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COLLEGE OF EDUCATION**

**RESEARCH WORK PRIOR TO OBTAINING A BACHELOR’S  
DEGREE IN ENGLISH**

**TOPIC**

**ENGLISH KNOWLEDGE IN THE TRAVEL AGENTS  
IN MANTA**

**RESEARCH LINE**

**ENGLISH IN THE SOCIETY OF KNOWLEDGE**

**AUTOR**

ARMANDO B. GÓMEZ P.

**TUTOR OF THE DEGREE WORK**

JHONNY SAULO VILLAFUERTE HOLGUÍN M.Sc.

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## **CERTIFICACIÓN**

En mi calidad de Director del Trabajo de Titulación de la Facultad de Ciencias de la Educación de la Universidad Laica “Eloy Alfaro” de Manabí.

### **CERTIFICO:**

Haber dirigido y revisado la Trabajo de titulación:

**ENGLISH KNOWLEDGE OF TRAVEL AGENTS IN CANTON MANTA**

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.

Manta, Noviembre 9 de 2015.

**Ing. Jhonny Villafuerte Holguín M.Sc. & M.Ps**

Director Trabajo de Titulación

## **AUTORÍA**

Las ideas, opiniones, conceptos, gráficos, esquemas de planificaciones, y conclusiones del presente Trabajo de Titulación

“ENGLISH KNOWLEDGE OF TRAVEL AGENTS IN CANTON MANTA”

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ARMANDO B. GÓMEZ P.

C.I. N° 1310490832

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**Abstract:**

This research work is involved in the communicative paradigm, and applies the qualitative and quantitative methods to give fulfillment to its target: to establish the English knowledge level of the travel agents in the city of Manta. For the quantitative empirical section, 25 travel agents were asked to self-assessing their level of English knowledge, and then a placement test based on (reading, listening, speaking, writing) designed by the researcher was applied. The results were used to find out the English proficiency in the travel agents of the city; from the self-perception and the technical assessment. For the qualitative component, some interviews with members of the local government were performed, as well as the Academy and travel companies located in Manta. The obtained data were categorized by applying the methodology of "the voices speak" to identify the point of view of decision-makers in the tourism sector, including the frequency of the use of English in daily life of the tourist work. The results indicate that there is a direct relationship between variable charge and the level of English knowledge; while there is no relevant relationship between the levels of use of the English and the variable gender or age. There is polarization in extreme levels of knowledge: high and elementary; which declares the need for training in English language to the travel agents in Manta, in order to enhance the local capacities of touristic communication in this language.

**Key Words:** Tourism, travel agencies, andragogy, bilingualism and communication, acquisition of English

**Résumé:**

La présente étude a souscrit au paradigme communicatif et aller à des méthodes qualitatives et quantitatives pour remplir son objectif: déterminer le niveau de connaissances des agents de voyage de l'anglais la langue dans la ville de Manta.

Pour la partie empirique quantitative elle détient des participations de 25 agents de voyage qui ont été posées à l'auto-évaluer leur niveau de connaissance de l'anglais, puis un test de placement (lire, écouter, parler, écrire) conçu par le chercheur a été appliqué. Les données ont été utilisés pour déterminer le niveau de maîtrise de l'anglais a des agents de voyage; à partir de la perception de soi et de l'évaluation technique. Entrevues pour la partie qualitative ont été exécutés membres de sociétés gouvernement, le milieu universitaire, et de voyage locales. Les entrevues ont été classés en utilisant la méthodologie des «voix parlent" pour répondre aux utilisations quotidiennes de l'anglais dans les agences de voyage du point de vue des décideurs.

Les résultats indiquent qu'il existe une relation directe entre les variables position et niveau de maîtrise de l'anglais; alors qu'il n'y a pas de relation significative entre les niveaux d'utilisation de l'anglais et le sexe des variables ou l'âge. Il est polarisation dans les niveaux extrêmes de la connaissance: très élevé et élémentaire; sur lequel le besoin de formation en anglais de déclarer les agents de voyages Manta afin de renforcer les capacités locales pour la communication du tourisme dans une deuxième langue.

**Mots-clés:** Tourisme, les agences de voyage, l'andragogie, le bilinguisme et de la communication, de l'acquisition de l'anglais

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## **Introduction:**

Currently Tourism has become one of the areas of significant growth and development worldwide; It is one of the priority industries for contemporary cities, in addition the World Tourism Organization (WTO, 2002) quoted by Betancur and Cruz (2008) "for the year 2020, the number of travelers touring around the world will be 1.6 billion a year, which demand 2.1 trillion dollars of investment" (Betancur and Cruz, 2008: 4). Manta has resources that make the local and international tourism a potential growing industry; where "Travel agent has traditionally been the dominant sales channel for the Airline and tour operating companies [...]" "80% of all sales being done through travel agents, even today with the growth in direct distribution through the internet" (Lübbe, 2000: 9). Therefore it is required to have travel agents highly trained to dominate English, for this reason it is essential to take in consideration the processes of formation of adults proposed by Knowles (1970) as the art and science of helping adults to learn.

This research paper starts with the review of published information regarding: tourism and culture exchange, travel agencies and bilingualism, and language in adult learning. The objective of this work is to establish the level of knowledge of English in the travel agents in Manta and its relationship with the variables gender/age. The quantitative part of the study focuses on the measurement of the stated variables which was selected by convenience a heterogeneous sample of 25 agents (10 women and 15 men) aged between 25 and 60 years; and those who hold positions of national and international travel agencies in Manta travel. Furthermore, for the qualitative an interview with the Director of the Department of tourism of Manta was performed; the dean of the College of tourism of the "Eloy Alfaro" University and the Manager of the travel agency "Virtual Travel Agency" of Manta. In order to identify the frequency and



uses of English in the field of travel and tourism agencies from their perspectives, this paper formulates the following questions: what are the levels of English Knowledge the travel agents in Manta have? What are the relationships between the English knowledge level of the travel agents and the variables: function, age and gender?

## **Background and justification**

Manta, as one of the most important seaport, has an important and varied hotel infrastructure, 23 travel agencies including the 5 wholesalers (IATA), an international airport with extensive list of flights operated, and a deep-water port.

The oldest travel agency in Ecuador is Metropolitan Touring, which was founded on March 15, 1953 by Eduardo Proaño and Hernán Correa, executives of Panagra and Avianca Airlines respectively.

The first services offered were tours in the city of Quito, that tour consisted of visiting to indigenous of Saquisilí, Otavalo, Latacunga, Pujilí, Ambato market and the adventure of visiting los Tsáchilas near Santo Domingo de los Colorados and in 1969 began the operation of tourism in the Galapagos Islands, with the first boat brought from Greece, the LINA-A, with 60 passengers. (Metropolitan touring, 2012:1) The first travel agency in Manta was created in "1978 and was chaired by: Don Colón Abeiga, it's Metropolitan touring which offered in Manta, the sale of national and international passages; and visits in Manta and Montecristi. During the Decade of the 80s and 90s it offered its services for local tourism, Personal practice "UNITAS of the AMERICAS" and opened operations to Machalilla National Park, the island de la Plata to the South of Manabí and island heart in Bahía de Caraquez. It was the travel agency that promoted the arrival of cruise ships to the port of Manta. Other travel agencies of much importance in Manta have been Coltur and Delgado Travel"(Diccionario Biográfico Ecuador, 2014: volume 18).

Manta is recognized internationally by the route Manta-Manaus, it is a city of approximately 300,000 inhabitants and setting of the most important companies of

processed and canned fish, fresh fish and sport fishing; therefore artisanal and industrial fishing is the main economic resource of the port, followed by tourism and trade.

From the previously observation, according to the perception, the communication with English-speaking customers by travel agents is very limited; which reduces the chances of a direct communication, reduces the possibilities of cultural exchange and limited commercial take-off in the sector of travel agencies.

