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**ENGLISH KNOWLEDGE IN THE HANDICRAFT
SELLERS AT EL MURCIÉLAGO BEACH IN MANTA**

RESEARCH LINE

ENGLISH IN THE SOCIETY OF KNOWLEDGE

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CERTIFICACIÓN

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CERTIFICO:

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Considero que este trabajo cumple con los requisitos solicitados y tiene los méritos suficientes para ser sometido a la evaluación del jurado examinador que las autoridades de la Facultad de Ciencias de la Educación designen.

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BEACH IN MANTA**

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ALEJANDRA M.COBEÑA C.

Abstract

This research work is linked to the communicative paradigm, it applies the quantitative and qualitative methodologies of research to achieve the main objective: To establish the English knowledge level of the Handicrafts sellers at "El Murciélago" beach in Manta.

The intervention group of the research consists in 25 Handicrafts sellers (17 women and 8 men) aged between 25 and 55 years. The self-measurement of the English knowledge level in the group was applied by using a survey to the Handicraft sellers; after that, an English evaluation which included listening, speaking, reading and writing was applied. The results allowed to compare the self-perception and the results of the technical evaluation.

The qualitative part in this research employed the following research technique: observation; during October 2014 and September 2015 the “motivational forces and friction” experienced by the Handicraft sellers facing the challenge of learning English were defined.

The final results reveal that the sellers over the age of 35 do not take positively the process of learning English, while the Handicrafts sellers younger than 34 years old, assume as an opportunity to increase their incomes.

Key words:

Communication Skills, English Language Learner, Tourism Industry, English as a Foreign Language and Handicraft Markets

Abstract

Ce travail est liée au paradigme communicatif et applique les méthodes quantitatives et qualitatives de recherche pour atteindre l'objectif: Déterminer le niveau de connaissance de la langue anglaise des ventes de l'artisanat de la plage "El Murciélago" à Manta ville. Le groupe d'étude se compose de 25 Artisanat vendeurs (17 femmes et 8 hommes) âgés entre 25 et 55 ans. L'auto-mesure du niveau de connaissance de l'anglais a été appliquée grâce à une enquête aux vendeurs Artisanat; Après cela, une évaluation qui comprenait l'anglais écouter, parler, lire et écrire compétence communicative en anglais a été appliquée. Les résultats ont permis comparateur perception de soi et les résultats de l'évaluation technique.

La partie qualitative de cette recherche a utilisé la technique de la recherche: l'observation; et Octobre 2014 et Septembre horizon 2015 ont été identifiés les «forces de motivation et de frottement" vécu par les vendeurs Artisanat face au défi d'apprendre l'anglais.

Les résultats révèlent que les vendeurs d'artisanat sur l'âge de 35 ans ne prennent pas positivement le processus d'apprendre l'anglais tout, les vendeurs Artisanat âgés de moins de 34 ans, assument comme une opportunité d'augmenter leurs revenus.

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Introduction

In Ecuador both public and private sectors have invested in the Tourism Industry during recent years expecting that tourism becomes in the third national economy resource for 2017. Manta is a strategic city to invest because it has significant potentialities for this area development, such as: commercial activities, hotels infrastructures and cultural touristic attractions; tourism is one of the chosen fields for the transformation of the production model in Manabí (cambio de la matriz productiva de Manabí).

The ability to speak a second (even a third) language is clearly important for becoming a global leader, as affirms Clark, D (2012), “English may be the most essential language for global business success at the moment, more people are currently studying English than in any other country. An incredible 100,000 native English speakers are currently teaching there”. English has been considered the language for international communication, in addition in business affairs it is the diplomacy language into a globalized world in which relationships between countries are becoming more important. Well, this is the tool that allows a proper communication with foreign English speakers in different contexts, also learning this language permits us to appreciate the cultural differences, social levels and makes us more communicative when facing successfully all the social relationships inside and outside of the country. Throughout history mankind, people has been able to identify the need to communicate with each other because of the world culture diversity, thus English approached to be constituted as an instrument of global communication. Therefore it is essential to speak this language because English is applied in almost all the areas of knowledge and human development, especially in tourism and trade areas. However, the human

resources who works inside these sectors are the fundamental elements in the performance and improvement of the commercial field, citizens should be ready to take the challenge of assisting national and foreign tourists as well. In Manta it is required to have high levels of professional profiles in every sector (hotels, restaurants, transportation, and so on.). Nevertheless, there is not available current information about the English level knowledge in people who works in the touristic industry in Manta. In order to contribute to such condition, this project has as a central objective: To establish the English knowledge level in the Handicrafts sellers from "El Murciélago" beach in Manta.

This research work begins with the review of published information about Tourism, English Communication in tourist business and Motivation for learning.

The research questions are: Are the handicraft sellers of “El Murciélago” Beach able to sell their products by using the current level of English? What are the motivation forces and frictions that involve the handicraft sellers facing the challenge to learn English?

Background and justification

Ecuador has innumerable zones of great touristic attraction, which are known by their diverse culture and prodigious biodiversity. This country is divided into four distinct natural regions: The Galapagos Islands, the Coastal Lowlands (La Costa), the Andean Highlands (La Sierra), and the Amazon Rainforest (El Oriente), they all have abundant wealth, in fact during the year 1997 to 2001 there has been an significant increase in tourism. The largest number of visitors comes from the United States, Europe (especially Germany) and Latin America (mainly Colombia).

The Ministry of Tourism of Ecuador intends to make the tourism sector the third source of non-oil revenue by the end of the year and reach the first place by 2017. The country's annual income from tourism consists on \$1.200 million USD and in 2014 it is expected to exceed \$1.500 million USD. A number of 620.958 foreign tourists visited Ecuador between January and May of 2014, which represents a growth in 16, 3%, compared with the same period in 2013. (Ministry of Tourism, 2014:1).

From the agenda of Good Living of Ecuador (el buen vivir) the national efforts are directed towards improving the living conditions of the population, where education is a relevant factor, as indicated in its objective 4. Likewise the Manabita territory has touristic potentialities; therefore this region requires appropriate research actions that generates applicable data for its development.

The Province of Manabí, which is a land of enchantment, full of passion and beauty, namely its beautiful beaches, hotels and real estate infrastructure that connects to a perfect combination of sun, sand, sea, and exotic cuisine. Manta city provides this superb comfort, it does not only attract local tourists, but also foreigners who come on important cruise ships, its fame comes from the kindness of Manta citizens (Mantenses),

who tries to receive a very good attention towards visitors, although there is visible failing in the English language knowledge, that does not allow Mantenses to have an adequate communication with English speaking tourists, being English the dominant business language to be involved into a global workforce. Research from all over the world shows that cross-border business communication is most often conducted in English.

Referring about the tourism in the Manta economy, which is in fact a mid-sized city in Manabí, Ecuador, it is the second most populous city (INEC, 2010) in the province, the fifth most populous in the country. This city has existed since Pre-Columbian times. It was a trading port for the Mantas (Pre-Columbian Culture set in Manta). According to the 2001 census, by means of website (Municipality of Manta Official Site) published in July 2012, mentions that its main economic activity is tuna fishing. Other economic activities include tourism, chemical industry, and of course the handicraft such as: hats that are manufactured in Manabí, which are made in the nearby town of Montecristi, these hats are one of the favorite souvenirs among visitors of Manta, and other types of handicrafts that are traded at “Plaza Cívica” to offer tourists who arrives by cruise ships. In the current receptive tourism operation according to Basu (1995), handicrafts represent an important productive sector. The handicraft products also are exported because it has increased the interest of global markets about artisan goods.

Sharing the approach of Centro de Investigaciones Fitosociológicas, retrieved in www.ucm.es/info/cif in Sep 20 2011, affirms that the arrival of cruise ships generate major economic income for Manta, and also the trading of handicrafts which are sold in different beaches of Manabí especially Manta that receives numerous visitors from overseas as well as local tourists. The most visited beaches include “El Murciélago”

beach, where there is an increasing demand for handicrafts sales, for this reason Manta owns one of the most solid economy among the cities of Ecuador.

According to a recent survey by "Vistazo" (an important Ecuadorian magazine), www.vistazo.com "Manta's metropolitan area possesses many of the largest (by revenue) companies in Ecuador (following Quito and Guayaquil which have larger companies than Manta). Tourism is increasingly important for Manta's economy".

And it is an important reason why the handicraft sellers consider leaning English is a great advantage to develop a better communication with English-speaking tourists.

Learning English can really change the life of people, and expand work opportunities.

Justification

Nowadays the necessity of English language knowledge has its highest point as a communication link among tourists and traders in Manta, the requirement to dominate a basic vocabulary makes possible to promote economic and social standards with the purpose of provide a friendly and hospitable tourist image; that revalues folklore, gastronomic and natural resources in the city.

Due to business needs, and the fact that the affluence of English speaker tourists is constant in Ecuador, the knowledge of this language becomes a key as a "global language", it also opens doors and raises opportunities to new cultures.

Manta has several tourist attractions, however citizens have a lack of knowledge in basic vocabulary, for this reason some visitors fail to visit these places. This problem exists because sellers are not well trained to dominate a basic and fundamental language such as English, being aware that in the trading sector this skill takes a maximum prevalence.

Speaking English gives relevance as a basic tool for the development of the international communication with people of other regions where this is the predominant language. Thus at this point starts the importance of learning Basic English to improve trading in Manta.

