments.

Activity Scheduling						
Ses	Sem	(hrs)	Type	Contents	Learning Activities	Resources
Unidad N° 1: Tools used in Tourism Consulting						
Specific Outcome: 1.1, 1.2, 2.1, 3.1 y 3.2						
1	1	2	AP	- Introduction to the course. - Characteristics of consulting. - Main types of tourism consulting. - The resources and tools of the consultant. - Methods of case solving. Practice. - Case 1 - Review of basic and advanced concepts of strategic management.	- Individual introductions in class. - Review of evaluation scheme of the course. - Use of tools to identify business opportunities. - Analyzes and solves Case Study 1.	- Material available on Infosil and handed out in class.
2	1	2	AP	- Case Study 2 - Review of basic and advanced concepts of tourism (product structure).	- Analyzes and solves Case Study 2.	- Material available on Infosil and handed out in class.
2	1	6	AA	- Review topics and material of week 1	- Reviews all material seen in class, to check all topics have been included in the report about the project.	- Links, cases, and PDF files posted on the Virtual Campus.
3	2	2	AP	- Case Study 3 - Review of basic and advanced concepts of negotiation.	- Analyzes and solves Case Study 3.	- Material available on Infosil and handed out in class.
4	2	2	AP	- Review topics and material of week 2	- Reviews all material seen in class, to check all topics have been included in the report about the project.	- Material available on Infosil and handed out in class.
4	2	6	AA	- Case Study 4 - Review of basic and advanced concepts of pricing.	- Analyzes and solves Case Study 4.	- Links, cases, and PDF files posted on the Virtual Campus.
5	3	2	AP	- Case 5 - Review of basic and advanced concepts of strategic management.	- Analyzes and solves Case Study 5.	- Material available on Infosil and handed out in class.
6	3	2	AP	- Continuous assessment	- Quiz 1	- Material available on Infosil and handed out in class.
6	3	6	AA	- Review topics and material of week 3	- Reviews all material seen in class, to check all topics have been included in the report about the project.	- Links, cases, and PDF files posted on the Virtual Campus.
7	4	2	AP	- Case 6 - Review of basic and advanced concepts of strategic management.	- Analyzes and solves Case Study 6.	- Material available on Infosil and handed out in class.
						- File with instructions about the first

