



# MEXICAN TOURISM AND ENTERTAINMENT; A WORLDWIDE CONCEPT

*January, 9<sup>th</sup> to 13<sup>th</sup>, 2012*

*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:

<p><b>Five Business - Academic sessions:</b></p>	<p>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.</p>
<p><b>Five conferences by Guest Businessmen:</b></p>	<p>Invited businessmen from the Tourism sector will come and share their experiences.</p>
<p><b>Three Visits to leading companies in Mexico:</b></p>	<p>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.</p>
<p><b>Assigned team projects :</b></p>	<p>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.</p>
<p><b>Intercultural and social activities:</b></p>	<p>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.</p>