This research project has been done to establish the knowledge of English in handicrafts sellers by using a sheet of observation, mainly to get to know their language skills, to improve business opportunities, and therefore the development of productivity into the workplace in which this project approaches.

General objective

To establish the English knowledge level in the handicraft sellers at the “El Murciélago” beach in Manta.

Specifics objectives

1. To measure the English knowledge level in the handicraft sellers at “El Murciélago” beach in Manta; by applying a self-evaluation survey and a technical evaluation instrument (reading, writing, reading and speaking) designed by the researcher.
2. To analyze the quantitative data in order to determine the Handicraft sellers’ English level.
3. To find the most common communication strategies used by handicraft sellers at the moment they try to sell their products to English speaker visitors, by using the methodology of observation.
4. To categorize the handicraft sellers perceptions about motivation in pros and friction facing the challenge of English language learning.

Methods and techniques applied

This research project applies the quantitative and qualitative methods.

For the quantitative verification of English knowledge level in the intervened group; it was carry out a process that compares the self-evaluation and technical evaluation of the English knowledge in Handicraft sellers. (It involves a rubric that evaluates; writing, reading, listening, and speaking skills)

The qualitative method is based on a chronological observations process from October 2014 to September 2015, which had as goal to identify their communication strategies applied by the handicraft sellers and categorize frictions of the merchandizer facing the challenge of learning English to increase handicraft sales.

Sampling

This research work has the support of twenty five handicraft sellers that have their enterprise at “El Murciélago” beach in Manta, formed by a heterogeneous group of 17 women and 8 men, aged between 55 and 25 years old.

The procedures to execute this project are:

To contact the Municipality Tourism secretary of Manta and other authorities related to this area.

Then, to ask authorities the chance to obtain the information needed in this research that determines the English level, it would be focused on speaking by means of improving this skill when communicating with English speaker tourists.

Main Idea

This research work supports the following idea:

The handicraft sellers at “El Murciélago” Beach prefer not to sell their products due to their disability to speak learn English.

In order to comprehend and study this social situation; in this research are aboard the following variables:

Dependent variable: English knowledge in handicraft sellers

Independent variable: Tourism development

1. Theoretical Foundations

1.1. Reference Framework

This research study is part of the communicative paradigm, and pretends to contribute to society in the knowledge process and the use of English in commerce and tourism, because this language is dominant into the business world, speaking English is also essential whether to travel or go on vacation abroad: when shopping, taking a conveyance without getting lost, asking for the bill at a restaurant, getting in touch with people and culture broad.

No matter which place to visit, if English is spoken are likely to find someone else to talk to, which could bail on more than one occasion, Crystal (2003) sustains that “English is the most prevalent communication tool for international situations, although the beauty and logic in both the structure and lexicon of English are not regarded as a perfect language” (p. 28). From his linguistic point of view Crystal (1995) manifests that “English is becoming a global language because of the intercultural communication need in the contemporary globalized world” (p. 110).

1.2. Conceptual Framework

Communication Skills: Moneyworth (2011) described five communication skills that all college students should “attempt to master before and during college” (p.1). The first skill was reading, followed by writing (writing E-mails), speaking, and listening. The author found that these essential communication skills formed the opportunities for succeeding in any given profession. Curtis, Winsor, and Stephens (1985) found that “effective communication skills were tantamount to the success of an organization” and concluded chief executives and other senior leaders placed the highest value on “effective interpersonal communication because they know that productivity depends on effective communication” (p. 21).

English Language Learner: Fitzgerald (1995) refers that English language learners are a diverse group, with varying educational experiences, primary language literacy skills, and levels of English proficiency. All of these factors have an impact on students’ ability to read and comprehend materials in English. There are many things that educators can do to support second language readers’ comprehension. The primary task is to ensure that students have the necessary background to be effective, fluent readers. This includes helping students develop a broad vocabulary base, knowledge of English grammatical structures, familiarity with text content and text structures, and ensuring that every student has solid foundational literacy skills. (p. 2)

Tourism Industry: William (2006) states that “Tourism is the business revolution in the tourism and leisure industry caused by the move to the tourist ecosystem as platform, and an attempt to understand the rules for success on that new platform”. The

principal objective among those rules is: to build business and destinations that harness network effects to get more productive people in business participation. (p. 1)

English Foreign Language: Ibrahim (1993) proposed that the teaching of EFL to students should be based on an integrated approach which brings linguistic skills and communicative abilities into close association with each other; this is due to the fact that both language use and language usage are important (p. 98).

Handicraft Markets

Basu (1995) establishes that “Handicrafts are an important productive sector and export product for many developing countries growth in the international markets, for home accessory products and an increased interest in global goods, it have opened up new market opportunities for artisans” (p. 357).

Herald (1992) affirms that “Consumers buy handicrafts because they like to feel connected with indigenous traditions and cultures in a global and increasingly commoditized world” (p. 357)

1.3 Theoretical framework

In this research work is presented a theoretical framework that includes a review of published information in reference to the topic: Establishing the English level in Handicraft sellers at “El Murciélago” Beach in Manta, and also the variables chosen in this study.

1.3.1. Handicrafts and Tourism Industry

Scrase (2002) sustains that “Handicrafts are unique expressions of a particular culture or community through local craftsmanship and materials which increase globalization, however this kind of products are becoming more and more commoditized, and artisans find their products competing with goods from all over the world”. It is no longer possible to look at traditional artisan communities and their products in isolation from global market trends and competition. Handicrafts are part of a much larger home accessory market, which includes handcrafted, semi handcrafted, and machine-made goods. The handicraft accessory market is strongly influenced by fashion trends, consumer purchasing patterns, and economic conditions in finale markets. In many cases, artisans are out of touch with those markets, which presents a challenge to those who are seeking to export their products. The response of consumers to handicrafts is unpredictable and lends itself less to research and generalization than does the response to other products. “Consumers buy handicrafts because they like to feel connected with indigenous traditions and cultures in a global and increasingly commoditized world” (p.1).

On the contrary referring to the World Tourism Organization (belonging to the ONU agency), manifests that, "tourism comprises the activities carried out by persons

traveling to and staying in places other than their usual environment for a period of less than one year consecutive time, leisure purposes, business and other" (OMT, 2006, p.5).

The local artisans in Ecuador have many handicrafts to offer to visitors; in the blog info@ecuadorexplorer.com, published in May of 2015 is presented that "Ecuador has an abundance of goods produced locally to share with the world, from the world's finest organically grown food products to unique and exquisite art and apparel handcrafted by local indigenous artisans". Ecuador has more high-quality crafts to offer the world than a country ten times its size; the blog.artecraftee.com, published in February of 2012 defines that handicraft is a type of work where useful and decorative things are made completely by hand or by using only some simple tools.

It is usually termed as traditional means of making goods. The handicraft products often have cultural and/or religious implication. Items made by mass production or machines are not handicraft goods. It develops certain skills and create interest in people towards a particular craft or trade, however the most of the profits obtained from selling those products have not returned to the communities and ultimately artisans who labored to produce them.

Though, in the past years, many Ecuadorian companies and organizations have begun to change this reality. Spearheading a variety of pioneering ventures designed to share the Ecuadorian resources with the world while channeling the earnings directly back into the hands of those that have earned them, these programs promotes the local economic growth and funding innovative community development and environmental programs while helping to preserve Ecuador's wealthiness and diverse cultural heritage. Handicrafts commerce is one of the activities that tourism offers, according to Herald "the visitors in general acquire handicrafts because, they like to feel connected with indigenous traditions and cultures from the places they visit" (Herald, 1992, p. 357).

On the other side, Rivera (2011) defines that “Tourism in a green economy refers to tourism activities that can be maintained, or sustained, indefinitely in their social, economic, cultural, and environmental” (p.1) and Willian (2006) proposes that “Tourism is the business revolution in the tourism and leisure industry caused, by the move to the tourist ecosystem as platform, and an attempt to understand the rules for success on that new platform.”

1.3.2. English Communication in tourist business

Crystal (2003) sustains that “in our current globalized world, English is the most prevalent communication tool international situations. Although the beauty and logic in both the structure and lexicon of English are not regarded as a perfect language” from the linguistic point of view, English is becoming a global language because of the intercultural communication need in the contemporary globalized world. (p. 23).

Based on this concept and the phenomenon of globalization in a zone where international tourism prevails, it is defined as bilingual according to what Grosjean, (1982) cited by Kong expose that "the true bilingual have no accent in either language, or are equally fluent in the four skills (reading, writing, listening and speech) in both languages” (Kong, 2009, p. 148).

For global consensus, English has been chosen as the language of international communication. It is “The language of diplomacy” in a "global" world, in which the relations between countries are becoming more important. It is also by international treaty the official language of the maritime and aerial communications. Similarly it is one of the official languages of the European Union and the United Nations, and the most of the international athletic organizations.

About this subject Crystal (2003) states that “English is the language most used in the world by international trade” (p.23). Precisely this research project focuses on the use of English in commerce due to this language is dominant into the business world. It is also essential to speak English when travelling or going on vacation to abroad whether be for shopping, for taking a conveyance without getting lost, asking for the bill at a restaurant, getting in touch with the people and its culture. No matter which place to go, if English is spoken are likely to find someone else to talk to, which could bail on more than one occasion.

