

Development of the aviation industry and professionalization through the hiring of young people related to the tourism, hotel or air traffic sector

Ana Luisa López Brunett*
Alejandro Andrés Coronado Martínez*

Abstract

The study focuses on the comparative analysis of the main competencies required by the aviation industry operating in Guayaquil versus those promoted by the technological ones. The research responds to a result of the TES research project entitled: "Laboratories of professional competencies in aviation". It was based on the management of sustainable local development and used a systematic approach, making use of data collection techniques in bibliographic sources and analysis sheets as scientific tools. The sample consisted of several documents that made possible the comparative analysis and theoretical foundation on the main competencies demanded by the aviation industry in Guayaquil in contrast with those promoted by technological institutions.

Keywords: Competencies, Aviation, Technological, Industry, Systematic.

Lcda. Instituto Superior Tecnológico Universitario Espíritu Santo, alopez@tes.edu.ec,
<https://orcid.org/0000-0001-7040-3807>

Lcdo. Instituto Superior Tecnológico Universitario Espíritu Santo,
aacoronado@tes.edu.ec, <https://orcid.org/0000-0002-6121-2280>

Como citar APA: López, A., Coronado, A. (2024) Development of the aviation industry and professionalization through the hiring of young people related to the tourism, hotel or air traffic sector. *Repique*, 6(2), 91-106

Desarrollo de la industria aeronáutica y profesionalización mediante la contratación de jóvenes relacionados con el sector turístico, hotelero o del tráfico aéreo

Resumen

El estudio se centra en el análisis comparativo de las principales competencias requeridas por la industria de la aviación que opera en Guayaquil frente a las promovidas por las tecnológicas. La investigación responde a un resultado del proyecto de investigación TES titulado: "Laboratorios de competencias profesionales en aviación". Se basó en la gestión del desarrollo local sostenible y utilizó un enfoque sistemático, haciendo uso de técnicas de recolección de datos en fuentes bibliográficas y fichas de análisis como herramientas científicas. La muestra estuvo constituida por varios documentos que posibilitaron el análisis comparativo y la fundamentación teórica sobre las principales competencias demandadas por la industria de la aviación en Guayaquil en contraste con las promovidas por las instituciones tecnológicas.

Palabras clave: Competencias, Aviación, Tecnológicas, Industria, Sistemáticas.

Received : 11-02-2024

Approved: 16-04-2024

INTRODUCTION

The development of the aviation industry is a crucial factor for economic growth and global integration, especially in strategic regions such as Guayaquil. This sector not only facilitates the efficient transportation of people and goods, but also generates employment and promotes tourism. In an environment of rapid

technological evolution, the aviation industry faces the challenge of remaining competitive and safe, which requires a highly trained and adaptable workforce. The professionalization of this sector through the recruitment of young people specialized in tourism, hospitality and air traffic is essential to ensure that air operations not only meet international standards, but also align with the expectations of modern consumers in terms of quality and service.

The integration of young professionals into the aviation industry can significantly transform the industry's employment and operational landscape. These individuals, trained in related disciplines such as tourism, hospitality and air traffic, bring a fresh perspective and contemporary skills that are critical to addressing current market demands. However, aligning their competencies with the specific needs of the industry requires a strategic approach to continuing education and training. Establishing training programs that combine technical knowledge with practical skills can not only improve operational efficiency, but also raise customer service standards, thus boosting the reputation and competitiveness of aviation in Guayaquil and beyond.

The issues that arise due to the aviation industry operating in Guayaquil, as compared to those fostered by technological advances, are multifaceted. One of the main issues is the gap between the current competencies of workers and the new skills required by technological evolution. Despite the importance of effective planning, regulation and management of aeronautical activities, the shortage of alignment with modern standards of quality and customer service becomes a significant challenge. Airlines in Guayaquil often prioritize low fares and route advertising over customer experience, resulting in service that does not meet contemporary passenger expectations, affecting customer loyalty and satisfaction.

