

# The operating conditioning applied to the teaching of tourism

## Innovación en la enseñanza del Turismo

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### Abstract:

The theories of learning are fundamental for the teacher, since through the understanding of the processes that occur in the classrooms there is an awareness of the use of tools, strategies and approaches that contribute to the achievement of the academic objectives.

In the present investigation, operant conditioning is proposed as a strategy for the teaching of the subject of Geography and Cultural and Natural Heritage of the World, whose purpose is to provoke a determined response through clear objectives in an academic practice, encouraged by stimuli that transmit meaningful knowledge to students.

### Keywords:

*Operant Conditioning, Group behavior, Tourism*

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### Resumen:

Las teorías del aprendizaje son fundamentales para el docente, ya que a través del entendimiento de los procesos que se dan en las aulas se tiene conciencia del uso de herramientas, estrategias y enfoques que coadyuven al logro de los objetivos académicos.

En la presente investigación, se propone el condicionamiento operante como estrategia para la impartición de la asignatura de Geografía y Patrimonio Cultural y Natural del Mundo, cuya finalidad es provocar una respuesta determinada a través de objetivos claros en una práctica académica, fomentada por estímulos que transmiten conocimiento significativo a los estudiantes.

### Palabras Clave:

*Condicionamiento Operante, Comportamiento de grupo, Turismo*

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## Introduction

Skinner's operating conditioning is a very effective theory in education that has very clearly described its procedures and principles that make it possible to conduct the behavior of learning.

Despite the use and success of Skinner theory, the learning process is very complex and should therefore not be reduced to aspects of conduct alone but also cognitive development of the individual, and should therefore be used as a tool that enables us to cover certain curricular aspects and achieve objectives [1].

It is essential that academics meet and apply it according to needs, but only to enrich the teaching work and learning of our students.

This investigation proposes the use of the operating conditionality as a learning strategy in the subject of the geography and the cultural and natural heritage of humanity, based on the emotional learning of students.

In order to achieve this objective, it is used as a means of learning the practice in the sensory techno laboratory of the academic tourism area of the Autonomous University of Hidalgo.

This proposal emerges from the problem of theoretical teaching in the education programmed of the bachelor's degree in tourism and the difficulty of students in obtaining meaningful learning.

The expected results in innovation and implementation of pedagogical strategies through the use of technology and

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the application of behavioral theories benefit one hundred and twenty students who study the Subject Geography and natural and cultural heritage of the world and are aimed at implementing and analyzing in various areas of knowledge.

The investigation is experimental because it is carried out in laboratory and under controlled conditions. It is an applied investigation because it seeks to have an impact on the teaching processes of the tutor in tourism.

It has a qualitative approach, since it seeks to improve the quality of processes through the assessment through observation guides.

### **Conceptual and theoretical research.**

The Psychology of education has placed great interest in studying theoretical aspects that can explain in a clear way the procedures of how students learn. In this way, there are various theories of learning that from various viewpoints represent approaches and explanations that are appropriate in different contexts for the implementation of the same goals with the aim of achieving educational objectives.

One theory is presented by Bigge Morris (2006), based on mental discipline, conditioning and cognitive theories, these theories have become interesting and useful alternatives in the teaching - learning process [2].

Within behavioral procedures, the operating knowledge developed by Burrhus Frederick Skinner American psychologist and considered one of the largest exposures, the current, is the operating knowledge, who bases his studies on authors such as Iván Pavlov and John B. Watson.

The operating condition has numerous and varied applications from phobias treatment to overcoming additions such as smoking or alcoholism, since it allows to modify any habit by intervening only with few elements.

The operating conditioning is a learning procedure, which is based on the possibility of a determined response depending on the expected consequences. It is a response controlled by discriminative stimulus in the learning situation that transmit information on the likely consequences of the response.

Skinner also developed operating conditioning techniques, which is known as conduct analysis applied; it is based on behavioral goals that increases or decrease the specific

behavior. Depending on whether you want to reinforce behaviors or inhibit them.

Hernández (2008), mentions that the Skinnerian conductism, establishes its usefulness in education as it provides tools that allows it to provide information to pupils for acquisition; it is based on positive consequences rather than in the averaging control procedures, which makes the professor planning their learning objectives to show their students and to make it conditional on behavior through stimulus [3]

Furthermore, we find the importance of tourism as one of the social phenomena that has grown significantly over recent years and whose professionalization is indispensable to positioning in international areas.

There are many reasons why pedagogy is interested in the subject of tourism education, since the same activity represents a social reality, a cultural phenomenon, an economic sector and an area of education that requires attention. For these reasons, education is in the sector a study area that provides solutions in tourist vocational training [4]

Such a relationship between tourism and education is given from various aspects such as the diverging approach to tourism training at various universities in the world to training within the tourist industry, which is carried out by international agencies such as the World Labor Organization (ILO) and the World Tourism Organization (UNWTO), given the importance of the sector.

