

Technical agro-industrial in the planning tourist.



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Abstract.

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The politics of state prioritizes the projects in base to the analysis of the natural resources, which takes a rational advantage, establishing the value of the sustainable development in vitro of the integration of the multi levels of planning, with emphasis in the productivity and waking up the decorum of the environmental protection in fulfillment by awareness, conviction and no by culpability. The training of the human talent is theoretical and practical capacities address the transformation of the prime matter, further of productive chains, plans of market, economic context and competitions of self- management, in alternatives of arrangement and an integral improvement , directed to the agricultural industrialization and livestock through processes, technical and technological sustainable, systemic and systematics, is the true goal to change the generational of the new projects in the innovative companies of offer and demand (tourism), goods and services (industries), ended in products and processes of circumstantial and participatory anchorage, in the assurance of quality and agro-industrial security, that treat always to satisfy visible needs in analysis-synthesis of the investigative problematics identified and scientifically sustained.

Keywords: Planificación Tourist, Levels of Planning, Agro-Industrial

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Resumen.

La política de estado prioriza los proyectos en base al análisis de los recursos naturales, lo que toma una ventaja racional, estableciendo el valor del desarrollo sostenible in vitro de la integración de los múltiples niveles de planificación, con énfasis en la productividad y el despertar el decoro de la protección del medio ambiente en cumplimiento por conciencia, convicción y no por culpabilidad. La formación del talento humano son capacidades teóricas y prácticas dirigidas a la transformación de la materia prima, más allá de cadenas productivas, planes de mercado, contexto económico y competencias de autogestión, en alternativas de ordenamiento y una mejora integral, dirigidas a la agricultura la industrialización y la ganadería a través de procesos, técnicos y tecnológicos sostenibles, sistémicos y sistemáticos, es el verdadero objetivo de cambiar las generaciones de los nuevos proyectos en las empresas innovadoras de oferta y demanda (turismo), bienes y servicios (industrias), terminadas en productos y procesos de anclaje circunstancial y participativo, en la garantía de calidad y seguridad agroindustrial, que tratan siempre de satisfacer necesidades visibles en análisis-síntesis de la problemática investigativa identificada y sustentada científicamente.

Palabras clave: Planificación Turística, Niveles de Planificación, Agroindustriales

Introducción.

The investigation plays an excellent paper in this work because the projects need of a reevaluation in its innovation, propose a change in the attention is not sufficient this field requires deep changes in the philosophy of the tourism that on pass the autonomous work by the integral work with full community social participation.

For this work, considered the "investigation" like a systematic human act and organized allocated to produce knowledge, and to the "tourist planning" like the guide to think before acting, using processes to enter a greater rationalization and organization in the activities and own actions of the tourist activity, that has to reach his aims and put them established of efficient and effective way using the resources that in some cases are limited and in other put to proof.

The approach of sustainable development filters parameters rescued of the activity, especially, community interested in decontextualizing the reality in its surroundings whose permanent participation to seed the need of the rational benefit of the natural and cultural resources of which always have formed part, no like owners but like element attach to the cosmovision vidya.

The shy sustainability and retracted has driven us with some vidya of strategies without results sufficiently satisfactory; particularly from the point of view of the equitable distribution of the knowledge for which thinks by others and those that think by themselves disconnecting the tourist and environmental interrelationship with the present and future population.

Additionally, it can affirm that, the development and the sustainability in these moments have allowed freedom of decisions and cognitive follow-up, attitudinal and procedural by splits of the communities. The multisectoral is little oriented to resolve the priorities problems of the country, has found in the planning and implementation of programs or projects directly linked with the production and export, the active nesting of the universities, private company, institutions of sciences and technology, native organizations and professionals of the tourism to reach the true freedom to choose as we want to live, so that we want to live, with those who have to live and that we have to take care.