8	4	2	AP	- Continuous assessment	- Draft 1	draft, posted on Infosil and the Virtual Campus.
8	4	6	AA	- Review topics and material of week 4	- Reviews all material seen in class, to check all topics have been included in the report about the project.	- Links, cases, and PDF files posted on the Virtual Campus.
9	5	2	AP	- Advising session	- Reviews, analyzes and identifies with the instructor the aspects to be modified and improved in the drafts presented.	- Material available on Infosil and handed out in class.
10	5	2	AP	- Continuous assessment	- Challenge 1	- File with instructions about the challenge, posted on Infosil and the Virtual Campus.
10	5	6	AA	- Review topics and material of week 5	- Reviews all material seen in class, to check all topics have been included in the report about the project.	- Links, cases, and PDF files posted on the Virtual Campus.
11	6	2	AP	- Case 7 - Review of basic and advanced concepts of strategic management.	- Analyzes and solves Case Study 7.	- Material available on Infosil and handed out in class.
12	6	2	AP	- Continuous assessment	- Quiz 2	- Material available on Infosil and handed out in class.
12	6	6	AA	- Review topics and material of week 6	- Reviews all material seen in class, to check all topics have been included in the report about the project.	- Links, cases, and PDF files posted on the Virtual Campus.
13	7	2	AP	- Case 8 - Review of basic and advanced concepts of finance.	- Analyzes and solves Case Study 8.	- Material available on Infosil and handed out in class.
14	7	2	AP	- Case 9 - Review of basic and advanced concepts of market research/big data.	- Analyzes and solves Case Study 9.	- Material available on Infosil and handed out in class.
14	7	6	AA	- Review topics and material of week 7	Reviews all material seen in class, to check all topics have been included in the report about the project.	- Links, cases, and PDF files posted on the Virtual Campus.
14	7	2	AV	Review.	Use weblinks to recycle and review.	USIL Virtual Campus.
15	8	2	AP	- Case 10 - Review of basic and advanced concepts of marketing.	- Analyzes and solves Case Study 10.	- Material available on Infosil and handed out in class.
16	8	2	AP	- Continuous assessment	- Draft 2	- Material available on Infosil and handed out in class.
16	8	6	AA	- Review topics and material of week 8	- Reviews all material seen in class, to check all topics have been included in the report about the project.	- Links, cases, and PDF files posted on the Virtual Campus.
17	9	2	AP	- Advising session	- Reviews, analyzes and identifies with the instructor the aspects to be modified and improved in the drafts presented.	- File with instructions about the draft, posted on Infosil and the Virtual Campus.
18	9	2	AP	- Case 11 - Review of basic and advanced concepts of services.	- Analyzes and solves Case Study 11.	- File with instructions about the draft, posted on Infosil and the Virtual Campus.
18	9	6	AA	- Review topics and material of week 9	- Reviews all material seen in class, to check all topics have been included in the report about the project.	- Links, cases, and PDF files posted on the Virtual Campus.
19	10	2	AP	- Case 12 - Review the concept of revenue management.	- Analyzes and solves Case Study 12.	- Material available on Infosil and handed out in class.
20	10	2	AP	- Continuous assessment	- Quiz 3	- Links, cases, and PDF files posted on the Virtual Campus.
20	10	6	AA	- Review topics and material of week 10	- Reviews all material seen in class, to check all topics have been included in the report about the project.	- Links, cases, and PDF files posted on the Virtual Campus.
21	11	2	AP	- Case 13 - Review of basic and advanced concepts of human capital management.	- Analyzes and solves Case Study 13.	- Material available on Infosil and handed out in class.
22	11	2	AP	- Continuous assessment	- Challenge 2	- File with instructions about the challenge, posted on Infosil and the Virtual Campus.
22	11	6	AA	- Review topics and material of week 11	- Reviews all material seen in class, to check all topics have been included in the report about the project.	- Links, cases, and PDF files posted on the Virtual Campus.
23	12	2	AP	- Case 14 - Review of basic and advanced concepts of CRM	- Analyzes and solves Case Study 14.	- File with instructions about the draft, posted on Infosil and the Virtual Campus.
24	12	2	AP	- Case 15 - Review of basic and advanced concepts of business audits and statistics.	- Analyzes and solves Case Study 15.	- File with instructions about the draft, posted on Infosil and the Virtual Campus.
					- Reviews all material seen in class, to	- Links, cases, and PDF files posted on

24	12	6	AA	- Review topics and material of week 12	check all topics have been included in the report about the project.	the Virtual Campus.
25	13	2	AP	- Continuous assessment	- Quiz 4	- Material available on Infosil and handed out in class.
26	13	2	AP	- Continuous assessment	- Draft 3	- Material available on Infosil and handed out in class.
26	13	6	AA	- Review topics and material of week 13	- Reviews all material seen in class, to check all topics have been included in the report about the project.	- Links, cases, and PDF files posted on the Virtual Campus.

Basic and Supplemental References Required Reading: 1, 2, 3 y 4

Unidad N° 2: Consulting Project

Specific Outcome: 4.1

27	14	2	AP	- FINAL REPORT.	- Presents and defends the FINAL REPORT.	- File with instructions about the draft, posted on Infosil and the Virtual Campus.
28	14	2	AP	- Presents and defends the FINAL REPORT.	- Presents and defends the FINAL REPORT.	- File with instructions about the draft, posted on Infosil and the Virtual Campus.
28	14	6	AA	- Presentation of FINAL REPORT.	- Reviews all material seen in class, to check all topics have been included in the report about the project.	- Links, cases, and PDF files posted on the Virtual Campus.
28	14	2	AV	Review.	Use weblinks to recycle and review.	USIL Virtual Campus.

