ECORFAN-Journal Republic of El Salvador

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Definition of Journal

Scientific Objectives

Support the international scientific community in its written production Science, Technology and Innovation in the Field of Social Sciences, in Subdisciplines International migration law, Human rights-Diplomatic and consular protection, Migrant population in a vulnerable situation, Public policies and projects from a country perspective.

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ECORFAN Journal-Republic of El Salvador is a Journal edited by ECORFAN-Mexico S.C in its Holding with repository in Republic of El Salvador, is a scientific publication arbitrated and indexed with semester periods. It supports a wide range of contents that are evaluated by academic peers by the Double-Blind method, around subjects related to the theory and practice of International migration law, Human rights-Diplomatic and consular protection, Migrant population in a vulnerable situation, Public policies and projects from a country perspective with diverse approaches and perspectives , That contribute to the diffusion of the development of Science Technology and Innovation that allow the arguments related to the decision making and influence in the formulation of international policies in the Field of Social Sciences. The editorial horizon of ECORFAN-Mexico® extends beyond the academy and integrates other segments of research and analysis outside the scope, as long as they meet the requirements of rigorous argumentative and scientific, as well as addressing issues of general and current interest of the International Scientific Society.

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Instructions for Scientific, Technological and Innovation Publication

Knowledge Area

The works must be unpublished and refer to topics of International migration law, Human rights-Diplomatic and consular protection, Migrant population in a vulnerable situation, Public policies and projects from a country perspective and other topics related to Social Sciences

Presentation of the Content

In Number is presented an article *Development of human resources in tourism* by MORALES, Betzabeth Dafne with adscription at Universidad de Guanajuato, in the next article *Impact on human resource training in environmental contingencies: SEMAR and UPALT* by GARCÍA-NAVARRO, Josefina, BAUTISTA-VARGAS-María, Esther, GUADARRAMA-MENDOZA, Teresa Alejandra and MURILLO-OSORIO, Luis Antonio with adscription at Universidad Politécnica de Altamira, in the next article *Employee job satisfaction from the perspective of internal marketing and gender* by VALDEZ-PINEDA, Dina Ivonne, OCHOA-JAIME, Blanca Rosa and SANCHEZ-RODRIGUEZ, Jorge, in the next article, *A history of psychoanalysis at the Faculty of Psychology at the UAQ*, by RIBEIRO-TORAL, Raquel, & DE LA MORA-ESPINOSA, Rosa Imelda, whits adscription in the Universidad Autónoma de Querétaro.

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Development of human resources in tourism

Desarrollo de recursos humanos en turismo

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Abstract

It is very common to hear that people are the engine of Organizations, That without them companies would not Have Successes or failures. The way in Which human talent is managed is the key to Achieving one or the other. The role of the human resources area've evolved over the years, beginning with changing the name, first to Human Capital and now to human talent, with Which it is Sought to give staff more, warmer sense, than Emphasize the needs of workers and Those not only of Employers. The overall objective is to Identify the Importance, the current conditions and functions of Human Resources in the companies of the tourist area of the capital city of Guanajuato, using a qualitative methodology, on the one hand documentary and on the other an interview to the sector.

Human Resources, Hotels, Tourism, Evolution

Resumen

Es muy común escuchar que las personas son el motor de las organizaciones, que sin ellas las empresas no tendrían éxitos ni fracasos. La forma en la que se gestione el talento humano es la clave para lograr uno u otro. El rol que ejerce el área de recursos humanos ha evolucionado a lo largo de los años, empezando por cambiar el nombre, primero a capital humano y ahora a talento humano, con el que se le busca dar un sentido más personal, más cálido, que ponga énfasis en las necesidades de los trabajadores y no únicamente en las de los empresarios. El objetivo general es identificar la importancia, las condiciones y funciones actuales de Recursos Humanos en las empresas del sector turístico de la capital de Guanajuato, utilizando una metodología cualitativa, por una parte documental y por otra una entrevista al sector.

Recursos Humanos, Hoteles, Turismo, Evolución

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Introduction

Over the years human resources have evolved significantly in organizations. In ancient times, humans work was not valued, enslaving people and were paid in kind. After it arises when scientific management began to raise awareness that human is the most valuable thing that a company and not the material or technological resources as believed. As it passed over time they began to emerge own human resources such as training, control inputs and outputs, payroll, etc. IMSS membership activities Human capital management became paramount to all organizations, as it was defined people as beings full intelligence capabilities, unique abilities and thoughts that were needed to meet organizational objectives. Today most companies have an HR professional who keep track of workers and to keep them feeling part of the organization to give the best of themselves and feel committed to their work.

Many organizations are concerned about the welfare of their workers by giving them innovative features that makes them feel good about their work and do not feel like a burden. The quality and preparation of human capital in the tourism sector is crucial, since being a sector that provides services need quality employees where they have the best customer service and selling them the best memories. The retaining staff in tourism companies is not easy because as it is an activity of seasons, the majority of people who enter alone or do to take advantage of economic activity by the high demand we have of tourists in high season. Despite this, the staff of these organizations must have the skills and abilities required to provide the best customer care and a pleasant experience takes place.

Contextual framework

Throughout the thinking of mankind, it defined the term work "as an institution as old as humanity itself" (Blanch, Social Work Psychology, 1996).

Prehistory to work was an activity that gave recognition to those who practiced, workers were slaves who worked long hours in an attempt to earn enough for their freedom.

Later in the colonial era in 1593 Felipe I I provide that "wages must be fair and voluntary and protection for indigenous labor" in addition to establishing the working day of 8 hours per day, because the Indians were slaves treated like animals. After the industrial revolution, the work of scientist and engineer became very important and science and technology advancing by leaps and bounds to begin opening field what would be for many historians the most impulsive tool that revolution, the computer.

Later in the independence of Mexico, where Miguel Hidalgo promulgating the abolition of slavery and established the death penalty to retain slaves ending a crucial time for the country's course was not until eleven years later, in 1821, where the commander the colonial army of New Spain Don Agustin de Iturbide and Vicente Guerrero insurgent army chief southern gave an end to the war and gave rise to the constitution of Apatzingan where it is decreed that everyone is free to choose the job to which you want to pursue. After taking the reins independent country and giving the increasing industrialization and trade, are beginning to have a major boom also work in the fields of study in universities arises the need for management professions human factor.

Having identified the growing need for these professions the Industrial Revolution appears in the late eighteenth century that marked the arrival of machinery steam to come by replacing much of the manual labor, from here a disturbance arises in the work of workers resulting in a new labor office, the employer or boss, therefore began to manifest a distance between workers and owners, making way too scientific management. In the ninth edition of the Human Resources Administration tells us that:

Scientific management represented an effort to resolve the inefficiencies of both labor and management through working methods, time and motion studies and specialization. Industrial psychology focused psychological principles applied to enhance the ability of workers to perform effectively and efficiently. (Ivancevich, 2005, p. 7)

While scientific management was increasing, it was focused on this work and make it efficient, psychology focused on the worker and the differences between individuals, their goal was the greatest welfare of the worker. (Ivancevich 2005)

And to the early twentieth century the growing technological changes, expansion of new organizations, increasing labor and various factors influencing the industrialization of many countries, business owners began to express interest in attracting the best workers. the first department staff although no precise date of when it arose, circa 1920 secretaries welfare who were responsible for talking to both workers and employers to reach working agreements and reconcile the parties so arise both leave most benefit possible.

So, the study are not only factor working environment, but also is, on many occasions, the need to feel part of the organization concluded. As a result of this experiment, they obtained different behavioral bases such as companionship, participation in work teams, cohesion and loyalty were much more important than applying engineering alternatives. (Sikula, 1979)

In addition, Sikula F., (1979), highlights in his work something very important: "While scientific management matured, raising awareness that human resources were the most valuable thing a company has [...] may have machinery, money, methods and equipment, but lacks competent human resources, the rest is useless. "

For these investigations, scientific management reached its highest stage of growth (1930) since there is no date of when and where to start scientific management many historians prefer better mark their influence on the organizational field and in human relations since in this time is that engineers begin to have a stake in some administrative tasks, but over the decades the balance and brightness due to poor engineering possibility is lost to perform such administrative functions so they realized that these dysfunctions administration - engineering were unfounded character of human factor and not mechanical as thought. This discovery gave impetus for the emergence of the era of public welfare and also

For the year 1945 given the need to manage staff, arise the first activities related to the rights and obligations of workers, such as the monitoring and recording of inputs and outputs, payroll and paid the Mexican Social Security Institute (IMSS).

L. Fernando Arias for Galicia and Victor Espinosa Heredita in the early 50's:

Arises the race of Industrial Relations at the Universidad Iberoamericana, a name that gradually starts to spread those companies to distinguish themselves in routine and bureaucratic personnel function. However, often the category and level increases, often reporting to the finance area [...] However, the area of industrial relations continues to manage records and controls, payroll, payments to the IMSS; but new features are added: analysis and job evaluation, selection and training. (Arias & Heredia, 2006, pp. 150-151)

In the year 1960 some organizations already incorporated into its organizational manager of industrial relations where in addition to the above activities, the review of employment contracts assigned, link with the union and began to address legal issues and laws on workers.

For the 1970s you could say, it is the decade of human resources. In these years they began to emerge new own human resources activities. Training becomes essential activity within organizations as staff had to be prepared to use new technologies emerging and to do their job properly.

Organizational communication became very important as well as employees and managers are informed, heard and valued to express their views. This entails management by objectives where work teams are created to complement skills, aptitudes and thus work for the same purpose having a fixed term to fulfill it. Because the workers had targets to meet, results emerge bonuses as an incentive for them to feel motivated and deeply feel that their work is as important as any other organization. As a tool to determine whether workers really met properly with their tasks and objectives set,

A little later comes into force the new federal labor law which stipulated the main rights and obligations of both the employer and the employee, also they initiated salary increases by presidential orders. Similarly, administration of wages and salaries was going to be the responsibility of managing human resources and finance department not as was done in previous years.

In the 1990s the Human Resources Administration, changed his approach "management of human talent" with this being defined people as intelligent beings, with abilities and skills, unique and unrepeatable personalities where each person could contribute according their ability, and not just be numbers more for organizations as they are worth above. As mentioned Margaret Butteriss:

It is no longer about managing people, but people manage. This is the new spirit and the new concept. The currency of the future will no longer be financial, it is intellectual capital. The most important resource of the organization was in the heads of people. (Butteriss, 2001)

Human Resources activities are different according to the needs of each organization and can be called the personnel department, human resources, industrial relations, labor relations etc.

The main activities of the Human Resources area are as follows:

– Recruitment of personnel

– Staff pick

– Recruitment

– Induction

– Training

– Salary's administration

– Labor Relations

– Security and health at work

– Application performance evaluations

– Organizational development

– Databases and information systems

– Ups and downs in the IMSS and INFONAVIT

– Organizational climate

In labor relations, there are the rights and obligations of the worker. The rights of an employee under the Federal Labor Law is to receive benefits that mark in the Act, such as the following.

Holidays: Workers with more than one year of service will enjoy an annual period of paid leave, in no case be less than six working days and will increase in two working days, up to twelve, for each subsequent year of service. After the fourth year, the holiday period increased by two days for every five of services. (Federal Labor Law, 2015, art. 76)

Prima holiday: Workers are entitled to no less than twenty five percent premium on wages allocated to them during the holiday period. (Federal Labor Law, 2015, art. 80)

Bonus: Workers are entitled to an annual bonus to be paid before the day on December 20, equivalent to fifteen days' wages, at least.

Those who have not completed year of service, regardless of whether they are toiling or not the settlement date of the bonus shall be entitled to be paid the proportional part thereof, according to the time which they have worked, whatever it. (Federal Labor Law, 2015, art. 87).

Sunday bonus: The regulations of this Act shall ensure that the weekly rest day is Sunday.

Workers who serve on Sunday shall be entitled to an additional premium of twenty-five percent, at least, on wages of ordinary working days. . (Federal Labor Law, 2015, art. 71).

Seniority premiums: Plant workers are entitled to a seniority premium in accordance with the following rules:

I. Seniority premiums consist of the amount of twelve days of salary for each year of service;

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II. To determine the amount of wages, it will be subject to the provisions of Articles 485 and 486;

III. Seniority bonus to workers who voluntarily separate from employment, provided they are fifteen years of service, at least be paid. Also, it is paid to those who are separated for cause and those who are separated from their employment, regardless of the justification or justification for dismissal. (Federal Labor Law, 2015, art. 162).

Compulsory rest days: They are those set out in the schedule established by the Law throughout the year. Should work in these days, they will be paid twice, in addition to your salary. (Federal Labor Law, 2015, art. 74).

Social Security: Workers have rights to be affiliated to the Mexican Social Security Institute (IMSS) and receive medical care.

As well as many organizations manage services not by law and which are for the benefit of workers. For example, the following:

Saving Fund: consists of monetary contributions by the employee and the organization to create a savings and at the end of the year receive the money raised.