Satisfy the needs of the man is an unpostponable challenge for a society with full technological peak, this has produced the improvement, incalculable, in the life of some planetary societies that technify their lives to optimize them. The technological trips no longer are a barrier, are a reality, which verifies the human ambition in the expansion and the conquest of new fields. At present they schedule trips to the moon to observe our planet from the space considering this activity like a species of space tourism. The tourism always has been involved with the activity of the man in all the fields, this has allowed to reach some economic and cultural development although lost still in the ecological. The big orbes where is practiced the tourist activity on a large scale eat: the Indian, China, United States, Germany, France, between others, had to go through big transformations, considerations and adaptations to the new profiles of the tourists, being its main arms the futuristic planning and the ambitious projects of cultural exploitation and ecological intern, all this under the premise of “conservation”.

Organize the tourist activities to have fun and distraction of national travelers and foreigners, is fully known like planning, be a step forward of the needs of the traveler is key of success, plan the goods and services of use and consumption is an advantage of the tourist planning, that reflects in the considerable increase of the number of travelers that visit places positioned strategically in the market of trips and destinations.

Considering the new tourist tendencies world-wide, Latin America is the market of the natural rest and of the integral health, that present the native communities particularly in the Amazon. The communities, intelligently, have improvement its resources, that are used like source of economic income, reverted profits in improvements of roads, infrastructure and of course of population qualification, frame in which it has some distrust in the projection of the tourist activity, considering the uniformity with that wants to handle some typology of tourism without a previous geographic diagnostic, economic and psycho-social.

The Ecuador has indicators of privilege in relation to this planation tourist that regenerates the activity of the traveler in multiple national destinations inside its four regions, taking the best ancestral knowledges and the strengths of the nature, that owe and have to be governed by strategic lines of planning, keeping the plans, programs and projects articulated between yes, looking for the execution and operationalization of the activities program.

- Agro industries
- Technicians Agro-industrial

Planning.

The metamorphosis of a country attains only with the strategic planning, politics that allows the rational legislative articulation, given the different multi levels in a national network of planning, accompanied of a series of norms, of political actors, and societies that organize put them and his fulfillment. The transformation, the design, production and distribution of goods and services to satisfy social needs, require operations strategically rights and made with accuracy, allowing the logical representation of optimum results with advantageous estimates for an end in common, represented in the compilation, tabulation, analysis, synthesis, interpretation and comparison of diagnostic information on the element investigated. (Rivera, C., Oviedo, M. And Galarza, F. 2015).

The planning is the process to establish goals and choose the best to reach the right one (Ortiz). It is the process that follows to determine the exact shape what the organization will do to reach his aims. (Sisk).

It is the process to evaluate all the notable information and the likely future developments, gives like result a course of action recommended: a plan. (Goodstein).

It is the process to establish aims and choose the half more appropriate for the attainment of the same before undertaking the action (Ackoff).

Definition Jiménez, 1982: "The planning is a process of taking of decisions to reach a future wished, taking into account the current situation and the internal and external factors that can influence in the attainment of the aims". It considers to the planning like a process that looks for, to relate actions and operations to reach put and aims, by what for the author is planning is the process that organizes and relates a group of actions and operations between yes, allowing reach aims and put established, awarding rationality in the use of means and scarce resources or limited. (Rivera, C., Oviedo, M. And Galarza, F. 2015).

Steps for the Planning.

- Detection of an opportunity
- Establishment of aims
- Consideration of the premises of the planning
- Identification of the alternatives
- Comparison of alternatives of agreement to the aims and put them
- Election of an alternative
- Preparation of the plans of support
- Preparation of the budget

