|  | ASSOCIATE DEGREE INTOURISM IN THE HOTEL AREAIN PROFESSIONAL COMPETENCIES | descarga |
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**INTRODUCCIÓN A LAS TECNOLOGÍAS DE LA INFORMACIÓN BIS**

| 1. **Competencies**
 | To coordinate the delivery of tourism services, through quality standards, specialized tools and techniques, a sustainability focus and adherence to regulations, in order to contribute to the profitability of the organizations and the competitiveness of the tourism sector. |
| --- | --- |
| 1. **Four-month term**
 | First |
| 1. **Theoretical hours**
 | 12 |
| 1. **Practical hours**
 | 48 |
| 1. **Total hours**
 | 60 |
| 1. **Total hours per week four- month term**
 | 4 |
| 1. **Learning objective**
 | The student will process information, through computing tools for efficient communication and decision making in the tourism sector. |

| **Learning units** | **Hours** |
| --- | --- |
| **Theory** | **Practice** | **Total** |
| I. Introduction to computing | 4 | 12 | 16 |
| II. Information processors | 8 | 36 | 44 |
| **Total** | **12** | **48** | **60** |
|  |  |  |  |

**INTRODUCCIÓN A LAS TECNOLOGÍAS DE LA INFORMACIÓN BIS**

*LEARNING UNIT*

| 1. **Learning unit**
 | **I. Introduction to computing** |
| --- | --- |
| 1. **Theoretical hours**
 | 4 |
| 1. **Practical hours**
 | 12 |
| 1. **Total hours**
 | 16 |
| 1. **Learning unit objective**
 | The student will control digital files and information for the development of administrative operations of the business. |

| **Topics** | **Knowledge**  | **Skills** | **Values** |
| --- | --- | --- | --- |
| Basics of the operating system | To identify the characteristics of the operating system and its applicationTp describe the tools of administration of the operating system: - changing the user- passwords- characteristics of the desktopTo describe the tools of administration of the files, their characteristics and use: - create, delete, rename, cut, copy and paste files and folders- compression and decompression of files- back-up of information- virus detection and elimination and anti-viruses- file formats (file extensions)- recover damaged files | To change the user, password and characteristics of the desktopTo manage files and foldersTo compress and decompress filesTo detect a virusTo remove a virusTo recover damaged filesTo select file execution programs according to their extension | SystematicAnalyticalProactiveDisciplinedOrganizedReasoning |
| Metasearch engines | To explain the concepts of search, navigation and metasearch engineTo identify information search platforms and their characteristics: -academic information search- Center of Tourist Documentation of SECTUR(CEDOC)- Integral analysis of Tourism (DATATUR)- Integral Tourist Information System of the Tourism Promotion Council of Mexico (SIIMT)- virtual library of OMT- virtual library BI-DIG-ECEST | To select information according to the objective of the search | SystematicAnalyticalProactiveDisciplinedOrganizedReasoning |
| Email and virtual storage systems | To identify the characteristics and types of email serversTo describe the tools and advantages of email serversTo explain the concept of the virtual storage system and its benefitsTo identify the characteristics of a virtual storage system and its use | To administer email using its toolsTo administer virtual storage systems | SystematicAnalyticalProactiveDisciplinedOrganizedReasoning |

**INTRODUCCIÓN A LAS TECNOLOGÍAS DE LA INFORMACIÓN BIS**

*ASSESSMENT PROCESS*

| **Learning outcomes** | **Learning sequence** | **Instruments and testing items** |
| --- | --- | --- |
| From a practice case of a tourism sector investigation, the student will send by email a digital report that contains: - Objective of the information search- Justification of the information search platform(s) selected- Folder of digital files- Description of the procedure to recover damaged files- Sent email with compressed files attached- Screen capture of information backup in virtual storage with URL | 1. To identify the characteristics of the operating system and its application2. To distinguish between the administration tools for files3. To identify the information search platforms and their characteristics4. To identify the concept, tools, characteristics, benefits and use of email servers5. To identify the benefits of virtual storage systems | Practice exercisesChecklist |

**INTRODUCCIÓN A LAS TECNOLOGÍAS DE LA INFORMACIÓN BIS**

*LEARNING-TEACHING PROCESS*

| **Teaching methods and techniques** | **Teaching aids and materials** |
| --- | --- |
| Practice exercisesLaboratory practicesLearning based on information technology | Computer equipmentInternetProjectorPrinted materialsWhiteboardVirtual librariesVirtual databases |

*TRAINING FACILITIES*

| **Classroom** | **Laboratory/workshop** | **Company** |
| --- | --- | --- |
|  | **X** |  |

