



Companies providing tourism services a social entrepreneurship project

Empresas proveedoras de servicio turisticos un proyecto de emprendimiento social

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ABSTRACT

The external tourism operating agencies that provide services to Tecnológico Espiritu Santo hinder, impede or delay the tourist-educational development of the students of the Institution, for this reason we present the proposal for the creation of a tourism operating agency for the educational sector that provides tourist services to Tecnológico Universitario Espiritu Santo, regulated by the pertinent entities of the Institution for its operative functioning, carrying out the creation, promotion and commercialization of varied tourist packages that allow the insertion of the students and professors of the career for interaction and learning towards the challenge of the labor world, therefore it is detached from the intermediation.

RESUMEN

Las agencias operadoras de turismo externas que prestan servicios al Tecnológico Espíritu Santo obstaculizan, impiden o retrasan el desarrollo turístico-educativo de los estudiantes de la Institución, por lo que se presenta la propuesta de creación de una agencia operadora de turismo para el sector educativo que preste servicios turísticos al Tecnológico Universitario Espíritu Santo, regulada por las entidades pertinentes de la Institución para su funcionamiento operativo, realizando la creación, promoción y comercialización de variados paquetes turísticos que permitan la inserción de los estudiantes y profesores de la carrera para la interacción y aprendizaje hacia el reto del mundo laboral, por lo que se desprende de la intermediación.

Keywords / Palabras clave

130 Operating agencies, educational, labor
Agencias operadoras, educativo, laborales

Introduction

This project focuses on the creation of an operating agency for the tourism-educational sector that functions as a pedagogical tool to empower students, generating awareness of value and importance for the social and economic development of the region, while at the same time preparing them in their role as hosts so that in the future they will be the managers of this activity.

Tourism is a social, cultural and economic phenomenon that involves the movement of people to countries or places outside their usual environment for personal, professional or business reasons. These people are called travelers (who may be either tourists or excursionists; residents or non-residents) and tourism encompasses their activities, some of which involve tourism expenditure (Glossary of Tourism Terms, 2020) . Ecuador is divided into 4 regions: Galapagos, Coast, Andes and Amazon. Its diverse, but at the same time compact geography, excellent road network and airports provide the opportunity to travel this territory in relatively few days. Tourists can take a cruise or engage in adventure activities, relax in a spa, enjoy a gastronomy enriched by high quality products, visit museums, among other alternatives.

In this small Latin American country, many efforts have been devoted to the definition of a development model and a privileged position has been given to Conscious Tourism, as a tourism alternative that seeks to differentiate itself from mass tourism, sun and place, sharing the philosophy of alternative tourism, accessible tourism, sustainable tourism and social tourism. It is a concept that encompasses social responsibility, sustainability, environment and ethics.

According to the Ministry of Tourism in Ecuador, the foreign exchange generated by tourism in 2015 was 1557.4 million US dollars, value compared to 1449, reflects a decline that corresponds to the global economic situation and the interference of factors that have affected the activity, such as the appreciation of the dollar, the devaluation of the currency of our neighbors Peru and Colombia that turned them into economic destinations, the Zika virus, dengue, the activity of the Cotopaxi volcano, the earthquake of April 16 and the earthquakes registered during December in Esmeraldas that directly affected the Christmas and New Year's holiday. (Lucia Bravo, 2018)

Tourism has become one of the most important economic and cultural activities for countries and regions, especially those in the process of development, and constitutes one of the most dynamic sectors, which has experienced great growth in recent years, in citation reasons for its importance (Ecuador Tourism Policy, 2017).

According to the General Coordination of Statistics and Research of the MINTUR, in 2017 there were 1,617,914 international arrivals to the country, which represents a growth of 14% in relation to 2016, and that in dollars means \$1,204.5 million, which is equivalent to a growth of 12% in relation to each year. (Entorno Turístico, 2020) . Tour operators are those agents that participate in the tourist activity as intermediaries between the final consumer (the tourist, the tourist demand) and the tourist product (good or service, tourist destination) although they can extend their intermediary action to the rest of the complementary offer (restaurants, hotels, lodging offer, etc.) (Unwto, 1998).

The emergence of Tour Operators dates back to the 1950s, when they appeared in Central European countries. At the beginning they included scheduled tours, hotels related to them as accommodation suppliers and charter flights as the usual means of transportation (History of Tour Operators, 2020).

The concept of All Inclusive Travel is linked to the development of this modality of travel of the Tour Operator, due to the fact that this concept comprehensively includes the hiring of accommodation, food and transportation, thus achieving low costs and high occupancy, which led to the entry into this activity of the so-called Travel Organizers, which are none other than Wholesalers and Tour Operators. (History of Tour Operators, 2020).

For this reason, these companies offered the public competitive and reduced prices, compared to those offered by regular transport companies that at that time, flew at very high prices, thus initiating the development of this.

At the end of World War II, there were a large number of pilots and military aircraft in Europe, which led to the proliferation of airlines offering charter flights, and the association between tour operators and charter companies at that time is considered a natural phenomenon.

As the European industrial middle class was already enjoying paid vacations at that time, and being thirsty when traveling, the tour operating companies designed a type of travel very cheap and well adapted to this social class.

During the summer vacations, as the demand was for warm weather and sea, the most common destination for mass group travelers was the beaches of the Mediterranean.

Then began the circuits in cities and sites of cultural interest, whose means of transport was the bus. The great intercontinental trips and vacations arose in the middle of the 70's; but using as a means of air transportation the regular flight lines who had considerably reduced their prices and created special fares.

