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The Competencies of Human Talent Linked to the Development of Community Based Rural Tourism in the Province of Chimborazo Ecuador

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Abstract:

Human talent represents today for the rural and community tourism a fundamental axis for the improvements of income and sustainable development for the communities of this sector so absent of the governmental policies. Tourism in general, according to international organizations, is considered a strategic axis for the nations of the world, given its planetary reach in the economic and social sector, but also because of the advances that are generated through it in communities, regions and countries. The objective of the study is to evaluate the human talent and competencies in tourism that are related to the work of tourism establishments in the provinces of Chimborazo. It also seeks to highlight the key capacities in this sector of the Ecuadorian economy. The methodology of the study responds to the quantitative, documentary method based on interpretation, applying an instrument that resulted in the presentation of the key and identifying competencies of the tourism professional who works in rural and community areas. It is concluded that the Province of Chimborazo is part of the programs of interest for the development of tourism in Ecuador, being necessary to potentiate the competencies that characterize the human talent that works in tourism.

Keywords: tourism; human talent; rural and community tourism.

JEL Classification: Z32; P48; R58.

Introduction

Rural community tourism has contributed to local community development; However, there are many deficiencies in the infrastructure and basic facilities (tourist information, adequate signage, organization, accommodation,

comfort, safe recreation, among others) which have generated not only for countries in the world but also for Ecuador a product of little interest and this affects the visit of international tourists, This identifies the need to study the potentialities that revolve around this sector, taking into account however the human talent that works as a professional in the area and that is also demanded by this sector, which implies that it is necessary to know among other aspects how this professional personnel that is prepared with their studies in tourism in institutions of higher education contributes to the growth and development of this sector through their own capacities according to Knafou and Stock (2013, 901).

The report presented by the World Tourism Organization in its 2018 edition (ONWVTO), corresponding to the World Tourism Organization (UNWTO) panorama of international tourism, currently denotes the trends of international tourism, these trends have important repercussions on the national tourism of the countries, indicating among other aspects, the factors of technological advance, improvement in the services, training and development of skills of the people, the same ones that point to the interest of a greater growth of international tourists in the last decade from 2010.

The report states that countries have been betting on recoveries in destinations that had been affected by security issues in recent years, in addition to the economic rebound that has strengthened in one way or another the demand for travel in major issuing markets. Finally, the report points to the solid restoration of demand in emerging issuing markets after some years of recession. In this vein, the (World Tourism Organization 2019, 10) has socialized through its reports that a growing number of destinations around the world have been oriented towards tourism development and investment. However, all this will depend on the human talent committed to the demonstration of its services through competences. This determines a high potential for booming employment opportunities in tourism for locals. Tourism also contributes to increasing the nation's income, in addition to the implementation of relevant infrastructure in this sector. It is important to note that, over the past six decades, tourism has expanded and diversified, becoming one of the fastest growing economic sectors in the world (Moshe and Ioanides 2020).

In this aspect, it is emphasized that the human talent that works in rural community tourism is part of the interest in national and international public policies. The scope of the development model frames the implementation of programs and incentives linked to tourism. In the case of Ecuador, there is a marked interest in the potentialization of socio-economic and cultural development through the development of tourism and its people. So much so, that in recent years' efforts have been made to achieve sustainable development focused on the opportunities of human strength, also on the development and the bases of sustainable tourism for the country. The above implies, among other aspects, to consider the level of co-responsibility by the actors involved, within the framework of the historical cultural richness, environment, communities and therefore as one more element for the reactivation of the countries' economy (Vega *et al.* 2019; López and Llorente 2020). In this regard, it should be noted that tourism has become a strategic factor, due to the efforts made by countries to be competitive in order to achieve a greater number of tourists in line with this. Tourism plays an important role for social benefits such as increased employment, internal promotion of countries and opportunities for tourist destinations, according to Leal and Medina (2019); Xie and Tveterås (2020) and Shahzad *et al.* (2017).

Although it is true that all the components of the tourism system, as well as its management, are very relevant for the success of the socioeconomic activity, one of the most significant elements will always be the professional of the area. Today, tourism management has been conceived as a process that involves new factors in favour of the country's development so that they are much more efficient and effective than in the past. In this way, the success achieved by people-centered tourism management leads to professionals becoming high-level graduates, demonstrating their capabilities and potential to contribute to the sustainable development of nations (Pérez 2010; Maldonado and Hernández 2017, 23).