Productivity bonus: This bonus consists of giving an economic compensation to the worker for their performance and for exceeding the objectives.

Punctuality bonus: It is economically the worker bonificar not incur assistance according to established schedules.

Food Stamps: It is vouchers to exchange for products in supermarkets.

Some organizations tend to support workers with other services, just to name a few are room service and transportation.

Companies today are more concerned about the welfare of their employees, example is incurring emotional stability, also caring for his family having close contact with the worker and thus determine the HR professional what your family's needs.

Transnational organizations are primarily interested in managing new ways to encourage and support their workers in a line that makes them feel good about their work and only a few manage to have an impact on your family.

Such is the case of Google, this organization uses very original ways to encourage their workers, as an example, employees have a chance to eat in the office for free, there are rooms to reflect, where Friday afternoon employees together to share information, discuss their personal lives and share funny videos. We also have a rule called 80/20 is that every worker can spend 20% of their working time own personal projects, through this project you have arisen Google News or improvements to Gmail. Javier Rodriguez Zapatero President of Google Spain is important that people are happy and feel comfortable in your even better than at home, because a motivated person will produce much more work.

On the other hand Coca-Cola has a program called time bank which consists of a service provider that can take care of anything from making a copy of a key, buy a book you need a worker for their children or other type of personal activity, so employees have someone who helps conduct their activities to save the time you would spend doing it. They also have the so-called "school of happiness" where do actions toward employees, from talks on aspects of welfare, health, happiness, to do studies on the correlation between happiness and performance at work.

LinkedIn, meanwhile, refused to be outdone, the company focused workplace offers food workers and free medical care, safe for your pets and also offer a gym within the same workplace, gives an annual bonus of 2,000 dollars to use them in healthy activities like a spa or playing sports, according to the online newspaper "El Economista" (the Economist, 2016). Over the years Human Resources has taken great influence on managerial positions in organizations like it in new economic sectors that spur the growth and development of the country, as in the case of tourism has become very important since the 1960s where Mexico began to enter the economy boosting tourism plans.

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A difficult but very important in the tourism-industry role because, being a sector that provides services need to find quality employees and not only that, but also boost growth in quality, care and customer service.

While one of the most difficult tasks of the HR department is to attract the best people, it is even more difficult to keep him because now day people entering the tourism sector do with expectations not to remain within him as a leverage economic activity in terms of remuneration, this is strong demand for public holidays. Because of this the directors of tourist organizations do not see the need to train staff, training and induce, but rather adapt to their workers at the time to be in need, for proper training plan takes time and money which not many would be willing to bet. In the case of tourism being a service activity and economic main source,

In all the businesses dedicated to tourism, it is very important the attention that is given to the customer because it is not just the attraction if not the experience of visiting the tourist takes. For example, after sleeping in a hotel what the experience has had a visitor, whether positive, negative, if the room was comfortable, if they had hygiene, etc. These aspects lead tourists to decide whether to return to the place or not. These companies are required to orientate on what the needs of its customers, always trying to exceed the expectations of them.

There are elements necessary that every employee of any tourism business should have to generate a positive service to the customer, among them being positive, where the worker has the desire to serve, which will maintain a positive work environment, for example by giving a complaint or suggestion to a waiter, look for positive solutions where the customer feels taken into account.

On the other hand we cannot ignore that courtesy is a determining factor in providing customer service should always be time to start a friendship with tourists when it comes in contact with service personnel, for example, a receptionist You should give a welcome, greet with a smile, addressing customer questions to let them know the interest you have for them with personalized attention.

Something very important is that the staff should be knowledgeable about the products or services that can offer the organization, example is if a tourist comes to a travel agency and is an executive who does not know the good or service provided, because of this we assume that tourists a bad impression will be, and ultimately prefer not to buy the product.

Theoretical framework

"Human capital is a strategic factor in the tourism sector to achieve the objectives of competitiveness and to be different to companies in the same turn." Adelaida Lillo Bañuls as mentioned in his 2009 study conducted at the University of Alicante, Spain, the human resource is the main factor to allow development of a strong industry, able to compete, and to changing situations. Such research was just doing scales that determine the lines of action in education policies, with the aim of increasing the level of education and preparation of workers in the sector. In tourism compared to other sectors of the services sector, staff is characterized by low level of formal education where the cheapening of recruitment is customary, and little concern for the quality and preparation having the person, hence arises the need to consider education tourism human capital. The percentage of workers with basic education levels is higher in workers related to tourism, where 54.04% of respondents working in the tourism sector have hardly primary and 34.10% equally with primary, do not work for this sector. Human capital in tourism should be analyzed from three basic aspects that can properly serve the training needs of the sector are: subsector (restaurants, hotels, agencies, etc.), firm size (SMEs, large companies) scale (local, regional, national) scope.

For the years 2011 to 2015 at the National University of Quilmes, Buenos Aires, Argentina, Stella Maris Pereyra, Marian Lizurek and Cristian Uriel conducted a research entitled "practices and trends in technical recruitment and selection of personnel in the My Small Business tourist accommodation ", this study focuses primarily on managing human capital My SMEs tourist city of Buenos Aires and on the other hand the progress of the project" comparative study of practices and trends in human capital management "applied directly My people of tourism SMEs in the city of Santa Teresita.

It was performed by descriptive exploratory development of qualitative-quantitative, using techniques that allow comparison of the data obtained. For this to managers or owners of organizations they interviewed delineating populations studied. Human capital management aims to see the real needs of the company. Whereas selection and recruitment is the technique of managing human capital most commonly used in the tourism industry is a priority for analysis. The recruitment and selection process vary according to the profiles of required position and the size of the company. The organizational climate is used in order to determine the internal labor relationship where workers of the organization feel and collaborate to achieve the objectives and goals of it. As they mentioned Blanca Paola García, Leticia Rodríguez Ocaña, Herminia Izeta Band, Luis Manuel Hernández Govea, Juan Carlos Mandujano Contreras in his 2017 work called: organizational climate. Case Study: Hacienda La chonita in Cunduacán, Tabasco, Mexico, where the organizational structure of the place and relations of the workplace is discussed, that in order to understand if a positive organizational climate that may lead prevails greater commitment organizational. Hacienda La chonita now part of a tourist attraction considered a historical heritage that provides environmental education to young students and the general public. This research was quantitatively where data were collected for analysis and comparison with measured variables, for this a questionnaire of 24 items was conducted, focusing on six dimensions.

The organizational climate prevailing in the hacienda the chonita is poor and inefficient because of the employment relationship between the staff with the company and vice versa. Analyzing the questionnaires applied in the dimensions assessed, the following results were obtained: in the dimension of structure it is concluded that most workers disagree on being well organized and have a clear definition of their roles and responsibilities. The second aspect deals with the standards of this it follows that most workers agree with the interest on performance and pride that have employees to do a good job. For the third criterion is responsibility, where workers are totally disagreeing and lack this value that is precisely the feeling that employees have to be their own bosses and make their own decisions.

The following dimension is recognized, it is concluded that the majority of workers are in disagreement regarding the feeling of workers to be rewarded for doing their job well. Support is another aspect to be considered, where most of the employees agree with the feeling of trust and cooperation that exists within work teams. Finally, for the dimension of commitment it indicates that workers have a low sense of belonging to their organization and little commitment to meet the goals of it.

The tourism industry constantly require attention needs to analyze according to customer requests, the success and competitiveness of an organization is largely due to the training of human capital. Organizations that have an induction and training program developed well they are more competitive, the demand of tourists, improves the image etc. Competitiveness is a determining factor in the tourism sector, according to Arias (2012) cited in (Quiñones & Vega, SF), "competitiveness is understood as the ability to compare and outdo other people and businesses regarding certain indicators chosen such as knowledge, skills, experience, price, quality, timeliness, and so on ". In research "programs induction and training as tools of competitiveness: the case of a company, Baja California tourism sector in the city of Tecate, Mexico" by Brenda Melissa Quiñonez Martinez and Alfonso Vega Lopez impact explained induction programs, training, organizational climate, and customer service in a company that is dedicated to providing a hosting service in hotels and restaurants, where the main objective is to know how these programs benefit this company. Hotels is essential to develop staff at each of the stages of its formation.

The method used was the causal-correlational-transactional. Since relationships between variables are described at a given time either correlational terms or in terms of cause and effect. (Hernandez Sampieri, Collado, & Baptista, 2010) Quoted from (Quiñones & Vega, SF). induction, training, organizational climate and customer service: through a questionnaire applied to 100% of the workforce four aspects were evaluated. As a result, for the first variable is induction, 48% of respondents know the history of the company, the departments that integrate and functional areas during induction, also 43.2% believe that induction of office clearly describes the activities to be performed.

For training the variable 56. 8% of workers concludes that the training they have been given are useful to develop their work although these trainings have no great relationship with customer service, also they consider that training increases the competitiveness and the best way to learn is by practical exercises. Meanwhile organizational climate for workers infer that the direct boss present improvement in the area of motivation for them. Finally, there is a greater competitiveness that offer customer service and organizational climate that is seen in the company. In conclusion it is necessary to create a teacher training and induction according to the DNC that applies and make the changes needed basis plan. Meanwhile organizational climate for workers infer that the direct boss present improvement in the area of motivation for them. Finally, there is a greater competitiveness that offer customer service and organizational climate that is seen in the company. In conclusion it is necessary to create a teacher training and induction according to the DNC that applies and make the changes needed basis plan. Meanwhile organizational climate for workers infer that the direct boss present improvement in the area of motivation for them. Finally, there is a greater competitiveness that offer customer service and organizational climate that is seen in the company. In conclusion it is necessary to create a teacher training and induction according to the DNC that applies and make the changes needed basis plan.

Human resource becomes a human without recourse, according to research. The figures show results from the perspective of a human recourse should empower the person with knowledge regarding a specific work area in this way is a boost for workers and perform their skills to the maximum, resulting in a possible entrepreneurship and thus boost is generated on jobs, fostering partnerships, key chains factor of socio proposed for the territory of the present study. (Pacheco & Henríquez, 2011) The figures show results from the perspective of a human recourse should empower the person with knowledge regarding a specific work area in this way is a boost for workers and perform their skills to the maximum, resulting in a possible entrepreneurship and thus boost is generated on jobs, fostering partnerships, key chains factor of socio proposed for the territory of the present study. (Pacheco & Henríquez, 2011)

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Competitiveness, changes, challenges and opportunities in the tourism sector have happened much in recent years, therefore, the study on the Alicante University of Adelaide Lillo Bañuls, Ana Belén Ramón Rodríguez and Martin Sevilla Jimenez, show us the big picture and the scope of the sector as a partner activity - economic but especially highlights us human capital as strategic for the competitiveness of the tourism sector can be increased if special emphasis is placed on the importance of education and tourism training of workers factor. Therefore, we are talking about a purely documentary and qualitative research as highlights different perspectives of different authors that show the positive and negative side of the current situation in tourism, despite this, research in Spain, encouraged us a lot, revealing that training and investing in staff grown significantly to any organization, however, tourism plays a much more important role because it is serving the customer and not to offer a product for this, the authors emphasize that obtaining a good staff is essential, but once attracting these, priority education becomes the same as a competitive advantage. Something that stands out a lot of Alicante University is the Human Resources indicator attempts to measure the quality of the labor force in tourism, through an educational index without distinguishing between studies (reading and writing), primary, secondary and tertiary education.

We also noted a unique feature mentioning that despite the human resource possesses qualities and abilities, there must be a commitment by tourist agencies to encourage their workers, through proper training, motivation and job even an environment which allows them to develop in the best way. Another thing that stands out much is about restructuring work plans to be in a constant change of staff activities, as because of this raises many disagreements or falls into a routine that many times employees are not ready to go.

The quality of human resources within organizations represents a decrease in turnover, proper selection and adaptation of jobs and salary increase productivity and compliance within their work activities, on the other hand, a lack of education, training and guidance on jobs, bring therefore a mismatch in the tourism work activities. (Lillo, Ramon, & Seville, Redalyc.org, 2006)

In 2010 by Thomas J. Lopez-Guzman Guzman, Sandra Maria Sanchez Canizares at the University of Cordoba (Spain) and Maria Margarida Nascimento Jesus at the University of Algarve (Portugal) a study called job satisfaction was applied as tangible value of resources humans in cases of hotels where we revealed in its main objective, job satisfaction as intangible work of human resources, for this they used a qualitative and quantitative methodology, unisectorial empirical study was made in the geographical area of Algarve, is he used a stratified sampling based on the number of hotels in each category and in the streets where they are located. Various techniques were applied to obtain information, revolving around job satisfaction, just to name a few, They were discussed issues of promotion, giving priority to male, with significant differences, concluding that men are very satisfied in this issue. Another topic, makes inference to the hotel category, so that workers are better paid and receive a higher salary, professional and personal, as well as better opportunities for advancement, resulting, workers prefer this type of five-star hotels to develop their work activities and in terms of the educational level show that despite not being significant dissimilarities, referring to the job satisfaction of their employees, If an impact on wages and promotion opportunities giving as a consequence that workers who have a higher educational level receive a better salary as very encouraging sign is that people who receive higher pay, are more consistent with the other study variables mentioned above and as a last thing we talk about marital status, type of contract and shifts, which does significant difference in the factors analyzed.

