

FACULTAD DE CIENCIAS SOCIALES
LICENCIATURA EN IDIOMA INGLES



TEMA:

“ ELABORACIÓN DE TEXTO PARA LA
ENSEÑANZA DE LA ASIGNATURA GERENCIA HOTELERA Y TURISMO”

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TABLE OF CONTENTS

Introduction.....	i
CHAPTER I	
Theoretical Framework	
1.1 Origins of Hotel and Tourism Industry.....	1
1.2 Origins of Hotel and Tourism Industry in El Salvador.....	6
1.3 The Rennaissance of El Salvador.....	12
1.4 The importance of the Textbook.....	16
1.5 The Role of the textbook.....	17
1.6 The use of the textbook in the TLP.....	18
1.7 Advantage of the textbook in the TLP	20
1.8 Elaboration of the Texbooks.....	20
 CHAPTER II	
Methodology	
2.1 Description of Instruments.....	24
2.2 Type of research.....	25
2.3 Universe.....	25
2.4 Population.....	25
2.5 Sample.....	26
2.6 Analysis of results.....	26
2.7 Objectives.....	27
2.8 Tabulation of Data.....	29

CHAPTER III

Proposal for the design of a textbooks for Hotel and Tourism Management I and II

3.1 Textbook for Hotel and Tourism Mangement I.....	49
3.2 Textbook for Hotel and Tourism Mangement II.....	125
3.3 Conclusions.....	193
3.4 Recommendations.....	194
3.5 Bibliography.....	195
3.6 Annexes	

INTRODUCTION

The English language department at UTEC recognizes the importance of textbooks in the Teaching – Learning Process as helpful instruments that make quicker, more everlasting, and easier the acquisition of knowledge.

For that reason, this final research document pretends to reaffirm the importance of the textbook in the Teaching – Learning Process and provide a textbook for the subject “ Hotel and Tourism Management I and II “ of the 2000 English major plan.

This final research document is divided in chapters which are :

Chapter one : the theoretical framework which exposes a brief historical background of the topic, brief description of problematic situation in space and time, preliminary solution to the problematic situation and theoretical background that supports this preliminary solution.

Chapter two : the methodology includes the general and specific objectives of this research project , describes the instruments of the research, such as questionnaires with which it is expected to obtain the sufficient information for the elaboration of the textbook, the type of research, the universe, the population, the sample and the analysis of the results obtained by the instruments, an example graphic to illustrate the analysis of the results, and the tabulation and interpretation of data.

Chapter three comprises the proposal for the elaboration of a textbook for the subject “ Hotel and Tourism Management I and II . “ , the textbooks for students and teachers also there is the bibliographical part used for the elaboration of this research.

The annex section contains the surveys format for teachers and students, a pensum of the 2000 English major plan, and a personnel structure chart.

CHAPTER I

THEORETICAL FRAMEWORK

1.1 Origins of Hotel and Tourism Industry

The evolution of man has always been linked to mobilization. Man moved in order to satisfy his primary needs: feeding and rest, this routine was common because man consumed the available food of a place until it was over and left then. With time, man discovered that he was able to do some activities which made him get food and rest easier.

Agriculture, hunting, fishing and fruit collection were activities that provided food. Caves, trees, animal hides were elements that made possible to have a nice place to rest for man.

The exchange of products gave birth to commerce not only within a tribe but also with the other tribes. Some tribes were distant and therefore merchants had to travel long distances with the purpose of exchanging his products.

Food and rest were necessary to bear these weakening travels. Some merchants carried their own food and water. Resting was made anywhere, places like caves, rivers banks, forest were used to rest.

Nevertheless, wild animals, thieves or nature elements made these places dangerous for merchants, and sometimes food and water were not enough for the travel. Where to get food and lodging far from home was a need not only for merchants but also for travelers.

Ancient records as the Hammurabi code from Babylon (1800 B.C) already mentioned places where to get food and rest which were regulated in order to get good service from them.

Greeks also offered lodging and food, and sometimes theatrical shows, music, and Aphrodite slaves to satisfy carnality. During the roman empire lodging places appeared in the maps of the military routes. Some of these places had names as: hospitium, caupona, popina and thermopilium.

Romans used to travel long distances in order to visit sepulchers ,Egypt ,or Greece. Cities like Pompey and Herculaneum were visited as well.

Romans were interested in knowing interesting or historic places such as the towns where Socrates lived , the sleeping place of Alexander the Great.

They also had tourist guides , similar to the ones we have today.

Nowadays ,there are Roman taverns and restaurants which are still intact at this time and visited by tourists.

In the middle ages, tourism almost disappeared due to the fall of the Roman empire. This event decreased the flow of travelers and made travels dangerous.

By 1048, the monasteries of Europe lodged travelers, merchants and pilgrims only for a small contribution.

The crusades, wars in order to expel Moslems from Europe, increased the flow of travelers and merchants. The north of Italy was the first place where lodging places increased and organized an association in order to distribute guests equally among them.

The renaissance was a period of prosperity for arts and science.

Many people traveled to cultural places with the purpose of acquiring new knowledge in universities and cultural places. In this period, Marcus Polo (the Venetian explorer) became famous due to his travels to Asia.

In 1658 the wagon moved people from one place to another and carried mail. On the roads where wagon passed, there were lodging places where travelers ,who mainly visited cultural centers and interesting places ,could rest and obtain food.

In 1672, Monsieur San Maurice published a guide of interesting places of Europe. Monsieur Saint Maurice used in this guide two expressions "le grand tour" (the long travel) and "le petit tour" (the short travel)

The expression “ le grand tour “ referred to the travel that young rich people made in order to obtain knowledge from other countries and cultures and so they could take part of their country government and apply this knowledge in their activities.

Anthony Ashler Cooper ,third count of Shaftesbury, a nobleman of the 18th century, was a very wise man and had a good perception about “le grand tour “ and affirmed that “ Por conocimiento del mundo yo entiendo aquel que resulta de la observación de los hombres y las cosas desde un contacto con las costumbres y usos de otras naciones, por una visión interna de sus políticas ,gobierno ,religión ; en una palabra, por el estudio y la contemplación de los hombres ; ya que se presentan en el gran escenario del mundo de varias formas y bajo apariencias distintas. Esta es la madre de las ciencias que un caballero debe comprender y de la que nunca han oído nuestras escuelas y colegios.” ¹

Soon after, other countries adapted the term “tourism” to their language to refer to the travel intended to get some rest, cure mind and body, satisfy any cultural curiosity, or simply know other cultures and customs. These travels were generally long, annoying, dangerous and costly.

The term “hotel” has common roots with the terms “hospitality”, “hospital”, and “hospice”. The Spanish word “huesped” has the same latin origin.

¹ Web Site: <http://orbita.starmedia.com/~luisgaraysbd/Origenes.htm>

In 1760, it is introduced the word “hotel”. This term became popular quickly in the USA ,that even the urban guides of 1760 showed that most of taverns had already become hotels.

In America ,lodging places were also points where to get crucial information from the English soldiers during the battles for the independence of America. The hotels proliferated along with cities. The city of New York had only eight hotels in 1818, then in 1836 the number increased to twenty eight; ten years later there were one hundred eight hotels. During the boom immigrants to USA, between 1830-1840, Irish and Germans began to establish the custom of receiving a tip.

Until the first half of 19th century, tourism was considered elitist. Only the people who could paid and had enough spare time could afford to do tourism. But in 1841, Thomas Cook modified tourism. He created the transition tourism by organizing a collective travel with 570 people using the railroad.

This was the first attempt to make tourism something profitable as an economical activity and more affordable for more people.

By the end of the 19th century travels inside and outside the country divided the tourism in national tourism and international tourism. By this time, the first hotel schools were founded in order to impulse this industry.

The roads were adequate to the newborn automobile and people began to practice tourism without being rich.

Since the second half of the 20th century tourism has been becoming massive, the relation between hotel industry and tourism is narrower. One of the most visited places is the beach. Most countries have a coast where people go and enjoy the unique warm weather of the beach. This means that knowing new places motivates tourists to go there to enjoy and relax.

That is why the travel agent becomes important, by recommending interesting destinations around the world, and also offering tourist packs which include plane tickets, lodging and visits to tourist places. This phenomenon forces to the hotel and tourism industry to create more and better places where tourists can rest and obtain good services for their money.

1.2 Origins of Hotel and Tourism Industry in El Salvador

In El Salvador the hotel and tourism industry has been an important source of development during the 20th century . Fauna and flora, warm climate, and friendly character of Salvadoran people were attractive not only to stay for a few days but also to establish permanently in the country.

The railway and the ship made possible that many people could visit El Salvador no matter their country of origin.

During the second decade of the 20th century , the first hotels were opened in San Salvador. Some of these hotels were :

Nuevo Mundo hotel: Was founded by a german citizen ,Alexander Porth. Mr. Porth lived in Peru and was involved with mining and coffee plantations. Later on, he moved to Guatemala. Finally, he decided to come to El Salvador and open an establishment which was Nuevo Mundo hotel. This hotel was considered the best one due to its services ,accomadations and rates.

Occidental hotel : This establishment had 22 rooms with capacity to lodge 50 people. English, French, and Italian was spoken and the rates were reasonable. It was owned by Mr. Vignolo. (Italian)

Italia hotel : This was the most antique and comfortable hotels in El Salvador.