Basic and Supplemental References Required Reading: 1, 2, 3 y 4

Methodology

In the first session the professor presents the course topics and reviews the syllabus, its content, the activities and the learning resources, as well as the bibliographic references. Sessions will combine theory and practice with presentations and case studies, motivating active participation of the students. Cases and their application in the tourism activity in Peru will be a central element in each topic to be developed. Active participation on them is a vital part of the course's final grade. Also, it will require the presentation of a final group report of a consulting project applied to an organization, which will act as a real client. For this, students will use all the concepts and tools seen and learnt in previous classes and throughout the semester to find a solution that benefits the client and that has tangible results to be delivered. Finally, the students will participate in four forums, resolving a series of cases and challenges, and turn in three drafts of their final project according to the schedule specified in the syllabus.

As part of the Tourism Administration Program, the Program may consider to organize study trips for the course in order to meet the competencies of the course. The realization study trips will be communicated by the Teacher of the course accordingly.

Assessment System

Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.

The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.

Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
Continuous Assessment	75%			
Drafts	20%			
Draft 1	33,33%		4ta	No
Draft 2	33,33%		9na	No
Draft 3	33,34%		12ma	No
Final Project	35%		14ta	No
Projects	20%			
Project 1	50%		4ta	No
Project 2	50%		9na	No
Quizzes	25%			
Quiz 1	25%		4ta	No
Quiz 2	25%		9na	No
Quiz 3	25%		12ma	No
Quiz 4	25%		12ma	No
Examen Parcial	25%			

General Guidelines

Title III: Attendance

Article 11: Attendance to theory lessons, practice lessons, lab sessions and workshops is regulated in each course's syllabus.

Article 12: The student will be able to do the follow-up of their attendance record in Infosil. In case he notices an irregularity, there is a three-day deadline (working days) to ask for an official revision of it.

Title V: Evaluation process

Article 23: The student who does not take one or more exams of the Ongoing Evaluation will be able to ask for a make-up exam of only one of them only if the syllabus allows it.

The Academic Calendar indicates the deadline for requesting a make-up exam, the date to pay for it, the fee and the dates when it will be administered. This exam will be about all the topics developed in the syllabus and will replace the exam the student did not take.

Article 24: The student who fails to sit for either Mid- term or Final exam on the scheduled date provided in the academic calendar, will be able to take a make- up exam. This grade will replace the exam the student did not take. The student will have 2 (two) days following the day he/she was absent to request the make- up evaluation through Plataforma Institucional. The corresponding fee must be paid in order to process the request.

Article 25: The exams have to be taken personally and in-campus or in the branches authorized by the Academic Vice-Presidency. In case that branch is not the regular one where students have their lessons, they will be previously informed. Exams taken through the Virtual Campus are an exception to this article

Midterm, final and make-up exams of the e-learning mode will be administered in-campus, in the classrooms assigned by the university

Course Specific Rules

None.

Attendance Policy

Total Percentage Absences Permitted

30%

The students who reaches or exceeds the total percentage absences permitted for the course, defined by the total of effective hours, will not be able to take the final exam or the equivalent evaluation defined by the course coordination and therefore will get zero (00) as the score.

Basic and Supplemental References Required Reading

Basic References:

[1] Vizarreta, W. (2013). *Manual del Consultor en Turismo* Lima: Universidad San Ignacio de Loyola.

[2] Mincetur. Dirección Nacional de Desarrollo Turístico (2012). *Turismo: guía para la elaboración de planes de desarrollo turístico local* Lima: Mincetur Perú.

Supplemental References Required Reading:

[3] Comisión de Promoción del Perú para la Exportación y el Turismo (2014). *Perfil del vacacionista nacional 2013: el turismo en cifras* Lima: PromPerú.

[4] Comisión de Promoción del Perú para la Exportación y el Turismo (2014). *Perfil del Turista Extranjero 2013: el turismo en cifras* Lima: PromPerú.

References Supplementary Reading non-binding

Approved by:

MELENEZ ROMAN, JOSE FRANCISCO

Date: 24/01/2018

Validated by:

Office of Curriculum Development

Date: 24/01/2018