The main result of the research paper is that hotel companies have realized that workers are not only retained based on a good salary but have also had to use other strategies to convince workers of working with them and much It has to do with job satisfaction, in turn creating a work environment more enjoyable for all members of the organization, as here, managers together with representatives of the Human Resources department who have to assess the situation and give advice on strategies utilization human capital to lead to the fulfillment of the objectives of the organization. (Guzman Sanchez & Nascimento, nd)

Justification

The study of human capital as tangible value within the tourism industry in Guanajuato Capital has shown in recent decades an imminent need, therefore an analysis that lead us to a scenario that yields enough information about what happens today feasible . This study focuses on the characteristics of HR functions in hotels and restaurants, because it is an economic activity that provides services, staff must be trained and have the skills to provide the best customer service. When the customer is satisfied with the attention it has given is likely to return to that establishment, also can recommend people to visit it, otherwise when the customer is dissatisfied will stay that bad memory of his visit to the place and chances are that disparages with others. Hence the need for human capital familiar with the objectives of the organization, where there an atmosphere of service attitude to welfare and user comfort arises. In a context where the worker becomes paramount to the success of the organization is important to note that there are people with an attitude of service and special charisma that generate an environment attractive confidence to visitors, also there are employees who have to develop these skills because the relationships with people who have different interests is complicated.

Methodology

This research was conducted by a party with a qualitative approach being open, flexible, built through the study of people and their context of tourist organizations Guanajuato capital with the aim of discovering the phenomena so many qualities as possible (Hernández Fernandez, & Baptista, 2010).

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Also made documentary way, where they were collected and selected facts and documents to rediscover the purpose of expanding knowledge. a field study, was conducting interviews, which were applied to the management of the human resources department of certain tourist companies Guanajuato, Guanajuato. Such interviews are based on 8 questions work environment issues, training, safety, health (IMSS Affiliation), selection,

Overall objective

Identify the importance, current conditions and HR functions in enterprises in the tourism sector of the capital of Guanajuato.

Results

The small sample taken in the tourism industry in the state capital of Guanajuato, allows highlighting various aspects that work in the field of research of human capital with regard to the selection, retention, training, job security, among others, the sample corresponds mostly to the hospitality industry, being an activity of great demand in this area. Although some companies were given the refusal to cooperate with the investigation and could even be felt in more than a certain meticulous caution in providing relevant data, which, in a scenario where quality as a strategy, quality and warmth of the staff in activities economic service, are key success factors. But nevertheless, after analyzing the field of human resources and their importance today in the tourism sector, it highlights the interest of organizations in attracting and keeping staff well in every way, because without it would not step in the same direction the organization.

On the other hand, you get that hotels in the capital city (being major field of study and activity serving) right shows functions and deal with its staff being within the legal framework and even exceeding mostly with benefits outside the law companies demonstrating commitment and honesty in fulfilling its obligations and also with clear ideas. for without it would not step in the same direction the organization.

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Conclusions

In this research the evolution, development and importance of human resources in relation to tourism was presented. According to the previous study and interviews conducted in various tourism businesses in the capital of Guanajuato, it is concluded that it is essential to have a professional exclusively human resource management within these companies, because human capital is the main factor to meet the objectives that are planned and achieve stand out from the competition. Most companies engaged in tourism as such do not have a HR professional to be responsible for personnel administration, usually is the manager himself or accountant who carries HR functions.

Among the most important functions they include training and retention, first training is essential because the employee has to provide the best service to customers for good memories of the place and for possibly recommend are carried, and secondly retention, most workers coming to work in a firm this rotation, it does not stay, because the work is temporary and not have the best conditions.

A company that maintains trained, motivated, happy, valued and encouraged their employees is a company that will undoubtedly be successful, and if we talk about hotels and restaurants where service offering employees is essential for the visit of tourists.

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Impact on human resource training in environmental contingencies: SEMAR and UPALT

Impacto en la formación de recursos humanos en contingencias ambientales: SEMAR y UPALT

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Abstract

The Secretariat of the Navy-Navy of Mexico, through the First Naval Zone and coordination With the members of the Local Coordination Body has Carried out an action to Obtain a satisfactory response to Environmental Contingency due to oil spill. The conception of Human Resources for the attention of this type of emergencies is the generation of People with an integral formation. THEREFORE, the relevance of esta research, the impact of training actions in Situations of environmental contingency and the generation of human resources, the level of historical competence and the level of acceptance in upper level students. It is Important to mention That the generation of response capabilities in Environmental Contingencies requires conviction and being aware of the impacts That are made to the environment. The number of students has Increased to this dynamic, as well as the awareness of them Knowing That is a key factor it can be Sought That only on one side of esta magnitude. The perspective of the research is to continue generating the strategic lines to Improve the current ones in order to transfer students to the participation and Involvement of environmental problems.

SEMAR, UPALT, Human resource, Environmental Contingency, Oil spill

Resumen

La Secretaría de Marina-Armada de México, a través de la Primera Zona Naval y en coordinación con los integrantes del Organismo de Coordinación Local ha llevado a cabo acciones para tener una respuesta satisfactoria a Contingencia Ambiental por derrame de hidrocarburos. La concepción de Recurso Humano para la atención de este tipo de emergencias, es la generación de personas con formación integral. Por ello, la relevancia de esta investigación, es el impacto que tiene las acciones de capacitación en situaciones de contingencia ambiental y la generación de recurso humano, por medio de la descripción histórica de actividades de capacitación y el nivel de aceptación en alumnos de nivel superior. Es importante mencionar, que la generación de capacidades de respuesta en Contingencias Ambientales se necesita la convicción y ser consciente de los impactos, que se hacen al medio ambiente. Se ha incrementado el número de alumnos a esta dinámica, también la conciencia de ellos al saber que son un factor clave que acudirá si es que pasa un siniestro de esta magnitud. Las perspectivas de la investigación es el continuar generando líneas estratégicas para mejorar las actuales con el fin de trascender con los alumnos hacia la participación e involucramiento de problemas ambientales.

SEMAR, UPALT, Recurso humano, Contingencia ambiental, Derrame de hidrocarburo

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Introduction

The risks of oil spills from sea start instant that it detects and locates a well and drilling thereof starts to check the chemical properties (composition) of the hydrocarbon; there you can list a set of causes or events constituting spill risks.

These risks can be grouped into:

– Technical problems related to media, equipment, systems, mechanisms, and other conduits employed in the exploration, drilling and extraction, as well as storage and transportation of oil.

– Violations of rules and safety measures in operations likely to cause spills goals

– Breaches in performing the maintenance, both in terms of time and quality.

– Violations in the manufacture of the mechanisms and systems for oil extraction, when using inappropriate materials and lack of quality control.

– Failure to comply with the requirements regarding navigation routes and the technical condition of the tankers.

– Technical operations performed incorrectly, for not having operating instructions, or lack of training and preparation of personnel responsible for them.

– Acts of terrorism and sabotage against facilities or prone to spills goals.

Furthermore, (natural) atmospheric phenomena such as cyclones, tornadoes, earthquakes, tsunamis (tsunami), may constitute elements of risk.

Impacts oil spills

Impacts that may cause oil spills in marine and coastal ecosystems and economic activities.

On marine life, the impact produced is compounded by the toxic effects and impregnation, as a result of the chemical composition of the hydrocarbons, and the diversity and variability of biological systems and their sensitivity to contamination.

Oil spills can cause a serious economic impact on coastal activities and the exploitation of marine resources, both in the country and neighboring states.

The influence on marine life, manifested in:
– In the open sea and the bed (background) ocean, causing migration of plankton and large swimming fish from their habitat to other regions; if it is near the coast causes serious damages to the marine fauna. Plants and animals also suffer affectations seabed in shallow waters.

– On the coasts and coastal vegetation in these areas the impact is large, damaging mangrove roots and thus shelters for fish and crustaceans.

Oil spills can destroy living coral and thus the coral reef is subject to erosion. This happens when the coral is impregnated by the floating oil when low tide occurs.

In Figure 1, a Oiled bird is observed. The birds are among the species most affected and vulnerable to oil pollution, since they eat when cleaning and make up their pens, can be lethal; also they die as consequences of suffocation, hunger and loss of body heat damage to the plumage, as the impregnated feathers lose their waterproof and insulating properties.

Figure 1 Oiled bird.
Source: sdpnoticias, 2013

In economic activity, the impact is reflected in:

– Industrial, port and sea lanes.

– Recreation and tourism activities linked to the sea.

– Fishing and acuocultivos.

– An oil spill can lead to the establishment of closed seasons on fishing and harvesting of marine products in a given area (related to the location and extent of the stain and retention).

Crude oil spilled can permeate floating non-degradable waste (garbage) and can lead to the formation of so-called cays or islands of garbage, floating in the ocean, with appropriate involvement to areas along which such training. A side impact of a spill product constitutes involvement trade in seafood, given the loss of confidence in the international market because the public does not generally purchase products from the region of the spill.

On April 22, 2010 an oil spill was detected in the Gulf of Mexico (Figure 2). Which it reached more than 1,550 km2 and was moving towards the east side from the Louisiana coast to the shores of Alabama and Mississippi. This event is known as "environmental disaster" before the great "black tide" that formed the oil spill.

Figure 2 Oil spill. Source: ElBlogVerde.com, 2015

Navy Department (SEMAR)

The Secretariat of the Navy of Mexico, through the First Naval Zone and in coordination with members of the Local Coordination Agency has taken action to have a satisfactory answer to this type of Environmental Contingency (CA).

Developing Spill Contingency Plan for oil and other hazardous substances in the Sea of the First Naval Zone.

Whose objective is to analyze and evaluate the responsiveness of agencies, organizations and public and private institutions, against an oil spill in deep water, in order to detect areas of opportunity for strengthening coordination between the three levels government, civil society and the private sector, to strengthen the Local Plan

Contingency. Where they perform various techniques and actions for the containment and recovery of hydrocarbons.

Actions for containment or diversion of spots

Techniques containment of spilled oil at sea should be applied close to the points of origin spills or sensitive areas, although the latter techniques may also be intended to divert the oil spilled into other areas that would be less affected.

The most commonly used for containment and diversion techniques are the barriers, which are designed and constructed under two broad categories:

– Barriers curtains: have a floating device or element or holding a flexible mesh skirt submerged. They have good ability to adjust to the waves and are relatively easy to clean.

– Barriers fences: remain vertically in the water by flotation whole, and have a flatter and less flexible cross section. They are more suitable for calm waters, where the currents are low speed.

The main feature of a barrier is holding capacity or deviation of the hydrocarbon, which is determined by its behavior in relation to the movement of sea water; therefore should not be placed barriers at right angles to the current when this speed exceeds a knot.

The optimal length of a barrier is closely related to the sea state. Providing a barrier must determine the freeboard (height from the waterline to the top), which avoids the above-dotted, and the depth of the skirt must have similar dimensions to the freeboard.

Other features to consider are: strength, ease and speed of deployment of the barrier, operational safety, weight and cost. A barrier must tolerate handling by untrained staff, and must possess structural strength and durability.

Tide, wind and waves affect the barrier and its operation.

In offshore operations, the barriers chase designed to restrict the spreading of hydrocarbon on the sea surface. These barriers are generally used with the use of boats.

On channels barriers are also placed, for which are spaced along the channel, and must consider the maximum deployment angle relative to the direction of current flow and its velocity, and the retaining strength of the anchor depending on the type and characteristics of the background.

Based on these elements and purpose, barriers can be of various types, depending on the material manufactured and the function they perform:

- Absorbing barriers: the material absorbs the hydrocarbon content in the water and operates similar to a filter; generally they used in areas where current velocity is low.

- Bubble barriers: is a pipe device with holes, placed on the seabed, through which air is pumped from the bottom to the surface; These bubbles create a counter on the sea surface which retains the hydrocarbon.

- Chemical barriers: are based on chemical compounds that inhibit the spread of low viscosity hydrocarbons; use is generally not advisable because these compounds cause damage to marine ecosystems, as dispersants.

- Makeshift barriers: those that are hand built with the resources available in the region or spill site: fences usually are.

Oil recovery techniques at sea

When an oil spill occurs at sea, the need to adopt and implement a set of measures and actions aimed at two goals:

- Achieving contain the spilled oil.

- Clean sea and littoral (coastal) affected by spilled oil.

Actions before a spill begin from the moment itself that is spotted or detected a stain hydrocarbon, either by an accident, explosion, collision, stranding or other causes, for reporting the observed is the first action in that regard . The information offered about as much as possible must contain the following:

- Date and time of observation (local time or half an hour in Greenwich HMG).