Its services ,cuisine ,and accommodations made this hotel one of the most commented in the aristocracy. It had 22 rooms for 50 guests ,electricity ,four bathrooms and a select stock of wine and liquors. Its owner was Mr. C. Redaelli.

Blanco y Negro hotel : One of the best hotels in Sonsonate, it is near the railroad station in the downtown. Good cuisine and accommodations for 50 guests were the specialties of this establishment, which was named as the famous British whiskey “Black and White”.

Ingles hotel : This establishment was settled on the Acajutla beaches, in which English and Spanish was spoken. Cuisine and services were the specialties.

A five-minute walk was enough to get to the historical fort of the sixteenth century. Mosquitoes were not present. Its owner was T. L. Brown.

In 1924, the Salvadoran government established the first board of tourism, which had the mission of promoting El Salvador and its agriculture through its consulates and embassies overseas.

In 1930, the president Pio Romero Bosque established a new board of tourism with the purpose of benefiting the Salvadoran trade.

In 1948, colonel Oscar Osorio assumes the presidency of El Salvador by a military insurrection. In 1949, colonel Osorio granted the presidency of the National Board of Tourism to the poet and ambassador Raul Contreras. In twelve years in charge of the board of tourism, Mr. Contreras ordered to build the most beautiful tourist places of El Salvador : Los Chorrros, Balboa park, Sihuatehuacan among others.

Nowadays, some of the most representative tourist places are :

Suchitoto : It is a colonial village , located to 63 kilometers from San Salvador on the east region of El Salvador. This village still keeps the style of the antique El Salvador and offers lodging places for the people interested in staying. Other of the main attractions of this village is the “ Festival Permanente de Arte y Cultura “ , which has been celebrated since 1991. This event is a great opportunity for the visitor to know more about the Salvadoran culture.

Cerro Verde : A national park which is located to 67 kilometers from San Salvador and near Ilamatepec volcano and Izalco volcano. The visitor will be amazed with the view of the two volcanoes peaks and the Coatepeque lake. This park is also a natural reserve for 127 species of birds, including 17 species of humming birds. It is also possible find several types of orchids which grow on the thick foliage of trees.

El Imposible national park : The 5,260 hectares of this park conform one of the last tropical forests of America and dwelling place for 260 species of birds 40 species of mammals and 400 species of trees.

Montecristo national park : This park, which shares border lines with Honduras and Guatemala, is located to 65 kilometers from San Salvador and a sanctuary for the colorful flora and faune of El Salvador.

Some of the species in the park are the spider , the puma , toucans , owls and 87 types of birds including the quetzal.

Oaks and laurel domain in number and keep ground humid and dark.

Montecristo peaks , Miramundo , and El Brujo are the “ well known “ places in the park. Between April and September , the park is closed in order to permit animals reproduce ; nevertheless , it is possible to visit the surrounding gardens the rest of the year, the park is open and allowed to do camping in it.

Joya de Ceren: The archeological park : antique Mayan community which disappeared due to Ilopango volcano eruption. This village is located to 35 kilometers from San Salvador and was found by a construction company that was building silos for the extinct Instituto Regulador de Abastecimientos (IRA). Most of the discovered structures were in perfect conditions and included dwellings , a community center and a sauna.

The artifacts that were found in the structures are in a museum at that place .

Joya de Ceren was declared heritage of mankind by UNESCO.

In 1953, the law of development for the hotel industry is promulgated in order to improve the Salvadoran hotel industry and to state the standards and features that hotels had to meet. In 1958, El Salvador Intercontinental hotel was the first establishment which opened under the requirements that the law of development for the hotel industry stated.

Some other hotels opened according to the law mentioned above are :

Gran Hotel San Salvador ,founded in 1964 by Jacobson O'connors.

Alameda hotel ,founded by Clemen de Carranza in 1978.

Ritz hotel ,founded in 1971 by Hotel Ritz Intercontinental S.A.

Camino Real hotel ,founded in 1972 by Western Intercontinental.

Terraza hotel ,founded in1972 by Compañía Hotelera Salvadoreña S.A

In 1975 ,Sheraton Hotel Corporation acquired El Salvador Intercontinental hotel and renamed it as “ El Salvador Sheraton hotel “.

Ramada Inn hotel ,founded in 1976.

Siesta hotel ,founded in 1976.

Hyatt Presidente hotel (now Marriott Presidente) ,founded in 1978 by Hyatt Intercontinental.

In 1979, president general Carlos Romero was derrocated by a military coup,which caused social and political chaos.There were three transitory governments which could not restablish the stability of the country.

In 1980, a civil war was begun by guerrilla groups, which did not agree with the transitory governments principles.

This war affected the social, economical and political sectors of El Salvador.

Some of the most affected industries was the hotel and tourism industry.

The flow of guests and visitors decreased quickly to minimum levels, which seemed to be everlasting.

1.3 The Renaissance of El Salvador.

In 1992, a peace treaty was signed in Chapultepec, Mexico, which finished the civil war between the government and the guerrilla groups and stabilized politics, society, education, and above all economy.

Since that moment El Salvador became in a tourist and trade attraction for foreigners again. The increasing flow of tourists and foreign investors were the indicator that existing hotels had to be improved and new hotels had to be built in order to respond to the demand of lodging.

As the social and economic development of El Salvador was on its way, it was also necessary to put educational development on that way too.

For that reason the ministry of education made studies which gave as result the formulation of an educational reform that began to operate in 1995.

In 1999, UTEC made a self –evaluation among students which promoted changes in the curricula of all the careers.

These changes benefited the curriculum of the English language major, which includes areas strongly related to English language.

One of these areas is hotel and tourism industry which have always been important for the development of El Salvador.

That is why the new curriculum includes the subject 'hotel and tourism management I and II.

The implementation of this subject in the new English language major curriculum represents the importance of the hotel and tourism industry in El Salvador as a source of development and which is worth to approach in the Teaching –Learning Process (TLP), with the purpose of preparing capable professionals who know how to adequate English language in different areas and specially in the hotel and tourism industry.

It is important to be aware that the TLP , and specially concerning with languages ,comprises various elements from which three are the most relevant : 1) the teacher, 2) the student, 3) the textbook. Kenji and Kathleen Kitao , teachers at the Doshisha University in Japan , support the idea above mentioned by stating that “ Language instruction has five important

components : students , a teacher , materials , teaching methods , and evaluation. “²

In order to perform a good role in the TLP, the teacher must meet some characteristics which make him a model to follow and make possible that the student assimilates what the teacher presents.

Ricardo Nassif enounces that the conditions that a teacher must meet are :

- 1) “ Adaptación a las subjetividades múltiples que integran el grado, el curso o las divisiones escolares.”
- 2) “ Conocimiento y adecuación a las materias y valores que debe transmitir, y amor por la enseñanza.” ³

The characteristics mentioned before are some ideas that are shared by other authors who also state more and different characteristics that help to idealize the teacher’s profile. Imideo Nerici says that a teacher must posses characteristics such as: “capacidad de adaptación, equilibrio emotivo, capacidad intuitiva, sentido del deber, capacidad de conducción, amor al prójimo, sinceridad, interés científico, humanístico y estético, capacidad de comprensión de lo general, espíritu de justicia, disposición y mensaje.”⁴

² Web Site: <http://www.aitech.ac.jp/~iteslj/>

³ Nassif Ricardo, Pedagogía General, Ed. Kapeslusz, 3ra edición, Argentina, 1958

⁴ Nerici, Imideo G, Hacia Una Didáctica General Dinamica, Ed. Kapeslusz, 2da edición, Argentina, 1973

The student is the person to whom the teacher transmits knowledge and moral values which must be fruitful in the student's future life as member of society and in his personal life as well.

At the same time, the student is a future and potential element for progress, for that reason the student must be taught how to apply all kind of knowledge into reality.

The textbook has gained an important role in the educational area in the last few years because it has become a complete material which works as a guide for the teacher in the class and source of consult for the student in the TLP.

Before discussing about the textbook, it is necessary to define it as a part of the TLP. According to the concept of "Modulo del uso del texto escolar" says that " El texto si es un instrumento básico, tanto para el maestro y la maestra como las alumnos y las alumnas, porque su función es la de facilitar el proceso educativo. Es decir, debe estar hecho para ser mas sencillo, fácil y eficiente el trabajo del docente y de la alumna y el alumno. Es un auxiliar educativo, es decir, una herramienta del conocimiento sencilla y eficiente. Además, es un mediador de conocimiento que, gracias a su dinamismo (establecido por los autores o autoras cuando piensan en los diferentes tipos

de lectores y lectoras), se adapta o modifica con facilidad en el proceso de construcción de conceptos”.⁵

The textbook works as a guide, source of knowledge and mechanism of control inside and outside the classroom because through this the teacher controls the assignments of the students.

1.4 The importance of the textbook

The textbook has become in a didactic support on which students and teachers can find activities, contents and evaluation suggestions. Nowadays, it has been proved on the Latin America area that the textbook in the classroom can improve the learning process in the student. This is mentioned in the “Modulo introductorio” and says that “La presencia del libro texto en el aula posibilita una mejoría en el rendimiento escolar del estudiantado que tiene acceso a este material”.⁶

A textbook contributes to make more efficient the labor of the teacher and the students ,and facilitates the TLP through its activities by providing mechanisms that help to achieve a better academic level for the student and the teacher.