Babu (2011) suggests that “tourism is an industry that sells intangible experiences” (Pp.13-14). In addition he states that “Communication is vital to succeed in tourism businesses through the correct and effective use of communication that tourism marketers can offer to customers tangible cues about those intangible experiences”. Also, while communication is an essential component in the administration of any business service, it has got an overarching role in tourism. Tourists are individuals who want to escape from the routines of their lives; they want to experience ‘other’ aspects of themselves that does not allow them to be expressed in their ordinary life settings. With the conceptualization of the tourism phenomenon, it gives clues about the type of communication that is appreciated by tourists.

The lack of English knowledge in traders is evident in Ecuador, if we consider that those trading items are intangible products, but we do not know if this is a feature that affects the merchandizer quality, this service requires basic knowledge of the language regarding communication skills are very good. Direct contact with the tourist generates itself the ways of the tourist satisfaction. The absence of a proper understanding context remarkably difficult to decode the message and prevents understanding in the area. For

instance the need of oral communication in English can be take a s an example that they need to master the basic communication functions and their corresponding linguistic exponents to greet, introduce, ask and give information, describe usual activities, leave, and so on.

On completion of this research, the importance of bilingualism in communication with tourists is demonstrated, and therefore it reflects the competitiveness of the company or service being offered. Martinell (2002) explains; "for lack of training of their leaders, are losing possibilities and opportunities evidencing an inability to adapt to new contexts" (p.10).

Generally speaking when tourists ask for a service, it is necessary to consider some aspects such as hospitality, empathy and responsiveness. Communication is another fundamental element in relation to the customer, as a result handling and performance both languages in a multicultural environment ensure a higher level of competitiveness.

The book of Marketing for tourism Kotler mentions linguistic expectations in the tourism service:

According to a survey of 38 most important chains in the world, he showed that nearly two thirds of respondents indicated they expected management staff that will contact a language other than [language] English. The three main languages were Spanish, French and Japanese. Despite this, only eight of the chains in a foreign jurisdiction required their staff with the public language, and only six internal programs offered language learning. It is understood from Kotler (2004) considers that "there exists a great deficiency by staff because they lack the ability to handle two languages. So if those chains have this service, they include higher percentages of sales" (p. 250).

The international work requires in the first instance a project capacity as an essential tool of cooperation such as: mobility, capability, work on multicultural teams, management in collaboration with partners with other forms of work, adaptation to forms of management and shared management, mastery of different languages and an ability important relationship and empathy. However, in the everyday misunderstandings between different cultures they are presented. As Fred, (2003) mentions differences of US and foreign media: "As Americans interact with people from other countries, it is important to be sensitive to foreign cultures. Americans often give the impression of being pushy, manipulative and charlatans, which reduces its effectiveness in communication" (p. 125).

If the customs of other cultures are unknown, the people of the opposite culture can stay with a wrong impression, some cultural council (Charis Intercultural Training). "British executives often complain that American executives they talk too. Informality and spontaneity equalization of Americans in business environments baffles many foreigners. India executives tend to interrupt one another, therefore, when they listen to American executives seek clarification or raise questions, Hindus believe that no attention" (Fred, 2003, p. 125).

Help extract the knowledge that people have within themselves, and this is the main distinction between adult child apprentice, a factor that can be made by an adult unlike a child but, an adult learner has its own guide, the neologism Andragogy defined by Knowles (1970) as "the art and science of helping adults learn" (p. 39). It has won widespread recognition in the States during the last fifteen years. While some people attribute the word to Knowles, andragogy was actually coined by the German teacher; Alexander Kapp in discussions on the need for adult education can be scientifically addressed, alongside education for life and throughout life. (Kapp, 1833, Pp.179- 191)

This settlement seeks to determine the contributions of Pedagogy in the formation of a person when is socialized, and acquire the basic knowledge to understand the world in which he featured his existence, likewise brings Andragogy in correspondence with the psychological and biological maturity individual in an era of greater autonomy and self-awareness. Meanwhile andragogy assumes that the adult has greater autonomy and experience, from which concurs learning with self-concept formed in the process of foundation and therefore belongs to the domain of skills and core competencies, which will be subject to validation or modification by matching with the new knowledge acquired in further education pedagogy. Taking a plus the mere fact that the knowledge received are of true dedication differences between pedagogy and andragogy are inclusive of themselves, as is the gerontology for the elderly, compared with earlier, together constitute the andragogy, the science dealing continuing education of man throughout his life.

Given the different capacities of human beings throughout their biological development, they must be considered from education, since the requirements vary and require adequate and appropriate teaching methodologies, which is why only a perennial procedure increases conservatism and generates a cognitive impairment.

1.3.3 Motivation for learning

The most relevant in the adult learning, especially in his capacity as an apprentice of new knowledge in the development of a language, which is in fact the most important tool for the economic development that are added to the experience in the life of people.

It is undoubtedly helpful in the economic aspect, because tourists from almost every country try to speak or learn English to be understood, especially in hotels, restaurants and transportation. It is important to be prepared for those situations, such as interacting with a client, understanding and performing a conversation to demonstrate hospitality.

People are always motivated; in fact, they are never unmotivated. They may not be motivated to do what we would prefer they do, but it can never be truly said they are unmotivated. Belyayev (1963) considers “In psychology, motivation is a force that energizes and directs behavior toward a goal” (p.145). That is to say that just as a force object, motivation moves a person.

Motives serve three important functions: 1. Energizing us (i.e., turning the key and starting the motivational engine); 2. Directing us (i.e., pointing us in a particular direction); and 3. Helping us to select the behavior most appropriate for achieving our goals.

Don Hamachek in 1989 mentions: “In a word, motivation is an internal state that arouses individual’s desire for a goal and maintains their efforts in a certain direction and time” (p.262).

“Motivation is not only an intensive desire for learning and acquiring knowledge of English, but also an internal cause that push students forward in English learning with enthusiasm and willingness” (Kong, 2009, p. 146).

Guanjie (1996) cited by Kong (2009) referring to Garner explain “motivation of foreign language learning contains four aspects: a goal, effortful behavior, a desire to attain the goal and attitude” (Kong, 2009, p. 146).

Eggen & Kauchak (1994) cited by Kong (2009) about intrinsic motivation refers that: “It is a response to needs that exist within the learner, such as curiosity, the need to know, and feelings of competence or growth” (Kong, 2009, p. 146).

According to Spaulding (1992) cited by Kong (2009) intrinsic motivations “exists when someone works because of an inner desire to accomplish a task successfully, whether it has some external value or not” (Kong, 2009, p. 146).

In contrast, for Spaulding (1992) “extrinsic motivation is as an outward force in the form of expectation, praise and rewards powers students in English learning (...), It exists when individuals are motivated by an outcome that is external or functionally unrelated to the activity” (Kong, 2009, p. 146)

Hamachek (1989) proposes that “the use of rewards as extrinsic motivators have sometimes been found to increase intrinsic motivation, especially when the rewards are contingent on the quality of the performance rather than simply on participation”. (Kong, 2009, p. 146)

Richards & Theodore (1988) cited by (Kong, 2009, p. 148) “Climate is important because it creates an environment that encourages both achievement and motivation. In a friendly atmosphere, students can feel secure and their sense of understanding and challenge as well as learning motivation can be promoted”. Chundiao (1990) cited by Kong (2009) “teachers should present tasks with challenging in the principle of neither too easy nor too difficult that beyond the students’ capacity, because tasks that are too easy produce boredom and decreased feelings of competence and self-efficacy” (Chundiao, 1990, p.460). According to Kong (2009):

The cooperative activities are at optimal level to keep students feel confidence and stimulate their arousal. Thus, more and more teachers use cooperative activities in English teaching rather than competition, which is also relatively effective. In cooperative activities, students decrease fear of failure while communicate and exchange information effectively and involve with high emotion and efforts to solve problems. In this case, students who are reluctant and fearful to perform are drawn to participate to share their ideas. This method is suitable for higher level of students to communicate in English. For example, group discussing and project works, which are complex and challenging, therefore this is a good way to enable students to work cooperatively with peers. And as teachers, it is more effective to provide helps and comment fairly on their work in time or ask students to make a self-evaluation about their projects. This enables students to focus on their learning process and allows them to see their progress. And self-evaluation gives students a sense of accomplishment and responsibility for learning (p. 148).

2.- Analysis and Discussion of Results

2.1.- Analysis of categories

For the purposes of this work Tourism represents the independent variable; and the English level of knowledge in handicraft sellers represents the dependent variable; two variables that are related facing the challenges of transformation of the production model in the province of Manabí; which seek the fulfillment of the agenda of “el buen vivir” in Ecuador.

According to Willian (2006) “Tourism is the business revolution in the leisure industry caused by the move to the tourist ecosystem as platform, the principal among those rules is: to build business and destinations that harness network effects to get more productive in people and business participation”.

Scrase, (2002,) states that Handicrafts are unique expressions of a particular culture or community through local craftsmanship and materials. From this point of view, this research paper represents and defends the following idea: The handicraft sellers at “El Murciélagos” Beach show resistance to learn English, as a consequence their activity is affected when they interact with English-speaking tourists.

According with the directive question: Can the handicraft sellers of “Murciélagos” Beach, to sell their products with the current level of knowledge of English? Through the observation method, I can verify that the handicraft sellers prefer not to sell their products due to their disability to speak learn English before assuming the importance of learning English, although they have sales opportunities, some of them perform their sales by signs to indicate prices, therefore the perceptions point to assume the lack of English knowledge on them.