The Eloy Alfaro University provides professional trained in different field of international trade such as: management and finance, economy, tourism, hospitality and languages; thus it delivers local and national development. In the process of transformation of the production model of the province of Manabí (Cambio de la Matriz Productiva) tourism has been identified as a key resource that generates employment and wealth in this region.

Against the exposed social and business challenges, it is essential to have capabilities to the attention of larger number of foreign visitors by using English as a universal language, for that reason strengthening of suitable language skills is a high priority goal. However, there is no information regarding to the levels of knowledge of English that people working in travel agencies have, hence it is justified to carry out this research work in order to generate information for future decision-making.

**Objectives:**

The objectives in this work are organized into 1 general objective and 4 specific objectives, which are set forth below:

**General Objective:**

To establish the English knowledge levels in the travel agents of Manta.

**Specific Objectives**

1. To take the self-perceptions about the English knowledge in the travel agents of Manta.
2. To measure the English knowledge of the current travel agents, through a technical placement test. Instrument developed by the researcher.
3. To determine the uses of the English language in the daily activities of the Manta travel agents.
4. To analyze the data collected and to generate the research conclusions.

## **Methods and techniques applied**

This study applies both quantitative and qualitative methodologies to determine the English knowledge levels of the travel agents in Manta. For the empirical part of this study, the following protocol is executed:

**Quantitative analysis.** - The technique of self-assessment which consisted of asking each travel agent participating to score from 1 to 10 points (where 10 is maximum and minimum) their knowledge of English. Also they were asked to grade their skills of communication in English: reading, speaking, writing and listening. The data collection was carried out in the echo environment of the travel agencies where they work.

Then, it took place a test of English knowledge to measure the 4 skills of that language: reading, speaking, writing and listening (common European framework, 2002). The assessment tool was designed by the researcher and includes focused on issues related to tourism and daily life activities in the travel agencies. This test has a rubric that indicates the score according to the received answers. Those evaluation instruments were applied in their own work environment during working hours; and simulating the conditions of an English-speaking customer service.

**Qualitative Analysis.** - The semi-structured interview was applied to tourism professionals in order to categorize their perceptions about the English level of the staff travel agencies, the usage and frequency of that language in Manta. To accomplish that goal, it was prepared a questionnaire applied to 3 professionals who work at strategic points in relation to tourism (municipal government, Academy and travel agencies) of

Manta. Questionnaires were given to those interviewed 7 days before the execution of the interview.

**Data processing.** - Quantitative data were tabulated in a spreadsheet which was applied according to the relationships between the level English knowledge and the role workers have in the travel agency in relation to age and gender of travel agents.

Qualitative data were transferred to a text processor; for the interviews, there were selected 3 people who work in different fields as local governance, academy and travel agency (Directress of tourism department at the city municipality, Dean of the college of tourism in the Eloy Alfaro University, and the manager of Virtual Travel Agency).

By taking account that “all travel agencies do not operate on the tourism market in the same way, nor do they accomplish the same functions” (Bašan; Dlačić, y Trezner, 2013; 1), the responses were organized into 2 categories which are:

1. - Common applications of English at the travel agencies in Manta.
2. - Assessment of English in travel agencies and the tourism sector in Manta.

**Sampling:**

This research process took as sample 25 travel agents from different travel agencies located in Manta. It is a heterogenic sample composed by, ten women and fifteen men in the age range between 20 and 56 years old. The condition requested to participate was to have a current work in a travel agency as a receptionist in front of an office desk, having the opportunity to be in direct contact to English-speaking visitors for consulting travel information.

## **Main Idea**

This research work defends the following idea:

The most of the travel agents in Manta have a very basic knowledge of English, that situation limits their efficiency at the moment of contact to English speaker visitors.

## **1. Theoretical Foundations**

### **1.1. Reference Framework**

This work is part of the communicative paradigm and is related to the second line of career research languages from The Eloy Alfaro University, known as: English in the community of knowledge.

This project focuses on the use of English in the travel agencies and tourist environment; where it is essential the use of high levels of languages to facilitate the communication with foreign clients.

### **1.2. Conceptual Framework**

Tourism. - 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)

Travel agency.- Bašan; Dlačić y Trezner (2013) sustains that "travel agencies are economic entities whose primary and profitable line of business is organizing tourist travel and providing intermediary services in selling services relating to tourist travels and stays" (Bašan; Dlačić y Trezner, 2013; 50).

Andragogy. - According to Marrero (2004) cited by Veytia (2015), andragogy is "conceived from a holistic perspective, which is aimed at personal growth in all areas as well as awareness and transformation of context" (Veytia, 2015: 48).



Bilingualism and Multilingualism. – As stated by 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)

Language Acquisition Process.- Stephen Krashen (1982) explains in Chapter II that “language acquisition is a subconscious process; language acquirers are not usually aware of the fact that they are acquiring language, but are only aware of the fact that they are using the language for communication” (Krashen, 1987:10)

### **1.3. Theoretical Framework**

The theoretical framework in this research paper includes a review of published information in reference to the topic: Establishing the English Knowledge of Travel Agents in Manta and the variables chosen in this study.

#### **1.3.1. Tourism and Communication**

According to the World Tourism Organization (UNWTO, 1994), "tourism comprises the activities that people made during his travels and stays in places other than their usual environment, for a consecutive period less than one year, for leisure, business and other purposes" (Sancho, 1998:11).

As said by Kurt Krapf and Walter Hunziker (1942) cited by Dachary and Arnaiz (2006) defined tourism as: "The set of relations and phenomena produced by the displacement and permanence of people outside their place of residence, provided that such displacements and stays are not motivated by profit-earning activity" (Dachary and Arnaiz, 2006: 184).

Figuerola Palomo (1999) cited by María García Guijarro (2009) on tourism indicates that "this is an act that involves shifting, requiring expenditure of income, which meets the need of services offered through a productive activity generated by an investment" (17). Likewise, Pebble (2009) suggests that "tourism is a social and cultural, but also economic, phenomenon given its economic effect on the country develops. Receptive Tourism [...] generates employment in companies that are directly or indirectly associated with this activity"(Pebble, 2009: 20).

"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)

Tourism provides the opportunity of gathering two or more cultures where communication becomes a vital value that allows the flow of messages from all the canals, like writing, physical, oral, among others. It is the mechanism for cultural and transactional exchange. For a better understanding of the role of communication and its implication on tourism it is necessary to propose the pragmatic approach of Harold Lasswell (1948) cited by Betancur and Cruz (2004) who indicates that the "communication focuses on the effects produced by mass communication. His approach is that all communication responds to five questions. Who? What does it say? For which channel? To whom? With what effect?" (Betancur and Cruz, 2008: 13).

In the Tourism area the usage of whether bilingual or multilingual communication should place be in a high level, thus it is possible to express messages in different frequencies, almost always the appropriate high-level vocabulary and grammatical structures are complex (Josephbhai and Shakibafar, 2011). Tourism seeks to approach the language of the visitor so that bilingualism is a requirement on the operations that focus on the foreign client (tourism receptive), and is required of a true bilingualism, i.e. messages are issued without accent in either language and are equally fluent in the four skills (reading, writing, listening and speech) in both languages (Grosjean 1982). However, in daily tours operations arise errors in the issuance and comprehension of messages, since the American executives have different forms of expression to their peers of England or the India, and African passengers have interests other than Asian or European passengers, it treats sensitive issues associated to culture

that should be handled in tourism in order to achieve efficient communication (Fred, 2003: 125).

Accordingly, the theory of the communication on the kind of Exchange that takes place in the interaction have to take into account energy materials, rational and irrational animals or material and cultural works of human society; regarding Martin, Piñuel, grace, and Arias support that:

“Communication shares with the economics interest for objects and things in the goods, but as these goods serve as expressive sustania that are associated with certain representations (values of use and change) in addition, share with social sciences (sociology, anthropology, social prisoclogia) is the study of social relations in human groups, in both that these relationships are made through processes of exchange of information and affect the development of this Exchange.