As a result of these changes, institutions have turned their attention to an active and dynamic factor that drives the achievement of strategic objectives in all their dimensions (Murrieta 2017, 45). Therefore, the study of human talent management by competencies in tourism (Cejas 2016, 35; Juan and Álvaro 2017; Villarroel and Bruna 2017) form the basis of any institution or organization, because they become responsible for the change - favorable or not - that must be produced and introduced with a view to increasing competitiveness and/or expected productivity, which for the purposes of this research project constitutes one of the fundamental purposes, because from this approach to human talent, those problems that derive from the populations and/or communities that promote this type of tourism will be identified.

Therefore, human talent contributes to the growth of tourism establishments, through work activities that demonstrate, and among other aspects is considered an innovative trend for improvement when considering the expansion of tourism, the incorporation of employment of people from this sector. On another level,

rural/community tourism responds to growth processes that aim at sustainable development, territorial planning, the development of human talent and the appreciation of heritage in general. This means that countries, including Ecuador, are interested in the rural and community sector. In the economic field, the income of the communities is substantially improved, considering the own resources as a competitive advantage.

On the other hand, the existing link between tourism and labour development leads to the establishment of innovative components that link the people who provide their services in this sector, determining in one way or another the means to strengthen the provinces. The interest of this research work is to address in the first instance the province of Chimborazo, which belongs to zone 3 of Ecuador, placing it as one of the most developed provinces in the Ecuadorian geography.

The interest of the researchers in knowing the valuation of the competences of the human factor in the rural and community tourism sector, incorporates a series of analyses in the set of factors and/or competences that determine in the tourism sector, generating this way a starting point for those interested in this so important sector in the social and the economic thing, besides establishing a field of measurement and improvement of the quality of the service, promoting an increase of the economy of the receiving countries and of the promoters of the tourism according to Xie and Tveteras 2020.

1. Description

The research project is generated from the university scientific field, under the scientific conception of addressing the problems that arise from rural / community territories, including: low investment in this sector, the lack of public policies to promote tourism in this area, non-competitive markets whose condition reduces the participation of rural producers, the relative loss of importance at the economic level in the national context that drives the migration of the population from the countryside to the city, and also the gap between public services and income derived from rural and urban areas.

According to Mariani and Guizzardi 2020, from the perspective of the international world (educational, social, economic, tourism), initiatives have been proposed for the past two decades that are committed to demonstrating the capacity of professionals as a contribution to development. Competences that contribute to the constant development of those needs that must be satisfied (in this case, sectoral services in tourist establishments) and where human talent constitutes a source of development in interrelated societies. In the studies registered in Ecuador, tourism is boosting the local, regional and national economy; however, there is a lack of skills among professional and non-certified staff in this area. This implies the urgent need to generate effective methods and techniques that guarantee the professionalization of this area. In this order of ideas, the underlying characteristics of the people in this sector of the study will be strengthened.

This research proposes to capture the valuation that the professional and / or labor competences have of the human talent that works in the tourism sector within the framework of the study of rural and community tourism, in order to know how these capacities of the professionals that are trained in Universities guarantee and promote the development of tourism. In this way, making visible through a proposal those training processes that have been carried out by the academy, even more from the non-approved experience, allowing in both cases to point to determinants that respond to key scenarios in the framework of tourism rural community.

This implies justifying the focus of the study through the theoretical / systematic approach to international proposals that refer to sustainable objectives in the tourism sector, initiatives of the open working group of the United Nations General Assembly for the post-development agenda. 2015 (2015-2030) that gives continuity to the Millennium Development Goals (2000-2015), in the understanding of how to make tourism and hospitality professionals increase their capacities and skills.

Rural and community areas in tourism for Ecuador present the absence of local / national development programs. Thus, for Ecuador, the interest in the great potential of natural and cultural resources is a first-rate agenda since there is no link between the public tourism sectors and higher education institutions, by virtue of which it can be known if there are a balance in the factors that guarantee the service, the diffusion of the natural tourist resources but also the engagement of a professional who shows his commitment from the academy to the labor sector to promote the development of the country and the Ecuadorian regions.