And regarding the other directive question: What are the motivation forces, and frictions that live the handicraft sellers facing the challenge to learn English? In this research work, I can detect that older sellers believe and keep as its motivating force to their generations that will be the ones who obtain an understandable communication with

foreign tourists, but it was verified that some of its representatives, speak very little English and as a result of this, there is not a good communication with English-speaking tourists, which generates losses in the sales of handicrafts.

2.- Discussion of results

Based on the result of the theory presented by Professor German Kapp, A (1833) who argues that the andrology (adult learning), "education can be addressed scientifically education throughout life and for life". The theory of Professor Kapp supports the thesis of this research work by proving the reference evidenced during the observation process, on the other hand it is demonstrated that the handicrafts sellers, specially referring to older adults do not want to learn English, taken as a justification their age, they affirm that it is too late to learn another language, and prefer to leave learning a new language to new generations, it should be mentioned this comment by what the author Alexander Kapp expresses, it says "education is for life and throughout life", that saying acts as a reflection for handicrafts sellers.

During the observation process, in the results achieved based on the observation sheet it has been possible to collect perceptions that traders prefer not to sell handicrafts before assuming the importance of learning English to trade their handicrafts to English speaker tourists, this situations are frequently observed in the arrival of cruise ships, when there are greater sales opportunities, some of them perform their sales by using signs or mimics to indicate the price, also they use calculators to show the cost of the product. The perceptions lead me to think that the handicrafts sellers have a lack knowledge of English.

Although certain entities relating to the tourism department and even the education sector have provided the handicraft sellers an adequate training to learn English they tend to resist doing that.

The handicraft sellers expose various excuses such as aging, incapacity to learn another language, lack of the time, and they think they miss opportunities to sell at the moment of the courses, on the contrary the tourism entities and the educational sector manifest that time is no an obstacle for them to study, because they are given on a timed schedule that do not affects their work time, in some cases they send representatives to be trained and then they are the ones who represents the handicraft sellers at the moment of interact with English speaker tourists, in addition many of the merchandizers believe their future generations will obtain an understandable communication with foreign tourists, in fact their representatives sometimes are able to communicate in English, and adopt the same position to commercialize as the business owners, or they limit to not sell, which generates losses in economy and business the development of tourism in Manta.

2.2.- Analysis of indicators.

The main indicator is: English Knowledge of Handicraft sellers in Manta. This study presents quantitative and qualitative data obtained by a survey self-perception of English knowledge and a technical evaluation applied to 25 handicraft sellers in Manta.

RESULTS:

QUANTITATIVE STUDY

Board N0.1. English Knowledge in the Handicrafts Sellers at “El Murcielago” Beach Self-Perception December, 2014

No.	Gender	Age	Type of product	Listening	Writing	Speaking	Reading	Average
1	M	50	Leather	1	1	1	1	1
2	F	45	Cotton and textiles	1	1	2	1	1,25
3	F	45	Cotton and textiles	1	1	2	1	1,25
4	F	44	Shells	1	1	3	1	1,5
5	F	40	Shells	2	2	2	2	2
6	F	50	Shells	2	2	3	1	2
7	F	38	Ivory nut	2	2	3	1	2
8	F	40	Ivory nut	2	2	2	2	2
9	F	38	Ivory nut	2	2	3	1	2
10	M	40	Ivory nut	1	2	4	2	2,25
11	F	45	Cotton and textiles	1	2	4	2	2,25
12	F	36	Cotton and textiles	1	2	4	3	2,5
13	F	50	Cotton and textiles	6	4	3	2	3,75
14	M	45	Cotton and textiles	6	4	3	3	4
15	F	55	Cotton and textiles	5	2	6	3	4
16	F	50	Several materials	5	5	4	3	4,25
17	F	55	Several materials	4	4	6	3	4,25
18	F	45	Several materials	5	4	5	6	5
19	M	28	Several materials	5	6	4	5	5
20	F	45	Several materials	4	5	6	5	5
21	M	40	Several materials	5	5	8	5	5,75
22	M	40	Ivory nut	5	5	8	5	5,75
23	M	39	T shirt painted	7	8	9	9	8,25
24	F	25	Ivory nut	7	8	9	9	8,25
25	M	39	Ivory nut	7	8	9	9	8,25

Source: Self evaluation results.

Elaborated by: Alejandra Cobeña, July 2015

Of 25 handicraft sellers 3 reported perception of level greater than 7 points of knowledge of English; while the remain handicraft sellers reported lower scores 7 points.

Board No.2. English Knowledge in Handicrafts Sellers at “El Murcielago” Beach

No.	Gender	Age	Listening	Writing	Speaking	Reading	Average	Listening	Writing	Speaking	Reading	Average
1	M	50	1	1	1	1	1	1	1	1	1	1
2	F	45	1	1	2	1	1,25	1	1	2	1	1,25
3	F	45	1	1	2	1	1,25	1	1	2	1	1,25
4	F	44	1	1	3	1	1,5	1	1	1	1	1
5	F	40	2	2	2	2	2	1	2	1	1	1,25
6	F	50	2	2	3	1	2	1	1	2	2	1,5
7	F	38	2	2	3	1	2	1	1	2	2	1,5
8	F	40	2	2	2	2	2	1	2	1	1	1,25
9	F	38	2	2	3	1	2	1	1	2	2	1,5
10	M	40	1	2	4	2	2,25	1	2	2	2	1,75
11	F	45	1	2	4	2	2,25	1	1	1	1	1
12	F	36	1	2	4	3	2,5	4	2	5	5	2
13	F	50	6	4	3	2	3,75	1	1	1	1	1
14	M	45	6	4	3	3	4	4	4	4	4	4
15	F	55	5	2	6	3	4	1	1	1	1	1
16	F	50	5	5	4	3	4,25	11	1	1	1	3,5
17	F	55	4	4	6	3	4,25	1	1	1	1	1
18	F	45	5	4	5	6	5	1	1	2	2	1,5
19	M	28	5	6	4	5	5	3	2	3	3	2,75
20	F	45	4	5	6	5	5	2	2	2	2	2
21	M	40	5	5	8	5	5,75	2	2	2	2	2
22	M	40	5	5	8	5	5,75	2	2	2	2	2
23	M	38	7	8	9	9	8,25	7	6	7	8	7
24	F	25	7	8	9	9	8,25	7	6	7	8	7
25	M	39	7	8	9	9	8,25	7	6	7	8	7

**Compare between Self Perception and Technical Test results
January, 2015**

Source: Self-evaluation and Technical evaluation results.

Elaborated by: Alejandra Cobeña, May 2015

It is manifested that the estimates of the English knowledge level on the part of handicraft sellers exceed scores test results applied knowledge.

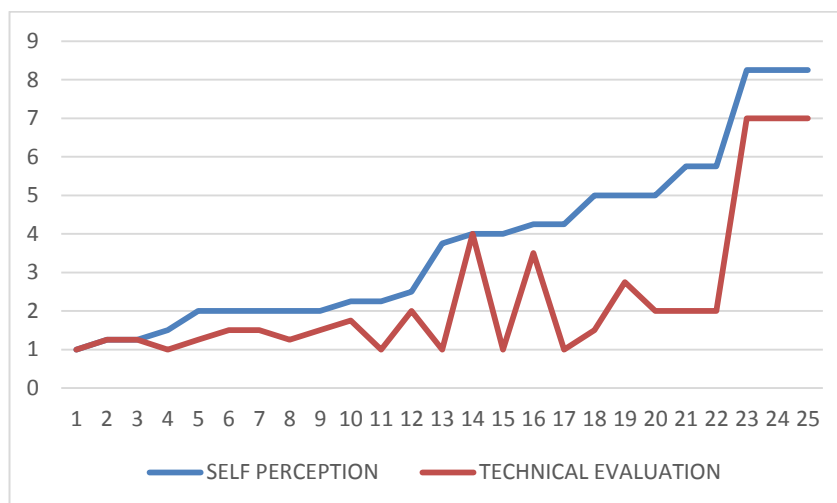
Board No. 3. English knowledge Levels of Handicraft Sellers from Manta
Statistic central measures
July, 2015

Sample	25
Average	2,32
Statistical mode	1
Median	1,5
Standard deviation	1,9209915
Variance	3,5426

Elaborated: Alejandra Cobeña

Central measurements obtained applying the Excel electronic sheet results 25 English exams applied, indicate that the average is; 2.32; statistical mode is 1, Median is 1.5; Standard deviation is 1.9209915 and finally the variance is 3.5426.

