UNIVERSIDAD PANAMERICANA

ANDREA MAGALLANES
LORENA ZEPEDA
MARIAM MARTINEZ
JUAN CARLOS MORENO
AGENDA

1. DISRUPTION
2. INDUSTRY
3. CONSEQUENCES
4. PROPOSED ALTERNATIVES
THE DISRUPTION

Foreign company transmitted the meaning of traditions:

James Bond Movie

Coco
DIA DE LOS MUERTOS

November 2nd
A night when the death come back to the living world
Indigenous traditions
Catholic religion (All-Saints day)
Origin
Traditions
Altars
Family
Pan de Muertos
Catrinas
ROOT FACTORS

- Lack of focus on cultural heritage
- Globalization vs Glocalization
- “Malinchismo”: foreign is better
- Nationalism: How could they do it?
INDUSTRY AFFECTED

TOURISM

Día de Muertos parade

Patzcuaro

Catrina Record Guinness
Tourism in other countries not monetizing traditions

Bigger reach (Santa Claus example)

Take advantage of more traditions
CONSEQUENCES

- Product Sale
- Over Capacity hotels in Patzcuaro/Mexico city
- Agencies offering tours
- More internal expenditure
- Young people embracing traditions
PROPOSED ALTERNATIVES

1. Worldwide calendar with main cultural festivities
2. Partnerships with Hotels & Airlines
3. Creation of entertainment content