In addition, the infrastructure of the José Joaquín de Olmedo airport does not project an adequate image of the city, which negatively impacts the perception of investors, executives, and visitors. This situation underscores the need for facility improvements to provide a better first impression and attract more business and tourism. The disconnect between traditional competencies and the skills fostered by technology also means that the training and professionalization of young people in the tourism, hospitality and air traffic sectors are not adequately adapted to the current needs of the aviation industry. This gap hinders the effective labor insertion of these young people and limits their potential for professional growth in a competitive and constantly evolving technological market, as will be analyzed in this study.

The objective of this study is to conduct a comparative analysis of the main competencies required by the aviation industry operating in Guayaquil in contrast to the competencies promoted by technological institutions. This analysis will seek to identify the essential skills and knowledge demanded by the aeronautical sector, as well as evaluate how these align with or diverge from the competencies promoted by current educational and technological programs. In doing so, it is intended to provide a clearer understanding of existing gaps and opportunities for improvement, in order to inform strategies that can strengthen the training and professionalization of young people interested in entering the aviation industry, thus ensuring its competitiveness and long-term sustainability.

Conducting a comparative analysis of the main competencies required by the aviation industry operating in Guayaquil in contrast to the competencies promoted by technological institutions is crucial to address the changing needs of the market and ensure adequate preparation of the workforce. The aviation industry faces constant technological advances and changes in consumer

expectations, requiring employees to possess up-to-date and relevant skills.

The process of how to conduct this comparative analysis involves gathering comprehensive data from both sides; the specific competencies demanded by airlines and other industry players in Guayaquil, and the skills and knowledge promoted by educational and technological programs. Methods such as surveys, interviews with aviation professionals, review of educational curricula and analysis of industry trend reports can be used to obtain a complete and accurate picture. This approach will identify not only technical and operational competencies, but also the soft skills and innovation capabilities that are increasingly valued in the modern aviation environment.

The ultimate goal of this analysis is to provide a solid foundation for the design of educational and training strategies that effectively respond to the needs of the aviation industry. By clearly understanding which competencies are most valued by airlines and how they compare to those taught in technological institutions, training programs can be developed that are more aligned with market realities. This will not only benefit young professionals, providing them with better employment and development opportunities, but will also strengthen the aviation industry in Guayaquil, making it more competitive and prepared for future challenges.

This benchmarking is essential to bridge the gap between education and professional practice in the aviation industry. By identifying and aligning key competencies, it can ensure that new professionals are well equipped to contribute effectively to the industry, thus promoting sustainable development and continuous improvement in operational and service standards. This, in turn, will

positively impact the local economy and the global perception of Guayaquil as a center of aeronautical excellence.

The Tourism and Hotel Management career promotes the development of the tourism and hotel sector in the central region of the country. For Mera, J., et al. (2020), this is achieved through the training of highly qualified professionals, who occupy relevant positions in both the public and private spheres, covering areas such as lodging, tour guide, tourist transportation and catering. In addition, the use of technological tools and professional analysis in tourism and hospitality are fundamental for efficient performance in these areas.

The integration of advanced technological tools into the academic curriculum is fundamental to the success of tourism and hospitality professionals. These tools allow for better data management and analysis, resource optimization and improved decision making. The knowledge and use of modern technology translates into greater operational efficiency and the ability to adapt to the trends and demands of the global tourism market.

The aviation industry must promote diversity in order to meet its future demands. In this research, we believe that aviation is currently not diverse enough (Ondo, A., 2020). Without a workforce that reflects this diversity, the industry may struggle to understand and meet the needs of different market segments, which could negatively affect customer satisfaction and loyalty.

For Valencia, J. (2020), the air transport sector plays a crucial role in global economic activities and remains one of the fastest expanding segments in the world economy. In all regions, countries rely on the aviation industry to drive economic growth and provide essential services to local communities.

Air transport is a fundamental pillar of the tourism industry, which in turn is an important source of income for many countries. It facilitates the movement of tourists internationally, which promotes cultural exchange and encourages investment in tourism infrastructure.

Within the main competencies required by the aviation industry, according to Larduet, Y., & Hernández, J. (2023), it is initially connected directly with customers or with transportation agencies, and finally with the processes of flight management and aircraft preparation, which are the main competencies required by the aviation industry. It presents the procedures that describe how cargo transportation service is marketed and supervised on scheduled passenger flights and cargo aircraft, in accordance with airline regulations. Its scope is applicable to all areas of Cargo Management, both nationally and internationally.