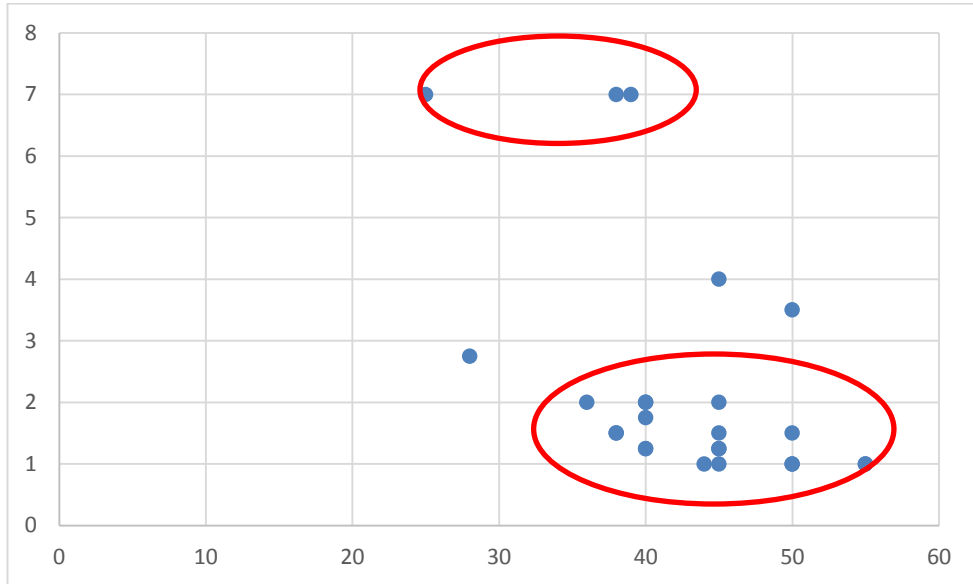
Graphic No.1. Comparison between Handicraft sellers English knowledge Perception values and technical test results



Source: Self evaluation results.
 Elaborated by: Alejandra Cobeña, July 2015

The diagram shows the gap between the level of English knowledge obtained in the technical evaluation (red color) compared to the observed values expressed according to perceptions (blue color) of the handicraft sellers at “El Murciélago” Beach in Manta.

Graphic No.2. Comparison between Handicraft sellers English knowledge Perception values and technical test results



Source: Self-perception and technical evaluation results.
Elaborated by: Alejandra Cobeña, July 2015

In the graph No 2 and No 3 its respective table shows that the best qualifications are concentrated in people over 40 years old. This condition is consistent with the exposed by the handicrafts seller, where they indicate they prefer their adult children to learn languages.

**Board No.4. English Knowledge in Handicrafts Sellers at “El Murciélago” Beach
In relation to age
June, 2015**

No.	Gender	Age	Listening	Writing	Speaking	Reading	Average
1	f	25	7	6	7	8	7
2	m	28	3	2	3	3	2,75
3	f	36	4	2	5	5	2
4	f	38	1	1	2	2	1,5
5	f	38	1	1	2	2	1,5
6	m	38	7	6	7	8	7
7	m	39	7	6	7	8	7
8	f	40	1	2	1	1	1,25
9	f	40	1	2	1	1	1,25
10	m	40	1	2	2	2	1,75
11	m	40	2	2	2	2	2
12	m	40	2	2	2	2	2
13	f	44	1	1	1	1	1
14	f	45	1	1	2	1	1,25
15	f	45	1	1	2	1	1,25
16	f	45	1	1	1	1	1
17	m	45	4	4	4	4	4
18	f	45	1	1	2	2	1,5
19	f	45	2	2	2	2	2
1	m	50	1	1	1	1	1
2	F	50	1	1	2	2	1,5
3	F	50	1	1	1	1	1
4	F	50	11	1	1	1	3,5
5	F	55	1	1	1	1	1
6	F	55	1	1	1	1	1

Source: technical evaluation results in relation to age.
Elaborated by: Alejandra Cobeña, July 2015

Table No. 4. It is observed that people under age 40 reported better qualifications compared to the other ones over that age. Therefore there is an inverse relationship to indicate that in the intervened group, the older handicraft sellers at “El Murciélago” Beach in Manta speak less English.

QUALITATIVE STUDY

**Board No. 1. Categorization of communication strategies of handicraft sellers at
“El Murcielago” Beach**

August, 2015

Analysis of the observation methodology

No.	Analysis: 1	Communication Strategies
1	<p>By means of the observed, there is a lack of communication in the handicraft sellers when interacting with English speaker tourists, instead of talking they use mimics, signs and a calculator to indicate the price of the products, on the other hand other traders prefer not to sell, because they have no knowledge of the English. It is notable the lack of a good attention to these kind of clients, for this reason is evident the necessity of learning English.</p>	<p>Many handicraft sellers offer their crafts by signs and indicating the prices through calculator.</p>
	Analysis: 2	
14	<p>Through the observed, certain doubts were clarified, to be specific this is relating to the Merchants from Otavalo. I considered them with a high knowledge of English, but through my observation process I noticed that inside the whole group of traders only one 18 year-old dealer spoke basic English, the other traders commercialized through signs, or using calculators to indicate prices.</p>	<p>The other traders commercialized through signs, or using calculators to indicate prices.</p>
	Analysis : 3	
22 29	<p>The first activity was to talk to the Engineer Andrea Zambrano about the observation results of the Artisans including the failure of their communication with the English-speaking tourists, however she added that they provide training in this area, but unfortunately many of them do not attend and make excuses such as lack of time and other personal reasons as aging.</p>	<p>No evidence</p>
No	Analysis: 4	Communication strategies

30 40	The staff of the Department of Tourism were friendly to give me information required, and indicated me that they are willing to give me any information relating to Merchants, In my personal opinion, I believe that tourism managers have good intentions to help traders to learn English, because they consider this language an important element in this commercial area to improve sales the attention for foreigners.	No evidence
	Analysis: 5	
41 56	The surveyed people gave me the necessary assistance during this process. I concluded that there is a lack of knowledge English on them, including some traders referring to business owners who are people with an average age of 50 years old, they indicated that besides being elderly, it does not allow them to learn and understand a new language, also the handicraft sellers say that is not necessary to learn English because the most of tourists who buy their products are from South America such as: Venezuela, Colombia, Peru, and so on. They should understand that English is the key to be able to communicate with foreign tourists at the time of trading their handicrafts.	No evidence
	Analysis: 6	
66	In this part of the process, I learn about the tourist areas that the Department of Tourism manages, including “El Murcielago” beach, as this place is recognized by its great tourist influx of English-speaking foreigners, and therefore it should be given due to the interest and importance of learning English to be able to offer a better attention to English-speaking tourists at the time of purchase.	It is a great tourist influx of English-speaking foreigners, and therefore it should be given due interest and importance to the knowledge of English to be able to offer a better attention to English-speaking tourists at the time of purchase.
No.	Analysis: 7	Communication strategies

67	Through the conversation with the President of the Association of handicraft sellers, I recognized all the regulations that they must be based, this is a well-organized Association, although they have always been aware about their failings with English for reasons already evidenced such as: aging, disability to learn another language, and in many cases they say they are represented by their adult children and grandchildren.	No evidence
79		
	Analysis 8	
80	At this section of the research process I could understand the reason why they do not go to the English training classes organized by the Tourism Department, moreover I observed that sometimes the people they in charge (the sons or daughters' sellers) cannot attend the trading places whether for school or personal issues that they have during the week, and for this reason when the English-speaking tourists arrive to buy the products they are attended by the owners trader, thus visitors cannot be understood and the merchant prefers not sell.	No evidence
90		
	Analysis 9	
91	By means of the answers in the observation sheet, I detected the different attitudes of both the owners of handicrafts shops and their adult children, it allows me to compare the state of mind, ideas, opinions in relation to the thoughts of the owners of the shops, in fact one of them mentioned that she does not worry if an English-speaking tourist was not attended due to they do not make purchases, and if she lost those sales, they were not that much, because her granddaughter is able to sell their products to visitors without any problem,	the state of mind, ideas, opinions in relation to the thoughts of the owners of the shops, in fact one of them mentioned that she does not worry if an English-speaking tourist was not attended due to they do not make purchases, and if she lost those sales, they were not that much, because her granddaughter is able to sell their products to visitors without any problem.,
100		

101	Her granddaughter affirmed that can speak English, although in the observation process I observed that she was selling through signs, and what she was talking was not understood by English-speaking tourists.	
114	And referring to the adult children of the sellers, some of them manifested that they assume the knowledge of English is very important for them. It represents many advantages and improves the economy of the country, and if they had a good knowledge of English, they would get a good communication with tourists to commercialize handicrafts.	And referring to the adult children of the sellers, some of them manifested that they assume the knowledge of English is very important for them

The handicraft sellers expose some excuses such as aging, their disability to learn another language, lack of time; as they say they miss opportunities to sell, despite the tourism entities and education area argue that time is no obstacle for them not to attend because they are given on a timed schedule where no sales are made to make sure they are not affected by the business, and in some cases some sellers send their representatives to be trained and represent them subsequently at the moment of interacting with English speaker tourists. In addition many of the traders believe their future generations will be who obtain an understandable communication with foreign tourists, it should be noted that many of their representatives maintain communication in this language, and adopt the same position to commercialize as the business owner, or they just limit to not sell, which generates losses in the economy and in the business development of tourism in the city.

3. Verifying assumptions

3.1 Verifying of the research objectives

To comply with the general objective “To establish the English knowledge level in the handicraft sellers at “El Murciélago” beach in Manta”, the following activities were performed:

Field and desk work: it was executed during 10 months that started in February 2015. This process was directed to 25 handicraft sellers, at “El Murciélago” Beach with a heterogeneous group of 17 women and 8 men, aged between 55 and 25 years old, among this group of handicraft sellers, the majority of the owners are older adults who have no knowledge of English, thus as a consequence they cannot communicate with English speaker tourists in order to commercialize their handicrafts.

