



IPN Contributes 1,800 Professionals to the National Tourism Sector

- **They will help stimulate the sector and boost the country's economic growth.**
- **Currently, the Tourism degree program trains 3,600 students in a face-to-face modality and 518 in a mixed modality.**

Mexico is solidifying its position as a global tourism powerhouse, a field in which the Instituto Politécnico Nacional (IPN) has bolstered its leadership by contributing 1,800 professionals during this administration. These graduates help drive the sector, which generates employment and revenue for the country.

Marissa Alonso Marbán, interim director of the Escuela Superior de Turismo (EST), emphasized the importance of investing in tourism to enhance Mexico's economic growth.

Celebrating the 50th anniversary of the EST and the creation of the Tourism degree, the school currently trains 3,600 students in person and 518 in a mixed modality. The EST has established 35 agreements with major corporations, associations, and tourism companies, facilitating the integration of its graduates into the sector.

Alonso Marbán highlighted the vast resources within the tourism sector that must be leveraged to increase employment opportunities in Mexico.

Of the 1,800 graduates, 1,700 hold a degree in Tourism, and 100 have earned a Master's in Tourism Administration and Innovation, both accredited for their quality and excellence.

These graduates have joined the tourism sector, reflecting the high demand for specialized human resources and the industry's growth.

She explained that the "Pueblos Mágicos" (Magical Towns) and now also the "Barrios Mágicos" (Magical Neighborhoods) have become significant tourist attractions.

"For our country, it is essential to increase the economic benefits generated by





tourism, as many services around this sector benefit from the influx of national and international tourists," she noted.

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