It also coincides with the social sciences in the study of organizations, but is interested in them in singing communicative systems." (Martin, Piñuel, grace, and Arias, 1982: 64) Kaufmann (1996) sustains that it is essential that all persons who work in tourism are prepared to speak in their second language when the front need arises to the customer during the work in the travel agency, hotel, transportation, or entertainment centers; but mostly Kaufmann insists on developing the capacity of reception and hospitality being or not a bilingual travel agent.

### **1.3.2. Travel agencies and service brokerage**

The travel agencies are defined by Bašan; Dlačić and Trezner as “economic entities whose primary and profitable line of business is organizing tourist travel and providing intermediary services in selling services relating to tourist travels and stays” (Bašan; Dlačić and Trezner, 2013:50).

According to the article 1(1) of the World Tourism Organization (UNWTO), (1998) the legal definition of the travel agencies are " incorporated companies in form of commercial, anonymous or limited company dealing in possession of the corresponding license, professional and commercially in exclusivity to the pursuit of activities of organization of tourist services and/or mediation " (WTO, 1998: 1).

Meanwhile Ballesteros (2012) puts forward the idea that the travel agency exert "intermediation, organization and realization of projects, plans and itineraries, and production and sale of tourism products among its customers and providers of travel [...] and solve the problems of accommodation and tourist guide"(Ballesteros, 2012: 7)

The background to the business of travel agencies indicated that:

The first travel agencies in the world was Cox & Kings, founded in 1758 and was Thomas Cook was one of the entrepreneurs who, from 1841, already organized religious excursions, among others. In 1878 he founded the first Italian travel agency and in 1884 Henry Wells becomes its first competitor in the business of organizing tours in England; while more travel agencies take-off occurred in 1920, parallel to the development of commercial aviation and in 1928 in the United States begins the wholesale activity in tourism.

In the year 1931 merged companies Wagons - Lits and Cook & sons, creating Wagons - Lits trips, this company is the most prominent in the world and currently has 1600 offices in more than 100 countries. The greatest contribution to the development of tourism travel agencies is produced from 1950, with the entry into the tourist business of companies with

the domain of the modern marketing techniques; and for the year of 1999 Carlson Wagon Lit travel joined with Thomas Cook, taking the leadership around the world. (Ballesteros, 2012: 7).

### **1.3.3. Andragogy and Foreign Language Learning**

The term *Andragogy* comes from the latin "andro" which means man and "agogy" which means Guide. Kapp in 1833 was the first person who referred to the andragogy, issue that was taken up by Rosenback in 1920. 1977 Felix presents the definition of andragogy as "part of anthropology", being the science and art of education of adults (Felix, 1977: 18); and Bernard (1985), cited by Lopez (1996) affirms that the andragogy is "a science which deals with historical, philosophical, sociological, psychological and organizational aspects of adult education; an art exercised in a social practice which is evidenced through all educational activities organized specially for adult"(Lopez, 1996: 94).

Knowles (1970) was who referred to the andragogy that art that allows adults to achieve learning about new topics which, he considers the dominant technology of the human brain and brain thinking. For Paulo Freire (1975) cited by Alcalá (1998) "adult education must be an education analyzing for which trainees, instead of being docile cognitive deposits receptors, become now critical researchers in dialogue with the educator" (Alcalá, 1998: 8) Marquez (1998) considers the Andragogy and attends conceptions of communication, respect and ethics, together with a high level of consciousness and social commitment. In the year 2003 Ledo Vidal and Fernandez olive define Andragogy as "discipline, science or art [...] which aims to achieve a substantial change of forms of classical education to new approaches and methods in the teaching of adults"(Vidal and Fernandez, 2003b: 1).

From the point of view of Rosana Caraballo (2007) the andragogy is "a method of studying forms, procedures, techniques, situations and strategies of teaching and learning in order to achieve significant learning in the adult student" (Caraballo, 2007: 211) and Aguilar (2011) the Andragogy focuses its efforts on the person to educate; is to say that "the problems are the starting point for the acquisition and integration of new knowledge. Is that you can apply at any age and it is not at odds with pedagogy, complemented by this"(Aguilar, 2011: 171); and Viviana Bosio (2011) in the study entitled "adult education: an approach to the basic principles of adult learning of English as a foreign language" presents:

The concepts of participation, flexibility and horizontality are the main differences between the learning of an adult and a child. [...] It is a mainly internal activity that is usually governed by intrinsic motivations, such as greater job satisfaction, self-esteem and personal growth. [...] Learning is most effective when the adult student knows the objectives pursued. Know the objectives allows the adult student to participate - along with the teacher - the planning and implementation of their own learning processes.

Transfer and interdisciplinary play a transcendental role in the adult learning, since it needs to the concepts that you will learn to apply them in other areas of life. [...] The communicative approach to language is fundamental when it comes to teaching a foreign language in school adults since it gives importance to the personal experiences of students as elements that contribute to the learning of the classroom and tries to relate the language learned in the classroom with activities outside it. [...] The workshop is a strategy of in teaching didactics to account in the teaching of a foreign language in adult learners, since its approach to transforming continuously establishes a relationship between what you are learning and situations of everyday life (Bosio, 2011: 41-42)

## **2. - Analysis and Discussion of Results**

### **2.1. - Analysis of categories**

Tourism (independent variable) and the level of knowledge of English language (dependent variable) of travel agents combines the challenge of socio-economic development of the region<sup>4</sup> of Ecuador in relation to the transformation of the production model.

According to the World Tourism Organization "it 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); activity that demand high levels of bilingual training in the travel agents. Josephbhai and Shakibafar (2011) establish the bilingualism as the ability of people to sustain growth in low-frequency, abstract vocabulary, and complex structures at the moment to contact to potential clients. From that perspective, this research work outlines that; if there is a better proficiency of English in the travel agents in Manta, tourism will reach a higher level of development.

### **2.2. - Analysis of indicators.**

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



## QUANTITATIVE STUDY

**Board No. 1. English knowledge Levels of Travel Agents from Manta  
Their personal perceptions  
July, 2015**

No	Travel Agents		Participant's perceptions				
	Gender	Age	Listening	Writing	Speaking	Reading	Average
1	M	34	1	1	1	1	1
2	F	56	2	1	1	1	1,25
3	M	34	1	2	1	1	1,25
4	M	42	7	8	7	9	7,75
5	F	40	3	2	2	2	2,25
6	F	35	4	2	1	2	2,25
7	M	35	3	2	2	2	2,25
8	F	34	2	3	2	3	2,5
9	M	42	2	3	4	2	2,75
10	M	42	2	3	4	2	2,75
11	M	40	5	2	4	4	3,75
12	M	30	5	4	5	3	4,25
13	M	28	5	6	4	4	4,75
14	F	20	5	5	5	5	5
15	F	27	5	9	4	4	5,5
16	M	28	7	8	7	8	7,5
17	M	28	7	8	7	8	7,5
18	M	42	7	8	7	9	7,75
19	F	27	8	8	6	9	7,75
20	M	25	9	6	8	8	7,75
21	M	28	7	8	9	10	8,5
22	F	25	10	10	9	8	9,25
23	F	35	10	10	10	10	10
24	F	35	10	10	10	10	10
25	M	52	10	10	10	10	10

Source: Evaluation of English knowledge applied to the travel agents in Manta  
Elaborated by: Armando B. Gómez P.

10 international travel agents reported perception of level superior than 7 points of knowledge of English; while the national agents got less than 7 points.