Using an observation sheet for gathering the data in relation to the following question: what is the level of English knowledge they have? The participants had to rate it from one to ten in categories such as: speaking, writing, reading and listening. The final results were processed in the following way in a spreadsheet:

It was assigned a number, gender, age, scores based on listening, writing, speaking and reading (1 minimum 10 maximum) obtaining as a result an overall average of each of them.

That data table is evidence of the compliance of specific objective 1; the same that can be observed in the section entitled results: table number 1

To submit with the specific objective number 1 “To measure the English knowledge level in the handicraft sellers at “El Murciélago” beach in Manta; by a survey of self-

evaluation and by a technical evaluation instrument (reading, writing, reading and speaking) designed by the researcher”; The following activities were performed:

To fulfill this objective, it was possible to evaluate the handicraft sellers through a request suggested by the Director of the Municipal Department of Tourism, because there is need to know what the English level in them is, in order to have an idea about how they communicate with English speaker tourists.

By applying the technique of the survey, the information about their English knowledge level was obtained, in this instrument of evaluation the four skills of the language were developed; reading, writing, speaking and listening comprehension.

For the writing examination, the participants were asked to write a paragraph using their commonly used vocabulary.

For evaluating reading, they had to read a paragraph which had been previously prepared by the researcher, it was based the tourism in the city of Manta.

For the speaking and listening test, the researcher proposed to engage in dialogue on issues of tourism and the environment of commercialization.

To apply the instrument, the investigator started asking to handicraft sellers: how often do you speak English in the commercialization of handicrafts?

They responded freely; as a result it could be possible to assess the level of knowledge of the specified variable (listening and speaking), the results are displayed on the table No. 2 related to the perceptions of the handicraft sellers, and the results of the technical evaluation are compared fulfilling the target number 2.

To fulfil with the specific objective number 2 “To analyze the quantitative data in order to define the Handicraft sellers’ English level”:

That objective was carried out during February, starting with the analysis of the information collected by using an Excel table to organize the quantitative information. The results were systematized in ascending order in the average variable (lowest score to highest score) and central measurement statistical analysis were applied. The results were plotted and quantitative analysis was drafted, getting as result that the sellers under 40 years old report a higher English level compared to the others over that age. Therefore there is an inverse relationship indicating that in the intervened group of handicraft sellers at “El Murciélago” Beach in Manta the older ones often know less English.

To accomplish with the specific objective number 3.- “To verify the most common communication strategies used by handicraft sellers at the moment they try to sell their products to English-speaking visitors by using the observation method”; With this procedure information was obtained, based on the results it has been possible to perceive that traders prefer not to sell handicrafts before assuming the importance of learning English to improve the trading of their products. It is frequently observed when cruise ships arrive to the city and they have sales opportunities, nevertheless some of them perform their sales by signs to indicate the price, therefore the perceptions point to assume the lack of English knowledge on them.

To comply with the specific objective number 4 “To categorize the handicraft sellers perceptions about motivation in pros and friction facing the challenge of English language learning”, the qualitative part of the study is based on the technique of categorization of data acquired in the observation method. Applied categories: uses of

the English language in the handicraft sellers; and frequency of its use. The analysis of the information appears in the section of the qualitative results, indicating that older sellers believe their generations will be the ones who obtain an understandable communication with foreign tourists.

3.2 Verifying the idea to defend

The idea to be defended: **The handicraft sellers at “El Murciélago” Beach show resistance to learn English, as a consequence their activity is affected when they interact with English-speaking tourists.**

According to the results of the qualitative and quantitative process the knowledge of English in handicraft sellers is low and they prefer not to sell their products if the condition is to speak in English.

Conclusion

This research paper achieved the proposed goals which are reflected in the intervened group, the resistance of the English language learning is perceived by the group of sellers who surpass 45 years old, those traders do not use English at the moment of trading their handicrafts with English-speaking tourists, some of them use signs to communicate with visitors, other ones lose opportunities to sell their products to tourists, the most of them think that aging no longer allows them to learn and understand another language and prefer to leave this process of learning to their future generations, although it should be emphasized that only 10% of their representatives manage basic English that do not meet all expectations to be achieved, this study has been determined that English merchants are handling at an elementary level.

This study releases information about the needs of handicraft sellers, it allowed them to express their ideas, aspirations and varied criteria about both positive and negative points of view associated to English language learning, including developing business.

I encourage more people to continue researching the use of the English language in the arena of handicrafts in Manabí with the purpose of clarifying the complexities of the society in matters of knowledge, tourism and languages in the province of Manabí.

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ANNEX A

LIST OF PARTICIPANTS IN THE RESEARCH AND PRODUCTS THEY SELL

No.	Name of Participants	Address	Products to sell
1	Alexey López	“El Murciélago” beach, Malecón escénico	t-shirt, bags and caps painted by hand
2	Silvia Batallas	“El Murciélago” beach, Malecón escénico	Beachwear and handicrafts in ivory nuts
3	Monserrate Párraga	“El Murciélago” beach, Handicrafts stand	bracelets, earrings, necklaces and souvenirs made with cortices of plants and marine material, such as: ivory palm, coconut, shell, sand, etc.
4	Luis Loor	“El Murciélago” beach, Handicrafts stand	bracelets, earrings, necklaces and souvenirs made with cortices of plants and marine material, such as: ivory palm, coconut, shell, sand, etc.
5	Carlos Cabezas	“El Murciélago” beach Malecón escénico	Tatoos
6	Luis Pinto	“El Murciélago” beach Handicrafts stand	bracelets, earrings, necklaces and souvenirs made with cortices of plants and marine material, such as: ivory palm, coconut, shell, sand, etc.
7	Elsa Cashabamba	“El Murciélago” beach, Malecón escénico	Beachwear and handicrafts in ivory nuts
8	Amelia Blancaña	“El Murciélago” beach, Handicrafts stand	bracelets, earrings, necklaces and souvenirs made with cortices of plants and marine material, such as: ivory palm, coconut, shell, sand, etc.
9	Ramón Amaya	“El Murciélago” beach Handicrafts stand	bracelets, earrings, necklaces and souvenirs made with cortices of plants and marine material, such as: ivory palm, coconut, shell, sand, etc.

10	Deiris Quiñonez	“El Murciélago” beach, Malecón escénico	Beachwear and handicrafts in ivory nuts
11	Hilda Olevacha	“El Murciélago” beach, Handicrafts stand	bracelets, earrings, necklaces and souvenirs made with cortices of plants and marine material, such as: ivory palm, coconut, shell, sand, etc.
12	María Quilligano	“El Murciélago” beach Handicrafts stand	bracelets, earrings, necklaces and souvenirs made with cortices of plants and marine material, such as: ivory palm, coconut, shell, sand, etc.
13	Monserrate Pico	“El Murciélago” beach, Handicrafts stand	bracelets, earrings, necklaces and souvenirs made with cortices of plants and marine material, such as: ivory palm, coconut, shell, sand, etc.
14	Nelly Naranjo	“El Murciélago” beach, Handicrafts stand	bracelets, earrings, necklaces and souvenirs made with cortices of plants and marine material, such as: ivory palm, coconut, shell, sand, etc.
15	Gissela Estupinán	“El Murciélago” beach, Malecón escénico	Beachwear and handicrafts in ivory nuts
16	María Guaman	“El Murciélago” beach, Handicrafts stand	bracelets, earrings, necklaces and souvenirs made with cortices of plants and marine material, such as: ivory palm, coconut, shell, sand, etc.
17	Mónica Enríquez	“El Murciélago” beach, Handicrafts stand	bracelets, earrings, necklaces and souvenirs made with cortices of plants and marine material, such as: ivory palm, coconut, shell, sand, etc.
18	José Lucas	“El Murciélago” beach,	bracelets, earrings,

		Handicrafts stand	necklaces and souvenirs made with cortices of plants and marine material, such as: ivory palm, coconut, shell, sand, etc.
19	Cecilia Quilligana	“El Murciélago” beach, Malecón escénico	Beachwear and handicrafts in ivory nuts
20	María Torres	“El Murciélago” beach, Handicrafts stand	bracelets, earrings, necklaces and souvenirs made with cortices of plants and marine material, such as: ivory palm, coconut, shell, sand, etc.
21	Aida Tamaquiza	“El Murciélago” beach, Malecón escénico	Beachwear and handicrafts in ivory nuts
22	Lorena Cushqui	“El Murciélago” beach, Malecón escénico	Beachwear and handicrafts in ivory nuts
23	María Berrones	“El Murciélago” beach, Malecón escénico	Beachwear and handicrafts in ivory nuts
24	Pieda Tamaquiza	“El Murciélago” beach, Malecón escénico	Beachwear and handicrafts in ivory nuts
25	María Quiñonez	“El Murciélago” beach, Malecón escénico	Beachwear and handicrafts in ivory nuts

ANEX B
PICTURE GALLERY



“El Murciélago” Beach
During the evaluation of English knowledge



Handicrafts' Stands at "El Murciélago" Beach



Handicraft Photos







ANNEX C

OBSERVATION METHODOLOGY

DATE: Wednesday, February 13 th , 2015 Monday, July 13 th 2015	No.1
PLACE: “ <u>Malecón escénico</u> , “El Murciélago” beach in Manta.	
OBJECTIVE OF THE VISIT: To observe the forms of communication of Handicrafts Merchandizer with English-speaking tourists to commercialize their handicrafts	
PERSON CONTACTED: Sellers of the Association of Artisans, ““El Murciélago” Beach	
ELABORATED BY: Alejandra Cobeña	

TIME	BRIEF DESCRIPTION OF THE PERCEIVED
14h00	Arrival at ““El Murciélago” Beach, in Manta.
14h10	I was Taking notes about the communication observed of the handicraft sellers with English-speaking tourists, It was my first day of observation, I observed the ways of communication and commercialization of traders with foreign tourists, some sellers couldn’t sell their handicrafts, because they do not understand English and in several times they preferred not to sell.
15h00	I contacted with the President of the Association of Handicrafts Merchandizer, and I explained the objective of my observation process, describing that it is part of the of my research work, he expressed his gratitude, because they have always had the necessity for learning the English language.