- Position by latitude (ö) and length (e), or by reference to a known point.

- Source and cause of pollution (name and type of boat, stranding, collision, accidents at refineries, thermoelectric or platforms, or other).

- Estimate of the amount of oil spilled and the possibility of additional spills.

- Description of oil slicks, including address, length, width and appearance.

- Spilled oil type and its characteristics.

- Weather and hydrometeorological conditions.

- Actions taken and to be taken, to combat pollution and prevent further spills.

- General information about the initial observer and intermediate reporters, and indications of how they can be contacted.

It is very important to inform crews of aircraft and ships, about zones of increased risks of oil spills and forecasting models of the movement of the spots, depending on time of year.

In order to provide information as complete as possible should be knowledgeable about the aspect that acquires the oil at sea.

Environmental contingencies and Human Resource

Environmental Contingency (CA), is a risk, derived from human activities or natural phenomena that can jeopardize the integrity of one or more ecosystems.

Mexico, has programs and actions to be prepared for this type of disaster. Achieving environmental sustainability is a challenge for the new generations. The evolutions of different scenarios regarding environmental problems such as oil spills or derivatives, are some of the reasons for the need to include knowledge and tools to address these areas of opportunity finding solutions in the short, medium and long term starting with the generation trained to deal with such circumstances (SEMARNAT, 2006; Ballesteros and Roman, 2016) human resource.

Today Institutions of Higher Education (IES), mainly universities of technology, are formed based education Competence according to curriculum competency-based education Professionals (EBCP) (DGEST, 2012), which includes the study of environmental issue.

The inclusion of such environmental topics include sustainable development concepts (DS), which provide comprehensive training for students who are the future professionals of the future surrounds (BAUTISTA-VARGAS et al., 2016).

In the IES, they are priority issues DS, which should form the behavior change agents who are students. Which allows education based on DS has a link with the theory and practice as well as the different social sectors that can strengthen the objectives pursued. HEIs are the basis of consolidating a sustainable awareness knowledge bases and skill acquisition for preservation actions for DS environment around them (BAUTISTA-VARGAS et al., 2016).

Agenda 21, Chapter 36, makes no mention of promoting education, training and awareness related to Sustainable Development. Education is the critical factor to promote this concept, thus increasing the capacity of populations to sensitize them on environmental and development aspects (Yáñez and Zavarce, 2009, Juncos and CEDES, 2015; UN, 2016).

Human Resource generation for the care of CA, is the generation of people with comprehensive training. Therefore, the relevance of this research is the impact of training activities in situations of environmental contingency and the generation of human resources, through the historical description of training and the level of acceptance among students of Engineering program Energy (IE) of the Polytechnic University of Altamira (UPALT).

It is important to promote training activities and involvements of students in environmental activities, strengthening their comprehensive education promoting sustainable awareness to transcend the generations.

Methodology to develop

This research was conducted in the IE UPALT linked to the Mexican Navy. In the period 2011 - 2018. IE Students and teachers have attended various activities developed for generating human resources to support an environmental contingency, this has been held for seven years.

Some of the events are focused to assist in oil spill situations, which aims to form human resources, enabling containment techniques, assist Oiled wildlife, among others.

These events were used as research platform and as part of strengthening the training of human resources in CA and comprehensive training in environmental education. Such actions were integrated chronologically analyzing the evolution of the activity and the impact on participants.

Results

In Table 1, it is shown chronologically activities have been carried out in the IP. As seen has increased the number of students and training activities they have been conducted.

Year	No. Students	No. Teachers	Description
2011	two	3	First year of participation in the simulacrum of Spill Contingency Plan for oil and other hazardous substances (SPCDHOSPP) with the Mexican Navy.
2012	0	0	He did not participate.
2013	4	two	2nd year that participated in the SPCDHOSPP with the Mexican Navy.
2014	twenty	one	First field practices in facilities Marine Environment Protection (PROMAM), with recovery techniques and containment of hydrocarbons in the waterfront area on the banks of the Rio Panuco. He did not participate in the SPCDHOSPP, because it was held in Houston Texas.
2015	0	0	He did not participate, because the SPCDHOSPP was held during the holiday period.
2016	fifteen	two	2nd year of involvement of recovery techniques and containment of hydrocarbons in the Panuco River with PROMAM. It was held the first round this river for identifying types of mangroves. And he participated for the 3rd time in the SPCDHOSPP with SEMAR.
2017	fifteen	two	He participated for the 4th time in the SPCDHOSPP with SEMAR. And 3rd year of involvement of recovery techniques and containment of hydrocarbons in the Panuco River with PROMAM. The first time we participated in the Oiled Wildlife Workshop taught by professors from the University of California.
2018	twenty	two	4th time participation participation of recovery techniques and containment of hydrocarbons in the Panuco River with Mexican Navy. 5th time in SPCDHOSPP WITH SEMAR. And 2nd participation in the workshop Oiled Wildlife at the Oiled Wildlife Workshop taught by professors from the University of California.

Table 1 Chronology of SEMAR and UPALT participation.
Source: self made

Protocols in case of oil spill are used when an oil spill occurs at sea, the need to adopt and implement a set of measures and actions aimed at two goals:

− Achieving contain the spilled oil.

− Clean sea and littoral (coastal) affected by spilled oil.

Actions before a spill begin from the moment itself that is spotted or detected a stain hydrocarbon, either by an accident, explosion, collision, stranding or other causes, for reporting the observed is the first action in that regard . The information offered about as much as possible must contain the following:

Phase I. Discovery, notification and alarm.

Phase II evaluation of the incident.

Phase III Containment and measures against the spread of the contaminant.
Phase IV cleanup and recovery.

Containment and recovery techniques for hydrocarbons in the Panuco River

Workshops were conducted in contingencies oil spill given by personnel PROMAM and SEMAR where students are trained to identify, prepare and manage the equipment used for the containment and recovery of hydrocarbons (Figure 3, 4 and 5).

Figure 3 Training with the containment barrier. Own source.

Figure 4 Different absorption equipment hydrocarbons. Own source.

Figure 5 Students finishing their training workshop containment and recovery of hydrocarbons. Own source.

Simulacrum of Spill Contingency Plan for oil and other hazardous substances (SPCDHOSPP) with the Mexican Navy

The first meetings are held with Mexican Navy and public and private institutions involved in the drill. The person in charge of developing SPCDHOSPP development is the Lieutenant Junior Teresa Alejandra Mendoza Guadarrama (Figure 6).
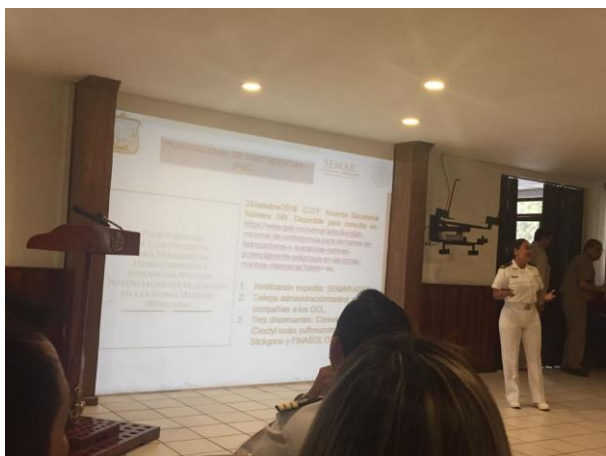

Figure 6 Meeting SPCDHOSPP activation. Source**:** Own.

In Figure 7, activation occursSPCDHOSPP where all involved are presented and the activities to be performed are assigned. Students previously trained, are assigned in various areas of planning.

Figure 7 Meeting SPCDHOSPP activation. Source**:** Own.

In Figure 8, students are observed in the area Oiled wildlife, they were used in order intake, washing and stabilization of the animals were "rescued" during the drill. In Figure 9, has already seen the group of students who participated in the drill.

Figure 8 Students participating in the SPCDHOSPP. Source**:** Own.

Figure 9 Students participating in the SPCDHOSPP. Source**:** Own

Oiled Wildlife workshop taught by professors from the University of California

The workshop is training students in admission, washing and stabilization of the animals that were rescued from the CA. In Figure 10, the received training is observed.

Figure 10 Students participating in the workshop Oiled Wildlife. Source**:** Own.

Acknowledgement

Conclusions

It is noteworthy that capacity building Environmental Contingency Response conviction is needed and be aware of the impacts that do to the environment. A phenomenon that was presented during this investigation was that it has increased the number of students, they also made aware that they are a key factor that will come if it passes a loss of this magnitude. The prospects of the research is to continue generating other strategic lines and improve current in order to transcend the students towards participation and involvement of environmental problems. It is therefore the importance of strengthening comprehensive human resource training of future professionals to transcend to future generations.

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Employee job satisfaction from the perspective of internal marketing and gender

Satisfacción laboral del empleado desde la perspectiva de marketing interno y género

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Abstract

In Ciudad Obregon Sonora, the restaurant industry is a Very Important sector Which in Addition to Promoting a space for family recreation, Generates Jobs for the municipality and at the same time Gives the opportunity for creative entrepreneurs and entrepreneurs to prosper. In This sector, the competition is very large and for esta reason internal marketing is a subject Which each company must adopt. This research AIMS to Identify the Factors That Affect the degree of satisfaction of the employees of the restaurants located in Cd. Obregon, Son. From the perspective of internal marketing and gender and then a recommend strategies to improve increase productivity, communication and employee loyalty. Where it was Obtained as a result of the survey staff of the restaurants, there is no Difference between men and women based on the conditions in Which These Organizations are found, launching a similar opinion in each of the variables of the applied instrument, and THEREFORE Job satisfaction for Both Genders, Obtaining a pleasant work place, Directly Favoring the companies.

Internal marketing. Gender and endomarketng

Resumen

En Ciudad Obregón Sonora el sector restaurantero es un sector muy importante, que además de propiciar un espacio de esparcimiento familiar, genera empleos para el municipio y a la vez da la oportunidad para que empresarios creativos y emprendedores prosperen. En este sector la competencia es muy grande y por tal motivo el marketing interno es un tema el cual debe cada empresa adoptar. Esta investigación tiene como objetivo identificar los factores que inciden en el grado de satisfacción de los empleados de los restaurantes localizados en Cd. Obregón, Son. Desde la perspectiva del marketing interno y género y posteriormente recomendar estrategias para mejorar la productividad, comunicación y fidelidad del empleado. Donde se obtuvo como resultado del personal encuestado de los restaurantes, no hay alguna diferencia entre hombres y mujeres en base a las condiciones en las que se encuentran dichas organizaciones, lanzando una opinión similar en cada uno de las variables del instrumento aplicado, y por ende una satisfacción laboral para ambos géneros, obteniendo un lugar de trabajo agradable, favoreciendo directamente a las empresas.

Marketing interno. Género y endomarketng

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Introduction

The interpretation of the internal marketing or endomarketing of Berry (1981) is based on the perspective of treating employees as clients, which can lead to changes in attitude in workers and the satisfaction of Positively Affect Consumers

Internal marketing is an instrumental behavioral strategy to develop a mental state that allows efficiency in customer service and building trade relations (Grönroos 1990).

The issue of satisfaction internal customer was strong and different points of view of various authors in the XXI century was where internal marketing became the subject in which any company or organization must meet and the importance of internal customer (employees). relevant internal marketing and satisfaction at work from the perspective of internal marketing or endomarketing aspects are developed.

The relationship between these two concepts, which is seen employed as a customer, which should generate loyalty, good communication and interpersonal relations, in order to improve productivity and thus provide better service.

In the restaurant sector it shows that there is staff turnover almost permanently, so it is necessary to know the reason for this decision, which suggests that there is no satisfaction in their work. Also, it looks if there is any relationship between gender in terms of job satisfaction, according to the job to be performed and thereby focus the internal marketing strategies they need in what the employee needs to be more productive and generate loyalty to the establishment and to the company

Ciudad Obregon Sonora in the restaurant sector is a very important sector, which also provide a space for family recreation generates jobs for the town and also gives an opportunity for creative entrepreneurs and entrepreneurs thrive. Competition in this sector is very large and for this reason the marketing Internal is an issue which each company must take.

Justification

Internal marketing is used not only to internally promote initiatives in the area of marketing programs but also other areas such as Human Resources, Production, Sales and Finance, among others.

It is important for the restaurant industry know that motivates them at work, which is what makes employees give 100% in service or processes. Today the internal Marketing is used as a strategy to increase employee satisfaction, to improve service and processes at an optimal level, this makes companies more profitable and efficient, because when an employee is satisfied with your area and company work tends to reflect this in their work.

It will also be useful for companies to know what are the satisfactions that influence employees to do their job and the opinion of men and women regarding working conditions for job satisfaction are very good.

Problem

Internal marketing makes the relationship between the employee and the company is the most reliable, improves the quality of your products or services and this is reflected in the service, however the shortage of plans domestic market makes it difficult to identify the negative factors which lead employees to be dissatisfied with their work.

