



American College
UNIVERSITY INSTITUTE



Higher Technician

NATIONAL TOURISM GUIDE

ABOUT THE **CAREER**



Title: Associate's Degree in National Tourism Guide

Duration: 2 years

Format: Hybrid

Schedule: Nocturnal

Mission

To train technical professionals who provide assistance and accompaniment services to tourists and visitors, competent in guiding techniques, information presentation and heritage interpretation.

Vision

To become a leading career in the training of technicians in the tourism area, offering intermediate degrees related to the tourism needs of Ecuadorian society and global trends.



Graduate Profile

- Organize your work using driving techniques.
- Collaborate in the design of routes and/or tour packages.
- Master excursion itineraries.
- Ensure quality service through leadership in different groups.
- Resolve health emergencies through basic first aid.

Associate's Degree in National Tourism Guide

Curriculum



1st Semester	Cultural and natural heritage	Basic English	Oral and written expression	Tourism theory	Geography applied to tourism	Guidance Techniques
2nd Semester	Cultural Anthropology	English for Tourism	ICTs Applied to Tourism	Tourist Entertainment	Tourism Companies	Methodology for Tourism Surveys
3rd Semester	History of Ecuador	Business English	Geographic Information Systems	Protocol and Event Organization	Tourism in Protected Areas	Tourism Business Administration
4th Semester	World History	English for Tourism Businesses	First Aid and Survival Skills	Ecuadorian Art	Tour Planning	Project Research and Development

Strengths of the Program

1. High demand for workers in a global tourism sector that is constantly growing.
2. Training in technology applied to tourism management and promotion.
3. A variety of areas of specialization, such as digital marketing and platform development.
4. Development of interdisciplinary skills, combining tourism, technology, and management.
5. Entrepreneurial opportunities through innovative tourism projects.
6. Adaptability to new trends in the tourism market, such as ecotourism and personalization.





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becomes a qualification”**

