



**IPADE BUSINESS SCHOOL**  
UNIVERSIDAD PANAMERICANA

**IPADE**  
BUSINESS SCHOOL  
**MBA**

**MEXICAN TOURISM;**  
**A WORLDWIDE CONCEPT**

*January, 10<sup>th</sup> to 14<sup>th</sup>, 2011*

*One of the factors that today make Mexico so attractive is its enormous Tourism potential.*

**Objective:**  
*To give MBA International Students the opportunity to live the Mexican Tourism Business Sector and to explore issues that affects the Tourism worldwide in a short period of time, plus the possibility of an enriching interaction with other international and Mexican MBA Students.*

**Why a week in Mexico talking about Tourism? Because...**

- Mexico has a strong experience in Tourism due to its position; being the 8th most visited country in the world.
- Mexico is a traveller's paradise, crammed with a multitude of opposing identities and Tourist destinations: desert landscapes, snow-capped volcanoes, ancient ruins, teeming industrialized cities, time-warped colonial towns, glitzy resorts, deserted beaches and a world-beating collection of flora and fauna.
- Tourism is the largest and fastest growing industry in the world.
- Tourism is one of the most important activities on a worldwide basis. Its importance is due to its capacity to bring communities together, generating understanding, exchange of experiences and growth of the economic activity, therefore representing an important source of employment and collection of currencies.

**Structure:**

<b>Five Business - Academic sessions:</b>	IPADE professors will give three introductory conferences about the Mexican Tourism and its consequences in the economic, political and social environments. To complement these knowledgeable sessions professors will deliver two live case studies of leading Tourism enterprises in Mexico.
<b>Five conferences by Guest Businessmen:</b>	Invited businessmen from the Tourism sector will come and share their experiences.
<b>Three Visits to leading companies in Mexico:</b>	Our program includes visits to successful companies in the Tourism sector, allowing students to familiarize themselves with the "day-to-day" operations and key factors of these enterprises in Mexico.
<b>Assigned team projects :</b>	IPADE offers students the invaluable opportunity to interact with colleagues from Mexico and abroad. Engaging the students in two assigned projects (a visit to a company and a real life team presentation), which will enable them to establish a more meaningful relationship with our country and culture.
<b>Intercultural and social activities:</b>	Students will have the opportunity to interact socially and culturally through three organized events: 1.- A visit to a city nearby; this field trip offers the opportunity to live México City's surroundings; experience the contrast between the pre-Hispanic, Colonial and Modern culture 2.- Mexican wine tasting. 3.- A Mexican Farewell lunch.

## Objectives of the Program




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## Key Questions to analyze

- Which are the big economic, social and human trends in Mexican Tourism that must be understood in order to engage in our tourism business culture ?
- Which are the critical success factors in order to establish a success business model in Mexico ?
- How can a Mexican Tourism Company be successful in the global competition dynamics ?
- How can Mexico become a Worldwide platform to compete in regional base?




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**Objective:**  
To develop a strategic plan in order to promote certain areas of Mexico City for worldwide tourism purposes

**Team work task description:**


1. Visit the assigned city area.
2. Do a SWOT (*Strengths, Weaknesses, Opportunities, and Threats*) analysis of the city area.
3. Complement with research
4. Do a PowerPoint presentation:
  1. Description of the touristic area
  2. The most important SWOT points of the analysis.
  3. Structure a strategic promotion plan for the city area for a worldwide touristic campaign.
  4. Lessons learned during the week
5. Write a report (a two-pages handout)



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Contact hours of the week:	3 credits		
	Sessions	Contact hours	Hours in class
Business Academic Sessions	5	7	7
Conference Sessions	5	7	7
Visits and session at the company	2	8	3
Assigned projects	2	12	3
Intercultural activities	3	18	3
Teamwork	5	5	5
		56	27
<b>Requirements to receive credits:</b>	100% of attendance		
	Active participation in sessions and conferences		
	Team work assignments (two)		