One of the main problems with employees is the constant weight of overwork received by the company because sometimes they do not go according to his post. Companies do not try to interact with their employees, to integrate them into the company and make them feel part of it, as well as decision-making and participation. Often companies do not allow employees to be creative and freedom of expression, this means that employees do not have exceeded goals at work and makes this tired and interest to do so. Employees are the main customers of the business and that is why we should pay special attention to them, because if you have these first customers satisfied, side customers will be those who come to our local receive better services,

Therefore, in the proposed research questions to know if a significant difference between the views of men and women regarding working conditions for job satisfaction in the restaurant industry in Cd is there. Obregon, Sonora?

Objective

Identify factors that affect the degree of satisfaction of employees of the restaurants located in Cd. Obregon, Son. From the perspective of internal marketing and gender and then recommend strategies to improve productivity, communication and employee loyalty.

Theoretical Framework

Job satisfaction is a widely researched topic and can be understood as a positive or pleasant emotional state of the subjective perception of the work experiences of an individual (Locke, 1976).

From the perspective of internal marketing is the effort of the organization to train and motivate effectively to employees who have contact with customers and support staff in order to provide satisfaction and to satisfy customer requirements.

Job satisfaction is an essential attitude of the employee, consists of the following factors: remuneration (salary), working conditions, relationships with peers, opportunities for progress and the work itself. In addition, it is systematically related to the quality and productivity of the organization and the needs of employees. Berry (2004) asserts that the quality of service is the philosophy based on the principles of leadership collective spirit of service by providing effective ways to retain customers; ie, it has become the foundation for preserving customer and ensure that it is consistent with those organizations providing a service quality criterion. Under this approach the total and complete user satisfaction is sought; For this, the organization must make significant efforts to meet their needs and expectations. A need is a state of balance between the ideal state (which aspires to have) and the current state (what you have) that occurs by becoming aware of the lack of a good or service, which produces a feeling of uneasiness and tension in the individual, therefore, those needs are the motor nerve for exchange and therefore for marketing.

(Peñaloza 2005) which produces a feeling of uneasiness and tension in the individual, therefore, those needs are the motor nerve for exchange and therefore for marketing. (Peñaloza 2005) which produces a feeling of uneasiness and tension in the individual, therefore, those needs are the motor nerve for exchange and therefore for marketing. (Peñaloza 2005)

A person with a high level of job satisfaction has positive attitudes towards it; a person who is dissatisfied with his position has negative attitudes towards him. When people talk about employee attitudes, most often to refer to job satisfaction. In fact, the two terms are used interchangeably. These attitudes of employees should be considered as requirements of internal customers, to achieve its satisfaction, and one of the highlights in addition to adequate remuneration and distinction, is the opportunity they have to participate in making decisions company and give their views on creativity and innovation. However, when good use of internal marketing is not done, these points are often neglected.

Concept of gender. Spanish Royal Academy (2016) raises the concept of gender as a group to which humans belong to each sex, understood from a socio-cultural rather than purely biological.

Segin, the World Health Organization (2016) Gender refers to the social concepts of roles, behaviors, activities and attributes that each society considers appropriate for men and women. The different roles and behaviors can generate gender inequalities, ie differences between men and women that systematically favor one of the two groups.

For his part, Martinez (2012) raises the gender concept built critically about the sexual role, as a category of relationship consisting of multiple elements with different meanings, although they all have in common to refer to the specific traits and psychosocial characteristics linked to sexual dichotomy.

Although the conceptualization of these authors is different each other, each of which emphasizes the difference between the concept of gender and sex, since, although they are two concepts directly related, the difference between these is very strong.

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Gender is socially constructed with characteristics attributed to each sex. Gender is corresponding to sociocultural configured based on sexuality category. Determine actions that a company established on how to act and feel a person depending on whether female or male, and representing some functions attributed and are assumed by women and men differentially.

Research Methodology

Theresearch has a quantitative descriptive scope, with a non-experimental design since I none of the variables raised in accordance with the provisions of Hernández, Fernández, and Baptista (2010) was manipulated. The information was collected through a personal survey, at one time, during the months of February to May 2018.

Study subjects were employees of different restaurants Cd. Obregon, a sample not probabilistic for convenience of employees 117 restaurants Cd. Obregon was selected. Are. (Sample of convenience for the low participation of restaurant employees answering the survey was determined).

The instrument applied in this research is a structured and validated with reference to the questionnaire prepared by Torres (2008), which was adapted to specific requirements of this study questionnaire. With respect to the responses to this instrument it is to use a varied response format, which is described below according to block: The instrument consists of 44 reagents which are divided by nine dimensions are: 1. The company 2. The environmental conditions of the job, 3. workplace ergonomics, 4. Integration in the work 5. The relationship with direct or higher boss, 6. labor Correspondence, 7. Partners or colleagues, 8. Salary and 9. Personal satisfaction. Such information support in the definition of employee profile and for measuring variables of study, using Likert scale to determine the position on the items.

Process. the choice of the problem to be investigated was made, considering the variables you defined factors affecting job satisfaction and gender. the population of people working in the restaurant sector of Cd. Obregon, Son was determined. and the selected sample was obtained.

It was just the application of the instrument in the sample selected restaurants.

They were captured and analyzed data collected by the Statistical Package for Social Sciences (SPSS) system, using a T-test to evaluate the 44 items. To assess factors with a Likert-type scale of 1 to 5.

The report with the results found during the investigation developed.

Results

They surveyed 117 employees of 11 restaurants in Ciudad Obregon with an average age of 23 years of which 63% is male and 37% females.

This study presented some aspects that were evaluated in the instrument and considered as most relevant to determine the status of job satisfaction and thereby implement internal marketing strategies.

In the field of integration to the company, it was found that 92% of employees surveyed feel integrated and are an essential part in their work being female staff who strongly agree. 95% know their workplace and their responsibilities to comply female staff being the most known. 82.8% say that companies in which they work provide them training as part of support and training and 8.2% said the opposite.

Opportunity to make decisions.

75% say they have a chance to make decisions in their workplace while 8% cannot, female gender being the one most fully agree.

Routine tasks. *73%* of restaurant employees responded that the tasks performed at work are routine, while 27% are neither agree nor disagree that they are routine. Female gender being the most agree, this can be explained by the nature of the activities performed in the restaurateur industry.

Opportunity to be creative and innovative

71% of respondents agree that they have the opportunity to be creative and innovative in the company where they work, while 12% disagree and 17% are neither agree nor disagree.

Existence of inputs and tools to do the job: To do the job safely, effectively and correctly, it is necessary to have inputs and adequate and appropriate tools for the task. Given this 85% of staff interviewed they think that if they have them and 16.5% said not having them. Being the tendency to be moderately agree with this.

Staff that works is very similar: In this respect 80% responded that the staff work is totally similar, 7% disagree and 13% are not in favor or against.

The work done is not stressful: Of employees surveyed 57% said they found his stressful job, while 15% say it does not seem stressful and 28% disagree or against, so you could say that the position really going to neutral opinion, being the female gender, which is more stressful your job.

Motivating and encouraging immediate boss In this study 78% of the staff surveyed responded that the boss is motivating and encouraging causing a positive impact for these organizations.

There is good working relationship with the immediate boss: 84% of employees surveyed responded that there is a good relationship with the immediate boss while 16% said no.

Appropriate work schedule: 89% said their work schedule is right for their activities. Collaborative work environment: 89% responded that collaborative working environment is right while 11% said the opposite.

Fellow competent work: The vast majority of respondents said that colleagues with whom they work are fully competent to perform their duties while 2% said they are not and 12% do not agree nor disagree, being the male the which is more totally agree.

Fellow positive work: The vast majority of respondents replied that coworkers who work 81% are really positive, being the male who is most fully agree. A positive working attitude is very beneficial to foster a good working environment and ensure proper development of collaborative work.

Appropriate work load: That work is evenly distributed among workers and in the right measure for each of them according to their skills and abilities; and a workload according to the level of remuneration is an extremely important factor for this work. In this study it was observed in these respects a neutral position, since in all cases the response was 52%.

Recognition of the work:80% of respondents say there is a recognition of the work while 13% say there is not and 7% do not agree or disagree with that paragraph. Being male who is most fully agree.

Ability to create or take initiative

This section staff responded with 86% that is likely to create or take some initiative in your organization, while 6.2% say they do not exist and 7.2% are not in favor or against being the male who is totally agree more.

Satisfaction path within company: 90% of respondents, responds that he is satisfied with his career within the same, while 10% are not in favor or against.

I desire to change company: In this section we asked the question to respondents want to change the organization where he works, where 50% said that if they wish to do so, while 30% are not interested changed and 20% do not care. It is the male which is fully agree to change.

Conclusion

In the restaurant industry it is paramount to maintaining a good level of job satisfaction among staff at all levels. This is accomplished by stimulating collaborative work, good relationships between employees, superior and subordinate; and to maintain schedules, workloads and freedom of fair and adequate initiative; They are very important factors for motivation, communication and productivity in employees, which will be reflected in the service offered to customers of the company.

The restaurant sector of Cd Obregon, Sonora, is no exception to these practices; where in this study reflect the following:

The sector comprises 117 employees of 11 restaurants in Ciudad Obregon with an average age of 23 years of which 63% is male and 37% females.

Relationship with superiors is good, and there is a moderate disagreement as to the motivation and leadership of heads, this is an issue that presents an interesting area of opportunity.

As for the work environment they consider it good because thanks to the leader applies the values of the company.

This result shows that within the female gender as faithfully demonstrated the organization in which they work since almost all of them said it is not in their interest to change company, unlike the male, which his great most he opted for a change in their workplace.

Based on the working relationships with both partners as well as higher there is no difference between male and female, as both sexes show a good relationship and a team when carrying out their duties well close communication same

Staff respondent restaurants, there was no difference between men and women based on the conditions in which these organizations are, by launching a similar view in each variables instrument applied, and therefore a job satisfaction for both genres, obtaining a pleasant workplace, directly favoring businesses.

As you can see there are areas of opportunity to implement internal marketing strategies that fidelicen the employee, to enable it to act in a productive collaborative environment and develop their skills and abilities. Therefore in areas where work is needed in relation to salaries and therefore would not choose to pursue other opportunities. It should continue to promote gender equality as internal marketing strategy for the proper development of the work environment, communication and productivity.

By not carried out internal marketing processes within organizations can submit:

There is no empowerment: employees not identify what their role within the company, beyond performing a specific function, you do not feel committed to the organization and growth.

Lack of identity between the company and its employees: ignorance is generating employees around the activities of the company. There is no employee motivation: the lack of employee motivation makes your work become repetitive actions that are not linked to any results, simply respond to independent action.

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Article

A history of psychoanalysis at the Faculty of Psychology at the UAQ

Historia del psicoanálisis en la Facultad de Psicología de la UAQ

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Abstract

The Faculty of Psychology of the Autonomous University of Querétaro (UAQ) brilliant 50 years founded in 2017. Having Been Since its inception, psychological currents Have Several FORMED part of Its curriculum. Psychoanalysis has-been one of them. But we know That the training analyst does not pass by the University, but by a personal analysis. We Also Know That in the framework of the Educational Modernization College Knowledge is increasingly more technical, ie They are to be applied, run, put into practice; On the Contrary, the transmission of psychoanalysis requires discussion and criticism. If the formation of psychoanalyst does not go through the University and if current professional knowledge are more technical Where does psychoanalysis at the Faculty of Psychology of the UAQ? To answer esta, We went to the past to ask what conditions gave rise to psychoanalysis at the School of Psychology of the UAQ in 1967? They continue in force? With this script we seek to make visible the trail Which has left the psychoanalysis in our Faculty in the 60's and 70's and Contribute to the historiography of psychoanalysis in the Faculty. We do so as members of the research line of the CIPE "Psychoanalytical theory" and the CAC "Psychoanalysis, clinical and society"; Both Heirs of That footprint. We do so as members of the research line of the CIPE "Psychoanalytical theory" and the CAC "Psychoanalysis, clinical and society"; Both Heirs of That footprint. We do so as members of the research line of the CIPE "Psychoanalytical theory" and the CAC "Psychoanalysis, clinical and society"; Both Heirs of That footprint.