⁵ Oficina de educacion de la UNESCO para C.A y Panama en convenio con CERLALC. “Elaboración de textos y materiales de lectura para la educación basica en el istmo C.A.Modulo para el uso del texto escolar,pag 14.

⁶ Ibid, pag 17

Some important elements of the textbook, according to the “Modulo introductorio” are:

A)”Su bajo costo

B)Eficiencia en la transmisión de conocimientos

C)Facilidad con la que presenta la información”⁷

1.5 The role of the textbook

The textbook performs an important role in the educational environment because this one works as a) a bridge of communication between the teacher and the student , b) provides factual knowledge and information ,and c) makes possible to experience new situations which are completely practical in real contexts.

Roger Seguin in his book “ The Elaboration of School Textbooks “ states that “ the role of the textbook is not only to facilitate teaching , but also to develop the child's attraction to books and the habit of using them to widen his field of knowledge and seek information.”⁸

The idea c) in the first paragraph is one of the aspects which must be exploited widely. The following excerpt supports the idea above and states that “ To guide the pupil in his perception and comprehension of the outside

⁷ Ibid, pag 18

⁸ Seguin, Seguin, The Elaboration of School Textbooks, pag 7

world , in putting together knowledge acquired from sources other than the curriculum ,in mastering what he has learned . There are two alternatives either of which can be used to guide the learning process :

- repetition ,memorization ,copying models ;
- more open and creative activities where pupil can make use of his own experiences and observations.”⁹

1.6 The use of the textbook in the TLP

It is clear that in the TLP, the teacher has the responsibility of transmitting knowledge in the classroom; and it is hard to work without the help of the textbook , even though teachers are the most experienced and are able to teach without it. Kenji and Kathleen Kitao think “ Theoretically , experienced teachers can teach English without a textbook . However , it is not easy to do it all the time , though they may do it sometimes. Many teachers do not have enough time to make supplementary materials , so they just follow the textbook “¹⁰

⁹ Ibid, pag 19

¹⁰<http://www.aitech.ac.jp/~iteslj/>

This idea above also that reflects that a textbook is a powerful tool in the TLP and in many cases it is one of the most important influences on what goes on the classroom.

It is also important that teachers use sources to enrich their classes, because they will have different points of view with new analysis of specific topics that they want to explain in the classroom.

That is why the teachers must be updated about the changes in education and materials. The following excerpt from “Modulo para el uso de el texto escolar” says that “El texto permite renovar el repertorio de actividades. Sugiere nuevas metodologías para que el estudiante aprenda haciendo, manipulando materiales o dramatizando actividades en grupo.”¹¹

In relation with the last idea, some authors think that a textbook does not only have to expose knowledge to students because they need to be in contact with the real world and learn by doing. Also some authors, Jessipov and Goncharov, agree with this affirmation by establishing that “que indican el enlace estrecho del carácter científico de la enseñanza con la relación entre la teoría y la práctica. Los verdaderos conocimientos científicos son aquellos que están relacionados con la practica, en la adquisición de conocimientos

¹¹ Ibid, pag 19

teóricos, los alumnos también deben reconocer su relación con la practica.”¹²

1.7 Advantage of the textbook in the TLP

A textbook offers a wide variety of advantages which are :

- 1) It helps increase motivation in students
- 2) It makes more feasible the achievement of class objectives through activities and information provided by the textbook
- 3) It makes possible organize .classes in groups and seize class time
- 4) It helps to create a good environment in the classroom , in order to increase the level of abilities in students

Motivation is considered important in the TLP and for that reason “Modulo para el uso del texto escolar” asserts that, “Los textos motivan a introducir el tema a partir de lecturas de texto, cuentos, solución de problemas, juegos, manipulación de objetos.”¹³

In order to achieve these advantages ,the teacher must be careful when choosing a material that fulfills the expectations of the class.

1.8 Elaboration of the textbooks

It is important to mention that for the elaboration of a textbook, the real context of the users must be taken into account.

¹² Tomachewsky, Karlhein, Didáctica General, Ed. Grijalbo, México, 9na edición, 1996

¹³ Ibid 7 pag 25

This means to have in mind the implementation of techniques and methods of the TLP, with which students can easily assimilate knowledge and teachers can achieve their goals easily.

The implementation of brand new techniques used in other countries must be thoroughly studied because such techniques might be misunderstood or their application might be done in the wrong way by the teacher. Besides students could feel frustrated and it can obstruct the assimilation of knowledge.

For that reason, it is necessary to analyze, test and approve these new techniques, before these ones are implemented and used for a different context which they were created for.

In the “Modulo de edición de libros de texto”, it is mentioned that, “Es necesario que el editor o editora analice el contexto pedagógico de su país. No siempre las novedades teórico-didácticas llaman la atención o son difícilmente asimiladas. El gremio de los docentes y las docentes es diverso y crítico; por lo tanto, no son un mercado pasivo que acepta cualquier propuesta, sin antes haberla medido y sopesado.”¹⁴

In order to elaborate an adequate textbook to a specific educational reality, it is necessary to know the topics, methodology, book-format(size, number of

¹⁴ Oficina de educación de la UNESCO para C.A. y Panama en convenio con CERLALC “Elaboración de textos y materiales de lectura para la educación básica en el Istmo Centroamericano” Pag 32

pages, letter, among others), and other aspects that have to do with textbook.

That is why it is imperative to consult to the potential users of the textbook : the teachers.

An excerpt of the “Modulo de edición de libros de texto”, support the ideas mentioned above, and says that,”Para establecer cuales son los temas que los docentes y las docentes consideran indispensables en un texto escolar, y los gustos del estudiantado, es recomendable que el equipo editorial realice sobre los manuales que circulan en el mercado, investigaciones (encuestas, reuniones o visitas a colegios), y estudios serios”¹⁵

The teachers and students are the ones who really know what to expect from a book. They know what topic and contents should be included, format of the book, activities with which reinforce knowledge, methods of teaching. Their needs and opinions are the elements that shape the elaboration of a textbook. As a matter of fact the following excerpt from “Modulo para la edicion del libro texto”, “states that,”Las opiniones de los docentes y de las docentes pueden precisar las virtudes de los libros mas utilizados y las deficiencias de los libros menos consultados. Las de los estudiantes y las estudiantes contribuyen a detectar que tipo de ejercicios son de su agrado cuales no y cuales son los temas de mayor dificultad.”¹⁶

¹⁵ Ibid, pag 23

¹⁶ Ibid, pag 33¹⁷ Ibid, pag 86

The design of a textbook is not limited to compile information, adapt it to a real context, put some illustrations to make the textbook look nice; in order to obtain a profit.

The following supports the idea mentioned before by stating that: "Diseñar es la forma mas apropiada para el libro, según cuatro factores determinantes: el tipo de libro (escolar, literario, técnico, etc.), el lector o la lectora modelo o previsible (niña, niño, joven, jovencita, adulto, adulta, profesional, etc.), la finalidad del libro (recreativa, informativa, educativa, etc.) y las características editoriales (formato, color, presupuesto, etc.). El diseño exige además que en los aspectos contemplados se exploten las posibilidades pedagógicas." .¹⁷

¹⁷ Ibid, pag 86

CHAPTER II

METHODOLOGY

2.1 Description of Instruments

Questionnaire

Two questionnaires were elaborated, one for the teacher and the other for the student. These questionnaires were used to obtain opinions from the students and teachers to know how to elaborate a textbook for the subject “Hotel and Tourism management I and II” and also the kind of illustrations, topics and exercises to be included. Such questions were done taking into account the previously mentioned indicators.

The questionnaires were elaborated as follows :

- a) objective of the research
- b) Indications to answer the questions
- c) open question, yes / no questions, multiple choice questions

The data obtained helped to structure the questions more precisely and apply them later to the selected sample (people who will be surveyed).

The questionnaire for the students contained 10 questions and the questionnaire for the teachers contained 9 questions .

2.2 Type of Research

This research was descriptive because it stated a problem to solve, at the same time, it stated the design and elaboration of the textbook for “ Hotel and Tourism Management” as a solution for this problem. The information that researchers used for the elaboration of this project is bibliographical information from different sources, Magazines, booklets, Internet sites among others.

2.3 Universe

7,000 students of the English language department , divided in the students from other careers that take the four levels of English and the students of the English language major (old plan and new plan).

The field research was done between January 29 and April 6, 2002

2.4 Population

376 students and 10 teachers of the 2000 English major plan .

2.5 Sample

The sample for this research is direct. 10 teachers and 64 students from the intermediate English II and advanced English I, these two subjects belong to the fifth term of the 2000 new plan English major , this information was provided by the UTEC English language department coordinator. Nevertheless, only 43 students were surveyed at the time the instrument was supplied because that was the amount of students who had signed up in both courses.

2.6 Analisis of results

The analysis of the information obtained through the questionnaires for teachers and students of the 2000 new plan is divided into two : the quantitative analysis and the qualitative analysis. The quantitative analysis, will gather the information obtained per each question of the questionnaires and show it in pie and bar graphics. (As shown in section 4.7). The qualitative analysis will give the interpretation of the information obtained through the questionnaires.