**INTRODUCCIÓN A LAS TECNOLOGÍAS DE LA INFORMACIÓN BIS**

*LEARNING UNITS*

| 1. **Learning unit**
 | **II. Information processors** |
| --- | --- |
| 1. **Theoretical hours**
 | 8 |
| 1. **Practical hours**
 | 36 |
| 1. **Total hours**
 | 44 |
| 1. **Learning unit objective**
 | The student will create documents, spreadsheets and presentations to present information about the tourist sector. |

| **Topics** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Word processors | To describe the functions and tools of word processors: -work environment- editing and formatting text- tables, graphs and drawing tools- combinations of correspondence and data links- tables of contents | To make documents | SystematicAnalyticalProactiveDisciplinedOrganizedReasoning |
| Spreadsheets | To describe the functions and tools of spreadsheets: -work environment- format tables- creation and manipulation of data and formulas in spreadsheetsTo identify the functions and operations of spreadsheets: -sum, average, minimum, maximum, IF, AND, NO, date, today and now, count, count if, count aTo identify the tools and information presented in graphs and chartsTo explain the process of interpreting graphs and charts | To select information according to the functions of the spreadsheetTo create graphs/chartsTo interpret graphs/charts | SystematicAnalyticalProactiveDisciplinedOrganizedReasoning |
| Presentation editors | To describe the functions and tools of presentation editors: -work environment- presentation editor and its views-editing and formatting of text- presentation structures- personalization of presentations (audio, video, transition, animation, links, hyperlinks) | To create presentationsTo execute presentations | SystematicAnalyticalProactiveDisciplinedOrganizedUse reasoning |

**INTRODUCCIÓN A LAS TECNOLOGÍAS DE LA INFORMACIÓN BIS**

*ASSESSMENT PROCESS*

| **Learning outcomes** | **Learning sequence** | **Instruments and testing items** |
| --- | --- | --- |
| From a tourist sector investigation, the student will integrate a digital file that includes: - Report with edited and formatted text, tables, graphs and drawing tools, combinations of correspondence and data links, page design and table of contents- Data tables, formulas, functions, graphs and interpretation of tourist data- Executive presentation of the report with edited and formatted text and personalization | 1. To identify the functions and tools of word processors2. To identify the functions and tools of spreadsheets3. To identify the tools and information for making graphs and charts4. To understand the process of interpreting graphs5. To identify the functions and tools of presentation editors  | Portfolio of evidenceChecklist |

**INTRODUCCIÓN A LAS TECNOLOGÍAS DE LA INFORMACIÓN BIS**

*LEARNING-TEACHING PROCESS*

| **Teaching methods and techniques** | **Teaching aids and materials** |
| --- | --- |
| Practice exercisesLaboratory practiceLearning based on information technology | Computer equipmentInternetWhiteboardProjectorCalculatorPrinted material |

*TRAINING FACILITIES*

| **Classroom** | **Laboratory/workshop** | **Company** |
| --- | --- | --- |
|  | **X** |  |

**INTRODUCCIÓN A LAS TECNOLOGÍAS DE LA INFORMACIÓN BIS**

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*CAPABILITIES DERIVED FROM THE PROFESSIONAL COMPETENCIES WHICH CONTRIBUTE TO THE SUBJECT*

| **Capability** | **Performance criteria** |
| --- | --- |
| To create tourist inventories considering the resources of the environment and the organizations, methodology of research, supply and demand in order to determine the potential of the attractions of the region.  | The student will create a tourist inventory that contains: - Natural resources- Cultural resources- Tourist facilities- Tourism infrastructure- Tourism superstructure |
| To diagnose the needs of the areas of tourist organizations through the techniques of observation, use of statistical and financial information, and analysis of historical reports of the areas, in order to create an operating plan of the activities.  | The student creates a diagnosis of the areas of tourist organizations that contains: - Analysis of the areas by using diagnostic tools- Interpretation of statistical information of sales, income, expenses, costs and budgets- Analysis of historical reports |
| To form operating programs from the diagnosis of the needs of the areas of tourist organizations, considering the resources, administrative and marketing tools and techniques, under a sustainability framework to contribute to achieving the goals. | The student creates an operating program of a tourism organization with a sustainability focus that contains: - General objective of the organization- Specific objectives for the areas- Activities and measures to have- Work strategies- Marketing strategies- Period of time for the activities- Assignment of responsibilities- Budget by area |
| To determine personnel functions of tourism organizations considering the description and profile of the position and the procedures, to contribute to the productivity and efficiency of the processes. | The student createsa manual of the job descriptions of the operating activities of: hotels, event organizations, recreational services, alternative tourism services and travel services that contains:Position profile:  - General information of the position - Location in the organizational chart - Conditions of work - Positions requirements - Knowledge, abilities and experiences - Values, discipline and conductDescription of the position:  - Position Title - Department - Person to report to - Direct reports - Objectives - General functions and their frequency - Specific functions and their frequency - Interrelation with other departments- Reports to generate |

**INTRODUCCIÓN A LAS TECNOLOGÍAS DE LA INFORMACIÓN BIS**

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