

# **“Community Tourism Marketing & Development”: IU Service Learning in Yucatan**

**Combined LTAM-L 427 / LTAM-L 527**

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**Six Credit Summer Course offered by  
Center for Latin America and Caribbean Studies — CLACS**

## **Course Catalog Description**

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This course provides students hands-on learning in tourism marketing, branding and community tourism development in the Yucatán and Maya Riviera. Students work with communities to help them develop locally controlled and owned tourism businesses in Maya communities located near Chichén Itzá, a major international tourism destination and UNESCO World Heritage site. Students work in teams to create marketing and branding strategies and products for community partners to increase the direct benefits for local peoples and communities. The course combines traditional classroom learning, community based service learning, and on-site international field experience in the Maya world of Yucatán. Specifically, this field study abroad course provides students with direct experiential training in and academic knowledge of international tourism development and the unique problems of creating sustainable community oriented tourism. The first one week of the course is conducted on-campus and then followed by four weeks in the Yucatán Peninsula, México. The primary on-site location is the Indigenous Maya community of Pisté, which provides the majority of tourism services to Chichén. A required orientation meeting is held in March. This is a combined undergraduate and graduate course. Students must submit an application and enroll through the IU Office of Overseas Study website.

### **Six Week Summer Program**

**Dates:** May 10 to June 15, 2016

**Six (6) credits** at Undergrad and Graduate Levels

#### **Credits Satisfies University Degree Requirements for :**

- International Experience Requirement for Undergrad International Studies Majors
- Certificate in Latin American & Caribbean Studies, Undergrad & Grad levels

**Enrollment Limited** to 14 undergraduate and 5 graduate students

**Program Field Site:** Maya community of Pisté, located 3 km from Chichén Itzá, Mexico

**Lodging:** At Program Site family run hostels or shared group lodging; Homestay Option is available for fluent Spanish speakers. Hotels are used in Maya Riviera

**Meals:** program costs include two meals a day at restaurants, loncherias, hired cooks

**Field Trips:** can vary based on budget; program includes overnight in Playa del Carmen & Tulum; day trips to Chichén Itzá, Valladolid, Yaxuna, Yokdzonot, and Merida

## Eligibility Requirements:

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- Restricted to IU students in good academic standing
- Open to students who have completed freshman year and with any major or minor
- Must have a GPA of 2.4 or higher;
- Students must least one year of college Spanish or equivalent placement; or have demonstrated native fluency or be a heritage speaker of Spanish.

## Application Deadline: Monday February 22

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- Students submit an application through [IU Overseas Study \(Application Form\)](#).
- Students must be formally accepted before being authorized to enroll.
- A non-refundable deposit of \$500 is required and must be paid in advance to complete and guarantee enrollment.

## Program Fee

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Undergraduate Program Fee is \$2,395.

Graduate Student fee is based on College Arts & Science grad tuition rates for 6 credits

### **Program Fee includes:**

- ✓ the tuition cost for 6 IU credits at graduate or undergraduate level;
- ✓ lodging and two meals a day during the international component in Mexico;
- ✓ local transportation for all mandatory group travel in México, including round trip ground transportation to/from Cancun Airport
- ✓ entrance fees for mandatory field trips to archaeological sites and tourist attractions;
- ✓ all mandatory group program activities.

### ***The program fee excludes:***

- Round trip international airfare from Indianapolis (or other domestic airport) to Cancun;
- ground travel from home to US airport;
- one meal a day while in México;
- specific field trips and group activities that are designated as optional require out of pocket payment of expenses by student;
- personal items, including medicine, hygiene, beauty, and gifts for individual use;
- individually purchased food, service, lodging, or other consumables while in Yucatán are all excluded from the program.

## Grading and Assignments

	<b>undergrad</b>	<b>grad</b>
Seminar Participation & Essay	20%	15%
Field Trip based Reflections & Writing Assignments	20%	15%
Community Tourism Project	60%	70%

## Undergraduate versus Graduate Coursework & Evaluation

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Graduate students are expected to complete higher quality work appropriate to the level of their degree and field of study. In addition, graduate students conduct intensive research and greater responsibility as Project Coordinators. Graduate Project Coordinators lead teams of 2-4 undergraduate participants in the service learning activities and projects.