Another of the competencies required in the aviation industry is manual flight management. Salguero, A. (2020), mentions that the objective of flight operations management is to exercise effective control over aircraft, crews and missions to be carried out. This process must be carried out in each Air Group to determine if the planned flight can be carried out as planned or if it needs to be modified in some aspect.

Manual flight management allows for greater flexibility and adaptability during operations. Although flight planning is done in advance, unforeseen circumstances may arise that require adjustments on the fly. The pilots' ability to make quick and accurate decisions, based on their experience and manual flying skills, is critical in dealing with such situations and ensuring that the flight is conducted safely and efficiently.

With respect to technology implementation Grigera, J., & Nava, A. (2021), used the historical adoption rate of aviation and cell phones

as an indicator to predict how artificial intelligence and other industry technologies will impact jobs in the current context, allowing for significant advancement. Their research offers valuable insight for decision makers and industry professionals by providing a predictive framework that can help prepare for and take advantage of opportunities arising in an ever-changing technological environment.

By basing themselves on the trajectory of adoption of previous technologies and their effect on the labor market, they offer a solid methodology for anticipating future changes. This approach not only recognizes the importance of learning from past experience, but also highlights the adaptability and evolution of the labor market in the face of the introduction of new technologies.

METHODOLOGY

The research process on the development of the aviation industry and professionalization through the recruitment of young people related to the tourism, hospitality or air traffic sector was established with a systematic type of research. First, the line of research was grounded in sustainable local development management, recognizing the importance of driving economic growth in an equitable and environmentally friendly manner (González, M., & Núñez, S., 2020). This approach provided a solid framework for analyzing how the aviation industry can contribute to sustainable development in the region, while providing employment and professional growth opportunities for young people.

In order to carry out this research, a systematic type of investigation was employed, which involved an exhaustive analysis of bibliographic sources and analysis sheets as scientific instruments

(Falcón, A., & Serpa, G., 2021). These data collection techniques allowed gathering relevant information on the competencies required by the aviation industry, both locally in Guayaquil and in comparison with global trends fostered by technological advances. This approach made it possible to identify the specific needs of the sector and the development opportunities for young people interested in entering the industry (Mendoza, S., & Avila, D., 2020).

The sample used in this study consisted of a wide variety of documents, including research reports, academic articles, government policies and market studies. These documents provided a solid basis for comparative analysis and theoretical substantiation, allowing us to identify the main competencies demanded by the aviation industry and to assess how they align with the skills and knowledge promoted by local educational and technological institutions.

This research process was fundamental to understanding how the aviation industry can contribute to the sustainable development and professionalization of young people in Guayaquil. By relying on a systematic approach and using a wide range of information sources, it was possible to identify key areas of opportunity and design effective strategies to foster job placement and professional growth of young people in the aviation sector.

RESULTS

According to the General Directorate of Civil Aviation (2022), the competence of this directorate is "civil aeronautics", through the planning, regulation, control and administration of activities related to civil aeronautics of natural or legal persons, national or foreign, operating in the country.

Due to intense competition, airlines must strive to achieve full customer satisfaction, ensuring their welfare. However, per Jaime, N., & Omar, J. (2023), so far it is known that airlines operating in the city of Guayaquil present aspects in flight experiences that do not align with the new quality standards. These airlines focus mainly on offering cheap fares and advertising their routes, diverting from their main objective, which is customer service.

This approach, while attractive in the short term to attract more passengers, compromises the fundamental objective of satisfying customer needs and expectations. By neglecting essential aspects of the user experience, such as comfort, in-flight service and personalized attention, these airlines risk losing customer loyalty. Service quality is a crucial factor for long-term sustainability and, therefore, airlines must re-evaluate their strategies to ensure that the customer remains their top priority, aligning themselves with modern quality approaches that demand comprehensive passenger care.