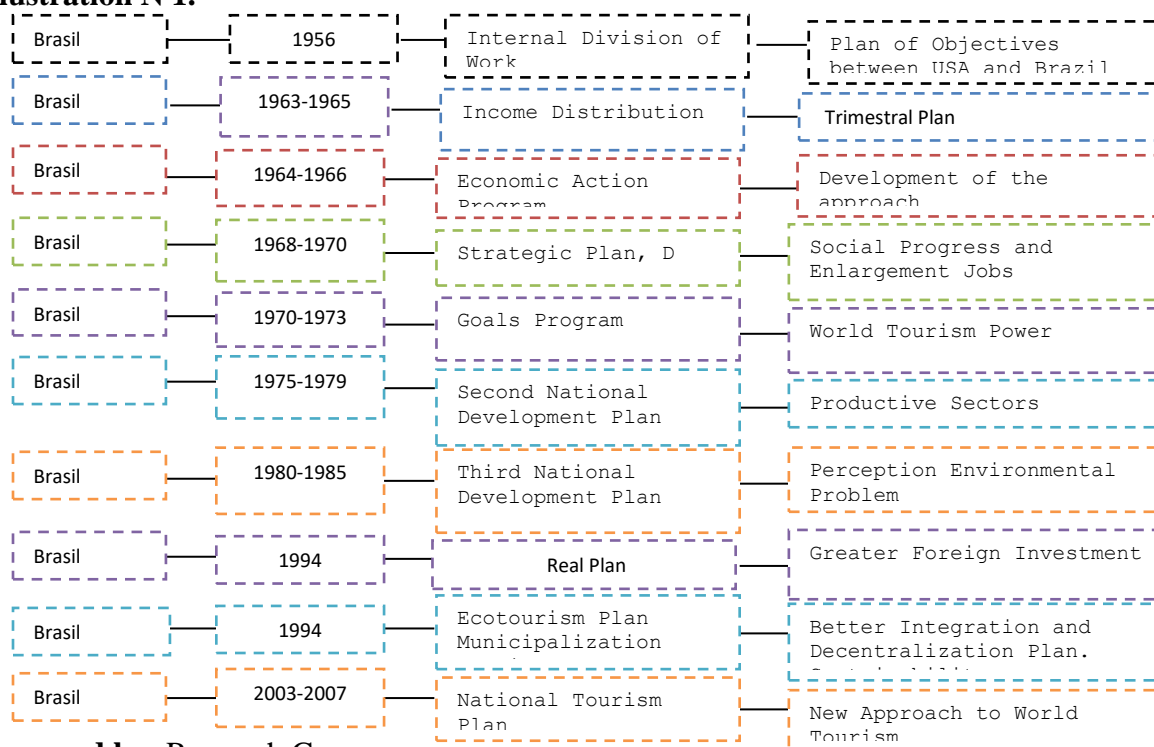
The planning forms part of the newspaper do particularly of the popular masses that link its action to a slang of behaviors and minimum effort, forging only problems and more problems. Organize, previously the activities that made, is to schedule, which expand the possibilities of success in the different social fields, looking for previously the possible solutions to problems identified and prioritized with some time ago. Look for and use the effective resources and efficient for the solution of problems, is another limited of the social planning that mislead its innate capacities, for lacking peripheral thought that provides the method of observation.

Tourist planning.

The relativity of the time is visible in every aspect natural in which the man has interference. The ideological changes have generated theories and systems of economic and tourist development that are not infallibles by the surroundings partner-cultural own of the local Cosmo vision, but are achievable of agreement to the human commitments.

The multiple world-wide events that are reflected in the miserable political theories and economic in which get the developed countries, of emergent economies, in roads of development and underdeveloped, do that the planet complain of its balanced cyclic, put in hands of the man that changes to its likes by simpler that seem. These transformations of the man on the surroundings the use of more resources and therefore the pressure on the natural elements feels, although we treat to minimize his impacts, part of those changes have presented in Brazil, according to the following chart:

Illustration N 1.



Prepared by: Research Group.

Interpretation.

The tourism has evolved in different geographic areas, with the multiple characteristic that this activity produces to the equal that the possible projects and the investment that requires for his good operation and of course improve entirely the relation man-nature.

Illustration N 2.

Short term
It refers to adopt actions to aimed and improve the demand's seasonal variation or conjuncture's adaptation changes that may occur in the Market or tourist services provision.
Middle term
It's possible to make changes in the infrastructure and equipment.
Long term
These are decisions which are related with tourism expansion These are decisions that are related to the expansion of tourism activity, namely, these are measures and decisions that will make its effects felt in the future

Prepared by: Research Group.