Analysis: 1

By means of the observed, there is a lack of communication in the handicraft sellers when interacting with English speaker tourists, instead of talking they use mimics, signs and a calculator to indicate the price of the products, on the other hand other traders prefer not to sell, because they have no knowledge of the English. It is notable the lack of a good attention to these kind of clients, for this reason is evident the necessity of learning English.

DATE: Friday, July 24 th -2015	No. 2
PLACE: “La Plaza Cívica” in Manta	
OBJETIVE OF THE VISIT: To observe the habits of communication between the handicrafts Merchandizer from Otavalo and the English-speaking tourists	
PERSON CONTACTED: Sellers from Otavalo in “La Plaza Cívica”	

ELABORATED BY: Alejandra Cobeña

TIME	BRIEF DESCRIPTION OF THE PERCEIVED
09h30am	Contact to Artisans in “La Plaza Cívica”
09h35am	I took notes about the communication observed between the handicraft sellers and the English-speaking tourists, it was my second day of observation in which I could noticed the way of communication the traders use to sell their products to visitors.
	In the observation of my research I got a different impression form the Merchandizer of Otavalo, I thought those sellers were recognized as good speakers of English, but it was not what I thought, because from the whole group of traders, only one trader spoke English, the others communicated with signs or indicated prices on calculators.
10h00am	To evidence my observation work I took photographs from different stands where I did this activity.

Analysis: 2

Through the observed, certain doubts were clarified, to be specific this is relating to the Merchants from Otavalo. I considered them with a high knowledge of English, but through my observation process I noticed that inside the whole group of traders only one 18 year-old dealer spoke basic English, the other traders commercialized through signs, or using calculators to indicate prices.

DATE: Tuesday, August 4 th , 2015	No. 3
PLACE: “Departamento de la Dirección de Turismo en la ciudad de Manta” Tourism Department of Manta	
OBJETIVE OF THE VISIT: To deliver request document in order to start the process development of the research work	
PERSON CONTACTED: Ing. Andrea Zambrano Director of the Tourism Department	
ELABORATED BY: Alejandra Cobeña	

TIME	BRIEF DESCRIPTION OF THE PERCEIVED
08h30am	I contacted Ms. Katty Sabando, Municipal Secretary of the Department of Tourism, I explained her the purpose of my visit, and then I went to deliver the request document to Andrea Zambrano.
09.30am	I went to the office of Engineer Andrea Zambrano, and we talked about several issues: I explained her the purpose of my visit: a. - obtaining information about the numbers of handicraft sellers who work at “El Murciélagos” Beach. b. - analyzing the lack of English knowledge in the sellers, at this point she manifested that they have organized different English organized for them, but the courses has not had the expected result because of the little assistance by Merchants.
10h30	We finished the meeting.
Analysis : 3 The first activity was to talk to the Engineer Andrea Zambrano about the observation results of the Artisans including the failure of their communication with the English-speaking tourists, however she added that they provide training in this area, but unfortunately many of them do not attend and make excuses such as lack of time and other personal reasons as aging	

DATE: Friday, August 14 th , 2015	No. 4
PLACE: Department of tourism of Manta	
OBJETIVE OF THE VISIT: to request the list of the handicraft sellers	
PERSON CONTACTED: Lcda. Katty Sabando, Secretary of the Municipal Department of Manta	
ELABORATED BY: Alejandra Cobeña	

TIME	BRIEF DESCRIPTION OF THE PERCEIVED
09h00am	My first meeting was with Luis Montero Loor who is responsible for the inspection of tourism, he provided me information about the activities of the traders, I explained him the reason of my visit and then I contacted with the Municipal Secretary of Tourism.
09h45am	I went to the office of Katty Sabando, she gave me the list of the Association of Artisans from “El Murciélago” Beach. She was very friendly with me, besides giving me the list of artisans, she explained each of the functions of the merchants, and each function of everyone who works for the department.
<p>Analysis: 4</p> <p>The staff of the Department of Tourism were friendly to give me information required, and indicated me that they are willing to give me any information relating to Merchants, In my personal opinion, I believe that tourism managers have good intentions to help traders to learn English, because they consider this language an important element in this commercial area to improve sales the attention for foreigners.</p>	

DATE: Friday, August 28 th , 2015	No. 5
PLACE: “El Malecón Escénico” at “El Murciélago” beach	
OBJETIVE OF THE VISIT: to survey the handicraft sellers at “El Malecón Escénico”	
PERSON CONTACTED: handicraft sellers.	
ELABORATED BY: Alejandra Cobeña	

TIME	BRIEF DESCRIPTION OF THE PERCEIVED
15h00pm	The first person with whom I contacted was the President of the Association of Merchants, to whom I explained about the survey process in Merchants.
15h30pm	I Applied the survey to the 20 members of Artisans.
	During the survey process, I obtained different opinions, the first test person was an older adult proprietary of the business of crafts, she told me that at her age it is difficult to comprehend and to learn another language, and for that reason when there is an opportunity to sell her products to foreign tourists she tells her granddaughter to trade their handicrafts, because she has a little knowledge of English.
16h30pm	Ending of the survey process to Dealers.

Analysis: 5

The surveyed people gave me the necessary assistance during this process.

I concluded that there is a lack of knowledge English on them, including some traders referring to business owners who are people with an average age of 50 years old, they indicated that besides being elderly, it does not allow them to learn and understand a new language, also the handicraft sellers say that is not necessary to learn English because the most of tourists who buy their products are from South America such as: Venezuela, Colombia, Peru, and so on. They should understand that English is the key to be able to communicate with foreign tourists at the time of trading their handicrafts.

DATE: Tuesday, September 1st, 2015	No. 6
PLACE: Department of tourism of Manta	
OBJETIVE OF THE VISIT: To interview the Ing. Andrea Zambrano, Director of the Department of Tourism of Manta	
PERSON CONTACTED: Lic. Katty Sabando Secretary of the Municipal Department of Manta	
ELABORATED BY: Alejandra Cobeña	

TIME	BRIEF DESCRIPTION OF THE PERCEIVED
08h00am	I request a meeting with the Secretary of Tourism to interview Andrea Zambrano.
09h00am	Katty Sabando informed me that Andrea Zambrano told her she was going to give me the interview instead of her, because Andrea was in another meeting and had several outstanding issues to deal.
	The Secretary of tourism, Lic Katty Sabando was very friendly in the interview, she explained to me the different businesses that they are in charge, such as beach businesses, hotels, restaurants, travel agencies, and so on. Also she told me about the functions that the direction of tourism is in charge with each of the institutions including the English training courses they offer to traders at “El Murciélago’ Beach.
09h45am	I finished the interview with Lic. Katty Sabando which helped me and gave me some value information for my research work.
<p>Analysis: 6</p> <p>In this part of the process, I learn about the tourist areas that the Department of Tourism manages, including “El Murcielago” beach, as this place is recognized by its great tourist influx of English-speaking foreigners, and therefore it should be given due to the interest and importance of learning English to be able to offer a better attention to English-speaking tourists at the time of purchase</p>	

DATE: Tuesday, September 15 th , 2015	No. 7
PLACE: “El Malecón Escenico” at “El Murciélago” beach	
OBJETIVE OF THE VISIT: the regulations to request of the Artisans Traders	
PERSON CONTACTED: Mr: Hernan Renán President of the Association of Handicraft Merchandizer	
ELABORATED BY: Alejandra Cobeña	

TIME	BRIEF DESCRIPTION OF THE PERCEIVED
10h00am	I contacted the President of the Association of Traders Mr Hernán Renán from “El Murciélago” Beach, he provided me with the regulations of the Assoc.
10h05am	The President of the Traders Assoc was very kind with me in giving me the required information, and presented me to other dealers who are part of the Assc.
11h00am	I expressed my gratitude to receive all their support given.

Analysis: 7

Through the conversation with the President of the Association of handicraft sellers, I recognized all the regulations that they must be based, this is a well-organized Association, although they have always been aware about their failings with English for reasons already evidenced such as: aging, disability to learn another language, and in many cases they say they are represented by their adult children and grandchildren.

DATE: Wednesday, September 16 th , 2015	No. 8
PLACE: “El Malecón Escénico” at “El Murciélagos” Beach	
OBJETIVE OF THE VISIT: Making a sounding of the traders to fulfill the observation sheet	
PERSON CONTACTED: Handicraft Merchandizers at “El Murciélagos” Beach	
ELABORATED BY: Alejandra Cobeña	

TIME	BRIEF DESCRIPTION OF THE PERCEIVED
14h00pm	Arrival to the Malecón escénico at Murciélagos Beach
14h05pm	I conducted a sounding to the merchants to know if some of the stands are attended by parents and their children and that by means of this knowledge would be more feasible to make my sheet of observation to my research.
14h30pm	According to the survey, I could verify that business owners are represented by their children when marketing their products of handicrafts and even to communicate with the English-speaking tourist, many of them do not have basic knowledge of English, therefore they usually use signs to interact with visitors.
14h45pm	I finished my sounding by verifying the observed, the results were positive at the moment of applying the observation sheet to both parents and children.