**Board No. 2. English Knowledge Levels of Travel Agents from Manta  
Comparison between Personal Perceptions and Technical Evaluation  
August, 2015**

No.	Travel Agents		Participant's perceptions					Researcher evaluation				
	Gender	Age	Listening	Writing	Speak	Read	Average	Listening	Writing	Speak	Read	Average
1	F	40	3	2	2	2	2,25	1	1	1	1	1
2	F	56	2	1	1	1	1,25	1	1	2	1	1,25
3	F	34	2	3	2	3	2,5	1	2	1	2	1,5
4	F	35	4	2	1	2	2,25	2	2	2	2	2
5	F	20	5	5	5	5	5	4	4	3	3	3,5
6	F	27	5	9	4	4	5,5	4	8	3	2	4
7	F	27	8	8	6	9	7,75	8	8	7	6	7,25
8	F	25	10	10	9	8	9,25	8	8	8	7	7,75
9	F	35	10	10	10	10	10	10	10	10	10	9
10	F	35	10	10	10	10	10	8	8	8	8	8
11	m	34	1	1	1	1	1	1	1	1	1	1
12	m	34	1	2	1	1	1,25	1	1	1	1	1
13	m	35	3	2	2	2	2,25	1	1	1	1	1
14	m	30	5	4	5	3	4,25	1	1	1	1	1
15	m	42	2	3	4	2	2,75	2	2	2	1	1,75
16	m	42	2	3	4	2	2,75	2	2	2	1	1,75
17	m	40	5	2	4	4	3,75	3	2	2	2	2,25
18	m	28	5	6	4	4	4,75	4	3	3	3	3,25
19	m	28	7	8	7	8	7,5	5	7	7	5	4
20	m	25	9	6	8	8	7,75	7	5	5	7	4
21	m	28	7	8	7	8	7,5	5	7	7	5	4
22	m	42	7	8	7	9	8	8	8	8	7	7,75
23	m	28	7	8	9	10	8,5	6	6	9	10	7,75
24	m	42	7	8	7	9	7,75	8	8	8	7	7,75
25	m	52	10	10	10	10	10	10	10	10	10	9

Source: Evaluation of knowledge of English applied to Manta travel agents  
Elaborated by: Armando B. Gómez P.

The results shows that 100% of national and international travel agents reported perceptions that go beyond the level of knowledge of English determined by the technical evaluation performed.

**Board No. 3. English knowledge Levels of Travel Agents from Manta**

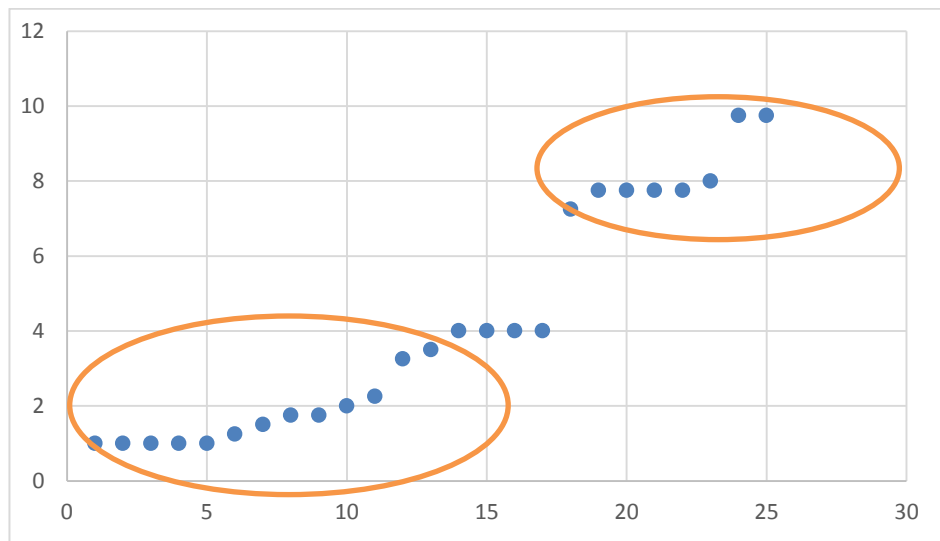
**Statistic central measures  
July, 2015**

Sample	25
Average	4,41
Statistical mode	1
Median	3,5
Standard deviation	3,1198958
Variance	9,73375

Elaborated by: Armando B. Gómez P.

Central measures obtained by using an Excel spreadsheet shows: 25 English exams results, indicate the average 4.41; the statistical mode is 1, the Median is 3.5; the Standard deviation is 3,1198958 and finally the variance is 9,73375.

**Graphic No.2. Comparison between Travel agents English knowledge Perception values and technical test results**



Source: Evaluation of the knowledge of English applied to the travel agents in Manta  
Elaborated by: Armando B. Gómez P.

In the chat No 2, there is polarity of languages skills in the travel agents, meaning some of them know a bit while others dominate it.

**Graphic No.3. Comparison between Travel agents English knowledge Perception values and technical test results**



In the chart No 3. There is the gap between the level of knowledge of English obtained in the technical assessment (red color) in comparison to the values above or the perceptions (blue) of the travel agents in Manta.

**Board No. 4. English knowledge Levels of Travel Agents from Manta  
Knowledge, Gender and age  
September, 2015**

No.	GENDER	AGE	KNOWLEDGE	FUNCTION
1	F	40	1	Travel agent
2	F	56	1,25	Travel agent
3	F	34	1,5	Travel agent
4	F	35	2	Travel agent
5	F	20	3,5	Travel agent
6	F	27	4	Travel agent
7	F	27	7,25	International agent
8	F	25	7,75	International agent
9	F	35	9	International agent
10	F	35	8	International agent
11	M	34	1	Travel agent
12	M	34	1	Travel agent
13	M	35	1	Travel agent
14	M	30	1	Travel agent
15	M	42	1,75	Travel agent
16	M	42	1,75	Travel agent
17	M	40	2,25	Travel agent
18	M	28	3,25	Travel agent
19	M	28	6	Travel agent
20	M	25	6	Travel agent
21	M	28	6	Travel agent
22	M	42	7,75	International agent
23	M	28	7,75	International agent
24	M	42	7,75	International agent
25	M	52	9	International agent

Source: bivariate analysis

Through analyzing the knowledge of English and gender, the bivariate relationship between the variables does not have relevant association, regardless of the gender of the travel agents, this reported different levels from the knowledge of the language. On the other hand when analyzing the knowledge of English and age, the bivariate relationship between those variables does not have relevant relationship

## Board No. 5. English knowledge Levels of Travel Agents from Manta

### Knowledge and work function

September, 2015

NO	GENDER	AGE	AVERAGE	FUNTION
1	F	40	1	Travel agent
2	F	56	1,25	Travel agent
3	F	34	1,5	Travel agent
4	F	35	2	Travel agent
5	F	20	3,5	Travel agent
6	F	27	4	Travel agent
7	F	27	7,25	International agent
8	F	25	7,75	International agent
9	F	35	9	International agent
10	F	35	8	International agent
11	M	34	1	Travel agent
12	M	34	1	Travel agent
13	M	35	1	Travel agent
14	M	30	1	Travel agent
15	M	42	1,75	Travel agent
16	M	42	1,75	Travel agent
17	M	40	2,25	Travel agent
18	M	28	3,25	Travel agent
19	M	28	6	Travel agent
20	M	25	6	Travel agent
21	M	28	6	Travel agent
22	M	42	7,75	International agent
23	M	28	7,75	International agent
24	M	42	7,75	International agent
25	M	52	9	International agent

Source: Analysis bivariate

Elaborated by: Armando B. Gómez P.

Most international agents have superior knowledge (administrators, owners), because they have had the opportunity to studied the language in other countries.

QUALITATIVE STUDY

Board No. 5. Establishing the uses of English in the travel agency.