Many Tour Operator companies have grown too quickly, lacking in most cases, a firm management or financial support capable of keeping them in the market, so they have suffered bankruptcies and dissolutions. However, others continue to expose themselves and mobilize millions of people thirsty for travel every year.

Tour operators create attention in consumers about the excursions and activities that are promoted, most of them are linked to tourism sustainability in order to create and generate a new experience to be repeated.

(Christ, 2003) "The success of tourism sustainability is evaluated by operators through their management guides".

Selecting appropriate destinations: Operators make a meticulous selection of destinations from which they take tourists. They may not be aware of the vulnerability of certain destinations, or of other, more sustainable destinations that may be more attractive or more sustainable.

Reduce impacts on sensitive environments: Operators need to be alerted to sensitive environments whose damage is caused by tourists.

Limit group size: Some sensitive or very popular sites can still be used by tourists if the group is small. Although this reduces the number of customers per tour, tourists tend to appreciate the personalized attention of small groups and places with fewer people are generally willing to pay more for the tour.

Hire local guides: Use local suppliers and fair deals: Whenever possible local guides and suppliers should be used, this may require training programs and guides in subjects such as history, biology, botany and languages.

Raise awareness and educate tourists: Operators can help educate tourists by providing them with brochures and/or guides explaining cultural aspects and conservation of the area. Most tourists want to learn about the local environment and culture.

Contribute to conservation and the community: Operators can donate a portion of their profits to conservation activities and community needs such as schools, clinics, etc.

Educational tourism or its inclusion as a form of tourism has gained momentum in recent years; however, it is possible to show that travel motivated by learning dates back to much earlier times. For example, in Europe, a phenomenon known as *peregrinatio academica* refers to the journeys made by university students, pilgrims and professors from the 11th century until about the 15th century, with the main purpose of obtaining new knowledge in cosmopolitan cities. These travelers visited the holy places and universities of the time, which allowed them to live new experiences, learn other languages, establish social relations and acquire another vision of reality.

For its part, the sixteenth century was considered the golden age of student travel, due to the intention of the humanists of the time that students travel to be educated in different universities with the purpose of acquiring prestige in the professional field. This trend continued for the next two centuries, which is why it came to be known as the era of the Grand Tour. (2016)

Years later, at the end of the 19th century and the beginning of the 20th century, the Junta para Ampliación de Estudios e Investigaciones Científicas (JAE) was created in Spain, with the mission of facilitating the academic training of students and professors who were granted scholarships to study in the best universities in Europe. The JAE granted approximately 1700 pensions before its dissolution in 1939, becoming a symbol of academic travel between Spain and the rest of Europe.

134 **Materials and Methods**

The focus of this project consists of the theories, models and methodologies associated with the type of research to be used: quantitative and qualitative in order to collect information and process the results obtained.

The method to be developed is documentary bibliographic in conjunction with theoretical criteria and field research such as: interviews, book sources and website documents describing each of the scenarios, concepts and models applied to the management and innovation of the Tourism Industry.

The present research work carried out, details the instruments to be used as surveys and interviews for the collection of necessary information that processes and analyzes the information based on a previously determined sample. For the sample of the selected group and the development of the investigation, we count with the participation of the students of the tourism degree, whose indication is the survey to be carried out to determine the preferences of the tourist services to be provided by the Tourist Operator.

These are the respective procedures, tools that are used for the investigative operation whose sequence allows us to approach the reality and feasibility of the same.

The instrument to be used is the interview with the participation of the corporate sector as a logical empirical aspect that measures the activity of the tourism market.

Results

The survey was based on 9 qualitative and quantitative questions, through these questions we were able to analyze the introduction and the services to be offered at Sc Travelers Operadora de Turismo.

Thus it is concluded that the majority of respondents are students actively pursuing a career in tourism and perform tourism activity in the range of 18-26 years of age representing 73%, followed by the adult group in the range 26-35 years with 21% and finally the minority percentage of respondents in the range of 40-60 years and older representing 6%, according to the results of the surveys the majority group of students at the Institute represented with 83% belong to the female gender and the remaining group with 17% of respondents are of male gender. The figure shows that the respondents answered that they are satisfied with the service provided by the previous Tour Operator, representing 56%, followed by the second group with 40% and the remaining minority group of students with 4% of dissatisfaction with the services provided. Consequently, the data in the figure indicate that 79% of the students agree that the instructions of their travel program should be carried out during class hours, since the duration of the program is 15 minutes, the second group, representing 11%, disagrees and with a difference of 1%, the others, with 10%, indicate that it does not apply, that is to say that they are indifferent. By virtue of the results obtained, there is great acceptance on the part of the students, representing 90% of their preferences in trips outside the country, since the operator has planned, through alliances, to elaborate tourist packages abroad, creating experiential and academic experiences for the students. And only 10% of those surveyed indicated that they do not consider foreign trips. According to the results of the survey, 68% of the people responded that their tourist package should include the all-inclusive system (breakfast, lunch and dinner) in programs from 02 nights onwards, followed by 8% for travel insurance that supports the safety of students in case of an incident, and lastly, 24% for payment facilities when acquiring the tourist package. The figure shows the preferences of the people surveyed to visit the regions of Ecuador on a larger scale representing

46% the Sierra region due to its beautiful landscapes and climate, 27% indicate the Insular region refers to the Galapagos Islands, a World Heritage Site with great biodiversity of fauna, followed by the Coastal region with 20% to visit its beaches and other natural and cultural attractions, and on the last scale with a minority percentage of 7% representing the Eastern region.

Conclusions

The results show that a majority percentage of students intend to take regional trips that do not exceed US\$100.

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