



Annex 8.3



Condensed program y Course Calendar

Subject: (ACFBP IX) Tourism Introduction	Date of Update: January 2016
Major: International Relations.	Plan: 401
Semester: 6th	Credits: 3

week	Subject	Activities, Homework, Exams	Bibliography
1	Course introduction and personal goal setting.	<ul style="list-style-type: none"> • Course introduction • Personal goal setting <ul style="list-style-type: none"> • Vision chart 	N/A
2	Tourism: concepts and definitions (systems & tourist industry structure)	<ul style="list-style-type: none"> • Class exposition <ul style="list-style-type: none"> • Class notes • Discussion and debate 	Guerrero Y Ramos, 2011 Omt, 2000 Cook, Yale Y Marqua, 2006 Ninemeier Y Purdue, 2008 Chuck Y Gee 1997
3	Tourism: concepts and definitions (systems & tourist industry structure) / concepts of tourism demand	<ul style="list-style-type: none"> • Class exposition <ul style="list-style-type: none"> • Class notes • Discussion and debate 	Guerrero Y Ramos, 2011 Omt, 2000 Cook, Yale Y Marqua, 2006 Ninemeier Y Purdue, 2008
4	Concepts of tourism demand	<ul style="list-style-type: none"> • Class exposition <ul style="list-style-type: none"> • Class notes • Discussion and debate 	Guerrero Y Ramos, 2011 Omt, 2000 Cook, Yale Y Marqua, 2006 Ninemeier Y Purdue, 2008
5	Tourism offer	<ul style="list-style-type: none"> • Class exposition <ul style="list-style-type: none"> • Class notes • Discussion and debate 	Guerrero Y Ramos, 2011 Omt, 2000 Cook, Yale Y Marqua, 2006 Ninemeier Y Purdue, 2008
6	Tourism offer	<ul style="list-style-type: none"> • Class exposition <ul style="list-style-type: none"> • Class notes • Discussion and debate 	Guerrero Y Ramos, 2011 Omt, 2000 Cook, Yale Y Marqua, 2006 Ninemeier Y Purdue, 2008



Annex 8.3



Condensed program y Course Calendar

7	Touristic attractions, the themed tourism.	<ul style="list-style-type: none"> • Class exposition • Class notes • Discussion and debate 	Guerrero Y Ramos, 2011 Omt, 2000 Cook, Yale Y Marqua, 2006 Ninemeier Y Purdue, 2008
8	Touristic attractions, the themed tourism.	<ul style="list-style-type: none"> • Class exposition • Class notes • Discussion and debate Evidence: tourist diagnosis of Monterrey & its surroundings. Conceptualization of a themed tourism proposal.	Guerrero Y Ramos, 2011 Omt, 2000 Cook, Yale Y Marqua, 2006 Ninemeier Y Purdue, 2008
9	Tourism distribution	<ul style="list-style-type: none"> • Class exposition • Class notes • Discussion and debate 	Omt, 2000
10	Socio cultural impacts of tourism	<ul style="list-style-type: none"> • Class exposition • Class notes • Discussion and debate • Evidence: survey of travel agencies in Mty. • Exam – conceptual (1) 	Omt, 2000 Bigné, Font Y Andreu, 2000
11	Tourism impacts in environment	<ul style="list-style-type: none"> • Class exposition • Class notes • Discussion and debate 	Omt, 2000 Bigné, Font Y Andreu, 2000
12	Tourism impact in environment	<ul style="list-style-type: none"> • Class exposition • Class notes • Discussion and debate • Evidence: impact diagnosis and proposal :how to diminish the negative impacts of tourism in a tourist destination 	Omt, 2000 Bigné, Font Y Andreu, 2000



Annex 8.3



Condensed program y Course Calendar

13	Economic impacts of tourism Tourist prospective analysis	<ul style="list-style-type: none"> • Class exposition • Class notes • Discussion and debate 	Omt, 2000 Guerrero Y Ramos, 2011 Database: - Inegi - Banxico - Datatur - Omt
14	Prospective analysis of tourism	<ul style="list-style-type: none"> • Class exposition • Class notes • Discussion and debate • Evidence: essay about economic impacts and tendencies for tourism in Mexico. • Exam– conceptual (2) 	
15	Learning product integrator	Learning product integrator	
16	Results	Results	N/A
17	Tutorial		
18	Second opportunity course	Activities, evidences & exams	N/A
19	Second opportunity course	Activities, evidences & exams	N/A
20	2 nd opportunity results	Results	N/A

Student activities

Class attendance

Evidences

Exams

Presentations



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Condensed program y Course Calendar

Evaluation		%
Tourist diagnosis of Monterrey & its surroundings. Conceptualization of a themed tourism proposal.		10
Survey of travel agencies in Mty.		5
Impact diagnosis and proposal :how to diminish the negative impacts of tourism in a tourist destination		10
Essay about economic impacts and tendencies for tourism in Mexico.		10
Exam (1a)		12
Exam (1b)		8
Exam (2a)		10
Exam (2b)		10
Learning product integrator		20
Attendance		5
	Total	100

Bibliography	
Name:	Introducción Al Turismo
Author:	Guerrero, P.; Ramos, J.R.
Editorial:	Patria
Issued:	2011
Name:	Introducción Al Turismo
Author:	Sancho, A.
Editorial:	Omt
Issued:	2000



Annex 8.3



Condensed program y Course Calendar

Name:	Tourism. The Business Of Travel
Author:	Cook, R.A.; Yale, L.J.; Marqua, J.J.
Editorial:	Pearson Prentice Hall
Issued:	2006
Name:	Discovering Hospitality And Tourism. The World's Greatest Industry
Author:	Ninemeier, J.D.; Perdue, J.
Editorial:	Pearson Prentice Hall
Issued:	2008
Name:	Marketing De Destinos Turísticos. Análisis Y Estrategias De Desarrollo
Author:	Bigné, E.; Font, X.; Andreu, L.
Editorial:	Esic
Issued:	2000
Name:	Administración Del Turismo. Vol.2: Planificación Y Dirección
Author:	Acerenza, M.A.
Editorial:	Trillas
Issued:	2000
Name:	International Tourism: A Global Perspective
Author:	Chuck Y Gee
Editorial:	Wto
Issued:	1997