Psychoanalysis, UAQ School of Psychology, History, Historiography

Resumen

En 2017 la Facultad de Psicología de la Universidad Autónoma de Querétaro (UAQ) cumplió 50 años de haber sido fundada. Desde su inicio, varias corrientes psicológicas han formado parte de su plan de estudios. El psicoanálisis ha sido una de ellas. Pero sabemos que la formación como analista no pasa por la universidad, sino por un análisis personal. Sabemos también que en el marco de la Modernización Educativa los conocimientos universitarios son cada vez más técnicos, es decir son para aplicarse, ejecutarse, ponerse en práctica; por el contrario, la transmisión del psicoanálisis requiere la discusión y la crítica. Si la formación de psicoanalista no pasa por la universidad y si los conocimientos profesionales actuales son cada vez más técnicos ¿Qué lugar tiene el psicoanálisis en la Facultad de Psicología de la UAQ? Para responder esto fuimos al pasado a preguntar ¿Qué condiciones dieron lugar al psicoanálisis en la Escuela de Psicología de la UAQ en 1967? ¿Continúan vigentes? Con esta escritura buscamos visibilizar la huella que ha dejado el psicoanálisis en nuestra Facultad en los 60's y 70's y contribuir a la historiografía del psicoanálisis en la Facultad. Lo hacemos como integrantes de la Línea de Investigación "Teoría Psicoanalítica" del CIPE y del CAC "Psicoanálisis, Clínica y Sociedad"; ambos herederos de esa huella.

Psicoanálisis, Facultad de Psicología UAQ, Historia, Historiografía

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Introduction

Psychoanalysis has been around since the birth of the School of Psychology at the UAQ. The first curriculum (1967-1975) was a year and had 28 subjects to study at 4 years (Carrillo, 2014) including psychoanalysis, bioenergetics and Oriental Studies (Aguado and Paulin, 2015).

Students egresaban as general psychologists and "although clinical content had a court order qualitative psychology, psychoanalysis was present in the classroom and speeches of teachers and students" (De la Mora, 2018). Although from birth School was attracted to psychoanalysis, it was not until 1971-72 that opened more subjects in the curriculum for teaching (Rosales, 1993). In 1975 it was carried out the first modification of the curriculum. Second Curriculum others lasted 8 years (1975-1982) and was organized with four areas of expertise: Clinical Psychology, Educational, Social and Labor. The opening of these areas facilitated the incorporation of psychoanalysis as one of the guiding principles of training of psychologists, not only in the clinical area, but also in the basic area and to a lesser extent in social and educational areas, but not in the work area. In 1982 all areas simultaneously restructured and thus began the Third Plan Study, which followed psychoanalysis remaining as an axis in the training of psychologists, mainly in the clinical area. Thereafter each area would be reconstituted at different times. The clinical area did in 1996 and again remained psychoanalysis linchpin (De la Mora, 2018).

But in 50 years the School has grown a lot. Currently he has two degrees: the Psychology with its four specialties and one in Innovation and Educational Management; also it has two specialties eight masters and two doctorates. The specialties are 'teaching and school learning' and 'Clinic of subjective conditions'. Master's degrees are in: clinical, social psychology, work, work multidisciplinary studies, science education, citizenship education, language learning and mathematics, and finally mental health of children and adolescents. PhDs are 'multidisciplinary studies of work' and 'Psychology and Education'. Given this diversity of application fields and psychological currents today is what place psychoanalysis at the Faculty?

We are currently in process of restructuring the curriculum of the Degree in Psychology from all areas at once, as had been done since 1982. In May 2014 a First Forum was held to initiate the restructuring under the title ' the course of Psychology at the UAQ: analysis of information '. In this Forum "Area of Clinical Psychology it was not called or included, in addition to criticisms of psychoanalysis were presented without the relevant knowledge about it." (De la Mora, 2018). Could that act as a pressed way of saying that 'psychoanalysis does not take place' in the next curriculum of the Faculty? In May 2014 a First Forum was held to initiate the restructuring under the title 'The course of Psychology at the UAQ: analysis of information'. In this Forum "Area of Clinical Psychology it was not called or included, in addition to criticisms of psychoanalysis were presented without the relevant knowledge about it." (De la Mora, 2018). Could that act as a pressed way of saying that 'psychoanalysis does not take place' in the next curriculum of the Faculty? In May 2014 a First Forum was held to initiate the restructuring under the title 'The course of Psychology at the UAQ: analysis of information'. In this Forum "Area of Clinical Psychology it was not called or included, in addition to criticisms of psychoanalysis were presented without the relevant knowledge about it." (De la Mora, 2018). Could that act as a pressed way of saying that 'psychoanalysis does not take place' in the next curriculum of the Faculty?

That question led us to the past what conditions made in 1967 psychoanalysis could find a place in the School of Psychology at the UAQ? ¿Prevalent today? Why did this story of psychoanalysis at the Faculty, cut his first two decades to locate their conditions of appearance. We take the 'Psychoanalysis in the Faculty' as the object to study. Psychoanalysis is that, besides being a method of treatment of mental disorders, a method for investigating and a doctrine based on these investigations, it is also a speech. It is a discourse that can be investigated, as does Capetillo (2012) in his book The emergence of psychoanalysis in Mexico, using a methodology that enrolls "in a number of historiographical works that take as an object of study psychoanalysis, understood as a discursive practice over time ... "(p.19). Their main question is how psychoanalysis could appear in Mexico at the time he did? In our case what conditions allowed psychoanalysis emerge in the School of Psychology at the UAQ?

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Justification

Make a history of psychoanalysis at the Faculty of Psychology at the UAQ is not new; others have already talked about it as Velázquez (2000), Gutierrez Vega (2000, 2002), Blanck-Cereijido (2001), De la Mora, Rosales and Rojas (2007), De la Mora et. to the. (2013). Book Guzman (2002) Memory and Chronicle: Faculty of Psychology at its thirtieth anniversary, amply documents the early decades of the Faculty: daily life (theater, culture, sports, parties) academic (research, conferences), association (movements strike), political (election of directors and rectors) and social (the Central Community Services). Nutren this list the papers presented at the forum "Psychoanalysis at the university" (2003, 2007) at the Faculty organized by teachers in the clinical area.

Problem

As we investigated, psychoanalysis found a place in the School of Psychology of the 60's because it was one of the few spaces for the humanities were developed in Queretaro. In the early 70's expansion was boosted by the arrival of psychoanalysts teachers exiles from the dictatorships of the Southern Cone.

We said that 'psychoanalysis in college' is our object of study because we take it as a speech. These speeches are social practices that impact. They are games of action and reaction, fighting (Foucault, 1968). For half a century circulate in the Faculty psychoanalytical speeches in classrooms, seminars, supervisions, conferences, books, articles, final papers semester, hallway conversations, etc. What caused the psychoanalytic discourse effects both outside and within the School of Psychology? In the 60's, it led to a society that attacked queretana mainly from the press and religion (Gutiérrez Vega, 2000, 2002) considered subversive (capable of altering the provisions). In the 70's affected (along with other perspectives then read in Marx, Hegel, Althusser, Gramsci, etc.) Profile for psychology students. They were organized in a different Student Council Student Societies; They accompanied their education with a cultural environment that highlighted his successful film club and excellent cultural weeks; They had active participation in university boards against rising registration fees and transportation fees and the defense of university autonomy.

They supported other sectors student and labor movements; They also formed a movement of 'New Song' with performances in public squares in the city (Osorio, 2015). They accompanied their education with a cultural environment that highlighted his successful film club and excellent cultural weeks; They had active participation in university boards against rising registration fees and transportation fees and the defense of university autonomy; They supported other sectors student and labor movements; They also formed a movement of 'New Song' with performances in public squares in the city (Osorio, 2015). They accompanied their education with a cultural environment that highlighted his successful film club and excellent cultural weeks; They had active participation in university boards against rising registration fees and transportation fees and the defense of university autonomy; They supported other sectors student and labor movements; They also formed a movement of 'New Song' with performances in public squares in the city (Osorio, 2015).

Also caused effects within the own School of Psychology, by imposing certain psychoanalytical guidance on others in the ways of exercising psychological practice, to determine the areas in which it is exercised in the formation of the clinical psychologist and transmission mode of knowledge. In this paper we will approach these last two sides of the issue: formation and transmission.

In clinical psychologist training materials coursing psychoanalysis the problem that the university can not shape it as analyst because only dedicated to providing professional knowledge is generated. Freud said that "... all psychoanalysts can do without college without prejudice to its formation (1919 [1918], p.169). So does the presence of psychoanalysis in the Faculty complicates the training of clinical psychologists because they talk about something that is not going to be? Or conversely does your presence facilitates the formation of clinical psychologists because it exercises its critical capacity and gives them a new perspective to work with your patients?

This difficulty has been noted and externada by many faculty colleagues over time. Rosales (1993) comments that our faculty from 1971-1972 became the representative psychoanalysis psychological current, which caused problems in the nomination of its graduates. Even today, the document Restructuring Curriculum (2018) we read that this difficulty in the clinical area persists: "It's complicated relationship between psychoanalysis and clinical psychology, for training as a psychoanalyst transcends the university space, so that what psychoanalysis can be taught at the university it is its theoretical aspect. "(De la Mora, 2018).

To become an analyst, he said Freud (1912), one has to go through the experience of being analyzed.[1]Lacan (1967) said analyst arises as to effect the analysis, when the desire arises analyst. Laurent (2005) "The psychoanalyst is defined by its desire to bring out the peculiarity of each, within what is experienced by all" (p. 32). The 'desire to analyst' is to arouse the uniqueness of each analysand. This experience is very different to university teaching, which aims to convey the same certificates university knowledge to all students equally.

The other side of 'psychoanalysis at the Faculty' we are approaching is transmitted. The transmission of psychoanalysis is not intended to disseminate knowledge same standard to all alike. Whenever it conveys a concept is being built, linking, historicizing, questioning. It departs from a technical transmission based on memorization and closer to teaching modalities as discussion, criticism, and even be influenced by free association and feel affected by this subversive know. Several teachers of the Faculty have talked about the difficulties in transmission and Cuéllar (1991), Galindo (1991), Renteria (1991), De la Mora (2001a), Ribeiro (2010) as well as the many teachers who participated with presentations in Forums 'psychoanalysis at university'.

We think that these difficulties in transmission have been acrecentadas since the Education Modernization Project, issued since the early 80's of the past by the Organization for Economic Cooperation and Development (OECD) century, urged universities to offer expertise globalized to insert its graduates into the labor market. He also demanded governments questioning universities about their productivity, accountability and ask quality and finance as a standardized assessment that unifies, among other things, their curricula and learning processes. Today this logic design curricula in global Higher Education. In that context, psychology schools offered increasingly intervene expertise that allow generalized way with standardized populations (children, adolescents, couples, families, addicts, depression, etc.). One consequence of this is that divide, dismantles, desrelaciona and decontextualized knowledge and subjects treated in psychological therapies. Technical knowledge is to be applied and not to be discussed, as was done in Latin American public universities in the decades of the 60's and 70's (Silva & Rudolf, 1970).

Based on this historical and conceptual context of the problem that we have just outlined here, we can ask what place today has psychoanalysis in the Faculty of Psychology of the UAQ, if the formation of a psychoanalyst does not pass through the university and if the current faculties of psychology offer more and more psychological know-how? The answer suggests that it no longer takes place. However, it should be noted that in 2014 the Clinical Area held its own Restructuring Forum, in response to not having been invited to the General Forum of the Faculty and "one of the main points shared by teachers, students and graduates was the relevance of the psychoanalysis in the Clinical and Basic Areas of the Plan of Studies "(De la Mora, 2018). This fact indicates that psychoanalysis continues in some areas of the Faculty and it would be good to investigate under what conditions it is sustained.

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[1]Which is contradictory in his person, for being the first analyst he was not a psychoanalyst. As an analytical relationship like he lived with his colleague and friend Wilhelm Fliess. Cf. Sigmund Freud letters to Wilhelm Fliess, 1887-1904. Argentina: Routledge, 1994. Another book about that relationship is that of Marthe Robert (1964) Psychoanalytic revolution. Mexico: FCE, 2004. Octave Manonni spoke of the "original analysis" in a chapter of his book (1973) The other scene. The imaginary keys. Buenos Aires: Amorrortu.

This study does not intend to arrive at that answer; it limits itself to establishing the conditions of emergence of psychoanalysis in the beginnings of the School and to show as far as possible the difficulties of training and transmission of knowledge before the university modernization. In this sense, the time limit of this study is reduced to two decades and the space limit to the School of Psychology of the UAQ, which leaves aside the study of the psychoanalytic associations that were emerging in the city and that are part of a historiography of psychoanalysis in the city of Querétaro.

Hypothesis

To the extent that the Educational Modernization in the Faculty continues to be expanded (as in all universities) and more and more technical knowledge is offered, psychoanalysis will lose space because it is a subversive knowledge. Psychoanalysis found a place in the School of Psychology of the UAQ in 1967 because it was perhaps the only university space and of the entire city dedicated to the Humanities. In the following decade, it became even stronger with the presence of psychoanalytic teachers exiled from the Southern Cone in the Master's Degree in Clinical Psychology. These conditions are no longer valid and psychoanalysis in the Faculty also presents difficulties in its transmission and in the training of its graduates. Despite these adversities, it is a fact that psychoanalysis is maintained in the Faculty; they do it in new conditions of existence that would be worth investigating.