2.7 Objectives

Every research must be led by objectives that permit the researchers to achieve feasible goals, propose solutions, and solve academic problems through the scientific method.

General

To elaborate a textbook addressed to teachers and students of the subject Hotel and Tourism Management.

Specific

- A) To emphasize the importance of the hotel and tourism industry as a field of application for English, through information about hotel and tourism industry addressed to students

- B) To approach listening, speaking, reading and writing to hotel and tourism management field by doing practical activities that involve these four abilities inside and outside the classroom

- C) To design activities with which student practice common situations of hotels and tourist places in the classroom
- D) To facilitate vocabulary that will be useful in the hotel and tourism industry in order to increase student's knowledge

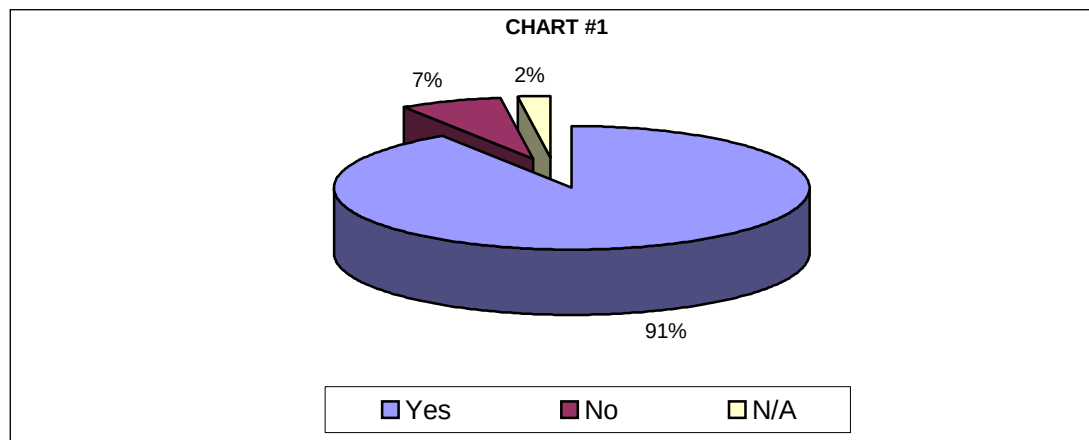
2.8 TABULATION OF DATA

Student's questionnaire

Question one

Are you aware of the existence of the subject Hotel and Tourism Management in your career?

Yes	39	91%
No	3	7%
N/A	1	2%
Total	43	100%

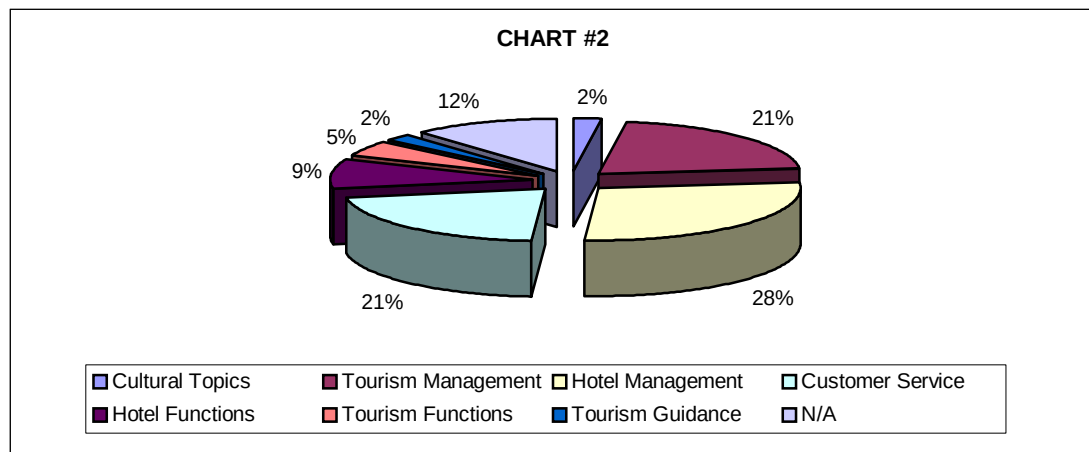


The result show that most of the student know about the existence of the new subject in their career.

Question two

What do you think the subject Hotel and Tourism management is about?

Cultural Topics	1	2%
Tourism Management	9	21%
Hotel Management	12	28%
Customer service	9	21%
Hotel Functions	4	9%
Tourism Functions	2	5%
Tourism Guidance	1	2%
N/A	5	12%
Total	43	100%

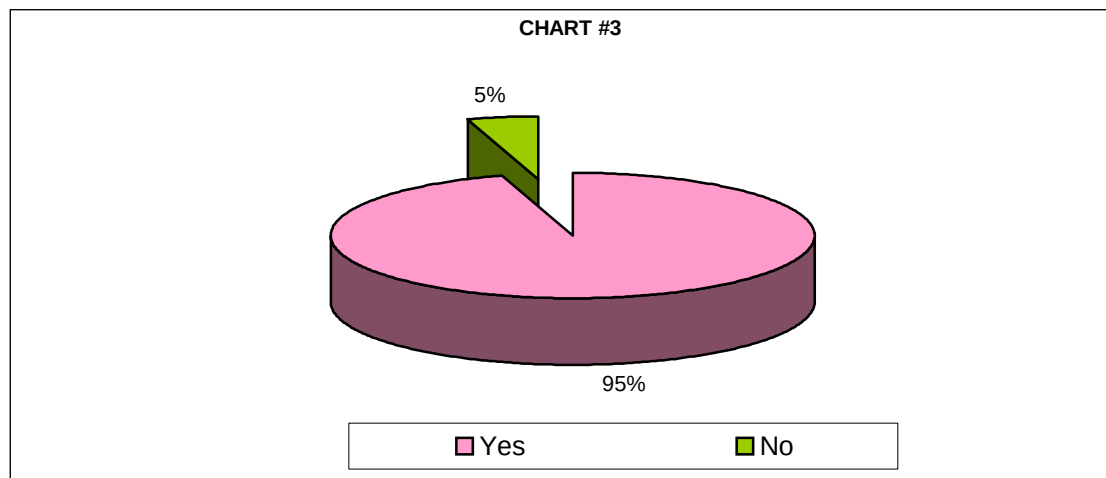


The themes shown above reflect the ideas that student conceive about the subject. These ideas are closely related to topics that deal with techniques procedures of management and tourism matters.

Question three

Do you consider a textbook important?

Yes	41	95%
No	2	5%
Total	43	100%

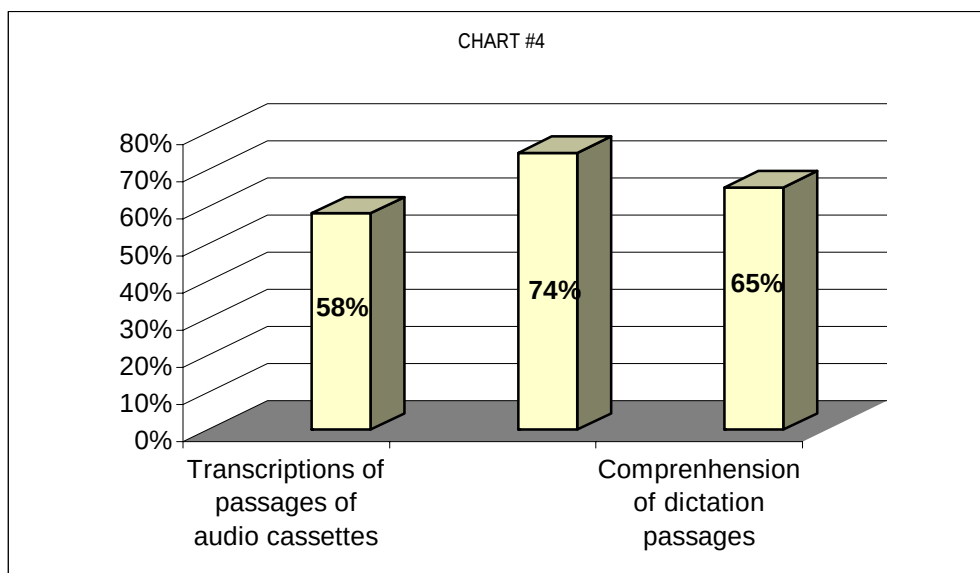


The importance of the textbook is reflected in this chart as a useful guide in the teacher learning process.

Question four

Which of the listening activities below would yo choose for the textbook?