CATHEGORY	VOICES
<p><b>Common applications of English Language at the travel agencies in Manta</b></p>	<p><b><i>Directress of tourism of the municipality in Manta</i></b></p> <ol style="list-style-type: none"> <li>1. <i>Sales. Regarding to sales they are responsible for providing services the wholesalers that give a better alternative for customers in general, a reviewing in the SABRE system the possibilities to improve costs (only in travel pass) as well as make reports, operations, the delivering of tickets.</i></li> <li>2. <i>International relations and trade issues (sales)</i></li> <li>3. <i>An example of an artisan who speak English selling more than the other.</i></li> <li>4. <i>To make a sale also</i></li> <li>5. <i>Additionally in the travel agencies, the system is: SABRE and Amadeus which are entirely in English, so the language is necessary since a failure by small that it may be it could change significantly and sometimes to annoy the customer.</i></li> </ol> <p><b><i>Tourism College´s Dean</i></b></p> <ol style="list-style-type: none"> <li>6. <i>There are international companies that are handled with very competitive prices in terms of tourist packages including tickets and other activities of much appreciation for the users.</i></li> <li>7. <i>The international campaigns, serve significantly for the guide price (packages, check, airports, rates).</i></li> </ol>



8. *To sell tickets of international airlines and special rates and services providers (activities).*

**Travel Agency's Manager:**

9. *For good communication in international relationships English acquires much importance and where this language is fundamental to make tools work in this internationalized system which uses this Language: such as Airlines, hotels, transfers and the various multi-service and endless activities that have different destinations.*

10. *Regarding the rates, systems, promotions, routes and their different scales so there should be no margin for error at the time to deliver a ticket for that reason it is essential to use accurate and in many cases international keys of different destinations when issuing them.*

11. *When there is dissatisfaction by the user, and if the purchase is performed abroad, the claims must be one hundred percent in English and the letter should be directed to the supplier of that situation.*

12. *International flights are handled with a special report, SABRE international system that helps rapidly when it comes to*

	<p><i>cramming charges and check the different options, scales, and so on.</i></p> <p><i>13. When speaking operators, it should attend people that speak English as it is the universal language.</i></p> <p><i>14. The operators of the various services that handle travel routes have to explain the different situations that are mostly by insurance of travel among others.</i></p>
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**Analysis:**

English is essential in the tourism field and even more when we are facing the transformation of the production model; where tourism has a potential growth in Manabí.

It manages a globalized system that handles completely in English; SYSTEMS SABRE and AMADEUS, thus being familiar with that language is a primary need; and sometimes obligatory, since the system is internationalized and is essential to cope with the fluidity that is needed.

Starting from the interview it follows an essential aspect of use of English, which is related to sales; therefore a fluid communication with English-speaking people is essential.

Regulations on international voyages usually appear in English; as a result, a travel agent must facilitate the understanding of the information to its customers.

**Board No. 6. Valuation in the travel agency is given the knowledge of English**

CATHEGORY	VOICES
<p><b>English Knowledge in travel agencies staff.</b></p>	<p><i>Directress of tourism in the municipality in Manta</i></p> <ol style="list-style-type: none"> <li>1. <i>Yes. Moreover, we are also training them. Yes. We have a language training institutions in the city.</i></li> <li>2. <i>Training with people specializing in this subject.</i></li> <li>3. <i>The 30% of staff.</i></li> </ol> <p><i>Tourism college's Dean</i></p> <ol style="list-style-type: none"> <li>4. <i>We do not have the level of English required for tourism.</i></li> <li>5. <i>At least 20%. Depending on the size, 2 people.</i></li> <li>6. <i>There is no understanding (domain) of English.</i></li> <li>7. <i>There is no sufficient interest in people to learn English.</i></li> <li>8. <i>Learn to speak the language is the most important.</i></li> </ol> <p><i>Travel Agency Manager:</i></p> <ol style="list-style-type: none"> <li>9. <i>Anyone job seeker or points to the improvement of service, recognizes the enormous importance of English.</i></li> </ol>

*10. English for tourism is an essential tool.*

*11. In travel agencies is indispensable that the staff of the service customer knows at least 80% of the language.*

*12. Sometimes other travel agencies do not ask as a prerequisite to have knowledge of English, and therefore it is notable the difference in profit margins as sales and trading cadres of foreigners.*

*13. In direct attention to customers, travel agencies, tourist information offices, means of transportation, resolution of contingencies, offering tourism products.*

*14. The predisposition and desire to improve their language to get better communication with English-speaking customers and therefore to improve the Ecuadorian tourism in a better way.*

## **Analysis**

The tourism industry requires high professional profiles in command of foreign languages; in Manta there are institutions to learn English in order to help travel agents in its preparation.

However the reality is different, because not all the travel agents are trained to interact with an English-speaking customer; which is an essential tool in giving an adequate quality service.

In the tourism field the fact of speaking other languages allows to inform potential travelers information of this and other countries and their cultures, for example on Ecuador travel agents could be tourism in the East, the highlands and other areas on the coast; and Galapagos.

### **3. Verifying assumptions**

To comply with the general objective “To establish the English knowledge levels in the travel agents of Manta” the next activities were achieved:

Field and desk work: it was executed during 11 months that started in January 2015. This process was directed to 25 travel agents at different agencies in Manta with a heterogeneous group of 10 women and 15 men, aged between 20 and 54 years old, among this group the majority of the them do not have the adequate English knowledge, thence as a consequence they cannot communicate with English speaker tourists who ask for information.

Using a survey sheet for gathering the data in relation to the following question: what is the level of English knowledge they have? The contributors 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.

### **3.1 Verifying of the research objectives**

To comply with the specific objective number 1 "Take self-perceptions of travel agents about their level of English knowledge"; the following activities are performed:

Field and desk work for three weeks in June 2015. This process is performed with the two oldest travel agencies (over 10 years), two travel agencies in middle age (over five years) and two new travel agencies (less than five years). Travel agents were selected to participate in this research process, they are national and international travel agents; and currently working in one of the pre-selected travel agencies.

Developed an instrument for gathering the data in relation to the question: what is the level of knowledge of English? Participants had to rate it from one to ten in the categories; speaking, writing, reading and listening. The results were processed in the following way in a spreadsheet:

It is assigned a number, gender, age, scores of listening, writing, speaking, Reading (1 minimum 10 maximum) and obtained an overall average of each of them.

This 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

In order to comply the target number 2. "Measuring the knowledge of the English language of the current travel agents, through a technical placement test." An instrument was developed for the assessment of the English language skills of the agents; to submit this, an evaluation based on reading, writing, speaking and listening comprehension was created.

To evaluate writing they were asked to write a paragraph describing in English to the travel agency where they work. To assess reading they read a paragraph that had been previously prepared by the researcher, the topic was “tourism in the Manta”.

To evaluate speaking and listening, the researcher proposed to engage in dialogue on issues of tourism and the environment of the travel agencies.

To apply the instrument, the investigator started asking the travel agent: how do you often speak English in the Agency travel?

The evaluated people responded freely; hence the initial investigator could assess the level of knowledge of the specified variable (listening and speaking) the results are displayed on the No. 2 table where perceptions of travel agents and the results of the technical evaluation are compared fulfilling the target number 2.

In order to comply the specific objective number 5. - "To determine the uses of the English language in daily activities in the travel agencies. For the fulfilment of this objective. With the technique of the interview, it was obtained information on the uses of the English language in the environment of travel agencies; process in which participated the Director of the Department of tourism of the municipality of Manta, the Dean of the College of tourism of the Eloy Alfaro University, and the "virtual travel" travel agency Manager. He conducted the interviews is in the month of August 2015; and the processing of the data appears in the annexes of this report.

To comply with the objective three sections result lies the table number 5 and 6 which systematizes the answers.

In order to comply the goal number 4 "Analyzing the collected data and generate the conclusions of the report"; it was during September. The quantitative information was



organized by using an Excel table. The results were structured 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.

For the qualitative section, this study went through to the technique of categorization of data from three interviews generating a basic triangulation. Applied categories: uses of the English language in the travel agency; and frequency of use of English in the travel agency. The analysis of the information appears in the section qualitative results.

The final document report of the research was placed in review by the tutor, and corrections and suggestions were attended during the month of October 2015.

### **3.3.Verifying the idea to defend**

The idea to be defended: **The most of travel agents in Manta have a very basic knowledge of English, that situation limits their efficiency at the moment of contact to English-speaking visitors.**

It is indicated in the results obtained in both quantitative and qualitative process that the knowledge of English of travel agents in Manta is polarized; i.e there is a direct relationship: the higher the position or job position in the travel agency, the higher the level of English proficiency.

It is noted that international travel agents are those who have a high knowledge of English; therefore they respond more efficiently to the management of the reservations system, the attention in front office customer service and access to services described in brochures compared to colleagues who have low or medium levels.