For Chamaidán, S. (2021), in Ecuador, in the province of Guayas, the José Joaquín de Olmedo airport in the city of Guayaquil has a general aviation terminal that currently projects an incorrect image of the city, according to his study and not only to foreign investors, executives and recognized personalities, but to any visitor using the terminal's services. Much remains to be done to improve that first impression, even if it is a short stay, a technical stop or a business destination.

In the comparative analysis of the views on the competencies required by the aviation industry in Guayaquil versus those promoted by the technologists, several central approaches and concerns are identified. The competencies required in the aviation industry focus on "civil aeronautics," which encompasses the planning, regulation, control and administration of all civil aviation

related activities for individuals and entities, both domestic and foreign, operating in the country. This regulatory framework establishes a comprehensive standard to ensure that aeronautical operations in Ecuador are conducted safely and efficiently, highlighting the importance of sound management and rigorous oversight.

On the other hand, different authors point out that the airlines operating in Guayaquil are not aligned with the new quality standards in the aviation industry. They argue that, due to intense competition, these airlines focus more on offering low fares and promoting their routes, diverting from their main objective, which is customer service. This approach, while it may attract passengers in the short term, compromises the quality of service and user experience, which can lead to a loss of customer loyalty. Jaime and Omar highlight the need for airlines to rethink their strategies to prioritize customer satisfaction, ensuring comfort, good in-flight service and personalized attention, essential elements for long-term sustainability.

In addition, a perspective is offered on the infrastructure and image projected by the José Joaquín de Olmedo airport in Guayaquil. The author notes that the general aviation terminal does not adequately reflect the quality of the city, which affects the perception of foreign investors, executives and visitors in general. This study underscores the need to improve the airport's infrastructure to provide a better first impression, even for those who are just passing through, whether for a brief stay, a technical stop, or for business. This suggests that, in addition to operational and service competencies, airport infrastructure and presentation also play a crucial role in the perception and success of the aviation industry in Guayaquil.

In summary, while the Directorate General of Civil Aviation emphasizes the importance of robust management and regulation,

they highlight the need to improve the quality of customer service at Guayaquil's airlines, and underscore the importance of airport infrastructure to the city's image. These views, taken together, suggest that technical and operational competencies as well as service quality and infrastructure are critical to the sustainable and successful development of the aviation industry in Guayaquil.

For future studies, it is essential to investigate how the aviation industry can optimize its recruitment and training strategies to attract and professionalize talented young people in the tourism, hospitality and air traffic sector. Questions such as: What are the specific competencies that need to be developed in educational programs to better align graduates with industry demands; what impact does the incorporation of advanced technology have on the training and performance of these young professionals; and what is the impact of the incorporation of advanced technology on the training and performance of these young professionals? In addition, it would be valuable to analyze how collaborations between airlines, educational institutions and government agencies can facilitate a more effective transition from academia to the labor market, and how these partnerships can contribute to sustainable local development.

CONCLUSIONS

In the comparative analysis of the different views on the competencies required by the aviation industry in Guayaquil in contrast to those promoted by the technological institutions, several key perspectives stand out. The competencies required in this industry focus primarily on "civil aeronautics," which includes the planning, regulation, control and administration of all activities related to civil aviation for individuals and entities, both domestic and foreign, operating in the country. This regulatory framework

establishes a comprehensive standard to ensure that aeronautical operations in Ecuador are conducted safely and efficiently, underscoring the importance of sound management and rigorous oversight.

On the other hand, several authors indicate that the airlines operating in Guayaquil do not meet the new quality standards in the aviation industry. They argue that, due to intense competition, these airlines focus on offering low fares and promoting their routes, diverting from their main objective, which is customer service. This approach, while it may attract passengers in the short term, compromises the quality of service and user experience, which can result in a loss of customer loyalty.

A critical perspective is offered on the infrastructure and image projected by the José Joaquín de Olmedo airport in Guayaquil. This study highlights the need to improve the airport's infrastructure to provide a better first impression, even for those who are just passing through, whether for a short stay, a technical stop or for business. This suggests that, in addition to operational and service competencies, airport infrastructure and presentation also play a crucial role in the perception and success of the aviation industry in Guayaquil.