Transcriptions of passages of audio cassettes	25	58%
Discussion of movies	32	74%
Comprehension of dictation passages	28	65%

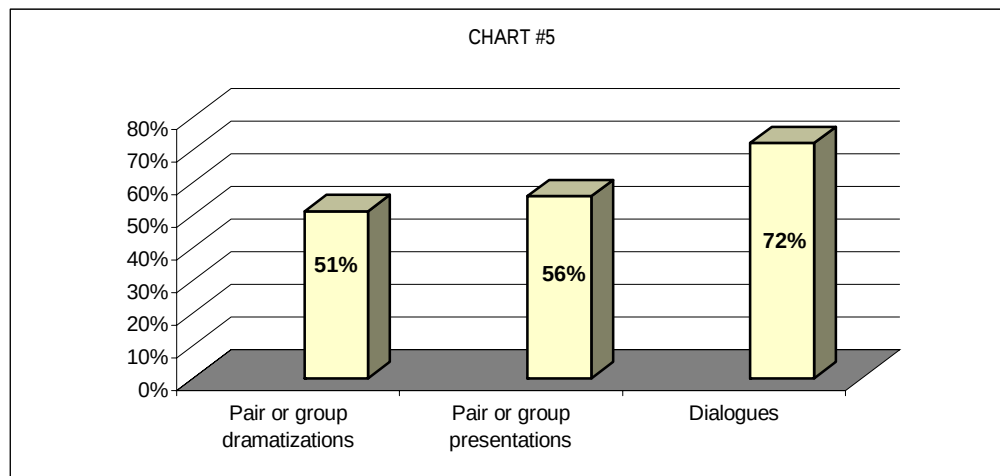


Students consider that audiovisual materials are really useful to put in practice listening. Exercises in which students can interact with other pronunciation styles are the second and third most important.

Question five

Which of the speaking activities below would you choose for the textbook?

Pair or group dramatizations	22	51%
Pair or group presentations	24	56%
Dialogues	31	72%

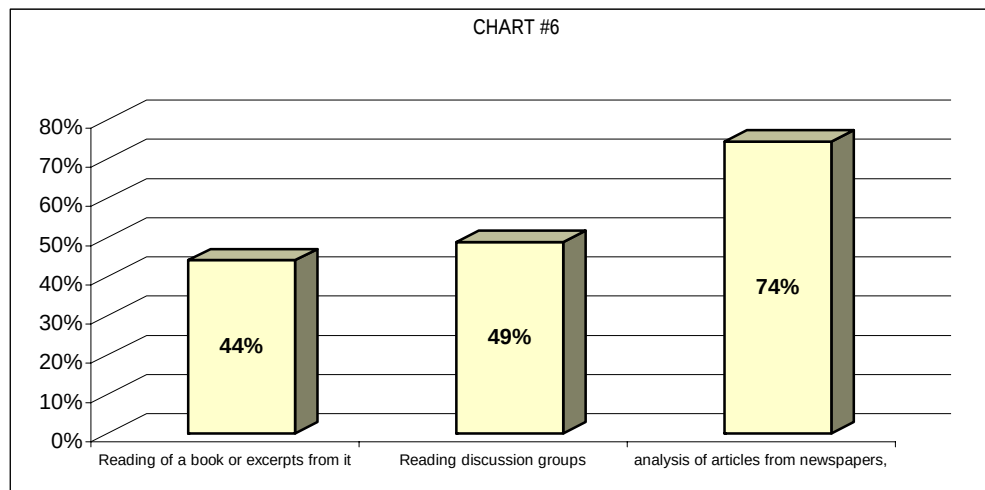


Students consider that speaking is best learned when this is done naturally and spontaneously, through practical activities.

Question six

Which of the reading activities below would you choose for the textbook?

Reading of a book or excerpts from it	19	44%
Reading discussion groups	21	49%
Analysis of articles from newspapers, magazines, documents	32	74%



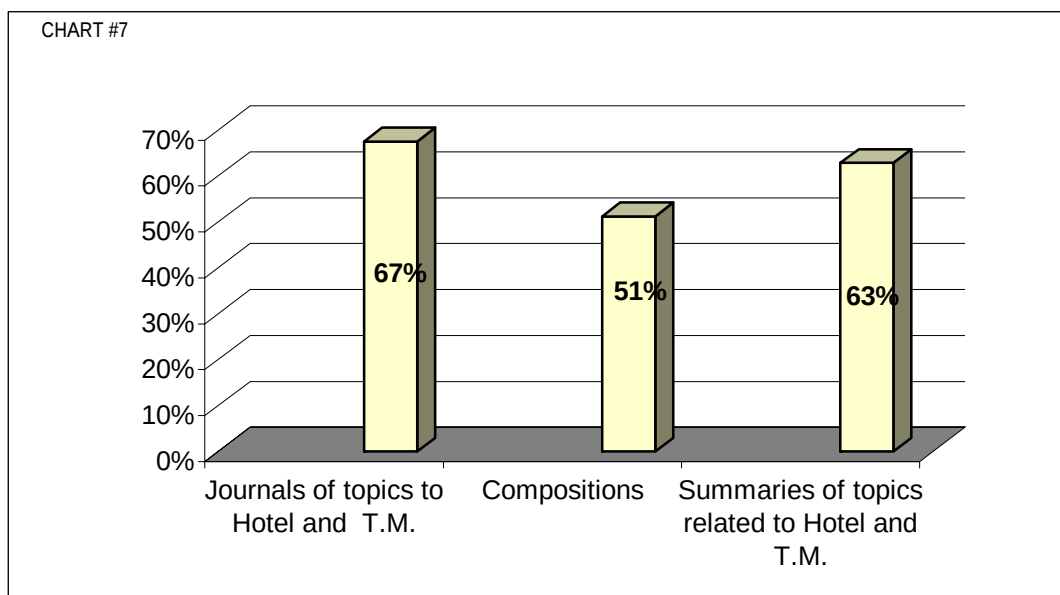
The thorough study and comprehension of written materials is considered an important instrument for listening skills.

The other two choices reflect that students do not rely on the mere reading of written materials.

Question seven

Which of the writing activities below would you choose for the textbook?

Journals of topics to Hotel and T.M	29	67%
Compositions	22	51%
Summaries of Topics related to Hotel and T.M.	27	63%

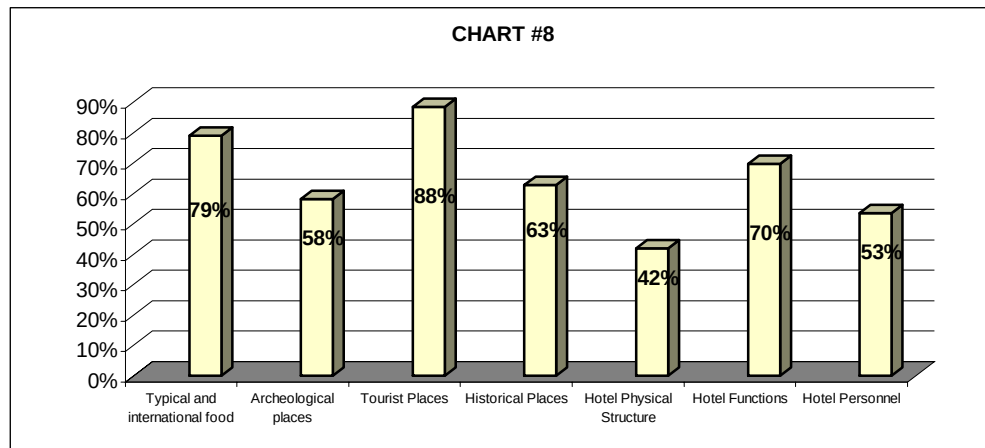


According to the percentages obtained, it is possible to infer that students consider relevant the inclusion of writing activities in a material for the teaching of the subject Hotel and Tourism Management.

Question eight

Which of the next aspects do you consider important to be included for the design of the activities for the Hotel and Tourism Management textbook?

Typical and international food	34	79%
Archeological places	25	58%
Tourist Places	38	88%
Historical places	27	63%
Hotel Physical Structure	18	42%
Hotel Functions	30	70%
Hotel Personnel	23	53%

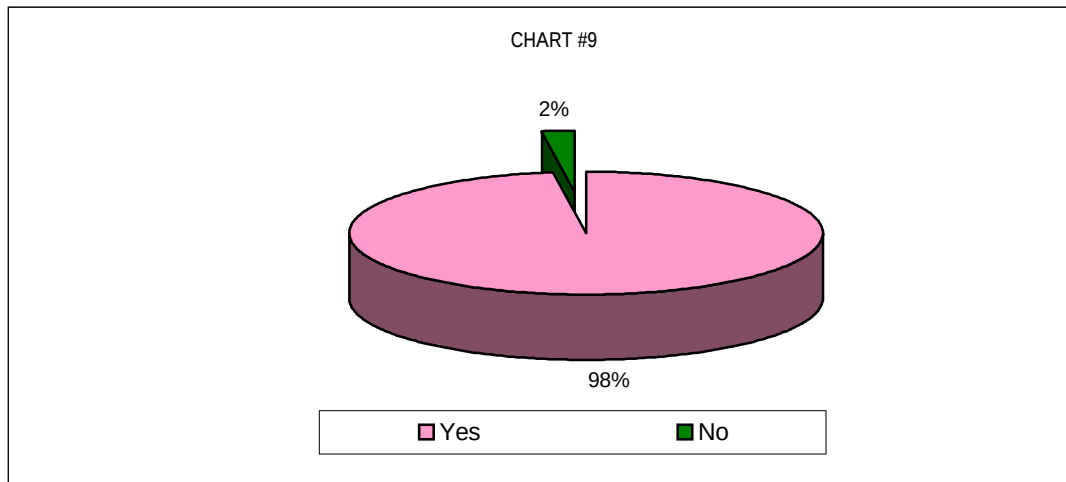


The aspects that obtained high percentages are the ones that are closely related with the services that hotels and tourist places offer, the remaining aspects refer to hotel/tourist place composition and serious places.

