



Course Information					
Code:	TGT62013	Course:	DESARROLLO DE PRODUCTOS TURÍSTICOS		
Coordination Area / Program:	FAC. HTG TURISMO				Mode: Presencial
Credits: 03	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: 96
	H.Teoria	34	0	34	
	H.Práctica	28	0	28	
	H.Laboratorio	0	0	0	
Period: 2024-02	Start date and end of period: del 19/08/2024 al 08/12/2024				
Career: ADMINISTRACIÓN EN TURISMO					

Course Pre-requisites		
Code	Course - Credits	Career
FC-TUR GSTSOSTU	GESTIÓN SOSTENIBLE DEL TURISMO	ADM. TURISMO

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
DAVILA SALCEDO, ANDREA SOLEDAD	adavila@usil.edu.pe	Monday to Friday from 10:00 to 18:00 hrs.	USIL La Molina - Campus 1 Building E (HTG)

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

Course Overview
Tourism Products Development is a specialized training subject, has a theoretical-practical nature, and contributes to the competence of developing management strategies in the tourism sector as well as to the competence of bilingual mastery in supporting tourism projects; explains how a tourist destination should be consolidated and developed taking into account a clear diagnosis and analysis of its potential. It includes the development of the following thematic axes: strategic planning directing it toward the tourism sector, particularities of the various travel and tourism products and services, and marketing strategies applied to case studies to develop innovative and sustainable tourism products. The creditable product of the subject is the final project of the course, which consists of the creation of a sustainable, viable tourism product evaluated according to the 3 axes of sustainability (economic, social, and environmental axis); coupled with the Sustainable Development Goals.

Professional and/or General Competencies			
Career/Program	Acronym/Name of the competency	Competency level	Expected learning
TOURISM MANAGEMENT PROGRAM	CP4: Development of management strategies for the tourism sector	N2: Explains how a tourist destination should be consolidated and developed taking into account a clear diagnosis and analysis of its potential.	<ul style="list-style-type: none"> Distinguishes the characteristics of the tourism market and trends to identify opportunities for tourism development. Includes the development and, management of

			a tourist destination considering its potential and tourist vocation.
	CP5: Bilingual proficiency in supporting tourism projects	N2: Structure coherent, effective and contextualized tourism proposals to promote tourism projects taking into account the national and international context.	<ul style="list-style-type: none"> Proposes an idea for an innovative tourism product that covers a gap in the market and contributes to tourism sustainability Plans the development of a tourism product idea strategically, considering the supply and demand analysis. Designs a tourism product considering marketing strategies as part of a business proposal.

General Course Result	Unit Result
At the end of the course, the student designs an innovative tourism product, considering the Sustainable Development Goals as part of their proposal, considering the following thematic axes: market analysis, development and management of tourist destinations strategic planning, marketing strategies applied to studies cases to develop innovative and sustainable tourism products, developing projects with ethics and critical sense.	1. At the end of the unit, the student distinguishes the characteristics of the tourism market and trends to identify opportunities for tourism development with ethics and a critical sense.
	2. At the end of the unit, the student understands the development and management of a tourist destination considering its potential and tourist vocation.
	3. At the end of the unit, the student develops a tourism product idea considering the supply and demand analysis with ethics and a critical sense.
	4. At the end of the unit, the student designs a tourism product, considering marketing strategies as part of a business proposal, with ethics and a critical sense.

Development of activities
Unit Result 1: <i>At the end of the unit, the student distinguishes the characteristics of the tourism market and trends to identify opportunities for tourism development with ethics and a critical sense.</i>

Session 1: <i>At the end of the session, the student describes the current situation of tourism in the world, with ethics and a critical sense.</i>		Semana 1 a 1
Learning Activities	Contents	Evidence
- Identifies the relevant global tourism indicators through the world tourism statistics analysis. - Compare the situation of tourism at an international level through the study of world statistics for tourism. - Analyzes the national tourism context through the study of national indicators.	- Key tourism milestones throughout history - World tourism context - Situation of national tourism - Exhibition on the global situation of tourism.	- Presentation on the global situation of tourism. - Analysis of world statistics - Debate on the situation of tourism at the national level
Session 2: <i>At the end of the session, the student identifies the trends in the tourism market with ethics and a critical sense.</i>		Semana 2 a 2
Learning Activities	Contents	Evidence
- Distinguishes international tourism market trends by studying scientific articles on the sector. - Analyzes tourism trends in the national market through the study of projections carried out by TurismoIn.	- Global tourism trends - Tourism recovery scenarios in the world - Tourism trends in the national market	- Video analysis of tourism trends - Case studies
Unit Result 2: <i>At the end of the unit, the student understands the development and, management of a tourist destination considering its potential and tourist vocation.</i>		
Session 3: <i>At the end of the session, the student defines the factors that influence the development of the tourist destination with ethics and a critical sense.</i>		Semana 3 a 4
Learning Activities	Contents	Evidence
- Recognizes the components of the tourist destination through the study of theories used in the sector. - Analyzes the factors that influence the development of the tourist destination through a review of scientific articles in the sector.	- Tourist destination: concept and components - The factors in the development of the tourist destination: territorial planning, management, natural and cultural resources - Potential and tourist vocation of a destination - Life cycle analysis of tourist destinations	- Test 1 - Creditable product progress 1
Session 4: <i>At the end of the session, the student assesses the need for effective management in the tourist destination, with ethics and a critical sense.</i>		Semana 5 a 5
Learning Activities	Contents	Evidence
- Reviews the concepts and components of tourism management by studying methodological theories for the sector. - Compare the different management models of the tourist destination by studying theories in the sector.	- Tourism management: concept and components - Tourism management models	- Case studies - Challenge 1
Unit Result 3: <i>At the end of the unit, the student develops a tourism product idea considering the supply and demand analysis with ethics and a critical sense.</i>		
Session 5: <i>At the end of the session, the student analyzes the offer of the tourist destination to identify opportunities for developing new tourist products with ethics and a critical sense.</i>		Semana 6 a 6
Learning Activities	Contents	Evidence
- Recognizes the main elements of the tourist offer in the destination through the comparative analysis of the tourist offer worldwide. - Identifies opportunities for the development of new tourism products through case studies.	- Components of the tourist offer - Analysis of the offer in the destination - Identification of stakeholders in the destination	- Research the tourist offer at the destination - Case studies