Like source of wealth the tourism has expanded his processes, goods and services in profit of the traveler and from lenders of activities of recreation and distraction, evidencing his evolution until our days.

The tourist industries in Brazil have assumed its actuate with big responsibility, considering the peak of the Sustainable Development that promotes the tourist activity on all the ecosystems that conform the different areas protected of this country South American.

The most liable form to be promoted of responsible way is the ecotourism that allows to minimize the negative appearances of the traveler on the environmental surroundings.

Levels of Planning.

The processes, in planning, go consolidating by the importance to reach aims and put to short, average and long term, conforming a logical tendency of success by the persistence and projection of subject actions to changes.

Components of the Planning.

Between these can signal the following that describe in the following chart:

Illustration N 3.



Prepared by: Research Group.

Levels inside an organization.

Can consider that these are those that to continuation detail:

- **Strategic.** - Process made on a long-term basis, posing objective of specific character splitting of the premise of internal and external order.
- **Tactics.** - Conjoint of continuous and permanent actions, that clears the taking of decisions and later are measurable and evaluables.
- **Operative.** - It is the level where participate the employees, this is the operative part of the tourist company.
- **Rule.** - It is the process that considers the politics, norms and rules for the good operation of the institution insisting in reaching the highest levels of standards, in his methods and in the same methodology.

Styles of Planning.

Between these can signal:

- **Inactive.** - It is restricted in the planning due to the fact that it considers fruitless to change the current situation, due to the fact that the company finds in balance, stability and survival
- **Reactive.** - It is the vision of tunnel that traditionally concerns of work in new actions keeping in the archaic way to schedule without opening to the new technologies.
- **Proactive.** - They are futuristic projections that allow to optimize the opportunities of market, finding the possible projects of improvement for the tourist company.
- **Interactive.** - It is the projection that makes from the actions and decisions taken in the present, warning the future crises.

The levels of tourist planning answer to problematic that hinder the development of initiatives of recreation and entertainment for the traveler or visitor in a region, contemplating of course these multiple national interests and international eat: costs, security, feeding, accommodation, entertainment, transport, offer, demand, among others.

This involves to determine the offer that the country has for the different tourist activities that can make in our four regions, addressing contemplatively the new tendencies of the groups of travelers and his demands, that are organized and articulated potentially for the enjoy of the involved.

The tourist planning is a process that listens the vulnerable needs of the nature and to all his elements, prioritizes solutions, values contributions and participation of the upper species that guarantees the contemplation of the resources by long. (Rivera, C., Oviedo, M. And Galarza, F. 2015).