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Mexican Tourism, a worldwide concept 2011						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	
	7:30 Meet in Camino Real Hotel Lobby	7:30 Meet in Camino Real Hotel Lobby		8:00 Breakfast at Hotel	7:30 Meet in Camino Real Hotel Lobby	
10:00	7:30 to 8:00 Transportation to IPADE	7:30 to 8:00 Transportation to IPADE		9:15 to 9:30 Transportation to Museum	7:30 to 8:00 Transportation to IPADE	
	8:00 to 9:15 Teamwork			9:30 to 11:00 Museum, Site visit		
	9:15 to 9:30 Campus Tour	8:00 to 9:15 Teamwork			8:00 to 8:45 Teamwork	
	9:30 to 9:50 Mondays Coffee					
	9:50 to 10:20 Welcome and Program overview					
	10:20 to 11:30 Mexican Politic and Economic Environment (Sergio Raymond)	9:15 to 10:35 Club Pachuca Case (Julian Sanchez) / Club Med Case (Mario Zavala)		11:00 to 11:30 Transportation to IPADE	8:50 to 10:10 Tha hotel industry (Gordon Viberg)	
	11:30 to 11:45 Optional Cultural Event Turibus	10:35 to 11:35 Coffee Break		11:30 to 11:40 Coffee Break	10:10 to 10:25 Coffee Break	
	11:45 to 13:05 Minister of Tourism (Gloria Guevara Manzo)	10:55 to 12:15 Invited Speaker	Field trip w/visit 1 and 2	11:40 to 13:00 Cancun a branded city case (Martha Rivera) / Xcaret case (Jorge Gutierrez)	10:25 to 12:00 Wrap-up and presentations	
	13:05 to 13:30 Group picture			13:00 to 14:20 Lunch	12:00 to 12:30 Program evaluation	
		12:15 to 13:30 Lunch		14:30 to 15:50 Cancun a branded city case (Martha Rivera) / Xcaret case (Jorge Gutierrez)	12:30 to 14:00 Lunch	
	13:30 to 18:30 Lunch and team assignment	13:30 to 14:50 Club Pachuca Case (Julian Sanchez) / Club Med Case (Mario Zavala)		16:00 to 17:00 Teamwork final details	13:30 Departure to Teotihuacan	
		14:50 to 15:10 Coffee Break		17:00 to 18:00 Transportation to Kidzania	13:30 to 18:30 Teotihuacan	
		15:10 to 17:40 Bodegas Sto. Tomas and wine tasting (Juan Pablo Nuñez)		18:00 to 21:00 Visit to Kidzania by Javier Lopez Arcona (Conference, dinner and visit)		

January, Mexican Tourism a worldwide concept 2011				
Registration deadline November 15th, 2010				
Week costs per student:	Hotel Intercontinental (Package red carpet hotel)		Wyndham Hotel Polanco (Package four star hotel)	
	Double room	Single room	Double room	Single room
Hotel	\$ 522	\$ 1,044	\$ 381	\$ 762
All transportation (Buses)	\$ 45	\$ 45	\$ 45	\$ 45
Cultural Activities (Anthropology museum and Teotihuacan)	\$ 90	\$ 90	\$ 90	\$ 90
Translation/material fees	\$ 45	\$ 45	\$ 45	\$ 45
Breakfast included	\$ -	\$ -	\$ -	\$ -
Lunch included	\$ -	\$ -	\$ -	\$ -
<b>TOTAL COST PER STUDENT</b>	<b>\$ 702</b>	<b>\$ 1,224</b>	<b>\$ 561</b>	<b>\$ 942</b>
				
	<b>Hotel EL PRESIDENTE INTERCONTINENTAL</b> (Campos Eliseos 218 Polanco) 5* <a href="http://www.intercontinental.com/mexico/city">www.intercontinental.com/mexico/city</a>		<b>Hotel WYNDHAM GARDEN POLANCO</b> (León Tolstói 22 - Anzures) 4* <a href="http://www.wyndhampolanco.com.mx">www.wyndhampolanco.com.mx</a>	
Student's responsibility spenses				
	Dinner			
	Travel to Mexico			
	Airport- Hotel-Airport transportation			
<small>Transportation to and from the Mexico City Airport: By taxi: There are authorized taxi stands inside the airport where you can buy a ticket to your destination (ask for the stands that say "Transporto Terrestre" to buy a ticket and then proceed outside to the taxi line to catch the taxi. (The transportation fee from the Airport to Polanco/Anzures where both Intercontinental and Wyndham hotels are is \$170 to 180 pesos per person)</small>				
