

Chapter 15 Outline

Historical Development of Mexican CVBs
The Institutional Organization of Tourism
in Mexico
Responsibilities of Ministry of Tourism,
State and Local Authorities
The Nature and Role of CVBs in Mexico
Structure
Purpose
Personnel
Funding
CVB Services and Facilities
Monterrey CVB Case Study
About Monterrey
Monterrey CVB
Current Conditions, Opportunities, and
Challenges of Mexican CVBs
Learning from Other CVBs

Competencies

1. Outline the historical development of the Mexican tourism industry, and describe the role of the Mexican government on tourism's evolution. (pp. 259–263)
2. Describe the role and influence of Mexico's *Fondo Nacional de Fomento al Turismo* (FONATUR) on the country's tourism industry. (pp. 262–263)
3. Describe the structure, purpose, and funding of Mexican CVBs, and describe the services provided by these organizations. (pp. 263–267)
4. Identify the major challenges and opportunities faced by Mexican CVBs. (pp. 269–272)
5. Describe similarities and differences between Mexican CVBs and American and European tourism models. (p. 272)