



Anexo 8.3

Programa Condensado



Learning Unit: Alternative tourism	Updated: July 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)



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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	Upload first opportunity grades in SIASE.		N/A
17	Counseling for second opportunity		
18	Second opportunity	Evidences & Exam	N/A
19	Second opportunity	Evidence & Exam	N/A
20	Final grades in SIASE	Second Chance Results	N/A

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



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

ccp. Secretarios Académicos
ccp. Auxiliar Académico
ccp. Alumno