Analysis: 8

At this section of the research process I could understand the reason why they do not go to the English training classes organized by the Tourism Department, moreover I observed that sometimes the people they in charge (the sons or daughters’ sellers) cannot attend the trading places whether for school or personal issues that they have during the week, and for this reason when the English-speaking tourists arrive to buy the products they are attended by the owners trader, thus visitors cannot be understood and the merchant prefers not sell.

DATE: Thursday, September 24 th , 2015	No. 9
PLACE: “El Malecón Escénico”	
OBJETIVE OF THE VISIT: To fill out the observation sheets by sellers	
PERSON CONTACTED: Handicraft Merchandizer of “El Murciélago” Beach	
ELABORATED BY: Alejandra Cobeña	

TIME	BRIEF DESCRIPTION OF THE PERCEIVED
16h00pm	Arrival to the Handicraft shops at “El Malecón Escénico”.
16h05pm	I contacted the owners and their adult children that usually represent to sell the products to English-speaking tourist, in various shops there were both the owners and their children who are learning the way to manage the business, and the best option is to learn from their parents or grandparents.
16h20pm	I Immediately proceeded to fill the observation sheets in different handicraft shops, where they showed full support for this research process.
17h00pm	To conclude the observation process, I obtained favorable answers for the development of the research.

Analysis: 9

By means of the answers in the observation sheet, I detected the different attitudes of both the owners of handicrafts shops and their adult children, it allows me to compare the state of mind, ideas, opinions in relation to the thoughts of the owners of the shops, in fact one of them mentioned that she does not worry if an English-speaking tourist was not attended due to they do not make purchases, and if she lost those sales, they were not that much, because her granddaughter is able to sell their products to visitors without any problem,

Her granddaughter affirmed that can speak English, although in the observation process I observed that she was selling through signs, and what she was talking was not understood by English-speaking tourists.

And referring to the adult children of the sellers, some of them manifested that they assume the knowledge of English is very important for them. It represents many advantages and improves the economy of the country, and if they had a good knowledge of English, they would get a good communication with tourists to commercialize handicrafts.



**UNIVERSIDAD LAICA ELOY ALFARO DE MANABI
FACULTAD DE CIENCIAS DE LA EDUCACION**

Manta, 15 de Julio de 2015

**Sr.
Hernán Renán
Aso. de Artesanos turísticos de la playa “Murciélago”
Manta.**

Asunto: Autorización para la ejecución de Trabajo de investigación educativa.

Estimado Señor:

Por medio de la presente, respetuosamente solicito vuestra autorización para ejecutar el proyecto de investigación titulado **“Conocimiento del idioma inglés de los vendedores de artesanías en la Playa Murciélago en el Canton Manta”**, a cargo de la estudiante: **Alejandra Cobeña C.**

Ci: 1310957251 del último año de la carrera de Idiomas de la ULEAM.

Para este efecto, la estudiante ejecutará una intervención educativa por el periodo de tres meses a partir del 15 Julio 2015 y esperamos, que su trabajo sea una contribución para potenciar la enseñanza del idioma inglés en nuestra comunidad.

A la espera de vuestra autorización me suscribo agradecido.

Muy cordialmente,

Jhonny Villafuerte Mg.Sc.
Comisión de Investigación
Carrera Idiomas - ULEAM

ANNEX E

EVALUATION FORMAT APPLIED IN THE RESEARCH

NOMBRE/APELLIDO:

SEXO:

EDAD:

ESTABLECIMIENTO:

Percepción del participante

Sabe hablar inglés? De la escala del 1 al 10 en que numero se calificaría?

NOMBRE APELLIDO	LISTENING	WRITING	SPEAKING	READING

Percepción del investigador/a

NOMBRE APELLIDO	LISTENING	WRITING	SPEAKING	READING

¿Dónde estudio inglés?

¿Cuánto tiempo estudio inglés?

¿Me podría escribir y hablar en inglés algo acerca de su familia? (tres líneas).

Speaking -----

¿Podría leer este párrafo?

Si

No

¿Entendió el párrafo?

ANNEX F:
RUBRIC FOR ASSESSMENT OF RESPONSES IN ENGLISH TEST
LOCATION

Rubric for assessment of responses in English test location					
SKILL	10-9	8-7	6-5	4-3	2-1
LISTENING	Excellent reading ability Understand complex texts with correct grammar and expressions	Very good ability to understand. It captures information accurate and fast speed	Well understood a dialogue. He manages to understand single words	Includes listening to dialogue in a partial way. It manages to understand single words and everyday phrases	Hard to understand a dialogue. It manages to understand single words
READING	Excellent reading ability Understand complex texts with correct grammar and expressions	Very good reading ability Understand complex texts with correct grammar and expressions	It reads well and includes a complete written phrase. Identical complex words in a text.	Read dialogues in a partial way. It manages to read short texts	It includes hardly a complete phrase written. Identical words in a text.
WRITING	Excellent reading ability Understand complex texts with correct grammar and expressions	Very good reading ability Understand complex texts with correct grammar and expressions	Correctly write sentences with grammatical structure.	It writes texts partially correct. Use words and everyday phrases	Hard type structure. Does not express complete ideas in written form.
SPEAKING	Excellent reading ability Understand complex texts with correct grammar and expressions	Very good reading ability Understand complex texts with correct grammar and expressions	Pronounce correctly complete phrases. Use appropriate vocabulary	Express dialog incomplete. It manages to understand single words and everyday phrases	Pronounce difficult phrases correctly. Repeat basic vocabulary

ANNEX G

RESEARCH PROJECT MATRIX

English knowledge in the Handicraft Sellers at El Murciélago beach in Manta.	To establish the English knowledge level in the handicraft sellers at the “El Murciélago” beach in Manta	If merchandizer had knowledge of English Language, they will improve the communication with English Speaking tourist.	
PROBLEM FORMULATION	SPECIFIC OBJECTIVES	VARIABLES	
Lack of basic vocabulary in communication with English-speaking tourists	<ol style="list-style-type: none"> To measure the English knowledge level in the handicraft sellers at “El Murciélago” beach in Manta; by applying a self-evaluation survey and a technical evaluation instrument (reading, writing, reading and speaking) designed by the researcher. To analyze the quantitative data in order to determine the Handicraft sellers’ English level To find the most common communication strategies used by handicraft sellers, at the moment they try to sell their products to English-speaking visitors, by using of the methodology of observation. To categorize the handicraft sellers perceptions about motivation in pros and friction facing the challenge of English language learning 	V. INDEPENDENT	V. DEPENDENT
DIRECTIVE QUESTIONS		CATEGORIES	CATEGORIES
<ul style="list-style-type: none"> Can the handicraft sellers of “Murciélago” Beach, to sell their products with the current level of knowledge of English? What are the motivation forces, and frictions that live the handicraft sellers facing the challenge to learn English? 		Tourism development	Handicraft sellers’ English knowledge level
		Tourism and Communication Handicraft seller and English knowledge	Andragogy and Foreign Language Learning

Name: Alejandra Cobeña C.

ANNEX H
OPERATIONALIZATION OF THE VARIABLES

VARIABLE INDEPENDIENTE: <i>Tourism</i>				
CONCEPTUAL DESCRIPTION	CATEGORIES	INDICATORS (decomposition category)	TECHNIQUES OR INSTRUMENTS	SOURCES OF INFORMATION
<p><u>Tourism</u>-According to the Tourism World Association "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." (UNWTO, 2010: 1).</p>	<p>Tourism and Communication</p> <p>Travel agencies and service brokerage</p>	<p>- Uses of the English language in the travel agency</p> <p>Number of travel agencies in Manta and services offered</p>	<p>-Interview</p> <p>-Literature review</p>	<p>- Director of tourism of the canton Manta</p> <p>-Dean of Faculty of the ULEAM tourism</p> <p>-Travel agency Manager</p> <p>- Magazine transport</p> <p>-Registration of travel agencies in MINTUR</p>

VARIABLE DEPENDIENT: English knowledge in Handicraft Sellers

CONCEPTUAL DESCRIPTION	CATEGORIES	INDICATORS (decomposition category)	TECHNIQUES OR INSTRUMENTS	SOURCES OF INFORMATION
<p><u>Bilingualism and multilingualism.</u> According to Baker (2006) cited by Maftoon and Shakibafar (2011), Bilingualism and multilingualism “must include the ability to sustain growth in low-frequency, abstract vocabulary, and complex structures” at the moment to use other language (Maftoon and Shakibafar, 2011:83)</p>	<p>Andragogy and Foreign Language Learning</p>	<ul style="list-style-type: none"> – Reading – Writing – Oral Expression – Auditive comprehension – Reading – Writing – Oral Expression – Auditive Comprehension 	<ul style="list-style-type: none"> - Auto perception of knowledge of English - English proficiency test 	<ul style="list-style-type: none"> - Survey of knowledge of English self-perception applied to travel agents - Placement test English level applied to travel agents