Sometimes travel agencies do not ask as a prerequisite to have knowledge of English in travel agents when hiring them, which creates complications in the future; which impacts the performance of the establishment, as the travel market is competitive; and when selling services to a foreigner, it is essential to achieve a direct understanding in English to complete the customer's needs or tourist.

## **Conclusions:**

This research work achieved all the planned objectives from the qualitative and quantitative research. The results indicate that the travel agents in Manta have knowledge of polarized distributed English, that few actors have a high knowledge of the language, while other agents are mostly very low level of knowledge.

The first relationship is that the level of knowledge of English in travel agents is according to the market regarding international and national tourism; however to achieve new levels of tourism development, it is required that all personnel without Unlike achieve a high level of English proficiency and is required to attend andragogy which states that "the problems are the starting point for the acquisition and integration of new knowledge" (Aguilar, 2011: 171).

For travel agencies, the domain of English on their staff represents the greatest potential and openness when selling products to destinations within and outside the country; considering that Ecuador offers a wide range of options that are very popular that have been promoted by the "All you need is Ecuador" campaign; and for that, you need to have bilingual human talent indicated by Maftoon and Shakibafar (2011) i.e. staff with the ability to sustain growth in low-frequency, abstract vocabulary, and complex structures at the moment to contact to potential clients level .

Travel agencies are essential in matters of counselling service to the customer, it is very important that there is 80% of the total knowledge of the English language to provide a better service and coverage is much lower; Therefore, other researchers are invited to monitor the process of evolution of the level of knowledge of English in future studies.

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**ANNEX A**

<b>No.1</b>	<b>Agency name</b>	<b>Address</b>	<b>Services</b>
1	Virtual Travel Agency	Cordova Neighborhood, St. 20 & Av.12	National and international air tickets trading  Hotel reservations  Consulting for visa formalities  Sales of tour packages  Cruises
2	Metropolitan touring	St. 13 & Av. 3	National and international air tickets trading  Hotel reservations  Consulting for visa formalities  Sales of tour packages  Cruises
3	AMERICAN AIRLINES	Av. 4 # 1022 y St. 10 Telf: (05)2622-284 Fax:(05) 2622-285	National and international air tickets trading  Hotel reservations  Consulting for visa formalities  Sales of tour packages  Cruises
4	Ariel Travel	St. 27 & Av. Flavio Reyes	National and international air tickets trading  Hotel reservations



			Consulting for visa formalities Sales of tour packages Cruises
<b>5</b>	AESLIT	St. 13 & Av. 17	National and international air tickets trading Hotel reservations Consulting for visa formalities Sales of tour packages Cruises
<b>6</b>	CITURCOM	Manta CITURCOM Telf: (099)434878	National and international air tickets trading Hotel reservations Consulting for visa formalities Sales of tour packages Cruises
<b>7</b>	ECUADORIAN TOURS	Av. Amazonas N21-33 y Jorge Washington (5932) 256-04-88 / 256-04-94	National and international air tickets trading Hotel reservations Consulting for visa formalities Sales of tour packages Cruises
<b>8</b>	GAVIOTA TRAVEL	Av. 27 St. 13 y 14 Telf:(05)2627171	National and international air tickets trading

			<p>Hotel reservations</p> <p>Consulting for visa formalities</p> <p>Sales of tour packages</p> <p>Cruises</p>
<b>9</b>	JUNIOR TRAVEL	Av. 6 & St. 13/14 Telf: (05)2625-643	<p>National and international air tickets trading</p> <p>Hotel reservations</p> <p>Consulting for visa formalities</p> <p>Sales of tour packages</p> <p>Cruises</p>
<b>10</b>	MANATOURS	Malecón St. 14 Telf: (05)2621-026 Fax: (05)610-327	<p>National and international air tickets trading</p> <p>Hotel reservations</p> <p>Consulting for visa formalities</p> <p>Sales of tour packages</p> <p>Cruises</p>
<b>11</b>	MANTA EXPRESS	St. 27 & Av. Flavio Reyes Telf: (05) 2612 480	<p>National and international air tickets trading</p> <p>Hotel reservations</p> <p>Consulting for visa formalities</p> <p>Sales of tour packages</p>

			Cruises
<b>12</b>	MARINA TOURS	Av. 30 & St. 24 Telf: (05) 2622 919	National and international air tickets trading  Hotel reservations  Consulting for visa formalities  Sales of tour packages  Cruises
<b>13</b>	METROPOLITAN TOUR. ORO. VERDE	Malecón & Circunvalación Telf: (05)2620728 /2620095	National and international air tickets trading  Hotel reservations  Consulting for visa formalities  Sales of tour packages  Cruises
<b>14</b>	METROPOLITANG TOURING	Ave. 4 & St. 13 Telf: (05) 2621-600 Fax: (05) 2611-277	National and international air tickets trading  Hotel reservations  Consulting for visa formalities  Sales of tour packages  Cruises
<b>15</b>	OPERVITURIEL	St. 27 & Flavio Reyes Av.	National and international air tickets trading  Hotel reservations  Consulting for

			<p>visa formalities</p> <p>Sales of tour packages</p> <p>Cruises</p>
<b>16</b>	PGV REPRESENTACIONES	Av: 2 # 1335 & St. 13A; Telf: (05) 2611 933 (09) 974 4450	<p>National and international air tickets trading</p> <p>Hotel reservations</p> <p>Consulting for visa formalities</p> <p>Sales of tour packages</p> <p>Cruises</p>
<b>17</b>	SERMUVIJES	Av. 8 & St. 11 Telf: (05) 2613 661	<p>National and international air tickets trading</p> <p>Hotel reservations</p> <p>Consulting for visa formalities</p> <p>Sales of tour packages</p> <p>Cruises</p>
<b>18</b>	SITUR	Av.4 & S.t 12/13 Telf: (05) 2627 775.	<p>National and international air tickets trading</p> <p>Hotel reservations</p> <p>Consulting for visa formalities</p> <p>Sales of tour packages</p> <p>Cruises</p>
<b>19</b>	STRATEGIC BUSINESS	Av. 15 & St. 13	National and

	CENTER S.A.	Telf:(05)2622688	international air tickets trading Hotel reservations Consulting for visa formalities Sales of tour packages Cruises
<b>20</b>	Luminus Travel Agency	St. 12 & Av. 24	National and international air tickets trading Hotel reservations Consulting for visa formalities Sales of tour packages Cruises
<b>21</b>	SUNVACATION CLUB MARKETING CIA. LTDA	Av. Malecon y St. 19 El Navío Building Telf: (05) 2611-966	National and international air tickets trading Hotel reservations Consulting for visa formalities Sales of tour packages Cruises
<b>22</b>	VIAJE Y TURISMO	St. 13 & Av. 2 Telf: (05) 2622-813 Fax (05)2628-491	National and international air tickets trading Hotel reservations Consulting for visa formalities

			<p>Sales of tour packages</p> <p>Cruises</p>
<b>23</b>	* Agencia De Viajes Ecoutrip	<p>Address: Ciudadela 24 De Mayo Vía A Circunvalación 308 2, Manta, Manabí, Ecuador</p> <p>Postal code: EC130802</p> <p>website: <a href="http://www.ecoutrip.com">http://www.ecoutrip.com</a></p>	<p>National and international air tickets trading</p> <p>Hotel reservations</p> <p>Consulting for visa formalities</p> <p>Sales of tour packages</p> <p>Cruises</p>
<b>24</b>	* Agencia De Viajes Reef Natural Tour S.a.	<p>Dirección: Av. 24 Calle 17, Manta, Manta, Manabí, Ecuador</p> <p>Código postal: 593</p> <p>Twitter: <a href="https://twitter.com/reefnaturaltour">@reefnaturaltour</a></p> <p>Teléfono: (05) 5003820</p>	<p>National and international air tickets trading</p> <p>Hotel reservations</p> <p>Consulting for visa formalities</p> <p>Sales of tour packages</p> <p>Cruises</p>
<b>25</b>	Ventura travel	<p>Flavio reyes diagonal a los bloques de la FAE.</p>	<p>National and international air tickets trading</p> <p>Hotel reservations</p> <p>Consulting for visa formalities</p> <p>Sales of tour packages</p> <p>Cruises</p>

