SYLLABUS

Course Information

Code:	**TGT6201**	Course:	**DESARROLLO TURÍSTICO**	
Coordination Area / Program:		**FAC. HTG TURISMO**	Mode: **b-learning**	
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 POLPLATU	POLÍTICAS Y PLANIFICACIÓN TURÍSTICA	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 *Classes Development Teachers* option *Teachers.*

Course Overview

Theoretical-practical course that provides students with the necessary knowledge and methodology to carry out the strategic planning process by directing it towards the Tourism Sector. It also allows students to develop an understanding of the particularities of the various products and travel and tourism services, according to the market needs and the objectives of the company or the government. Students will review marketing strategies, work processes and marketing plans applied to case studies in order to develop innovative and sustainable tourism products, both in the public and private sectors.

Course Competencies

Profesional Competency	**PC 2** Develops and manages innovative and competitive touristic projects that guarantee the sustainability of the tourism sector and that meet the expectations of a given segment of the current or potential demand, applying touristic planning tools and having the ability to present them and provide a basis for them in a clear and professional manner. **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. **PC 4** Develops and applies tourism destination management strategies that contribute to the use and conservation of the tourism heritage, to the local development and to the sustainability in tourism. **PC 5** Proposes and sustains touristic proposals, with bilingual command in national and international forums
Level of Professional Competency	**PC 2 L-3** Develops and manages innovative and competitive touristic projects that guarantee the sustainability of the tourism sector and that meet the expectations of a given segment of the current or potential demand, applying touristic planning tools and having the ability to present them and provide a basis for them in a clear and professional manner. **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. **PC 4 L-3** Develops and applies tourism destination management strategies that contribute to the use and conservation of the tourism heritage, to the local development and to the sustainability in tourism. **PC 5 L-3** Proposes and sustains touristic proposals, with bilingual command in national and international forums.
	Communication Skills Communication skills make it possible for a person to use diverse linguistic tools to carry out business. This is a fundamental competency for learning and networking at USIL.

USIL General Competencies	**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 Learning Outcomes		
General Learning Outcomes	**N°**	**Specific Learning Outcomes**
Identifies and uses strategic planning models to develop new tourism products.	1.1.	Recognizes the importance of strategic planning models.
	1.2.	Analyses the different existing planning models.
It can analyze the market through the main techniques to determine the viability of the products.	2.1.	Understands the steps for the market analysis process.
	2.2.	Uses financial tools previously learned in other courses to analyze the viability and sustainability of the product.
Proposes innovative and sustainable products from a competitive and comparative analysis.	3.1.	Identifies and uses the adequate frameworks and tools to develop different tourism products.
	3.2.	Develops a competitive and comparative analysis for the developed tourism product.
Proposes and is ready to implement the actions arising from the proposed strategic plans in the fields of marketing, sales and operations.	4.1.	Determines the most convenient actions to be implemented in order to promote, sale and operate the tourism product created.
	4.2.	Recognizes the importance of monitoring the chosen actions to determine the results.

Activity Scheduling						
Ses	Sem	(hrs)	Type	Contents	Learning Activities	Resources
Unidad N° 1: Strategic Planning in Tourism						
Specific Outcome: 1.1, 1.2, 2.1, 2.2						
1	1	2	AP	Introduction to Strategic Planning in Tourism.	Based on two short cases, the student thinks and approaches the importance of comprehensive strategic planning to achieve viable and sustainable product development, both in the public and private sectors.	Case Study N° 1 Group Discussion. Introductory topic power point Video of a successful case.
2	1	2	AV	Introduction to Strategic Planning in Tourism.	Based on two short cases, the student thinks and approaches the importance of comprehensive strategic planning to achieve viable and sustainable product development, both in the public and private sectors.	Finds the largest tour operators in Europe, the largest amusement parks in the world, top ranked hotels in the Caribbean by Conde Nast Traveler, etc. Presents their key success factors.
2	1	6	AA	Introduction to Strategic Planning in Tourism.	Based on two short cases, the student thinks and approaches the importance of comprehensive strategic planning to achieve viable and sustainable product development, both in the public and private sectors.	Organizes obtained information
3	2	2	AP	External Analysis: Macroeconomic context.	Identifies the most important variables that impact the tourism product development: Economic growth (GDP), population education, security, access roads, infrastructure, communications, among others.	- PowerPoint: presentation. - Internet and web pages. - Analysis of economic variables that most affect Peru tourism.
4	2	2	AV	External Analysis: Macroeconomic context.	Identifies the most important variables that impact the tourism product development: Economic growth (GDP), population education, security, access roads, infrastructure, communications, among others.	- Exercise with Internet access. - Reading: tourism competitiveness report of the World Economic Forum 2013. Prepare reading report with key findings and proposals to enhance Peru in the global competitiveness ranking.
4	2	6	AA	External Analysis: Macroeconomic context.	Identifies the most important variables that impact the tourism product development: Economic growth (GDP), population education, security, access roads, infrastructure, communications, among others.	Participates in Discussion Forum N°1.