Session 6: <i>At the end of the session, the student analyzes the current and potential demand at the destination to identify opportunities for developing new products with ethics and a critical sense.</i>		Semana 7 a 7
Learning Activities	Contents	Evidence
- Analyzes the profile and characteristics of the main tourist flows in the destination through case studies. - Identifies opportunities for developing new tourism products aimed at current and potential demand by studying theories related to the sector.	- Components of tourism demand - Analysis of tourist demand in the destination - Concept of tourism product	- Research on tourism demand in the destination - Case studies - Test 2
Session 7: <i>At the end of the session, the students develop their tourism product idea, considering the main characteristics of the supply and demand of the tourist destination, with ethics and a critical sense.</i>		Semana 8 a 8
Learning Activities	Contents	Evidence
- Plan the development of your product idea - Consider marketing strategies in your product idea proposal	- Tourism product - Marketing strategies - Frameworks review	- Teamwork to prepare field research tools
Unit Result 4: <i>At the end of the unit, the student designs a tourism product, considering marketing strategies as part of a business proposal, with ethics and a critical sense.</i>		
Session 8: <i>At the end of the session, the student knows how to design an innovative and sustainable tourism experience and product with ethics and critical thinking.</i>		Semana 9 a 11
Learning Activities	Contents	Evidence
- Compare product and tourist experience approaches - Apply the product design process and tourist experience - Incorporate the SDGs into your tourism product proposal	- Tourism experience: concept - Product design process and tourist experience - Sustainable tourism product	- Creditable product progress 2 - Challenge 2
Session 9: <i>At the end of the session, the student develops the marketing strategies for his tourism product proposal with ethics and a critical sense.</i>		Semana 12 a 14
Learning Activities	Contents	Evidence
- Prioritizes promotion strategies for your tourism product proposal - Select the ideal marketing strategies for your tourism product proposal. - Design the tourist itinerary of your tourist product	- Promotion strategies - Marketing strategies - Tourist itinerary - Costs and price of the tourist product	- Test 3 - Creditable product progress 3
Session 10: <i>At the end of the session, the student presents an innovative and sustainable tourism product as part of a business proposal with ethics and a critical sense.</i>		Semana 15 a 16
Learning Activities	Contents	Evidence
- Write a document in English with an academic format - Design a graphic proposal for your tourism product - Present a tourism product	- Review and feedback on tourism product proposals	- Group work: final work and presentation

Methodology
The course will be developed based on the following methodologies: Problem-based learning, project-based learning, action-learning, flipped classroom. Autonomous research skills are enhanced, as is the use of scientific databases for the development of relevant and innovative research. The indicated methodologies will be used to develop the course in person.

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	70%			
Avances	40%			
Avance 1	33,33%	Creditable product progress	Semana 4	No
Avance 2	33,33%	Creditable product progress	Semana 9	No
Avance 3	33,34%	Creditable product progress	Semana 13	No
Tasks	20%			
Task 1	50%	Challenge 1	Semana 5	No
Task 2	50%	Challenge 2	Semana 10	No
Tests	40%			
Test 1	33,33%		Semana 3	No
Test 2	33,33%		Semana 7	No
Test 3	33,34%		Semana 12	No
Evaluación Final	30%	Creditable product.	Semana 16	No

Attendance Policy

Total Percentage Absences Permitted 30%

Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).

In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.

Basic Required Reading

[1] Azmi E., Che Rose R., Awang A., Abas A. (2023). *Innovative and Competitive: A Systematic Literature Review on New Tourism Supply*. <https://doi.org/10.3390/su15021187>

[2] Blanco, C., Bareño, L. & Pérez N (2021). *Gestiona tu destino. La iniciativa D+C+S. Cómo implementar un proceso de gestión*. <https://www.colombiamascompetitiva.com/iniciativa-destinos-competitivos-sostenibles/>

[3] Custodio Santos, Ferreira, Costa, C. Santos (2020). *A Model for the Development of Innovative Tourism Products: from Service to Transformation*. https://www.researchgate.net/profile/Jose-Santos-9/publication/341622319_A_Model_for_the_Development_of_Innovative_Tourism_Products_From_Service_to_Transformation/Model-for-the-Development-of-Innovative-Tourism-Products-From-Service-to-Transformation.pdf

[4] Gamper, T. & Murrugarra, F (2021). *Gestiona tu destino. Guía para el gestor*. https://www.colombiamascompetitiva.com/wp-content/uploads/2021/07/Guia-para-el-gestor_libro_DIGITAL-310521.pdf

[5] Ministerio de Comercio Exterior y Turismo (2020). *Guía para el diseño de experiencias turísticas*. <https://www.gob.pe/institucion/comercio-exterior-y-turismo/publicaciones/2306105-guia-para-el-diseno-de-experiencias-turisticas>

References Supplementary

Prepared by:	Approved by:	Validated by:
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VILCARROMERO, WALTER MANUEL /		
Date: 01/08/2024	Date: 02/08/2024	Date: 13/08/2024