

DESIGN OF A CURRICULAR MODEL BASED ON PROFESSIONAL COMPETENCES

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The aim of this paper is to look into problems and challenges involved in the design of an academic program for the Guadalajara University network for tourism studies based on an education model of professional skills. It becomes particularly necessary to seek critical and self-critical remarks on the challenges and difficulties faced in defining and selecting the competences for this career. The main questions are how tourism students, will be able to acquire a more complex and multidisciplinary way of thinking? How a group of instructors with different specialties will be able to make changes in the curricula an even worse, despite of not having enough preparation for doing so? Moreover, what would be the necessary skills Guadalajara University was thinking about? What is the meaning of a discourse on labor and professional competences? What criteria should be used in order to define key qualifications? How to learn and teach skills in university? and what would the best way be to test students on these skills?

KEY WORDS: college education and tourism, curricular model, labor and professional skills, cognitive and practical competences.