Objectives

Overall objective

Build a history of psychoanalysis in the Faculty of Psychology of the UAQ in the decade of the 60's, when the School was founded, and the decade of the 70's, when the Master's in Clinical Psychology was created, to know its conditions of existence.

Specific objectives

– Contribute to the historiography of psychoanalysis in the Faculty of Psychology of the UAQ, in its 50th anniversary of foundation.

– Address problems, perspectives and complexities of psychoanalysis during the first two decades of the Faculty of Psychology of the UAQ.

Theoretical Framework

In the previous section, we cite authors who have studied psychoanalysis at the UAQ School of Psychology, such as Cuéllar (1991), Galindo (1991), Rentería (1991), Velázquez (2000), Blanck-Cereijido (2001), De la Mora (2001a), Guzmán (2002), De la Mora, Rosales and Rojas (2007), De la Mora et. to the. (2013), Ribeiro (2010) as well as most of the speakers of the Forums 'Psychoanalysis in the university'. All of them started their work raising specific situations in the teaching in the Faculty and they asked them questions with which they were questioning what was established, reason why it could be said that they were inspired by psychoanalysis itself as a research method. Other authors such as González (1989), Capetillo (2012) or Velasco (2014) have studied psychoanalysis in Mexico also with the psychoanalytic method. González (1989) collects discourses on psychoanalysis and analyzes their contradictions, even stops in the analysis of lapses.

Capetillo and Velasco build their investigations by questioning the conditions of appearance of psychoanalysis and analyzing the localized contradictions, but they are distinguished in that Capetillo is more inspired by the works of Michael Foucault while Velasco is closer to those of René Lourau. All the authors cited have the common denominator that they study psychoanalysis from psychoanalysis itself. That is why it is essential to define and contextualize it.

Psychoanalysis - Sigmund Freud[2] tells us (1923)- is the name "1) of a procedure that serves to investigate psychic processes that are difficult to access by other means; 2) of a method of treatment of neurotic disturbances, based on that inquiry, and 3) of a series of psychological insights, gained by that way, that little by little have been coming together in a new scientific discipline. "(P.). It is a method of investigation, a method of treatment and a doctrine.

As for psychoanalysis as a discipline, it considers mental life from three points of view: the dynamic, economic and topical. Shows the dynamic forces that promote or inhibit each other, are connected, they come into commitments. They are pulsations, of organic origin, with repetition compulsion and reach their registration psychic representations invested affectively. There are two obvious types: ego-instincts and object instincts; behind them there are two basic instincts: Eros (libido) who wants to achieve union and the instinct of destruction leading to the dissolution of the living. The economically it assumed that these representations are psychic energy invested with (cathexis) and the psychic apparatus tends to keep as low as possible the sum of these excitations. They are automatically regulated by the principle of pleasure-displeasure, that relates the displeasure with increased excitement and pleasure with its decrease. But when the reality principle appears (by contact with external reality) the psychic apparatus learn to postpone pleasure and displeasure provisionally tolerated. Finally, the point of view conceives topical psychic apparatus as an instrument compound of places where various mental processes are consumed. Such apparatus is articulated on it (carrier drives), a (the most superficial of this modified by the outside world) and superego (coming from it) in addition to an awareness (a function of the outermost layer of I) aimed at the perception of the outside world.

As for psychoanalysis as a method of treatment, therapeutic influence rests on the replacement of unconscious mental acts by other conscious. This replacement is promoted overcoming internal resistances.

To understand this procedure should recall the doctrine of psychoanalysis about the neuroses that rests on three pillars: 1. Repression 2. meaningfulness of drives and 3. the transfer. Let's look at each. First, in the mind there is a censorious power which excludes from becoming conscious and the influence on the action to psychic aspirations that are unpleasant. They are repressed, unconscious, but get mental life move around a roundabout, for example by forming symptoms; same as when analyzed allow to reach them. Second, for cultural reasons, sexual drives are the most repressed. The greatest psychic conflict that children have to solve are the instinctual demands arising in their bond with their parents. Overcoming this "Oedipus complex" gives rise to the superego (which in turn is rooted in it).

Third, is called transfer to the peculiarity of patients develop emotional ties to his analyst that are not based on the actual situation but in the past, evidence that the adult has not overcome his infantile dependency. The analyst uses this transfer to move the patient to overcome their resistance and thus make the unconscious conscious. For that reason, the formation of the psychoanalyst is a central issue and as stated not given in college. The greatest psychic conflict that children have to solve are the instinctual demands arising in their bond with their parents. Overcoming this "Oedipus complex" gives rise to the superego (which in turn is rooted in it). Third, is called transfer to the peculiarity of patients develop emotional ties to his analyst that are not based on the actual situation but in the past, evidence that the adult has not overcome his infantile dependency. The analyst uses this transfer to move the patient to overcome their resistance and thus make the unconscious conscious. For that reason, the formation of the psychoanalyst is a central issue and as stated not given in college.

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[2]One way to approach Freud's work is through its conferences, which showed its key concepts in detail and also summarized. In his Complete Works of Amorrortu are the following: (1896) Etiology on hysteria. T. III. (1905 [1904]). Psychotherapy. T. VII. (1910 [1909]). Five lectures on psychoanalysis. T. XI. (1916-17 [1915-17]).

Conferences of introduction to psycoanalysis. I and II. T. XV. (1917 [1916-1917]). Conferences of introduction to psycoanalysis. III. T. XVI. (1933 [1932]). New Introductory Lectures on Psychoanalysis. T. XXII.

Third, is called transfer to the peculiarity of patients develop emotional ties to his analyst that are not based on the actual situation but in the past, evidence that the adult has not overcome his infantile dependency. The analyst uses this transfer to move the patient to overcome their resistance and thus make the unconscious conscious. For that reason, the formation of the psychoanalyst is a central issue and as stated not given in college.

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In addition to building this framework, we also built a contextual framework of psychoanalysis to make a historical analysis of the studied phenomenon (Rojas, 1976, p.87). In the early 60's the psychoanalytic movement had spread across the planet and had diversified way of understanding what was psychoanalysis.

In Europe there was no longer just Freudians, but also Kleinian and Lacanian. Melanie Klein (1882-1960) founded the British School of Psychoanalysis, he provided a way of intervening with children and contributed to the psychoanalytic doctrine with paranoid-schizoid and depressive positions. Jacques Lacan (1901-1981) understood that this was not just to make the unconscious conscious but into the future through an unconscious desire in the analytic experience; and modified the duration of sessions (no longer lasted 50 minutes but the time required to show that desire in saying analizante). This earned him expulsion from the International Psychoanalytic Association (IPA) and in 1964 founded the Freudian School of Paris. In that decade he spoke at seminars transfer, identification, anxiety, unconscious, repetition, drive, object, ghost and psychoanalytic act. Meanwhile, in the United States predominated ego psychology of Heinz Hartmann (1894-1970), who with his notion of 'autonomous ego functions conflict free' psychologist proposed alliance with the healthy parts of the patient's to strengthen them and achieve and better social adaptation;

In the early 70's psychoanalytic movements continued to diversify. Freudians continued to exist and flourish ego psychologists, plus antipsychiatrists appeared as Franco Basaglia (1924-1980) Laing and Cooper. visible psychoanalysts committed to social causes, Freudo-Marxism and inspired by the ideas of Reich, Fromm, Caruso and Althusser, as well as Marx, Engels and Gramsci were also made. By contrast, there was another vision for mental illnesses which did not have much to do with the social conditions of life but with biochemical alterations and therefore advocated the medicalization of patients. Meanwhile in France, Lacan spoke in his seminars on the back of psychoanalysis, in a speech that was not the face, of the names of the father, Real symbolic imagery and sinthome. None of these concepts are already resembled the conceptual universe of Freudian psychoanalysis. But his ideas were spreading in Latin America, perhaps because of the fact that he had questioned the authority of the official psychoanalytical institutions and also thanks to the translation of his writings, conducted by Armando Suárez (formed as an analyst in the Vienna of the 60's) and published in 1971 by Siglo XXI Editores.

Unlike those decades, today neuropsychoanalysis psychic discomfort centered in the brain; psychoanalysts committed to social causes become less; and technological advances allow internet available in the psychoanalytic knowledge, take courses on line and even take online sessions, knowing that there is no privacy in the network (De la Mora et. al., 2017).

Research Methodology

This study was based on historiography (Hernandez, 2018), understood as a research method that considers social phenomena and problems are generated in a particular social historical context and therefore have to be analyzed in the context of appearance. More precisely it was based on the tradition of historiography of psychoanalysis, which began to be historicized almost since its inception. Sigmund Freud himself wrote in 1914 his "contribution to the history of the psychoanalytic movement" and later his "Autobiographical Study" (1925 [1924]). World War II precipitated the exile of many European analysts and psychoanalysis would spread around the world. He has since told his story in several countries. It is the work of Etchegoyen (2001) Fragments and buildings in the history of psychoanalysis in Argentina. About France, it is the book of Rudinesco (1988) The battle of the hundred years.

In Mexico there is also a psychoanalytical historiography. Rodriguez (2011) analyzed from 1965 to 2011 focusing on how they wrote the story the various psychoanalytic groups and historical moments that narrated and issues addressed (mainly the formation of the psychoanalyst and transmission of doctrine similar to those discussed when we speak of psychoanalysis at the Faculty). He concluded by establishing three types of historiografías: 1. official (1965-1970), with descriptive speeches and apologetics of their groups. 2. review (1979-1987), on the control mechanisms and standardization of analysts. 3. rigorous (1988-2000), in terms of method and management of rich archives, which allows a critical view of the object of study,

In a third moment we are dedicated to parse the file.

Scan a file, says Farge (1989), is an encounter with history; It is an encounter with a narration (which seems reality) and that the researcher has to interpret: placing it in reality and society of his time. To achieve this, in addition to a contextual framework in which to place it, "you have to ask questions of the information it collects" (p.15). Analyzing the uniqueness of files that analyzed the collective where happens is articulated, but the interesting thing is to interpret the uniqueness of each case. In ours, the interesting thing is why a School of Psychology opened and not any of the humanities? and how it was that psychoanalytic discourse became a place among the bioenergetic clinical psychology and Oriental studies? When analyzing the file psychoanalytical discourses seek to locate themselves circulating in the school and also the speeches talking about it and its effects on academic life (formation and transmission) of the Faculty and the queretana society then.

While this research is argued with historical data from official bodies such as UAQ or INEGI, it is also true that is based on data obtained testimony from characters who were present at the time. The testimonies has a degree of subjectivity undeniable, so the story keeps changing depending on who is the narre. To overcome this difficulty, citing the characters that testify academic place they occupied at the time narrating and the narrated time mentioned. Therefore, the criteria of validity of this work will not lie to tell the 'real story' but to locate "these stories that seem to reality" (Farge,

Kind of investigation

It is a qualitative study while cutting is interested in knowing the socio-historical conditions (qualities) that gave rise to psychoanalysis at the School of Psychology at the UAQ. It is of longitudinal type, while tracks the 'Psychoanalysis in the School of Psychology at the UAQ' over a particular period of 8 years, ranging from 1967 (the year of its foundation) to 1975 (year of the foundation of the Master). This type of research allows the evolution of the observed variables, which in our case are: the effects of psychoanalysis in the training of graduates in the transmission of knowledge and society then. It is an applied research that addresses a specific issue of place of psychoanalytic discourse in a well defined in time and space historic area.

It is descriptive, while he sought to describe the conditions of emergence in the School of Psychology in the context of the UAQ, Querétaro and the world. In the same way he sought to describe the conditions of emergence of the Master of Clinical Psychology. It could also be considered exploratory; this because when collecting the information we noticed that there was little and was scattered in various letters, so we are dedicated to reunite in this study. We hope that this concentration allows further research to an analytical or explanatory study of the problems discussed here. In the same way he sought to describe the conditions of emergence of the Master of Clinical Psychology. It could also be considered exploratory; this because when collecting the information we noticed that there was little and was scattered in various letters, so we are dedicated to reunite in this study. We hope that this concentration allows further research to an analytical or explanatory study of the problems discussed here. In the same way he sought to describe the conditions of emergence of the Master of Clinical Psychology. It could also be considered exploratory; this because when collecting the information we noticed that there was little and was scattered in various letters, so we are dedicated to reunite in this study. We hope that this concentration allows further research to an analytical or explanatory study of the problems discussed here.

This study is assigned to the group of psychoanalytical research conducted at universities. Jardim and Rojas (2010) identified three levels where usually these studies 1.- which are based on psychoanalytical criteria and which is unavoidable clinical practice are grouped. 2.- made by exchanging with other disciplines issues that do not correspond with psychoanalysis. 3. Those seeking psychoanalytical fundamentals via an exhaustive review of the literature is proposed. 4. We would add one group call historiography of psychoanalysis. Examples studying Capetillo (2012) professor at the Universidad Veracruzana and Velasco (2014) of the National Autonomous University of Mexico are. In our faculty we find the Master's thesis in Clinic Susana Rodríguez (1997) Psychology on the History of Psychology in Mexico. Another is that of Javier Rosales (1995) Freud, psychoanalysis and the university and other similar is that of Antonio Padilla (2002) One approach to the problem of research in clinical psychology at the university.

