

**CENTER OF ADMINISTRATIVE ECONOMIC SCIENCE
BACHELOR OF TOURISM MANAGEMENT**

GENERAL OBJECTIVE:

To train graduates in Tourism Management with a broad knowledge of the dimensions of tourism, and its main socio-political, administrative and legal structures; Capable of efficiently carrying out management and management activities in the areas of accommodation, catering, brokerage, transportation and logistics, public planning and destination management, product development and tourism activities as well as research and consultancy, with a sustainable vision and at the forefront of global tourism trends with a sense of ethics and social responsibility.

PROFILE OF THE ASPIRANT:

Based on the institutional regulations, the applicant to carry out undergraduate studies must apply the corresponding entrance examination.

The desirable traits are presented in the aspirant to enter the race:

- Arrangement and taste for collaborative work
- Open to change, participatory and critical
- High degree of responsibility and service
- Interest in organizing and directing working groups
- Interest in acquiring knowledge about cultural aspects
- Interest in learning other languages

The student must present a proof of English proficiency with any of the following 375 TOEFL points or 248 TOEIC points.

PROFILE OF THE GRADUATE:

SKILLS FOR:

- Coordinate efficiently, working groups involved in tourism development that increase tourism activity through the implementation of diverse methods and techniques.
- Provide national and international tourist information, with the support of maps, maps and cartography, to facilitate the localization of sites and tourist attractions.
- Design, manage and implement projects, plans and programs of sustainable tourism development, which favor the orderly growth of tourism.
- Develop a strong customer service orientation in the provision of tourism products and services based on international standards that guarantee their quality.
- The management of the necessary equipment, utensils and supplies in the area of travel, food and beverage services and accommodation, which allow efficient performance.

- Apply systems of distribution, commercialization and transit of tourist transportation units based on criteria and principles of the administration that governs the management of transport in general.
- Communicate in the mother tongue, English language and third language in an effective way to meet the needs of individuals and organizations.
- Design, apply and evaluate logistics strategies in the organization of business, academic and social events, according to the needs of the client, to develop events with structure and quality.
- Design creative and innovative strategies to promote various tourism products and activities that meet specific customer needs.
- Develop research projects through appropriate scientific methodologies <
- Advise in the decision-making for the realization of tourist programs, based on the analysis of the needs of the sector.
- Manage the selection and promotion of personnel in a timely and effective manner, for an optimal operation of companies and institutions linked to the tourism sector.
- Apply the administrative process in the operation of the different areas of the tourism sector with the purpose to organize and systematize procedures.
- To interpret the financial and accounting statements that allow the making of decisions pertinent to the needs of the tourism sector and that contribute to the healthy development of the company.
- Use Information and Communication Technologies appropriate to the provision of services and products of the tourism sector.
- Apply laws and regulations that are relevant to the tourism sector to ensure action within a legal framework.
- Manage the activities of companies providing tourism services.

KNOWLEDGE OF:

- Theory of tourism, tourism culture and sustainable tourism.
- Main natural and cultural attractions of Mexico and the world.
- Tourism planning.
- Planning the public areas of a hotel, a consumer center and a travel agency.
- Administration and management of travel services.
- Equipment, technologies and utensils for the operations of centers of consumption, for the systems of accommodation, travel agencies and tourism.
- Control of food and beverage costs.

- Methodology of tourism research.
- Processes for the organization of events, motivational techniques and group management.
- General Administration.
- Accounting principles and costs.
- Financial statements and economic analysis of companies.
- Human resources planning.
- Functions of Marketing.
- Information and Communication Technologies.
- Tourist regulations.
- Communication techniques.
- Advanced English and basic intermediate French.
- Professional ethics.

ATTITUDES:

- Spirit of Service
- Teamwork
- Analytical, critical and constructive

VALUES:

- Social responsibility
- Pluralism
- Humanism
- Quality

WORK FIELD:

The graduate of the Degree in Tourism Management is qualified to work in both the public and private sectors in areas that provide services related to tourism, particularly in:

- Accommodation
- Restoration (Consumer centers of various types and catering companies, lodging companies)

Collectivities).

- Intermediation (Travel agencies, car rental companies, alternative tourism operators, DMC's)
- Transportation and logistics
- Public management of destinations (planning, product development and tourism activities)
- Consulting

DURATION:

Eight semesters.

INSTITUTIONAL PROGRAMS

- Institutional Humanist Training Program¹
- Institutional Program of Foreign Languages
- Social Service Institutional Program
- Professional Practices²
- Tutorials
- Mobility and Academic Exchange

DEGREE REQUIREMENTS

¹ It was approved the incorporation of 9 credits of the Institutional Program of Humanist Training to the Curriculum of Graduate in Tourism Management on November 26, 2013, through the following subjects: Tourism Heritage, Communicative Competences, Tourism Environment of Mexico, Tourism, Tourist Normativity, Restoration Systems, Tourist Culture Development, Sustainable Tourism, Travel Services, Economy, Accounting, Design and Marketing of Tourist Products.

² It adheres to what is stipulated by the document of practices SEP. SECTUR.

The graduate must adhere to the provisions of chapter XIV of the degree at the technical, technical and higher level, article 156 of the General Teaching Regulations (NI-20300-19), which states the following:

Once all the subjects and requirements indicated in the curriculum of technical, technical and baccalaureate degrees have been accredited, the graduate can request the issuance of his degree in the Department of School Control, after complying with the following elements:

I.- To have fulfilled the requirements of Social Service, Humanistic Training Professional Practices and Foreign Languages, defined in the institutional programs;

II.- Check that there is no debit with the Autonomous University of Aguascalientes; III.- Have covered the quota established in the plan of arbitration to obtain the title; Y

IV.- Have submitted the exit exam³.

³ Approved by the Honorable University Council in an ordinary session held on December 15, 2011