

UNIVERSIDAD PANAMERICANA

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AGENDA

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

DISRUPTION

INDUSTRY

CONSEQUENCES

PROPOSED ALTERNATIVES

THE DISRUPTION

Foreign company transmitted the meaning of traditions:

James Bond
Movie

Coco

DISRUPTION

INDUSTRY

CONSEQUENCES

PROPOSED ALTERNATIVES

DIA DE LOS MUERTOS



ROOT FACTORS

Lack of focus on cultural heritage

Globalization vs Glocalization

“Malinchismo”: foreign is better

Nationalism: How could they do it?

DISRUPTION

INDUSTRY

CONSEQUENCES

PROPOSED ALTERNATIVES

INDUSTRY AFFECTED

TOURISM

Día de Muertos parade

Patzcuaro

Catrina Record Guinness

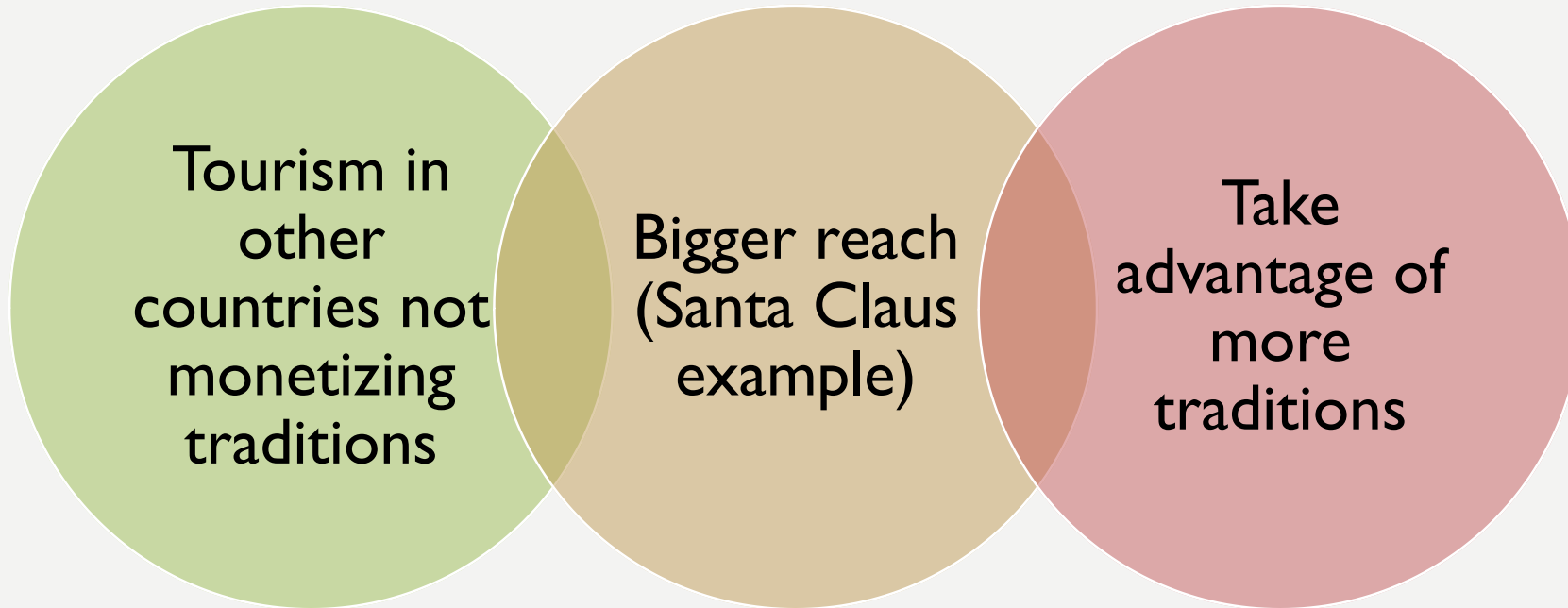
DISRUPTION

INDUSTRY

CONSEQUENCES

PROPOSED ALTERNATIVES

CRITIQUE OF INDUSTRIES REACTION



CONSEQUENCES

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

DISRUPTION

INDUSTRY

CONSEQUENCES

PROPOSED ALTERNATIVES

PROPOSED ALTERNATIVES

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

DISRUPTION

INDUSTRY

CONSEQUENCES

PROPOSED ALTERNATIVES