



## Anexo 8.3

### Programa Condensado



<b>Learning Unit:</b> Alternative tourism	<b>Updated:</b> July 2016
<b>Major:</b> International Relations	<b>Plan:</b> 401
<b>Semester:</b> 7 <sup>o</sup>	<b>Credits:</b> 3

Week	Topic	Activities, Homework, Exam	Bibliography
1	Class Introduction	<ul style="list-style-type: none"> <li>Municipality assignment</li> </ul>	N/A
2	Cultural Tourism: conceptualization and overview	<ul style="list-style-type: none"> <li>Intro progress revision</li> </ul>	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"> <li>Intro progress revision</li> </ul>	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)
4	Sustainability and cultural tourism	<ul style="list-style-type: none"> <li>Demand progress revision</li> </ul>	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)
5	Offer Study (description & inventory)	<ul style="list-style-type: none"> <li>Demand progress revision</li> </ul>	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)
6	Offer study (description & inventory)	<ul style="list-style-type: none"> <li><b>Evidence: Demand Study</b></li> </ul>	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"><li>• <b>Exam</b></li></ul>	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)
8	Competitive Position	<ul style="list-style-type: none"><li>• Offer study progress revision</li></ul>	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)
9	Competitive Position	<ul style="list-style-type: none"><li>• <b>Evidence: Offer study</b></li></ul>	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)
10	Operative Design	<ul style="list-style-type: none"><li>• <b>Evidence: Competitive position</b></li></ul>	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)
11	Promotional Program	<ul style="list-style-type: none"><li>• <b>Evidence: Operative design</b></li></ul>	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b)
12	Economic feasibility Analysis	<ul style="list-style-type: none"><li>• <b>Evidence: Promotional Program</b></li></ul>	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"><li>• <b>Evidence: Economic feasibility Analysis</b></li></ul>	CONACULTA (2011a) CONACULTA (2011b) CONACULTA Chile (2009) SECTUR (2000a) SECTUR 2000b) ACERENZA (2005)
14	PIA presentation	<ul style="list-style-type: none"><li>• <b>Project exposition (PIA)</b></li></ul>	
15	Results	Final Results	N/A
16	<b><i>Upload first opportunity grades in SIASE.</i></b>		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



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

### 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

ccp. Secretarios Académicos  
ccp. Auxiliar Académico  
ccp. Alumno