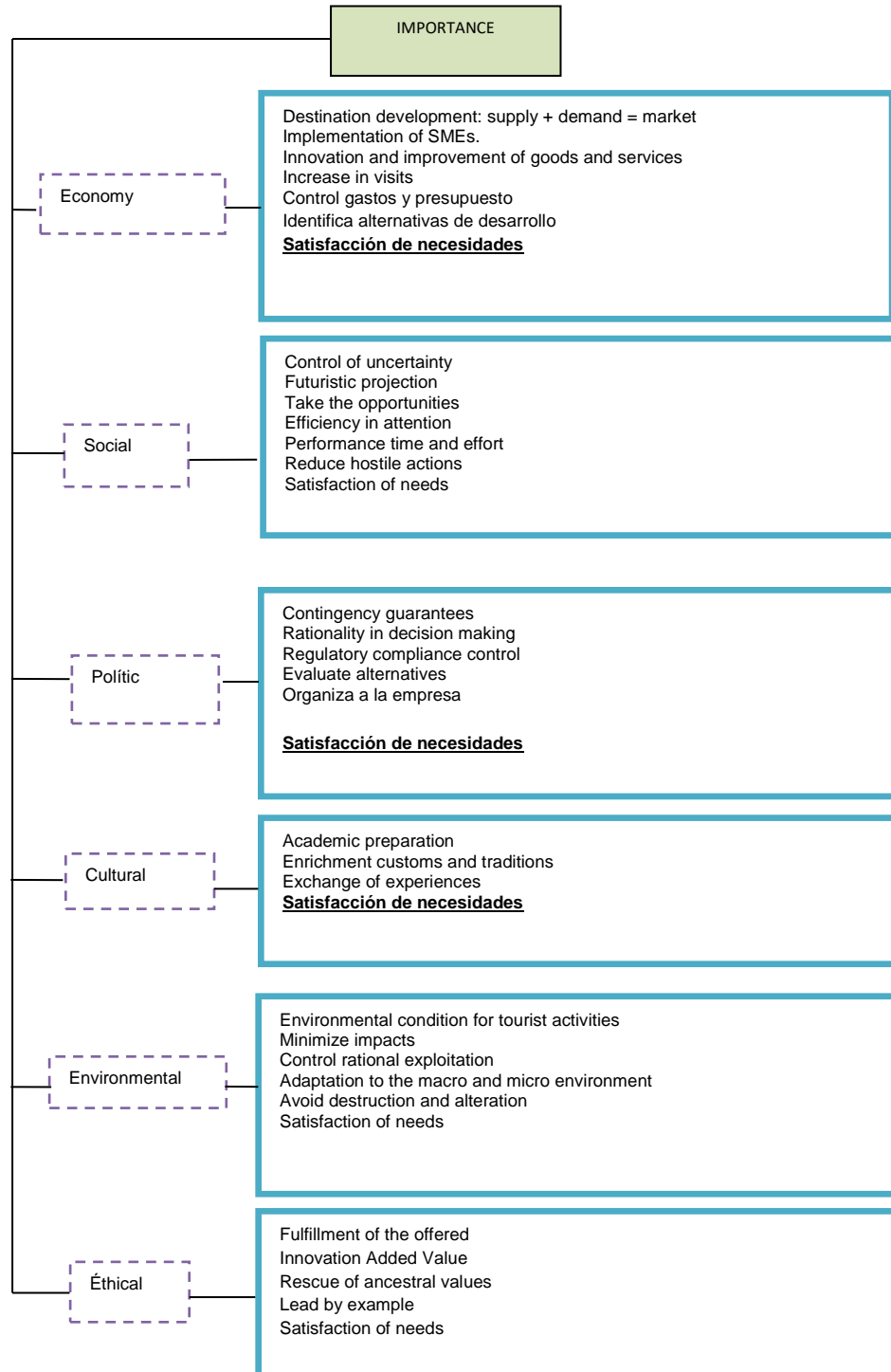
The coordination of the tourism splits from the authority, that multiplies actions in the tourist destinations to strengthen the public proposals and deprived of multiple actors that sustain the same territorial planning translated in sustainability where the egocentrism of the nature is the temperature, the climate, the species, the rain, the water, the wind, the reproduction, the birth, the transformation, the metamorphosis, the contemplation among others. All this inspires the preparation of tools and operative instruments and regulators of this activity for his best development of services, goods and tourist processes.

This process has to reach by optimum stages of planning with order, commitment and security, identifying responsibilities of fulfillment in the political, social, economic, cultural, ecological and spiritual, understand spiritual from the population ethical values and governmental, providing the necessary balance in the improvement of the quality of life of the population and the enjoy rational of our natural and cultural resources. This planning would be incomplete if we forget the financial resources, technological, humans, the evaluation and his follow-up, reflected in programs, budget and innovation in the aims delimited.

Importance of the Tourist Planning.

The tourist planning is important by the organization and operation of activities and actions, according to his different factors describe it to him in the following chart:

Illustration N 4.



Prepared by: Research Group.

The importance of the planning in the tourism reduces to the transversality, *sine qua non*, of the improvement substantial and significant of the quality of populational life estimating its needs in attainments groups. A particular interest, that exhaust and overwhelm these talents, do not find satisfaction in the work, that maximize potentially projects tourist of big deep national and international.