## ANNEX B

### PHOTO GALLERY



**Agent travel of Virtual Travel, Manta  
During the evaluation of English skills**



**Ing. Flor Bravo - Virtual travel manager  
During the interview**



**Agent travel of Luminus Travel Travel, Manta  
During the evaluation of knowledge of English**





**Delgado Travel, Manta outdoors**



**Airport outdoor Eloy Alfaro de Manta**



**Outside of the deep water port**



Counter at the airport



Travel documentation

**ANNEX C**

<b>Interview No. 1.</b>	<b>Interviewer:</b>	<b>Date:</b> 30/sep./2015
<b>Objective:</b> To determine the importance given to English Language in travel agencies in Manta.	<b>Position in the business:</b> Directress.  <b>Institution:</b> Tourism Directress Municipality of Manta	<b>Beginning time:</b> 15h40 <b>Ending time:</b> 16h30 <b>Place:</b> Municipio de Manta. Malecón y calle 12.
<b>INTERVIEW</b>		<b>CATHEGORIZATION</b>
		<p><b>Aplicaciones cotidianas del Inglés en las Agencias de viajes</b></p> <p><i>Sales is responsible for providing the services that the Agency provides among other activities that users need</i></p> <p><i>Asuntos comerciales (ventas) y Relaciones internacionales con los mayoristas del extranjero.</i></p> <p><i>The agents who speak English are</i></p>

*more likely to sell activities added that those who do not speak.*

*To make a sale also achieve aggregate activities for customers who like the adventure.*

*As also the use of the system: SABRE and AMADEUS, which is completely in English.*

**Knowledge of the English language on the staff of travel agencies**

*Yes. What's more, also we are training. Yes. We have training with COPEI*

*Train with people specializing in this subject staff. 30% of the staff.*

**English contributions to the development of tourism**

*Of course, visitors speak the*

*Spanish, but it would be very good that we can assist you in your language... of every 10 tourists one is a foreigner*

*great influx of tourism. Believe me it is essential. Yes, truth. Especially here, in the city of Manta, super important.*

*Also for taxi drivers we promote trainings in English*

*We are now empowering artisans because English is so essential*

*Because before schools and colleges not provided him the proper relevance or importance.*

<b>Interview No. 2.</b>	<b>Interviewer:</b> María Isabel Silva Ph.D.	<b>Date:</b> 3/oct/2015
<b>Objective:</b> To determine the importance given to English Language in travel agencies in Manta.	<b>Position in the business:</b> Directress.  <b>Institution:</b> Faculty of tourism in ULEAM	<b>Beginning time:</b> 19h00 <b>Ending time:</b> 20h00 <b>Place:</b> Circunvalación Avenue, Manta.
<b>INTERVIEW</b>		<b>CATHEGORIZATION</b>
<p><b>Question 1:</b></p> <p><i>What daily activities in the travel agency make use of the English language?</i></p> <p><b>Answer:</b> <i>To run international rates, to work the Guide (packages, check, airports, rates), prices for international airlines and systems of special fares seniors, children; and service providers, requires the use of the language English in travel agencies.</i></p> <p><b>Question 2:</b></p>		<p><b>Everyday English applications in travel agencies</b></p> <p><i>execute international campaigns, to work the Guide (packages, check, airports, rates), prices for international airlines and fare special systems and service providers</i></p> <p>It should not be an academic</p>



<p><i>How often do you attend passengers that have to use the English language? How many passengers per week or per month?</i></p> <p><b>Answer:</b> In Manta there is high demand for knowledge of the English language due to the frequencies of the international tourism a 98% because it's not just us, because there are also Asian tourism, Koreans, Japanese and know some Spanish. The need is very high. There are many Germans, for adventure tourism. Francophones of France and Canada. Chinese who speak English to communicate</p> <p><i>Question 3.</i></p> <p><i>How you think that English brings to the tourism development in zone 4 of the Ecuador - various sectors of tourism?</i></p> <p><b>Respuesta:</b> It would be enough, but I think that we do not have the level of English required for tourism.</p> <p>Enough notes on the streets that there is that level of English.</p> <p><i>Question 4:</i></p> <p><i>Do many people speak English in the Agency travel?</i></p> <p><i>What level of English do you handle?</i></p>	<p>English used to give lectures and write. What is needed is to talk to understand, and to publicize the advantages of what is offered.</p> <p><b>Knowledge of the English language on the staff of travel agencies</b></p> <p>We don't have the level of English required for tourism.</p> <p>at least 20%. Depending on the size, 2 people.</p> <p>There is no understanding (domain) of the very important English.</p> <p>There is enough interest for people to learn English</p> <p>Aprender a hablar el idioma es el más importante.</p>
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<p><b>Answer</b> at least 20%. Depending on the size, 2 people.</p> <p><i>Why do you think most travel agents in Manta not have a good level of English?</i></p> <p><b>Answer;</b></p> <p>Here in Manta. I think there are no good schools. No good centers. There is no understanding (domain) of the English very important. There is enough interest for people to learn English</p> <p><i>Question 5:</i></p> <p><i>What strategies would you apply to you and your staff are trained in English?</i></p> <p><b>Answer:</b></p> <p>That is most spoken. It should not be an academic English used to give lectures and write. What is needed is to speak to understood and above all to publicize what is offering. English is as two languages in one, but two, which is spoken and which is written.</p>	<p><b>Contributions for the development of tourism English</b></p> <p>In Manta there is high demand for knowledge of the English language due to the frequencies of the international tourism a 98%</p> <p>Asian tourism, Koreans, Japanese and know little English. The need is very high. There are many Germans, for adventure tourism. Francophones of France and Canada. Chinese who speak English to communicate.</p> <p>Here in Manta. I think that there are no good schools. There is no good centers</p> <p>To quickly communicate with customers.</p>
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<b>Learn to speak the language is the most important. To quickly communicate with customers</b>		
<b>Interview No. 3.</b>	<b>Interviewer:</b> Flor Bravo	<b>Date:</b> 18/sep/2015
<b>Objective:</b> To determine the importance given to English Language in travel agencies in Manta.	<b>Position in the business:</b> Manager <b>Institution:</b> Virtual Travel Agency	<b>Beginning time:</b> 19h0 <b>Ending time:</b> 20h00 <b>Place:</b> Cordova Neighborhood, Street 20 ave 12 A. Manta.
<b>INTERVIEW</b>		<b>CATHEGORIZATION</b>
<p><b>1.- In that daily activities in the travel agency, make use of the English language?.</b></p> <p>“...Sales is our customers when it comes to providing a good service when it is with your native language, as it is the "English language" for <b>an excellent service</b> ... The importance of <b>mastering English today is an indisputable fact</b>, in a world where international relations acquire ever greater importance and where the language of communication.</p> <p>... But even more, before the current difficulties to access the labour market. Employment or improvement, claimant <b>anyone is aware of the</b></p>		<p><b>Everyday English applications in travel agencies</b></p> <p>Good service.</p> <p>International relations acquire ever greater importance when they used their language as a language of communication.</p> <p>Internationalized and whole system is in English, as such the airlines, hotels, transfers and the various multi-service.</p>

