



SECTUR  
SECRETARÍA DE TURISMO



AMEXCID  
AGENCIA MEXICANA  
DE COOPERACIÓN INTERNACIONAL  
PARA EL DESARROLLO

## Mexico-Japan Exchange Program for the Strategic Global Partnership

### Information for applicants

#### 1. Course Title

Community social service in the regional tourism development

#### 2. Name of the Mexican Organization:

National Polytechnic Institute-Higher School of Tourism (IPN-EST) and the Institute Tourist Competitiveness (SECTUR)

#### 3. Course dates:

December 07-16, 2017.

#### 4. Brief Profile of the Institution and Department:

The National Polytechnic Institute (IPN) is a public university that offers the academic graduate programs in the areas of engineering and sciences physicist - mathematics, sciences medical - biological and social and administrative sciences. Its objective is to train people who are interested in finding the solution of the problematics of their country and that puts their knowledge in benefit of the population.

In addition, the Management of Graduated and Social Service is the area that coordinates and operates a program called "Multidisciplinary Brigades of Social Community Service" that offers support to communities that live in conditions of poverty. The brigades work on projects and offer services of medical assistance provided by the students from the almost 95 majors offered by the National Polytechnic Institute. Our services are free and our objective is to support people in order to improve their living conditions.

The inter-institutional collaboration is essential for this work, because the municipal authorities must supports the work of the brigades, which will guarantee the success of the activity.

Carry out a diagnosis in the different States of the Mexican Republic which have not made projects to measure the potential for tourism and students carry out a brigade multidisciplinary to link and coordinate activities and requirements that you must meet to deliver a project that is submitted to the Ministry of tourism, in order that communities or municipalities have economic growth and may obtain the distinction of Magical Town.

IPN-EST is a Mexican government College; in charge of providing Administration and Tourism graduate students in the country. IPN-EST manages four different



trends in the field; Planning, Travel Agencies, Beverages and Meals and Hospitality. It is 40 years old, promotes and supports education, innovation and training for the Tourism Industry. IPN-EST plays an important role in developing, and preservation of the Cultural Sites Program in the Country.

**5. Field of the Training Program:**  
Social Community Service

**6. Course Objective:**  
Participants who have the profile of community social service and tourism area; as well as the interest of knowing the activities carried out in the Community Social Service brigades, developing activities focused on the tourist development of regions and municipalities of the Mexican Republic that have not detected potential and economic growth course capacity

**7. Course Capacity:**  
Maximum 6 participants

- 8. Tentative course program**
1. Social service in Mexico
  2. Social community service
  3. Social community service action lines
  4. Multidisciplinary brigades of social communitarian service
  5. Development of technical visits
  6. Diffusion of the social community service in the Institutions of Higher Education
  7. Safety measures during the work in field
  8. Projects and actions in community
  9. Elaboration of the technical report

**9. Trainees profile (academic, professional, linguistic, others)**

<b>Academic Background:</b>	The course is suited to University graduates, late phase Masters student, government officials, and extension faculty.
<b>Work experience:</b>	At least 3 years
<b>Years of experience:</b>	At least 3 years
<b>Language Proficiency:</b>	All participants need to be competent in English



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English scores:  
TOEFL PBT: 500 pts  
TOEFL IBT: 90  
IELTS: 6

**10. Dress code:**

Casual, comfortable to visit communities in poverty.

**11. Others**

The participants will have to be prepared to have direct contact with the field people, in the conditions through that they live, by what it is asked that to be very respectful of the customs and traditions of the community.