Question nine

Do you consider important to include pictures in the design of a textbook for Hotel and Tourism Management?

Yes	42	98%
No	1	2%
Total	43	100%

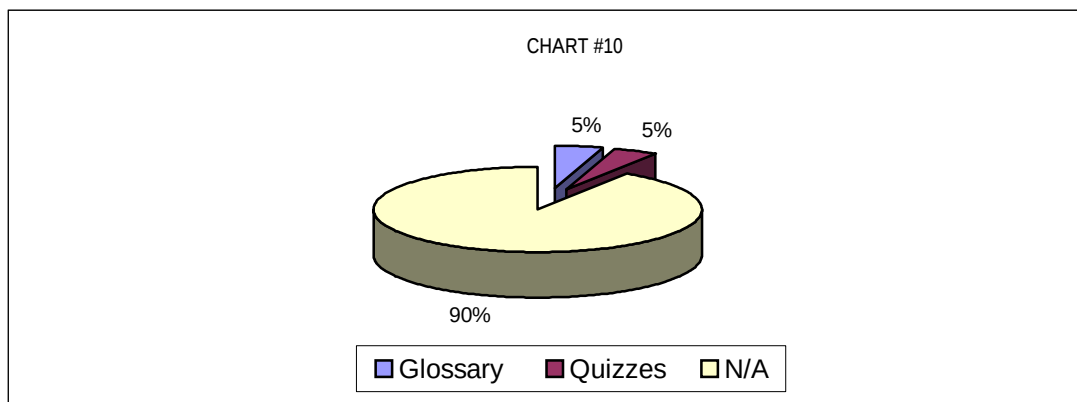


The contudent percentage of students who agreed on including pictures in the textbook for the subject Hotel and Tourism Management considers that pictures make a textbook attractive and motivating.

Question ten

Do you have other ideas for the elaboration of the textbook that you would like to share ?

Glossary	2	5%
Quizzes	2	5%
N/A	39	90%
Total	43	100%



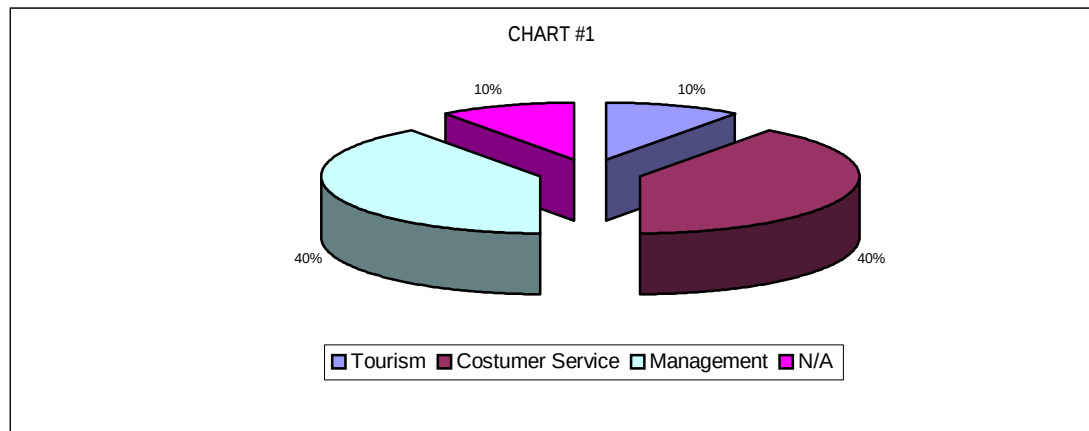
Notwithstanding the low percentages of ideas obtained, these ones reflect that students demand short period testing and deep and concise knowledge to be included in the textbook.

Teacher's questionnaire

Question one

What do you think the subject Hotel and Tourism Management is about ?

Tourism	1	10%
Costumer Service	4	40%
Management	4	40%
N/A	1	10%
Total	10	100%

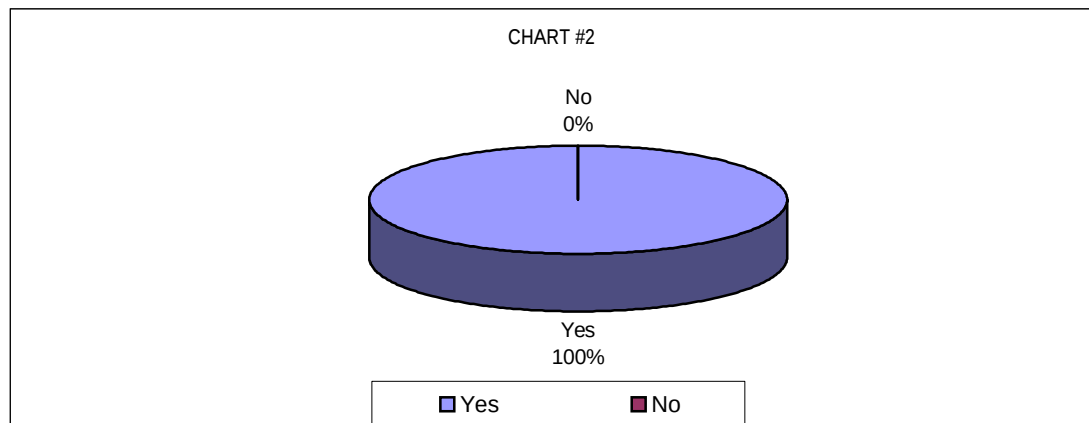


Management procedures and customer are main ideas that teachers have about this subject.

Question two

Do you consider important a textbook?

Yes	10	100%
No	0	0%

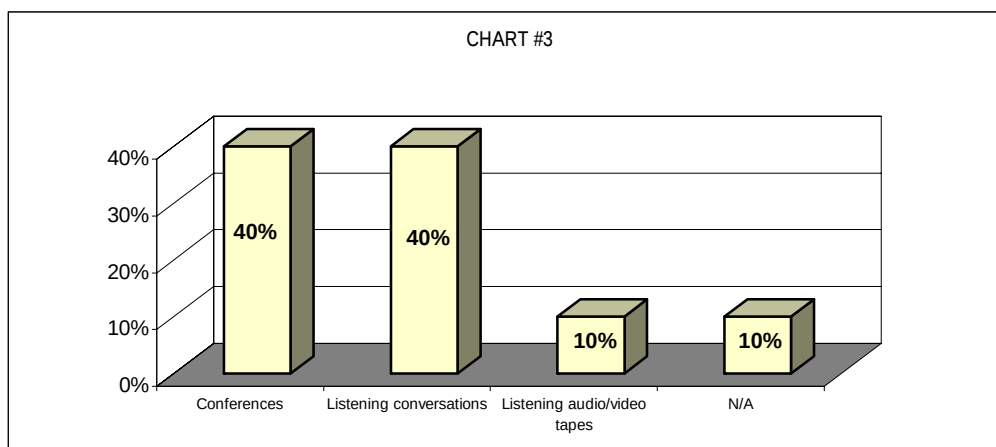


The importance of the textbook and its usefulness as a tool were the aspects on which the teachers agreed.

Question three

What kind of listening activities would you suggest to include in the design of a textbook for the subject Hotel and Tourism Management I and II?

Conferences	4	40%
Listening conversations	4	40%
Listening audio/video tapes	1	10%
N/A	1	10%
Total	10	100%

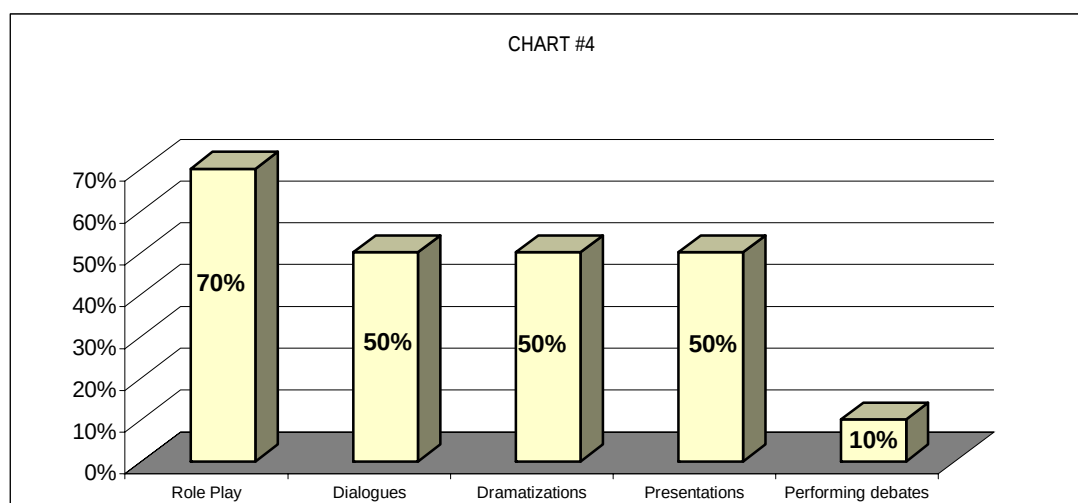


According to the results, the aspects in which the real context is involved, Such as conferences and listening conversations that obtained a high percentage, are more important than the ones which are designed for a certain level, as listening audio/video tapes is.