2. Methodology

At the time of deciding the methodology in an investigation, it is necessary to take into account the objectives that have been set in the study, in this way the choice that is chosen would be adjusted to the purposes established in the study, raising and guaranteeing the knowledge scientist that researchers hope to reach. In the specific case of this research, the study will focus its bases on the Applied Methodology, having as its initial purpose to consider

the documentary methodology which will be initiated through the collection of references or primary sources allowing the revision of specialized literature regarding the topic. object of study (rural-community tourism); In this way, an analytical review would be carried out for the construction of the theoretical framework and the adoption of theoretical positions referring to the problem posed, thereby allowing the information consulted and recorded to be captured, in the same way it will be possible to delve into the topic of rural / community tourism and of human talent by competences, in this way the approaches that arise in the respective consultation of the literature will be delimited, it is important to highlight that documentary research contributes to pure research due to the theoretical and advanced activity that occurs in the use of sources scientific. The methodological contributions of (Cejas 2016, 34; Méndez 2008, 18; Namakforoosh 2007, 14; Vieytes 2014, 49, Ramirez 2010, 36) the study is based on the rigor of the scientific method applied in the social sciences / humanities. This research work converges on the basis of knowledge or information derived from the object of study through reliable first-hand sources, thus giving systematic importance to the systematics of scientific knowledge research.

The compilation of references or primary sources was applied, the review of the specialized literature on the subject under study was made, in this way, the analytical review was carried out for the construction of the theoretical framework and the adoption of theoretical positions related to the subject of approach. Thus allowing to capture the consulted and registered information, in the same way it was possible to deepen in the topic of rural/community tourism and of the human talent by competences, in this way the approaches that arose for the interpretation of the literature of the topic in question were delimited, in this sense the structure of the investigation derived from the consultation of relevant and updated sources is welcomed (Cejas 2016, 45).

3. Analysis and Results

The study is developed in Riobamba, this canton presents 5 urban parishes Lizarzaburu, Maldonado, Velasco, Veloz and Yaruquíes and 11 rural parishes, among which are Cacha, Calpi, Cubijies, Flores, Licán, Licto, Pungalá, Punín, Quimiag, San Juan and San Luis. It should be noted that the canton's parishes are identified by a total of 51 natural and 49 cultural aspects, which can be used for their development through community tourism (Castillo and Ladino 2018).

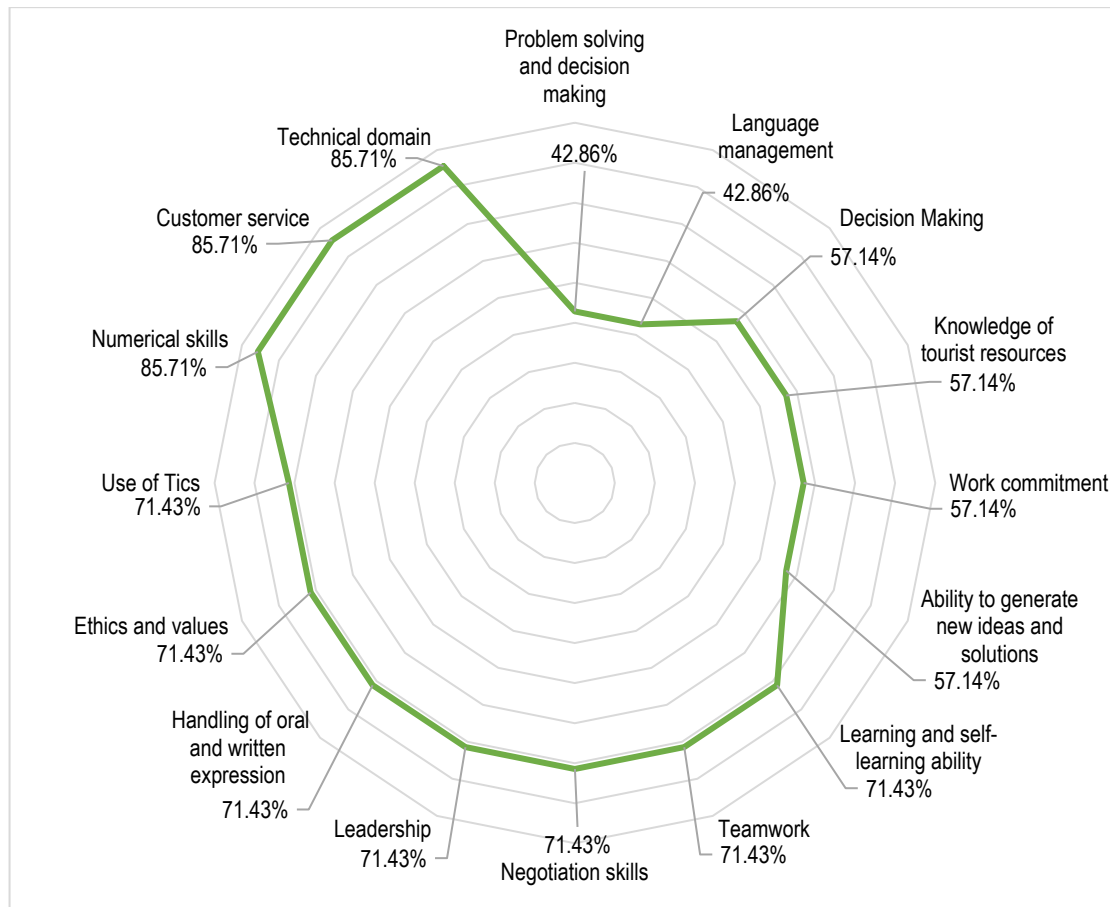
As Decentralized freelancers for decision-making based on the development of the country, Article 293 bases the importance of the formulation and execution of the National Development Plan that determines without prejudice the powers and autonomy from its actors, in the same way the tourism law in its article 3, it raises as principles of the tourist activity the initiative and community participation indigenous, peasant, montubio and afro ecuadorian, with its culture and traditions preserving its identity, protecting its ecosystem and participating in the provision of tourist services in attention to the established in the regulation of tur centers community, these elements undoubtedly constitute the backbone base analysis and interpretation of the subject under study developed. Likewise, the reevaluation of tourist attractions and products that the province of Cotopaxi has, also determines the interest of research work to promote the development of work skills in the professional in this area.