In conclusion, while the Directorate General of Civil Aviation emphasizes the importance of robust management and regulation, other authors highlight the need to improve the quality of customer service in Guayaquil's airlines, and the importance of airport infrastructure for the city's image is underscored. These views, taken together, suggest that technical and operational competencies as well as service quality and infrastructure are fundamental for the sustainable and successful development of the aviation industry in Guayaquil. This requires comprehensive

attention ranging from efficient management and regulation to improving the customer experience and airport infrastructure.

REFERENCES

- Chamaidán, S. (2021). Improvement of the management model for the General Aviation market: A study of General Aviation companies in the province of Guayas. Retrieved from: <http://dspace.esPOCH.edu.ec/bitstream/123456789/14539/1/20T01387.pdf>
- General Directorate of Civil Aviation (2022). Institutional strategic plan (2021-2025). *Republic of Ecuador*. Retrieved from: <https://www.aviacioncivil.gob.ec/wp-content/uploads/downloads/2022/02/Plan-Estrategico-Institucional-dgac-2021-2025.pdf>
- Falcón, A., & Serpa, G. (2021). On theoretical and empirical research methods: significance for educational research. *Revista Conrado*, 17(S3), 22-31. Retrieved from: <https://conrado.ucf.edu.cu/index.php/conrado/article/download/2133/2079>
- González, M., & Núñez, S. (2020). Conceptualization and definition of priority research lines at the university level. *Revista Universidad y Sociedad*, 12(4), 341-349. Retrieved from: http://scielo.sld.cu/scielo.php?Pid=s2218-36202020000400341&script=sci_arttext
- Grigera, J., & Nava, A. (2021). The future of work in Latin America: crisis, technological change and control. *The economic quarter*, 88(352), 1011-1042. Recuperado de: <https://www.scielo.org.mx/pdf/ete/v88n352/2448-718X-ete-88-352-1011.pdf>
- Jaime, N., & Omar, J. (2023). *Analysis of quality management systems in the check-in process at the airport of the city of*

- Guayaquil, in the year 2023* (Bachelor's thesis). Retrieved from:
<https://repositorio.ecotec.edu.ec/bitstream/123456789/1059/1/NAVAS%20%20JAIME%20JOSHUA%20OMAR.pdf>
- Larduet, Y., & Hernández, J. (2023). Gestión comercial de la carga aérea para la diversificación de servicios en la Unidad de la Aerolínea Cubana de Aviación: Commercial management of the air load for the diversification of services in the Office of the Cuban Airline of Aviation. *Anuario Facultad de Ciencias Económicas y Empresariales*, 14, 165-176. Retrieved from:<https://anuarioeco.uo.edu.cu/index.php/aeco/article/download/8849/4937>
- Mendoza, S., & Avila, D. (2020). Data collection techniques and instruments. *ICEA scientific bulletin of administrative economic sciences*, 9(17), 51-53. Retrieved from:
<https://repository.uaeh.edu.mx/revistas/index.php/icea/article/download/6019/7678>
- Mera, J., Martínez, J., & Arias, S. (2020). Analysis of tourism and hospitality professionals of the Technical University of Ambato in the use of information technologies. *Kalpana*, (19), 7-20. Retrieved from:
<https://dialnet.unirioja.es/descarga/articulo/7834290.pdf>
- Ondo, A. (2020). A study of multiculturalism and dimensions of culture in the aviation industry. Retrieved from:
<https://repositorio.comillas.edu/xmlui/bitstream/handle/11531/41449/TFG-ONDO%20NCHAMA%20APOLONIA.Maria%20eugenia.pdf?Sequence=1>
- Salguero, A. (2020). Problems in training, standardization and certification in Army Aviation training and employment aircraft. Retrieved from:

<https://repositorio.espe.edu.ec/bitstream/21000/22801/1/T-ESPE-044004.pdf>

Valencia, J. (2020). Managerial competencies, a strategic vision in the direction and management of air traffic. Retrieved from: <https://repository.unimilitar.edu.co/bitstream/handle/10654/37103/valenciaoidorjosesadid2020.pdf?Sequence=1>