



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	Cultural 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 cultural 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 cultural 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)



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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)



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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



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STUDENT ACTIVITIES

Class attendance
Evidences
Exams
Presentations

EVALUATION

	%
Exam	10
Demand Study	10
Cultural 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

CHAPTER:	Heritage and cultural tourism: a marketing focused approach
Book's Name:	International Cultural Tourism: management, implications and cases (SMITH y ROBINSON, Eds.)
Author :	CHRISTOU Evangelos
Editorial:	Channel View
Publication Date:	2005
Book's Name:	Cuadernos de Patrimonio Cultural y Turismo (Vols. 1 – 20)
Author :	CONACULTA - INAH
Editorial:	CONACULTA
Publication Date:	2011a
Book's Name:	Guías de Turismo Cultural (Vols.)
Author :	CONACULTA - INAH
Editorial:	CONACULTA



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Publication Date:	2011b
Book's Name:	Guía Metodológica para Proyectos y Productos de Turismo Cultural Sustentable
Author :	CONACULTA (Chile)
Editorial:	CONACULTA (Chile)
Publication Date:	2009
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
Publication Date:	2000
Book's Name:	Identificación de potencialidades turísticas en regiones y municipios
Author :	SECTUR
Editorial:	SECTUR
Publication Date:	2000