Another aspect of interest in this study is that the project responds to the objectives established in the National Plan for a Lifetime Development, emphasizing Objective 4 which states consolidate social and solidarity economic sustainability with the diversification, differentiation and breadth of the exportable offer; the opening of new markets and their diversification taking into account non-traditional and alternative markets, to take advantage of regional markets and attract related investment such as community tourism, gastronomy (National Development Plan 2017-2021-A Lifetime).

Finally, the exposition by Buckley 2017, 23 is collected from a scientific theoretical perspective when defining the TRC as the full range of activities and amenities provided by farmers and rural people to attract tourists to their area, in order to generate extra income for their businesses and García 1996, 58 who affirms it is that activity that is based on the development, use and enjoyment of new products present in the market and intimately related to the rural environment. These arguments put forward by the experts demonstrate the strategic importance within the framework of the agendas of sustainable development and the development of the skills of people who provide their services and raise the quality of tourism in all its essence which will allow the development of the country. Among those consulted at a higher education institution in the province of Chimborazo, a sample of intentional character was obtained from a significant population in the tourism and hospitality degree, which identifies a total of 50 students studying in the last two semesters of the degree. (8th and 9th) where it was possible to apply a questionnaire through a survey where these next students to be professionals those consulted at a higher in the tourist area were asked, which according to their training cycle

would be the competencies that would be responding to the professional profile that demands the rural and community tourism sector of the province of Chimborazo. (See figure 1).

Figure 1. Results of the professional competences in tourism, issued by the 30 students who participated in the research



Source: Cejas, Aldaz, Quevedo, Quiñonez and Mendoza, 2020.

It is concluded that the development of skills in the hotel tourism professional in the framework of rural community tourism and based on the literature consulted points to a professional who demonstrates in his daily activity and performance. Determining according to the study carried out at the university institution the great need to promote professional development of instrumental competencies such as: Organization and planning capacity, knowledge of a foreign language, computer knowledge in tourism, ability to manage information, problem resolution, decision making, ability to apply knowledge in practice in addition to the personal competences among which stands out teamwork, I work in an international and multidisciplinary context, skills in interpersonal relationships, recognition of diversity and multiculturalism. Ethical and legal values and finally systematic comments identified as autonomous learning, critical thinking, adaptation to new situations, creativity. Leadership problem resolution, knowledge of other cultures and customs, initiative and entrepreneurial spirit, quality.

Conclusion

He human talent that works in the tourism and hotel sector drives the processes of competitiveness and productivity which allows it to raise the development of this sector, from this perspective the interest points in the social, cultural, economic and political aspects of the countries, what that makes it possible to point out the need to study rural / community tourism in addition to the competencies of the human talent that provides service in this sector, which implies the linking of many aspects, representing a key potential in tourism, but even more so in strengthening of the formation of the local citizenship to value the natural or patrimonial wealth. It is concluded that the new trends that affect the development of rural and community tourism is key to the development of the countries taking into account that much of this commitment is acquired by the human talent of the recipient country through the demonstration of the competences of the human talent providing strategic directionality to address knowledge in all its phases (theoretical and practical); not only because the study will identify those

income that comes from tourism but also because it provides inputs for the incorporation of new products through the knowledge of professionals and the community, also because strengthening the professional that drives tourism will ensure the increased knowledge in the tourist area and consequently by the inclusion of technology and innovation.

