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Title: Creation of a travel agency specialized in accessible tourism for disabled people in the province of Puerto Plata. Year 2017.

1 Ministry of tourism. Puerto Plata Dominican Republic.

2 World Asociation of Travel Agents (WATA) or the International Air Transport Association (IATA).

Keywords: Country brand, marketing strategy, types of cars, rules and laws, safety levels, cleanliness and tourist poles.

I. Abstract body

The competitiveness of a destination reflects the way of acting of that "destination", that is to say in the way that it manages its attractiveness and tries with its image to influence the behaviour of the tourist. There are factors that directly and indirectly influence these criteria. which contribute to the levels of competitiveness, among which we can mention: country brand, marketing strategy, types of cars, norms and laws both the tax and legislative, the sectors involved and their contribution to this process, the positioning and image of the destination, the technology, perception and attitude of the communities that receive tourism, including citizens, clusters, tourism poles, hospital management, security levels, corruption, among others, which leads to the following questions: Do you have the Dominican Republic, which allows you to position the country brand?

The reasons that suggest the present project are several; in the first place there is a reason of practical nature, which they have recommended to establish clear limits to the extension of this study. Second, we must highlight the most relevant criteria that add to the development of the country as a destination and without a doubt the most important one, is that the perspective of the thesis is focused on the assessment of the impact of the activity on the process of the same.

This current research is justified by the contributions that must directly and indirectly influence these principles, which affect the levels of competitiveness, such as: country brand, marketing strategy and types of cars. A travel agency is a company associated with tourism, whose job is the intermediation, organization and realization of projects, plans and itineraries, development and sale of tourism products among its customers and certain travel providers, such as: carriers (airlines, cruises), accommodation service (hotels), with the aim of making tourist goods and services available to those who wish and can use them.

If a travel agency were to be built in Puerto Plata, 100% of the visitors to the province would use the services of that province.

II. Image:





III. Reference:

1Angela Andal-Ancion, Phillip A. Cartwright and George S. Yip (2003). «The digital transformation of traditional businesses» (HTML). MIT Sloan address revision: Vol. 44, number 4 pag. 34-41. Archived from the original on February 9, 2005. Retrieved on July 14, 2003.

2 Blanco Adolfo (2001). Formulation and evaluation of projects, Toran Editions 4th edition.

3 Ilpes, (2003). Guidelines for submitting projects. 21st Century Publishers. Tenth edition.

IV. Biography:

Wilnot DORCE graduated in Tourism and Hotel Business Administration (Tourism) at the Technological University of Santiago de Guzman. (UTESA) His research project is to create a travel agency specialized in accessible tourism for the disabled in the province of Puerto Plata. Year 2017. It is an alternative to give more importance and opportunities to those people with difficulties when it comes to wanting to enjoy their vacations.

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