In addition, this prospect of education in tourism offers a field of specialization and intervention, as it provides an opportunity to develop a diversity work focusing on curriculum analysis, design of materials and methodologies, coupled with the use of technologies targeted at tourist educational communities.

Finally, the role of education in tourism provides for classical teaching methods, it provides innovation areas in pedagogical application, where educational and training - related actions are required to enhance educational quality in tourism.

## **Development**

### **General data of the proposed practice.**

*Proposed pedagogical theory: Operating conditioning  
Subject: Geography, natural and cultural heritage of the world.*

*Institution educational:*  
*Autonomous University of the state of Hidalgo*  
*Learning medium: Techno- sense laboratory*

## Description

### Sensory techno lab.

This laboratory is part of the infrastructure with the account of the tourism academic area, the UAEH, whose main objective is that, through technology (multimedia) pupils in educational programs of tourism and gastronomy know, identify and be excited by practices based on the empowerment of the senses.

In the subject of Geography, cultural and natural heritage of the world, this laboratory can be used by academic practices whose methodology is intended to be used by the simulation of learning environments to show the natural attractions, cultural named human heritage, locations, gastronomy and crafts from the world's countries in an attractive and interesting way for students.

Learning objective: through the projection of tourist videos from the countries of the world, pupils will observe the location, tourist attractions, taste gastronomy, generating development in the senses and emotions that will cause learning response from the information provided.

## Methodology

Within the theories of Conductism theories, Watson distinguished three categories of habit in the personality: manuals, verbal and emotional; the most original contribution of Watson to psychology of emotions is perhaps its insistence on one of the possible dimensions or levels of analysis. Like the James - Lange theory, it suggested that the conduct precedes emotion, but in the face of William James's idea that the experience of body changes is emotion, Watson believed emotions are simply tangible reactions to specific stimuli in which the conscious experience is not in any way an essential component.

Of course, this considered, the concomitant emotional states of motivational states, as a situation that motivated a certain manifest conduct also produced certain visceral changes [5].

As mentioned earlier in this laboratory, it has a sensory experience to promote emotions and learning.

- A video is prepared that through the inductive method is reported by a country initiating geographical location and general data (currency, religion, language among others).
- And with a traditional musical background of the country in question, the country's tourist attractions begin to be shown.

- It is worth noting that the most significant are leaving as the pathways of humanity at the end, since they are the ones that have the greatest impact on students.
- Activities are shown to be performed in the destinations and the curious data.
- Finally, a closure is made where gastronomy is deferred and handicrafts are played in physical fashion to students.

It is noted that the practice in combination with the gastronomy subject is carried out in the region which corresponds to the educational program of gastronomy. [6,7]

Duration: The class is 2 hours to 3 hours.

Assembly: The chairs are accommodated in "U" with table to the front.

Results observed: through the results obtained in student examinations, it is observed that pupils who carry out this type of practice they hold more information provided, compared to pupils who only had a class or exhibition of the classroom, and that boys feel very motivated to realize this type of practice and prefer them in comparison to classroom.

### Cockpit observation:

- Students show greater attention to the information presented.
- There are no distractors, so students modify behaviors or inhibit them.
- Students feel emotions to the degree that they have cried or are often carried away by the carcass, their gestures show interest or are astonished with the information, the sound being projected, the gastronomy they taste, the odors they perceive and the crafts they touch.
- The teacher prepares the material and seeks the accessible handicrafts of the destinations, as well as observing the students from the cockpit.
- In this version of practice, students use other senses such as taste, smell and tact combined with visual and auditory and thus gained a significant learning experience.
- Is ideal for groups with indifferent behavior to the topics, very talkers or to use a lot of cellphone in class
- Increases the interest in the subject and the educational programme.
- Lastly, the use of the laboratory represents an experience in one of the scenarios covered by the institution's educational model by making it a virtual classroom. [8]

## Conclusions

The use of innovative educational methods in tourism as the benefit directly impacts the economic sector, confirms the possibility of extracting techniques, theories, methods, tools to facilitate the teaching of tourism.

The relationship between tourism and education offers very broad opportunities to improve the quality of education in areas such as:

- Education for international Tourism
- Education for interculturalize and multiculturalism.
- Education for the use of free time
- Environmental Education
- Tourism from psychological, sociological, anthropological, and technological approaches.
- Tools for tourism education
- Innovation for tourism education among many others.

In such a way, the possibilities for research and development of methodologies are unlimited in a very limited area and that requires multidisciplinary attention given the importance of the sector at the international level.

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