Question four

What kind of speaking activities would you suggest to include in the design of a textbook for the subject Hotel and Tourism Management I and II

Role Play	7	70%
Dialogues	5	50%
Dramatizations	5	50%
Presentations	5	50%
Performing debates	1	10%

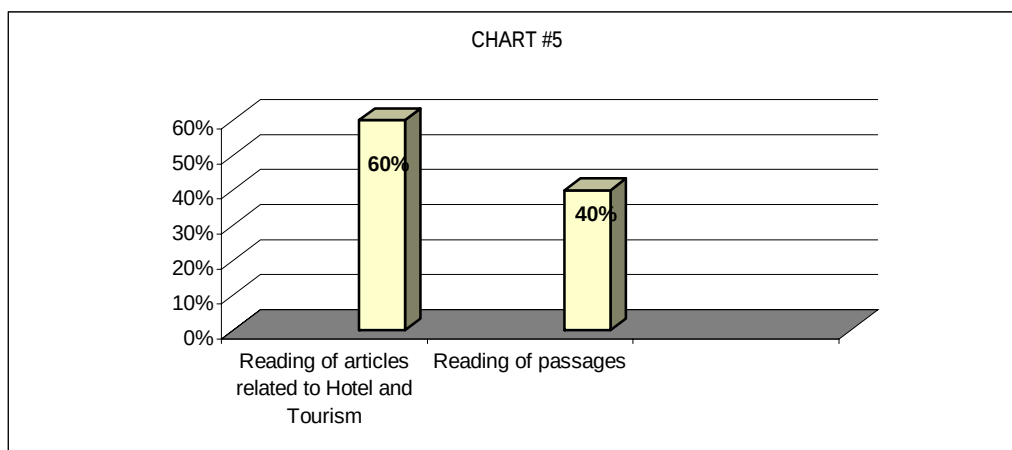


All of the ideas mentioned above were considered as the most relevant for the teachers according to their experience. Seven from ten teachers agree on the use of role play, five from the same ten agree on the use of dialogues, and the same results for dramatizations and presentations. Some of the reasons that teachers expressed for the use of these activities refer to the effectiveness and easiness of these ones.

Question five

What kind of reading activities would you suggest to include in the design of a textbook for the subject Hotel and Tourism Management I and II?

Reading of articles related to Hotel and Tourism	6	60%
Reading of passages	4	40%

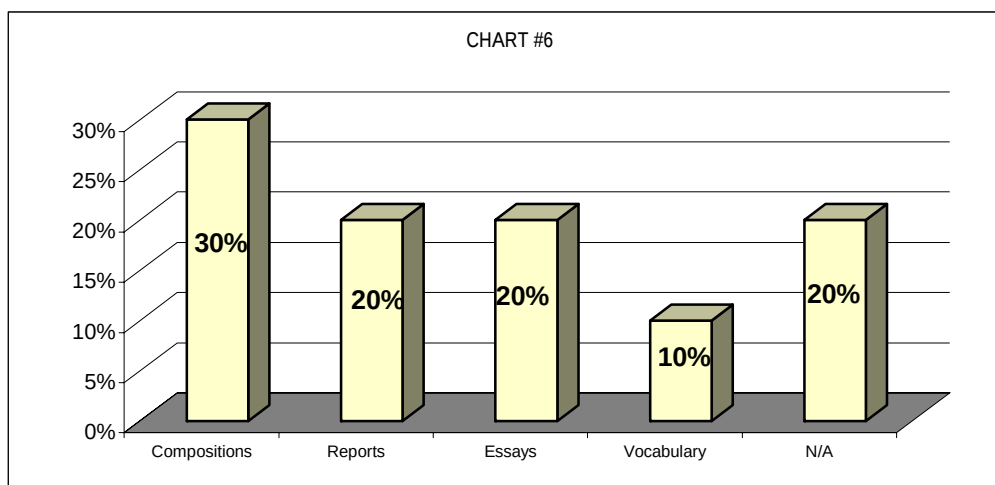


The aspects shown in the chart reflect the most relevant ideas expressed by the teachers because they are considered practical and effective.

Question six

What kind of writing activities would you suggest to include in the design of a textbook for the subject Hotel and Tourism Management I and II ?

Compositions	3	30%
Reports	2	20%
Essays	2	20%
Vocabulary	1	10%
N/A	2	20%
Total	10	100%

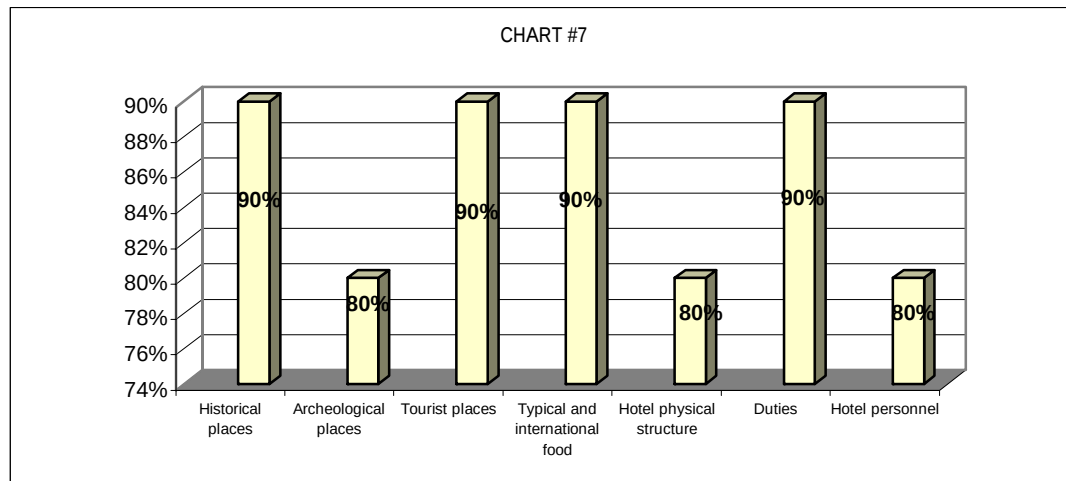


The options expressed by teachers in this question have to do with the progressive fluency in students writing. And specially with those which deal with real life facts.

Question seven

Which of the next aspects do you consider important to be included for the design of the activities for the textbook for Hotel and Tourism Management I and II ?

Historical places	9	90%
Archeological places	8	80%
Tourist places	9	90%
Typical and international food	9	90%
Hotel physical structure	8	80%
Duties	9	90%
Hotel personnel	8	80%

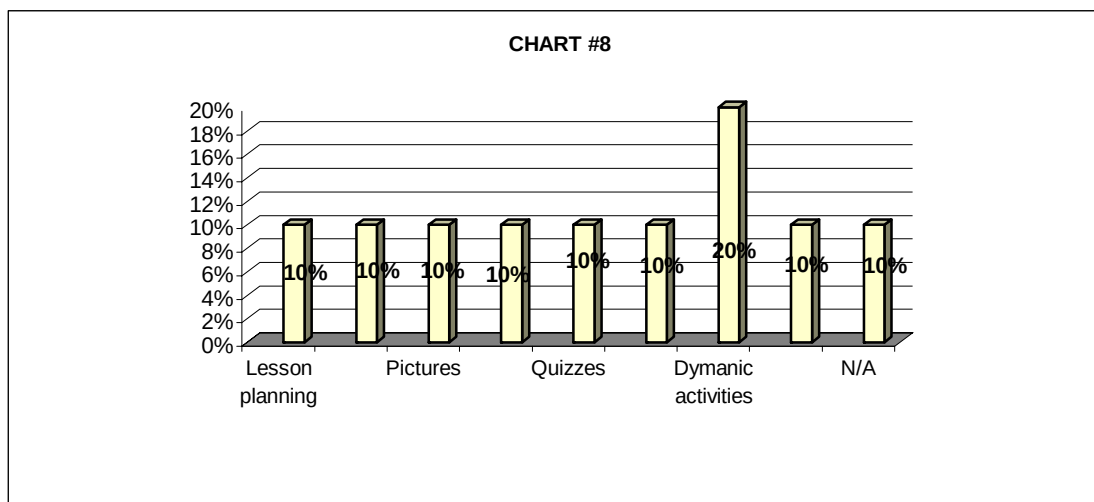


All of the aspects offered to teachers through this question are relevant to them because they are the essence of the subject Hotel and Tourism Management and the hotel and tourism industry itself.

Question eight

What pedagogical aspects do you consider important in the design of a textbook?