These three theses, 132 that produced the Magister in psychology over 29 years (1986-2015), representing 2% of dedicated studies historiography of psychoanalysis. To these we must add the book Guzman (2002) and several presentations of the forums 'Psychoanalysis at university'. With this research we seek to be part of that historiography. psychoanalysis and university and other similar is that of Antonio Padilla (2002) One approach to the problem of research in clinical psychology at the university. These three theses, 132 that produced the Magister in psychology over 29 years (1986-2015), representing 2% of dedicated studies historiography of psychoanalysis. To these we must add the book Guzman (2002) and several presentations of the forums 'Psychoanalysis at university'. With this research we seek to be part of that historiography.

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Results

Conditions of appearance of psychoanalysis in the School of Psychology of the UAQ

On December 7, 1966 was approved by the University Council (UC) of the UAQ the creation of the School of Psychology.

In the minutes he is named as "School of Psychology", perhaps because of indifference, contempt and rejection (Guzman, 2002) may also be confused with the "Department of Psychology" founded at the same time and whose aim was to provide "services to all schools "(Trejo, 2001). But why was the Degree in Psychology and no other heading of the Humanities? Why was a psychology psychoanalytic influence? Thought were three conditions which determined the first, that a space required for the humanities; Second, a school of psychology is required in this area of the country; and third, those who dedicated themselves to design and advise the curriculum had psychoanalytic training.

A condition to open the school was the need for the UAQ offered a space for the humanities. Cultural life in Querétaro 60's was reduced to Agora magazine and newspaper supplement Antoyomoji the Nanchei. Who had literary, psychological, philosophical, sociological or historical interests had to acquire that culture on its own since the UAQ offered no humanistic career. Only he offered a high school and formed lawyers, engineers, chemists, nurses, accountants and managers. All races needed to achieve progress, industrialization and modernization Querétaro needed. But it did not form writers, philosophers, sociologists, historians, psychologists. How then they attended the psychological suffering of the population? Arriving at the UAQ Gutiérrez Vega, first as head of Cultural Broadcasting and later as rector (1966-1967), it was proposed to jump-start a university in line with the times and create a cultural atmosphere in academic life for the development of an open to all currents of thought space. That did implementing programs for teachers leave to study postgraduate courses; organizing 'Cultural Weeks' with the support of embassies of different countries; and offering courses on philosophy, science, politics, letters and contemporary art, in which he spoke of Hegel, Marx, the Thomists, the Viennese School, the Christian Democrats, the Second Vatican Council, Einstein, Jung, Reich, Freud (Estrada, 2015). Among these is a graduate mythical about 'The thought and method of Freud', given in 1961 by Dr. Carlos Pacheco Reyes,

Otra condición fue que existían pocas carreras de psicología en el país y ninguna en esta zona geográfica. Por entonces sólo existían dos: en la UNAM y en la Veracruzana (Estrada, 2015); o tres: UNAM, Veracruz y Monterrey (Guzmán, 2002); o seis (Carrillo, 2014). Hayan sido 2, 3 o 6, lo importante es que el sistema universitario nacional requería extender la carrera de Psicología a esta región centro del país.

The third condition was that the group dedicated to designing career had a psychoanalytic training; we refer to Dr. Héctor Kuri Cano who made the curriculum along with Amalia Ortega y Lauro Bonilla, as well as Drs Carlos Pacheco Reyes and Santiago Ramirez who advised. Dr. Kuri (1938-1996) was a native of Guadalajara and had a formation that included Freud, Jung, Reich, oriental, bioenergetics and antipsychiatry (Aguado and Paulin, 2015) philosophies. He was the first director of the School of Psychology (1967-1969) appointed by the CU a proposal by the rector Gutiérrez Vega. From 1970 he toured California, India and the Middle East; upon return he developed a therapy called 'energy Metaterapia' (Kuri, 2018). Arguably the first director of the school was not a psychoanalyst in practice despite being a great reader of Freud, Jung and Reich; however it gave rise to psychoanalysis in the first curriculum. As for plan advisors, Dr. Carlos Pacheco was the nephew of Alfonso Reyes and notable for its ability to synthesize powerful eloquence and intelligence.

His specialty was lectures on psychoanalysis, based on a thorough understanding of the thought of Sigmund Freud. At some stages of his life he practiced the psychoanalytic clinic, in others he devoted himself to the chair and never neglected his political activity (Gutiérrez Vega, 2002). We do not know how he acquired this psychoanalytic training but it can be said that he was the first psychoanalytic influence that the School. Meanwhile, Santiago Ramirez (1921-1989) trained as a psychoanalyst in Argentina with Arnaldo Rascovsky and Marie Langer. He founded the Mexican Psychoanalytic Association (APM) of which he became president and he resigned in 1971. When advised this curriculum was teaching the 'School of Psychology' which in 1973 became the Faculty of Psychology at the UNAM. We believe that he was a direct psychoanalytic influence on our School of Psychology.

In that decade the psychoanalytic movement in Mexico was complex. Mexican analysts trained by Fromm in Cuernavaca were grouped in the Mexican Psychoanalytic Society, while those who had migrated to form in Argentina (like Ramirez), United States, France and Germany founded the APM. Psychoanalysis was spreading to universities, since in 1960 the formation of analysts in the curriculum of Medicine UNAM included; and also it extended to provincial universities, with the aforementioned diploma course taught by Dr. Pacheco or lecture series was organized in 1963 at the Universidad Veracruzana, by analysts APM.

The way they talked about politics and sexuality in our School of Psychology the target of attack from conservative newspaper Tribuna turned, with the support of the Association of Parents and University Orientation Renewal Movement (MURO). Social reaction overflowed when in late 1967 the State Government returned to the University facilities annex the Temple of Santiago, known as the Patio Baroque same as it was taken over by groups of farmers and housewives home armed with machetes and sticks He is shouting "viva Cristo Rey and down the Communists." In defense of the UAQ arrived groups of university of Morelia and Toluca; He also received the support of the writer Agustín Yáñez who was then the Secretary of Education and Javier Barros Sierra, rector of UNAM (Trejo, 2001). These criticisms and attacks against the School realized the fear that the world would expand the specter of communism. They were an expression of the Cold War.

The Cuban revolution showed that people could change their reality and many young people of the third world chose to join political movements. Queretana he is rejecting the society that psychology, tinged with psychoanalysis, which demystified childhood innocence, religion, evinced the established order and social injustices. Conservatives feared that too much openness of thought could infect queretanos university with the ideas of critical universities and student movements of 1968. And apparently so was because when you start the decade of the 70's School of Psychology a university space where the concerns of social justice refuge, concerns about the social life of Queretaro, politics and everything related to the humanities was vovió .

It was a time of socialism, atheism, inspired by the movement of 68 ', the guerrillas and trade union movements, so the curriculum contained readings of Marx, Engels, Mao, Trotsky, Lenin, Sartre (Guzman, 2002). How did you place psychoanalysis among these speeches? Perhaps because it was transmitted by a faculty formed by exiled psychoanalysts Southern Cone, coming weekends Mexico City to teach at the newly founded Master of Clinical Psychology. concerns about the social life of Queretaro, politics and everything related to the humanities. It was a time of socialism, atheism, inspired by the movement of 68 ', the guerrillas and trade union movements, so the curriculum contained readings of Marx, Engels, Mao, Trotsky, Lenin, Sartre (Guzman, 2002). How did you place psychoanalysis among these speeches? Perhaps because it was transmitted by a faculty formed by exiled psychoanalysts Southern Cone, coming weekends Mexico City to teach at the newly founded Master of Clinical Psychology. concerns about the social life of Queretaro, politics and everything related to the humanities. It was a time of socialism, atheism, inspired by the movement of 68 ', the guerrillas and trade union movements, so the curriculum contained readings of Marx, Engels, Mao, Trotsky, Lenin, Sartre (Guzman, 2002).

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Conditions appearance of psychoanalysis in the Master of Clinical Psychology

CU of UAQ of 2 July 1976 approved the creation of the Master of Clinical Psychology. In those 70's the population of Queretaro had doubled reaching 129.665 inhabitants (Osorio, 2015). Because there was still an important implication of the Mexican state in public affairs, in 1973 UAQ their careers moved to the newly built University Center of Cerro de las Campanas and left his narrow building in the historic center just for high school. In 1974 unions administrative and teachers, and SUPAUAQ STEUAQ respectively established; from 1975 he began offering its first postgraduate programs and in 1979 founded the Radio Universidad. School of Psychology,

The contents of the curriculum of the Master were psychoanalytical as psychoanalysts were teachers who taught subjects. Several of them were psychoanalysts exiled by the dictatorships of the Southern Cone. A Mexico came many of them perhaps because Bertha Blum, Marie Langer, Armando Suarez and the CPM gave them welcome, and perhaps also by the Spanish language helped them to practice as psychoanalysts. Some extended their range of incidence Guadalajara, Toluca, Tabasco and Queretaro. The Master of Clinical Psychology of UAQ came in the first instance Bertha Blum, Diego Garcia Reynoso, Jaime Winkler, Ruben Musicante and Juan Criscaut. Fernando has Tapia, who then was director of the School of Psychology, which by Marie Langer went to Mexico City, he and the teacher Adolfo Chacon, to invite teaching at the Master (De la Mora, et. al. 2013). In the decade of the 70's psychoanalysis it was much more diverse than in the previous decade. Mexican psychoanalytic movement was characterized at the time by institutional ruptures, opening new spaces of novel analytic training, Lacanian groups, new proposals for training analysts and research topics (Gonzalez, 1989), access legos training, consolidation of provincial establishments, legitimization of private seminars, large publishing, exiled South American psychoanalysts and psychoanalytic approach with other disciplines, with the health sector and higher education (Velasco, 2014).

In this context, it could be said that while psychoanalysis had spread in the Faculty,

Conclusions

The conditions for the emergence of psychoanalysis at the School of Psychology at the UAQ were that there was no racing humanities in UAQ, there was no psychology careers in this area of the country and the faculty who designed and advised the curriculum he had analytical training. The conditions for the emergence in the Master of Clinical Psychology were the UAQ was undergoing expansion and settled for a faculty exile psychoanalysts Southern Cone. Those conditions are no longer valid today. The humanities have spread the UAQ in faculties such as Philosophy, Political Science and Fine Arts, just to name three that offer countless courses and seminars. There are also many private universities in the city of Queretaro that offer a degree in psychology from different theoretical perspectives.

The faculty of the School of Psychology at the UAQ has grown tremendously since that distant 1967 and has teachers from diverse areas and psychological currents. In addition to these conditions are no longer in force, we find that the modernization process of the UAQ Education has taken its powers to offer increasingly technical, which distance themselves from psychoanalysis. It seems then that there are no conditions for that psychoanalysis is held at the Faculty. However it is a fact that stands in subjects, practical, academic bodies, research lines, thesis. What current conditions hold? It is necessary to be studied. The faculty of the School of Psychology at the UAQ has grown tremendously since that distant 1967 and has teachers from diverse areas and psychological currents. In addition to these conditions are no longer in force, we find that the modernization process of the UAQ Education has taken its powers to offer increasingly technical, which distance themselves from psychoanalysis. It seems then that there are no conditions for that psychoanalysis is held at the Faculty. However it is a fact that stands in subjects, practical, academic bodies, research lines, thesis. What current conditions hold?

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Acknowledgement

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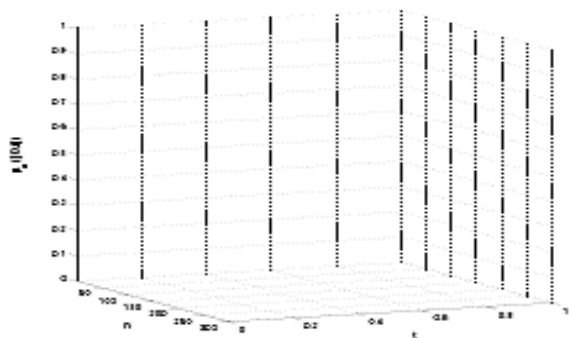
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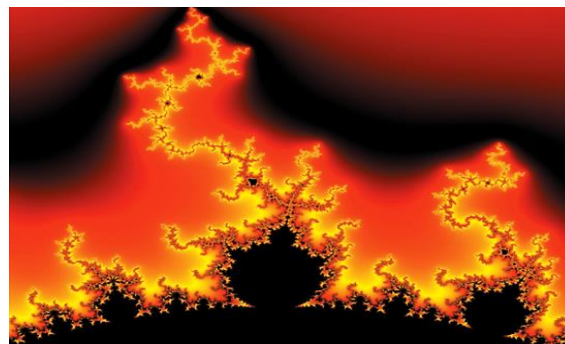
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