



### Annex 8.3



### Programa Condensado

<b>Subject: (ACFBP IX) Tourism Introduction</b>	<b>Date of Update: July 2016</b>
<b>Major: International Relations.</b>	<b>Plan: 401</b>
<b>Semester: 6th</b>	<b>Credits: 3</b>

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



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7	Touristic attractions, the themed tourism.	<ul style="list-style-type: none"> <li>• Class exposition</li> <li>• Class notes</li> <li>• Discussion and debate</li> </ul>	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"> <li>• Class exposition</li> <li>• Class notes</li> <li>• Discussion and debate</li> </ul> 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"> <li>• Class exposition</li> <li>• Class notes</li> <li>• Discussion and debate</li> </ul>	Omt, 2000
10	Socio cultural impacts of tourism	<ul style="list-style-type: none"> <li>• Class exposition</li> <li>• Class notes</li> <li>• Discussion and debate</li> <li>• Evidence: survey of travel agencies in Mty.</li> <li>• Exam – conceptual ( 1 )</li> </ul>	Omt, 2000 Bigné, Font Y Andreu, 2000
11	Tourism impacts in environment	<ul style="list-style-type: none"> <li>• Class exposition</li> <li>• Class notes</li> <li>• Discussion and debate</li> </ul>	Omt, 2000 Bigné, Font Y Andreu, 2000
12	Tourism impact in environment	<ul style="list-style-type: none"> <li>• Class exposition</li> <li>• Class notes</li> <li>• Discussion and debate</li> <li>• Evidence: impact diagnosis and proposal :how to diminish the negative impacts of tourism in a tourist destination</li> </ul>	Omt, 2000 Bigné, Font Y Andreu, 2000



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

Student activities	
Class attendance	
Evidences	
Exams	
Presentations	
Evaluation	
Tourist diagnosis of Monterrey & its surroundings. Conceptualization of a themed tourism proposal.	10
Survey of travel agencies in Mty.	5



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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
<b>Total</b>	<b>100</b>

#### 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
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



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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

ccp. Secretarios Académicos  
ccp. Auxiliar Académico  
ccp. Alumno