<p>enormous importance of the English to access the labour market. And, although it is possible to access a job without knowing languages...</p> <p>Workers in the tourism sector are even more susceptible to this reality, knowing that is in its sector where this skill takes a maximum preponderance.</p> <p>English for tourism professional is a basic tool in any of the fields where it is developed, from the tourist information to the management and promotion of destinations or tourist activities.</p> <p>... Service providers, who provide the service is an internationalized system and entirely in English, such as airlines, hotels, transfers and the various multi-service providers provided and in those cases the international wholesalers, so knowledge of the English language is essential because that might not understand the above e.g. tariffs, systems, promotions, routes, their different scales so there should be no margin for error at the time, of issuing a ticket, or provide a service, whatever the service, up to to make a claim to the suppliers must be in the English language.</p>	<p>Rates, systems, promotions, routes, their different scales so there should be no margin for error at the time, issue a ticket that is why the importance of the SABRE system is indispensable.</p> <p>Claims providers must be in the English language.</p> <p>Mostly international flights is handled with a special report, it is the international system of SABRE and AMADEUS</p> <p>OPERACIONES se debe de atender muchas personas dentro del medio para lograr un óptimo servicio de calidad.</p> <p>Los servicios con sistemas de rutas de viajes tiene que ver mucho con el idioma ingles y aun mas cuando hay conexiones internas.</p>
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<p>Reports currently manages a special format in the report when it comes to international sales, when there are sales to foreigners and in the case when the passenger makes an international flight is handled with a special report, it is the international system of SABRE and AMADEUS.</p> <p><b>OPERATIONS</b> It must meet many people within the environment to achieve optimal quality service.</p> <p><b>ISSUANCE OF TICKETS</b> Everything that has to do the emission of passages, the Advisory must master the language already (SABRE) or (AMADEUS) system and the different routes are with vision system that only manages with the English language, there is no other option for another language.</p> <p>Travel agent often serves passengers from English-speaking with a percentage of approximately 70% of foreigners including Indian, Greek, Yugoslav, Arab, Europeans among other nationalities who work in customs companies speak English.</p> <p>The English language should contribute to tourism in its entirety not speaking even in a partial but rather general form, today tourism is a major income source either in the field of tourism and hospitality; and so</p>	<p><b>Conocimiento del idioma inglés en el staff de las agencias de viajes</b></p> <p>Cualquier persona demandante de empleo o mejora de este, es consciente de la enorme importancia del inglés</p> <p>El inglés para el profesional del turismo constituye una herramienta básica</p> <p>En las agencias de viajes es indispensable en el staff de asesoramiento de servicio al cliente es muy importante que haya el 80% del conocimiento total del idioma Inglés</p> <p>En ocasiones las demás agencias de viajes no ponen como requisito indispensable el tener el</p>
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<p> speak this language is important because it occurs in other countries including in other cultures; i.e. it promotes the potential of the province, for example talking about the Ecuador manifests itself to inform foreigners about the East Coast saw tourism and of course talk to our passengers our fascinating world of Galapagos which themselves classify it as a tropical paradise, where foreign tourists stay completely fascinated with the tourist assistance provided to them. Referring to tourism in Manabi, all have the necessary knowledge that has been given much opening to tourism because open doors and opportunities in different social networks, TV and this insinuation that is in English and hence we entered the travel agencies to boost that to publicize our land in the tourism aspect that is why it is important to that international relations should keep them in harmony with our visitors that is why travel agencies take pains to provide a quality service and so it is very significant for pleasing the customer giving adequate information. </p> <p> Travel agencies is essential in staff counselling service to the customer, it is very important that there is 80% of the total knowledge of the English language and agency virtual agency a globalized general speaks of a </p>	<p> conocimiento del idioma ingles y por ende se puede ver la diferencia en márgenes de ganancia como ventas y cuadros de cotización a extranjeros </p> <p> en atención directa a clientes, agencias de viajes, oficinas de información turística, medios de transporte, resolución de contingencias, ofrecimiento de productos turísticos. </p> <p> su predisposición y ganas de mejorar su idioma para lograr una mejor comunicación con el cliente de habla inglesa y por ende una mejor comprensión como objetivo principal dando ha conocer el turismo ecuatoriano de una mejor manera. </p> <p> <b>Aportes del inglés para el desarrollo del turismo</b> </p> <p> ” para una excelente atención. </p>
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75% and therefore the English standardized in our agency is a medium-high level.

Occasionally other travel agencies do not as indispensable requirement having the knowledge of the language English and therefore you can see the difference in profit margins as sales & pictures of foreign contribution

As one of the main strategies, training staff in the English language, it is important to talk with our partners and see willingness and desire to improve their language to achieve better communication with English-speaking customer and therefore a better understanding as goal giving has meet the Ecuadorian tourism in a better way.

The Advisor acquires the knowledge and skills that allow you to express themselves and develop so fluent in English in the different situation of professional tourism, responding to situations in which an adequate interpretation of communication with different stakeholders, in direct care to ask customers, travel agents, tourist information offices, transportation ,

dominar el inglés en la actualidad es un hecho indiscutible

del idioma ingles es imprescindible

70% de extranjeros incluidos

Hindúes, griegos, yugoslavos, árabes, europeos entre otras

nacionalidades quienes trabajan en empresas aduaneras hablan idioma inglés.

turismo es una fuente principal de ingreso ya sea en el ámbito turístico u hotelero

es importante porque se da a conocer en otros países inclusive en otras culturas; es decir se promociona el potencial de la provincia

It is important that international

resolution of contingencies, offer of tourist products.	relations should keep them in harmony with our visitors.
<p><b>Observations</b></p> <p>In the interview with the general manager of the Agency virtual through commenting on daily activities on the use of the language English observed that in all activities that are executed in the travel agency such as sales service providers reporting operations, emissions of passages, etc., are used daily language English referring to sales.</p>	



**UNIVERSIDAD LAICA ELOY ALFARO DE MANABI**

**FACULTAD DE CIENCIAS DE LA EDUCACION**

Manta, 15 de Julio de 2015

Licenciada  
Olga Vera M.  
Propietaria de la Agencia de Viajes “Virtual Travel “  
Portoviejo

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

Estimado Señorita:

Por medio de la presente, respetuosamente solicito vuestra autorización para ejecutar el proyecto de investigación titulado “*Conocimiento del Idioma Inglés de los agentes de viaje en el Canton Manta*”, a cargo del estudiante: *Armando Gomez Pinargote* Ci: 1310490832 del último año de la carrera de Idiomas de la ULEAM.

Para este efecto, la estudiante ejecutara una intervención educativa por el periodo de tres meses a partir del 1 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

**Donde estudio inglés?**

**Cuanto tiempo estudio inglés?**

**Me podría escribir y hablar en inglés algo acerca de la agencia ? (tres líneas).**

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**Speaking**                    -----

**Podría leer este párrafo?**

**Si**

**No**

**Entendió el párrafo?**

ANNEX F

TOPIC		HYPOTHESIS	
English knowledge of travel agents in Canton Manta.	Determine the level of knowledge of the English language in the city of Manta travel agents.	If travel agencies staff members speak English fluently, they will improve the customer service quality.	
PROBLEM FORMULATION	SPECIFIC OBJECTIVES	VARIABLES	
Travel agency staff members think, they don't need to speak English to sell tickets, but they forget about the international quality standards of services and the importance of this language in the business of travels.	<ol style="list-style-type: none"> <li>1. Take identities of travel agents, on their level of knowledge of the English language</li> <li>2. Measure the knowledge of English language of current travel agents, through a technical placement test. Instrument developed by the researcher.</li> </ol>	<p>V. INDEPENDENT</p> <p>English knowledge</p>	<p>V. DEPENDENT</p> <p>Tourism Service in English</p>
DIRECTIVE QUESTIONS	<ol style="list-style-type: none"> <li>3. To determine the uses of the English language, in the daily activities of the Manta travel agents.</li> <li>4. Analyze data and generate conclusions.</li> </ol>	CATEGORIES	CATEGORIES
<ul style="list-style-type: none"> <li>-How English promote the development of tourism communication?</li> <li>-What are the motivation of travel agents to learn English?</li> <li>-How English could help to improve Manta as tourism destination?</li> </ul>		<ul style="list-style-type: none"> <li>-Definition of travel agency and tourism.</li> <li>- Strategies of communication in L2.</li> <li>-Motivation for learning English.</li> </ul>	<ul style="list-style-type: none"> <li>-Definition of tourism service.</li> <li>-English for customer service in international tourism.</li> </ul>

Name: Armando Gomez