May 10 to June 15, 2016

Program Key Points

- LTAM-L426 Spec Topics; 6 credits
- 6 week Summer course
- Work with Maya Communities near Chichén Itzá, New 7 Wonder of the World
- Field Trips to: Maya Riviera, Merida, Eco-Attractions, Cenotes, Archaeological Sites
- Service Learning is working with communities to increase local benefits
- International work experience with community organizations & businesses
- Project Based Service Learning: Create Websites, Promotional Materials, Re-Brand community tourism products
- Program Cost $2395 includes tuition, insurance, lodging & meals
- Airfare not included, estimated $500

Are you ready for the experience that will change your life?

Enroll in IU Service Learning Yucatán!

Enroll in LTAM-L426

SGIS
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Latina American & Caribbean Studies
Indiana University

Phone: 812.855.9097
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Apply Online at IU Overseas Study

www.overseas.iu.edu

LTAM 426 IU Service Learning in Yucatán counts for
IU Gen ED & INTL “international experience” requirements

⇒ Students work in teams with Community Partners to develop Service Learning Projects

- Students choose a focus area: eco-heritage or cultural heritage; tourism businesses, cultural centers, museums, hospitality, or heritage work
- Students work on projects that increase local benefits & foment sustainable communities
- Students Create Marketing, Make Video, Design Publicity, Develop Social Media for community owned tourism attractions, Plan Tourism Strategies

For program details including dates, syllabus and student evaluations scan or visit iu-servicelearning.net

IU International Service Learning Summer 2016

Community Tourism
Marketing & Development
IU Service Learning
in Yucatán

“Community Tourism Marketing & Development”
Visit iu-servicelearning.net
“Community Tourism Marketing & Development” (LTAM-L426)
IU International Service Learning in Yucatán — Summer Field Study

Service Learning with Maya communities near Chichén Itzá
UNESCO World Heritage Site and New Seven Wonder of the World

Students work in teams to collaborate with Community partners to help them create sustainable tourism with the goal of increasing local benefits & well-being

- Students bring their knowledge & skills to Maya Indian owned tourism businesses, heritage workers, posadas, restaurants, cultural centers and eco-tourism attractions
- Student gain work experience creating, designing and planning tourism marketing with video, photography & social media publicity
- Students analyze heritage resource management for community tourism development and gain research experience in the study of Beach, Eco- and Cultural Tourism in Yucatán and the Maya Riviera

Service Learning is based in Action Research and Applied Anthropology
LTAM 426 IU Service Learning in Yucatán counts toward: IU Gen ED & INTL “international experience” requirements

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Service Learning is hands-on, practice-based learning that provides you with skills & knowledge you need for your future career

Service Learning provides on-site work experience with heritage nonprofits, cultural centers, & eco tourism organizations that work to increase community well-being and local benefit

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