5	3	2	AP	External Analysis: Micro Factors.	- Identifies microeconomic and other type of micro variables that affect the development of a tourism product. - Relates Porter 5 Forces and Porter's diamond for the tourism sector. - Analyses subject on public entities (MINCETUR, PromPerú)	- Discussion of key findings from previous reading. - PowerPoint presentation. - In-class exercise: Develop Porter's diamond for Kuelap as a tourism product
6	3	2	AV	External Analysis: Micro Factors	- Identifies microeconomic and other type of micro variables that affect the development of a tourism product. - Relates Porter 5 Forces and Porter's diamond for the tourism sector. - Analyses subject on public entities (MINCETUR, PromPerú)	Chooses the product to be analyzed for the final project and the main macro and micro factors that will determine its viability.
6	3	6	AA	External Analysis: Micro Factors.	- Identifies microeconomic and other type of micro variables that affect the development of a tourism product. - Relates Porter 5 Forces and Porter's diamond for the tourism sector. - Analyses subject on public entities (MINCETUR, PromPerú)	- Prepares materials for next class
7	4	2	AP	Internal Analysis: Comparative and Competitive Advantage, Mission, Vision, Resources.	- Recognizes comparative and competitive advantages. - Identifies the real competitors. - Defines benefits for a new product.	- First Plan Presentation: Brief project presentation (macro and micro variables that affect it directly). - Power point presentation.
8	4	2	AV	Internal Analysis: Comparative and Competitive Advantage, Mission, Vision, Resources.	- Recognizes comparative and competitive advantages. - Identifies the real competitors. - Defines benefits for a new product.	- Case Study Nº 2 (based on internet videos).
8	4	6	AA	Internal Analysis: Comparative and Competitive Advantage, Mission, Vision, Resources.	- Recognizes comparative and competitive advantages. - Identifies the real competitors. - Defines benefits for a new product.	- Prepares materials for case study
9	5	2	AP	SWOT analysis as a tool to identify competitive strategies	- Uses SWOT analysis. - Applies SPACE matrix for tourism companies. - Discusses examples of the matrix	- Class discussion of an example of SWOT analysis for the region of Puno and Lake Titicaca - Identification of opportunities and risks (group work)
10	5	2	AV	SWOT analysis as a tool to identify competitive strategies.	- Uses SWOT analysis. - Applies SPACE matrix for tourism companies. - Discusses examples of the matrix	- Research project 1
10	5	6	AA	SWOT analysis as a tool to identify competitive strategies.	- Uses SWOT analysis. - Applies SPACE matrix for tourism companies. - Discusses examples of the matrix	- Participates in Discussion Forum Nº2
11	6	2	AP	Market Analysis.	- Understands the importance of analyzing the market potential for project success. - Analyzes relevant quantitative figures and trends. - Identifies relevant qualitative trends, using information effectively.	- PowerPoint presentation with examples - In class exercise: Identifies a tourist destination and analyzes major trends for the European, Asian and Latin American markets using studies published by PromPeru. - 10-minute group presentation about major trends
12	6	2	AV	Market Analysis.	- Understands the importance of analyzing the market potential for project success. - Analyzes relevant quantitative figures and trends. - Identifies relevant qualitative trends, using information effectively.	- Available studies on Tourism Market for Peru (sources MINCETUR Promperu DIGEMIN). - Internet and websites.
12	6	6	AA	Market Analysis.	- Understands the importance of analyzing the market potential for project success. - Analyzes relevant quantitative figures and trends. - Identifies relevant qualitative trends, using information effectively.	Complementary readings.

Basic and Supplemental References Required Reading: 1, 2 , 3.

Unidad Nº 2: Tourism Product Development

Specific Outcome: 3.1, 3.2, 4.1, 4.2

13	7	2	AP	Tourism Product Development.	- Identifies key components of a tourism product. - Proposes innovative products from a prior competitive analysis.	- Power Point presentation. - Tourism products Videos (eg. ANIA Project in the Peruvian Jungle, Moche route). - Class discussion about main factors