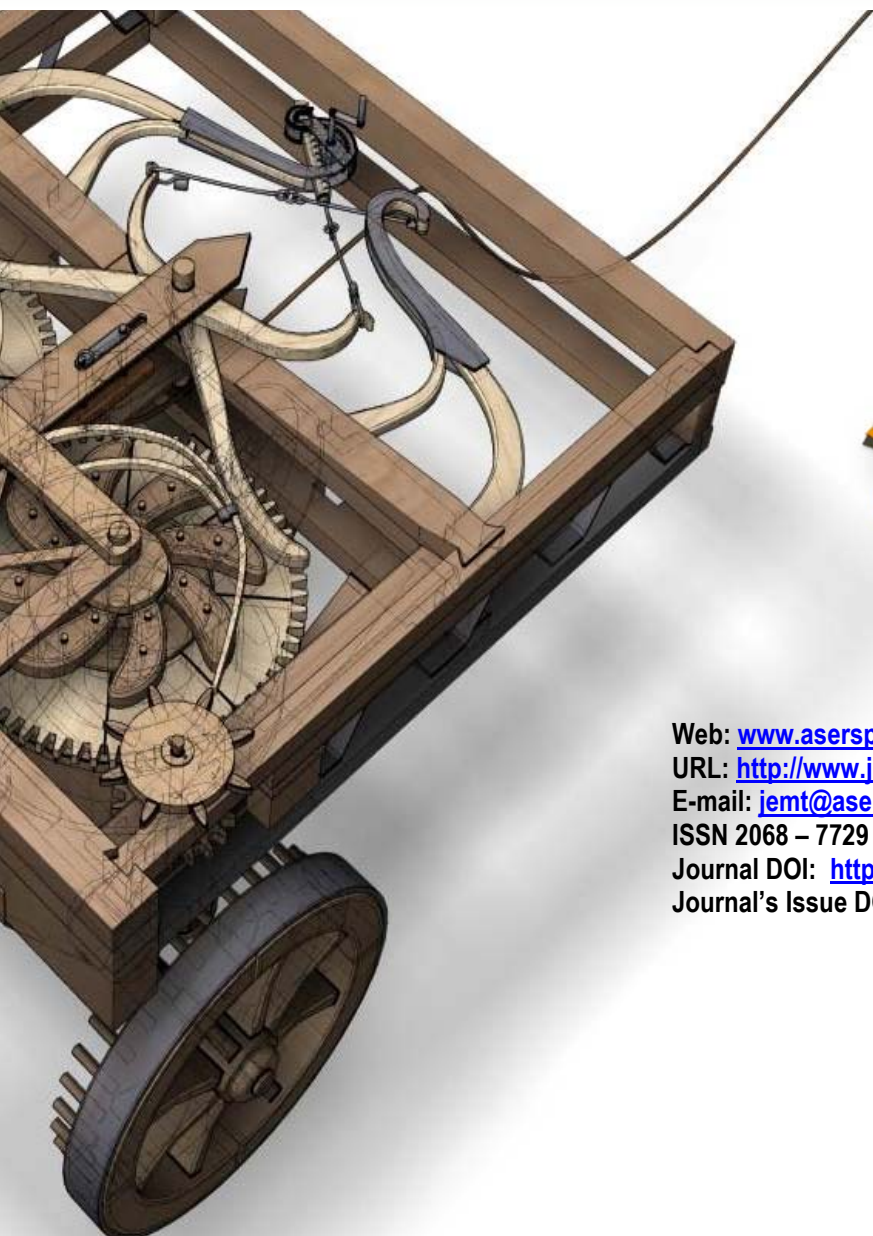
Thus, tourism trends at present point to claim to know the changes produced and generated by the emergence of new market demands in the rural and community context and how professional human talent affects the valuation of hotel tourism systems increasing the activity and also sustainable development, in the same way it is intended to know the incidence that the evolution of rural / community tourism has had on tourist consumption, seeking to know how it favors the development of tourism in the framework of the planning that is held by the entities government and on the basis of the products generated / and that may not be disclosed by rural communities, given that this area was previously considered apart from activities of rural community tourism or had occupied a secondary position.

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