Illustration N 5.

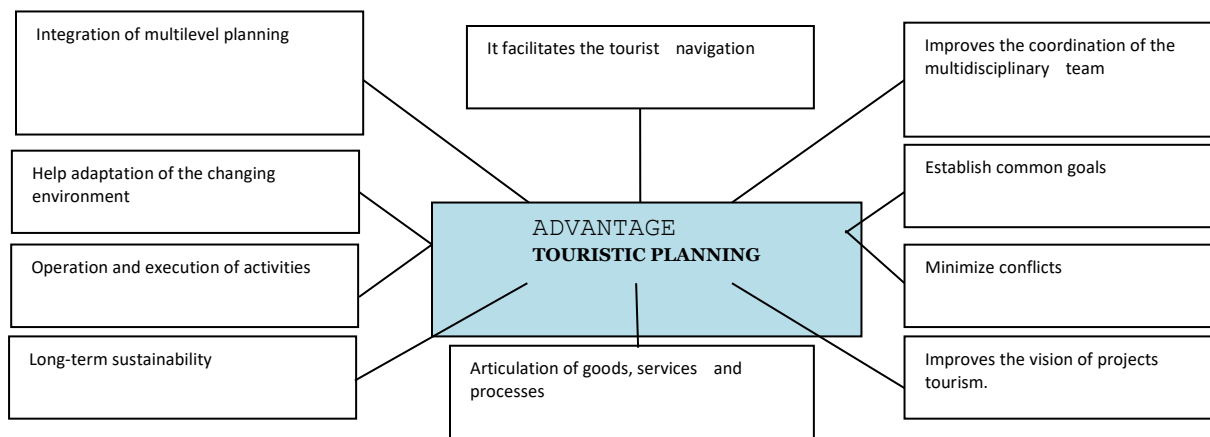
Think before act	Systematic	Explaining possibilities
Analyzing advantages and disadvantages	Proposing goals	Making future projections

Prepared by: Research Group.

Advantages of the Tourist Planning

The advantage that enhances this type of planning is the integration of multi levels operative national and sectionals with its respective competitions. The multidisciplinary integration, that is to say configure the contributions of professionals that join efforts in a common aim of population tourist development, is the most notable advantage from the organization of tourist projects, with futuristic diagrams of several slogans like “ECUADOR LOVES THE LIFE” or “ALL YOU NEED IS ECUADOR” that systematizes the offer of a country with multiple alternative of enjoy and distraction. Between these advantages is synthetized in the following chart that details:

Illustration N 6.



Prepared by: Research Group.

Materialize the tourist business vision constitutes to configure some complementary elements that guarantee the optimum development of the destination, splitting of the aims scheduled with some time before, and of course the rational use and balanced of the resources.

The disorganized competition of offers, manipulate the true sense of enjoy and rest of the traveler, implement tourist packages that handle a relation of natural and cultural confraternity, benefits establishing a basic market, of conservation and protection. To carry out which was mentioned must understand transversal aims in the same national planning tourist.

The authors Mill and Morrison (1992) manifest that they exist five basic aims looked for by the planning:

- Identify the alternatives of development and organization of the company and its activities
- Adapt to the changes of the macro and micro surroundings.
- Keep or look for the difference in natural resources, cultural, architectural, others.
- Create high profitability and positive image.
- Avoid unpleasant situations, like the destruction and the alteration of the environment, pollution, hostile attitudes by part of the residents in front of the arrival of tourists.

Conclusiones.

- Actually Babahoyo has four tourist potentialities: rural tourism, ecotourism, tourism of adventure and community tourism, these tendencies open the opportunity to venture tentatively in the new market of activities for travelers that look for the direct contact with the nature.
- The weakness of the tourist planning in this geographic sector of the country involves, the disintegration of activities in the elements of the planning that exceeds extreme points of disinterest in the public and private company

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