DEFINITION OF TOURIST PROGRAMS

DEFINITIONS

PLAN: It consists of the set of objectives, goals and actions that are related to the strategies and programs stipulated to fulfill a proposed goal or objective. It is also a document in which the things that are intended to be done and the way in which they are intended to be carried out are enshrined.

OBJECTIVE

It is a purpose or goal that is proposed to be fulfilled in a defined period of time.

STRATEGY

It is a set of systematically planned actions over time that are carried out to achieve a certain goal.

PROGRAM

Set of correctly ordered instructions that allow a specific task or job to be carried out.

PROJECT

It is a planning that consists of a set of activities that are interrelated and coordinated; [] at the rate of a project is to achieve specific objectives within the limits imposed by a budget, previously established qualities and a previously defined period of time

ACTION: Is to carry out a plan.

GOAL: It is a proposed end, it is the final point where we want to get to.

INDICATOR: A quantifier, understood as a procedure that allows quantifying some conceptual dimension and that, when applied, produces a number. It is usually used to compare performance between periods or between geographical or social settings.

BUDGET: It is an anticipated calculation of the income and expenses of an economic activity (personal, family, a business, a company, an office, a government) during a period, generally on an annual basis.

RESPONSIBLE: Person capable of responding for own or other people's acts; Person fully compliant with their duties and obligations.

TIME: period used to carry out a certain activity, in this case it would be the period to carry out a plan or project.

Promote Tourism Planning and Development: the Ministry of Commerce, Industry and Tourism, with the purpose of stipulating a highly competitive and world-class tourism. I stipulate mechanisms for tourism planning, based on methodologies such as: the conventional tourism plan, environmental tourism plan, the tourism planning scheme for competitiveness.

Strengthen Tourism Training: Develop a management system for the training of human resources for tourism in which the educational, business and public sectors participate in a practical way and with joint responsibility.

3. Inter-institutional coordination: in order to guarantee the efficiency and effectiveness of the processes, a higher tourism council will be established that will allow the state to make coherent and efficient decisions based on tourism development, and articulate the actions undertaken by the different public and private entities involved in tourism management.

4. International Cooperation: what is wanted with this strategy is to seek to increase foreign investment and to enhance support and experience in such a way that technology and know-how is transferred to tourist destinations, and to receive technical assistance on tourism planning issues. and implementation of quality models.

5. Strengthening the Tourism-Oriented Budget: this strategy seeks that government entities allocate most of their budget to tourism growth in the regions by financing tourism research projects and improving tourism and hotel infrastructure.