



Anexo 8.3

Programa Condensado



Learning Unit: Alternative tourism	Updated: January 2016
Major: International Relations	Plan: 401
Semester: 7 ^o	Credits: 3

Week	Topic	Activities, Homework, Exam	Bibliography
1	Class Introduction	<ul style="list-style-type: none"> Municipality assignment 	N/A
2	Alternative Tourism: conceptualization and overview	<ul style="list-style-type: none"> Intro progress revision 	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b) CHRISTOU (2005)
3	Structure of a alternative tourism product & Demand Study	<ul style="list-style-type: none"> Intro progress revision 	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)
4	Sustainability and alternative tourism	<ul style="list-style-type: none"> Demand progress revision 	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)
5	Offer Study (description & inventory)	<ul style="list-style-type: none"> Demand progress revision 	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)
6	Offer study (description & inventory)	<ul style="list-style-type: none"> Evidence: Demand Study 	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)



Anexo 8.3

Programa Condensado



7	Offer study (description & inventory)	<ul style="list-style-type: none">• Exam	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)
8	Competitive Position	<ul style="list-style-type: none">• Offer study progress revision	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)
9	Competitive Position	<ul style="list-style-type: none">• Evidence: Offer study	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)
10	Operative Design	<ul style="list-style-type: none">• Evidence: Competitive position	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)
11	Promotional Program	<ul style="list-style-type: none">• Evidence: Operative design	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)
12	Economic feasibility Analysis	<ul style="list-style-type: none">• Evidence: Promotional Program	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b) ACERENZA (2005)



Anexo 8.3
Programa Condensado



13	Economic feasibility Analysis	<ul style="list-style-type: none">• Evidence: Economic feasibility Analysis	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b) ACERENZA (2005)
14	PIA presentation	<ul style="list-style-type: none">• Project exposition (PIA)	
15	Results	Final Results	N/A
16	Final grades		N/A
17	Tutorials		
18	Second Chance Opportunity	Evidences & Exam	N/A
19	Second Chance Opportunity	Evidence & Exam	N/A
20	Second Chance Results	Second Chance Results	N/A



Anexo 8.3

Programa Condensado



STUDENT ACTIVITIES

Class attendance
Evidences
Exams
Presentations

EVALUATION

	%
Exam	10
Demand Study	10
Alternative Offer study	10
Competitive Position Study	10
Cultural Project design	10
Promotional Program	10
Economic feasibility Analysis	10
Learning Integrator Product	30
Total	100

BIBLIOGRAPHY

Book's Name:	Desarrollo del Ecoturismo. Un manual para los profesionales de la conservación
Author :	DRUMM, MOORE
Editorial:	The Nature Conservancy
Publication Date:	2004
Book's Name:	Promoción Turística
Author :	ACERENZA, M.
Editorial:	Trillas
Publication Date:	2005
Book's Name:	Como desarrollar productos turísticos exitosos.
Author :	SECTUR
Editorial:	SECTUR



Anexo 8.3
Programa Condensado



Publication Date:	2000
Book's Name:	Identificación de potencialidades turísticas en regiones y municipios
Author :	SECTUR
Editorial:	SECTUR
Publication Date:	2000