						to improve competitiveness of these products.
14	7	2	AV	Tourism Product Development	- Identifies key components of a tourism product. - Proposes innovative products from a prior competitive analysis.	- Research project 2
14	7	6	AA	Tourism Product Development.	- Identifies key components of a tourism product. - Proposes innovative products from a prior competitive analysis.	Prepares materials for second presentation.
14	7	2	AV	Review.	Use weblinks to recycle and review.	USIL Virtual Campus.
15	8	2	AP	Presentation of progress in the Groups Strategic Plan.	- Identifies strengths and opportunities for improvement in group projects.	- Second Plan Presentation
16	8	2	AV	Presentation of progress in the Groups Strategic Plan	- Identifies strengths and opportunities for improvement in group projects.	- Reading for next class: Competitive strategy according to Porter.
16	8	6	AA	Presentation of progress in the Groups Strategic Plan.	- Identifies strengths and opportunities for improvement in group projects.	Discussion of opportunities for each group.
17	9	2	AP	Competitive Strategy.	- Distinguish different competitive strategies in tourism.	- PowerPoint review. - Case Study Nº 3 (based on the reading)
18	9	2	AV	Competitive Strategy.	Raises actions and defines responsabilities and deadlines to implement the strategies presented	Power point presentations
18	9	6	AA	Competitive Strategy.	- Is able to devise a strategy for a tourism product.	- Participates in Discussion Forum Nº3
19	10	2	AP	Financial Viability.	- Uses strategic planning tools (projected cash flows) to analyze project viability. - Identifies ROI (return on investment) as an indicator.	- PowerPoint presentation
20	10	2	AV	Financial Viability.	- Uses strategic planning tools (projected cash flows) to analyze project viability. - Identifies ROI (return on investment) as an indicator.	- Exercise for the next class: projected cash flow and ROI analysis for your project (written presentation).
20	10	6	AA	Financial Viability.	- Uses strategic planning tools (projected cash flows) to analyze project viability. - Identifies ROI (return on investment) as an indicator.	- Complementary readings
21	11	2	AP	Human capital as a key factor in tourism.	- Applies previously learned concepts of HR as a strategic factor of success for the tourism product. - Understands service as a key factor.	- Power Point presentation.
22	11	2	AV	Human capital as a key factor in tourism.	- Applies previously learned concepts of HR as a strategic factor of success for the tourism product. - Understands service as a key factor.	Complementary readings
22	11	6	AA	Human capital as a key factor in tourism	- Applies previously learned concepts of HR as a strategic factor of success for the tourism product. - Understands service as a key factor.	Parcipipates in Discussion Forum Nº4

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

Unidad N° 3: Tourism Crisis Management

Specific Outcome: 4.1, 4.2

23	12	2	AP	Fundamentals of Tourism Crisis	Understands the impacts of crisis (human and nature-induced crisis) on the tourism industry	Power point rewiew
24	12	2	AV	Fundamentals of Tourism Crisis	Understands the impacts of crisis (human and nature-induced crisis) on the tourism industry	Research project 3
24	12	6	AA	Fundamentals of Tourism Crisis	Understands the impacts of crisis (human and nature-induced crisis) on the tourism industry	Complementary readings for next class
25	13	2	AP	Tourism Crisis Management Model	Identifies the key aspects of each of the 4 R's on the Tourism Crisis Management Model (Reduction, Readiness, Response and Recovery)	Power point presentation. Case discussion in class
26	13	2	AV	Tourism Crisis Management Model	Identifies the key aspects of each of the 4 R's on the Tourism Crisis Management Model (Reduction, Readiness, Response and Recovery)	Case Study Nº4
26	13	6	AA	Tourism Crisis Management Model	Identifies the key aspects of each of the 4 R's on the Tourism Crisis Management Model (Reduction, Readiness, Response and Recovery)	Prepares materials for final presentation

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

Unidad N° 4: Strategic Planning Group							
Specific Outcome: 4.1, 4.2							
27	14	2	AP	Strategic Planning Group Presentations.	Oral presentation.	Addresses suggestions and comments about final presentation.
28	14	2	AV	Strategic Planning Group Presentations	Oral presentation	Addresses suggestions and comments about final presentation.
28	14	6	AA	Strategic Planning Group Presentations	Oral presentation	Addresses suggestions and comments about final presentation
28	14	2	AV	Review.	Use weblinks to recycle and review.	USIL Virtual Campus.
Basic and Supplemental References Required Reading: 1, 2, 3							

Methodology
The course is developed to integrate tools and concepts of strategic planning techniques and concepts from different areas of the company to develop sustainable and efficient products. Method is a combination between case study reviews and class discussions and presentations by topic, ending with the preparation of a Strategic Development Plan Product. As part of the Tourism Administration Program, the Program may consider to organize study trips for the course in order to meet the desired competencies. The programming of study trips will be communicated by the Teacher 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	**60%**			
Classwork	**30%**			
Homework 1	50%		7ma	No
Homework 2	50%		12ma	No
Quizzes	**40%**			
Quiz 1			3ra	No
Quiz 2			6ta	No
Quiz 3			10ma	No
Quiz 4			13ra	No
Research Project	**30%**			
Oral Presentation	50%		14ta	No
Final Paper	50%		14ta	No
Examen Parcial	**20%**			
Examen Final	**20%**			

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] Morrison, A. (2013). *Marketing and managing tourism destinations* New York: Routledge.
[2] Perú. Ministerio de Comercio Exterior y Turismo. Dirección Nacional de Desarrollo Turístico (2012). *Turismo: Guía para la elaboración de planes de desarrollo turístico local* Lima: Ministerio de Comercio Exterior y Turismo, Dirección Nacional de Desarrollo Turístico.

Supplemental References Required Reading:
[3] Perú. Ministerio de Comercio Exterior y Turismo (2014). *Desarrollo e innovación de productos turísticos en regiones 2014* Lima: Ministerio de Comercio Exterior y Turismo.

References Supplementary Reading non-binding
[1] World Tourism Organization (2001). *Global Code of Ethics for Tourism* Madrid: World Tourism Organization.