Lesson planning	1	10%
Colorful and attractive	1	10%
Pictures	1	10%
Glosary	1	10%
Quizzes	1	10%
Updated language	1	10%
Dynamic activities	2	20%
Group and individual activities	1	10%
N/A	1	10%
Total	10	100%

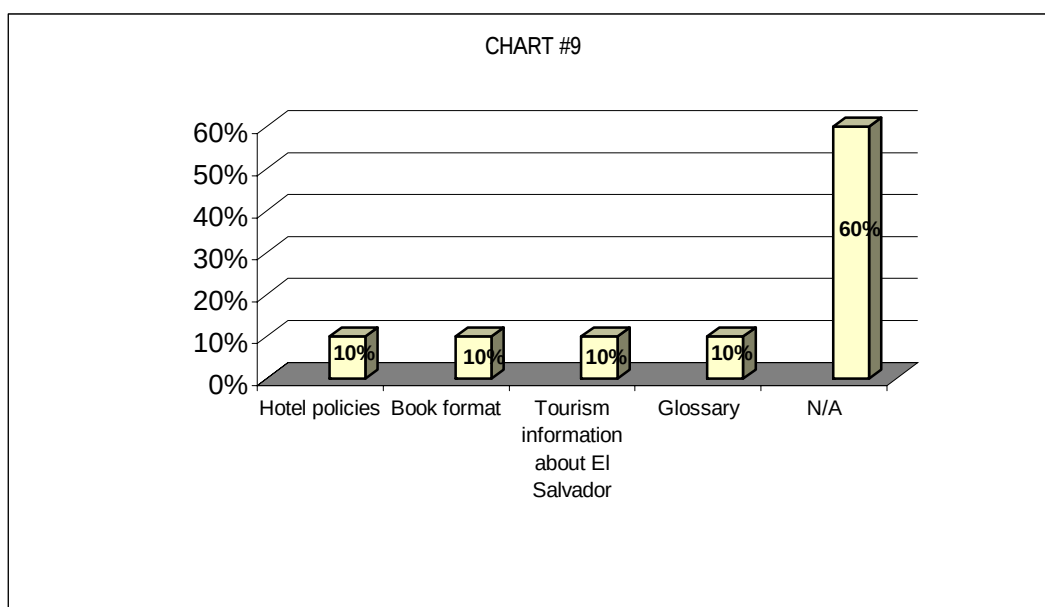


The suggestions above show the ideas that teachers have according to their experience in their teaching learning process and are applicable in the elaboration of a textbook.

Question nine

Do you have other ideas for the elaboration of the textbook that you would like to share?

Hotel policies	1	10%
Book format	1	10%
Tourism information about El Salvador	1	10%
Glosary	1	10%
N/A	6	60%
Total	10	100%



Among the ideas shared by teachers, the most outgoing of these refer to further aspects of the hotel and tourism industry and book design.

CHAPTER III

PROPOSAL FOR THE ELABORATION OF THE TEXTBOOKS FOR HOTEL AND TOURISM MANAGEMENT SUBJECTS

The data collected through the research from the surveyed expressed the opinions and expectations of teachers and students toward the elaboration of the textbooks for hotel and tourism management I and II.

Some of the expectations that students expressed, refer to the implementation of activities that enhance the four basic abilities (listening, speaking, reading, writing) focused to hotel and tourism management subject.

Teachers who were surveyed expect an updated information focus on Hotel and Tourism Industry and at the same time a material that include practical exercises to be used inside and outside the classroom.

For these reasons , the researchers propose the elaboration of a textbook for the subject “ Hotel and Tourism Management I and II “.

3.1 Textbook for Hotel and Tourism Management I

***U*niversidad
*T*ecnológica de ***El Salvador*****

SOCIAL SCIENCES FACULTY
ENGLISH MAJOR



“TEXTBOOK FOR THE STUDENTS AND TEACHERS OF THE
SUBJECT
HOTEL AND TOURISM MANAGEMENT I”

HOTEL AND TOURISM MANAGEMENT I
TABLE OF CONTENTS

UNIT I TOURISM INDUSTRY

Introduction.....	52
- Objectives of Textbook for hotel and tourism I.....	54
- Recommendations for the use of the textbooks of the hotel and tourism management I and II subjects.....	55
1. Tourism Industry.....	58
1.1 International Tourism.....	62
1.2 Regional Tourism.....	62
1.3 Internal Tourism.....	62
1.4 Tourism and Transportation.....	63
1.5 Tour Operations.....	66
Activities.....	68

UNIT II HOTEL INDUSTRY

2.1 Hotel Administration.....	84
2.2 Accommodation Industry.....	88
2.3 Chain Hotel.....	92
2.4 Personnel Estructure.....	95
Activities.....	98

UNIT III SPECIAL SERVICES

3.1 V.I.P Services.....	103
3.2 Maintenance Engineering Department.....	106
3.3 Food and Beverage Department.....	110
3.4 Public Relation Department.....	116
Activities.....	119
Glossary.....	121
Answers to fill in the blanks and true or false activities.....	124

INTRODUCTION

The textbook which is presented in this document represents the result of a research with the purpose of providing a guide for the subject Hotel and Tourism Management I .

All the information contained in this textbook was extracted from dependable sources like books,handouts,guides,experts in the hotel and tourism area.

Without them,the purpose of this guide would not be satisfactory.

This information was compiled and treated in such manner that is possible for the reader (in this case the teacher and the students) to read and comprehend easily and quickly by avoiding the use of refined or very formal English. Nonetheless,technical words concerning with hotel and tourism field were employed as an instrument for teachers and students to know the most common terms of this industry.

The illustrations and photographs used in this material were chosen according to the themes to be studied.

This guide was structured in three units which compile the themes to be studied.

For instance Unit one compiles tourism industry , tourism and transportation and tour operations.

Unit two deals mainly with hotel industry,hotel administration,accommodation industry, hotel chain and personnel structure.

Unit three is composed of VIP services,maintenance engineering,food and beverage department and public relations department.

It is necessary to mention that this guide includes activities per theme in study, with the purpose of providing practice sources to students and so enhance their knowledge in hotel and tourism industry.

OBJECTIVES OF TEXTBOOK FOR HOTEL AND TOURISM MANAGEMENT I

General

To provide the appropriate basic and general information related to Hotel and Tourism Management.

Specific

To identify the different types of tourism and some related components.

To know the hotel industry by providing the definitions of the hotel management and its characteristics.

To provide the main goals and functions of the special services that hotels give to guests.

RECOMMENDATIONS FOR THE USE OF THE TEXTBOOKS OF THE HOTEL AND TOURISM MANAGEMENT I AND II SUBJECTS

Teachers must be aware that these textbooks pretend to work as a basic specialized instrument in the TLP and it is not intended to be a top educational source.

Hotel and Tourism Management teachers should consult other sources related to hotel and tourism industry in order to enhance and deepen in the topics discussed in this material.

Teachers and students must create a close relationship through which the TLP can be easily assimilated and produce fruitful results.

Teachers and students must figure out that some of the activities of this material require to put into practice what they already know (teachers) and what they have learned (students) due to the nature of such activities.

Students must apply their skills in a second language and general knowledge in other areas because the nature of the subject Hotel and Tourism Management demands some intellectual effort.

Students ought to look for other information sources about hotel and tourism industry on their own. This activity will help them in the future to have in-hand references when needed.

Students should create a strong motivation feeling and focus all their creativity to the activities. The employment of motivation and creativity in maximum levels allows an optimum TLP performance and academical satisfaction.

WARM UP QUESTIONS

TOURISM INDUSTRY UNIT I



⇒What do you think is the tourism real situation in El Salvador, do you think it is good or bad and Why?

⇒According to your own information, which are the most common transportation types, which one would you like most and why?

⇒Since your point of view, in what consist a tour operator?



1. TOURISM INDUSTRY UNIT I

What is a tourist? It is the person who visits and stays in a determinate place and looks for a place to lodge in for a specific period of time.

- ❖ What is a tourism industry? It is an economical sector which compels the basic services of lodging and food, that are directly linked with travel agents and transportation means; complemented by entertainment activities, typical goods sale, and supported by goods and services.

The tourism Industry is clasified as services and products of lodging, food and transportation, such as:

- a) Travel Agencies
- b) Hotels
- c) Restaurants
- d) Airlines

The elements that are involved with Tourism are:

- Tourist: members or groups
- Journey: To move from the place people live to another one
- Destiny: To visit a different place where people live
- Services and Goods: Part of the tourist services

The tourism is classified in different types according to tourists' necessities:

- Health : many people travel around the world looking for some relax or a cure for their sickness and some alternatives that they find are:
 - Spas
 - Health'centers
 - Thermal waters

- Entertainment : Tourist in many places travel in order to look for some distraction or just to have fun with friends or family, among these activities are:
 - Sports events
 - To know new places such as: beaches, lakes, rivers, mountains, parks, etc
- Cultural : In this category ,it is usual to find people interested to know archeologies places,historical places and colonial places,sometimes not only to know them but to study them and that is because this kind of tourists bring any specific mission to investigate, as for example:
 - Archeology
 - Traditions
 - Customs
 - Arts (colonial and modern)
 - History

In order to build a touristic destination, tourist study the place before to moving from their origins places and take into consideration aspects like:

- ✓ Infraestructure
- ✓ Attractive places
- ✓ Safe places
- ✓ Good roads
- ✓ Clean places



1.1 INTERNATIONAL TOURISM

The international tourism comprises the sending tourism and the receiver tourism, to understand better, it is necessary to define each term:

- A) Sending tourism: It takes place out of the country from the tourist's native place.
- B) Receiver Tourism: It takes place inside of the country by tourist of other origin places.

1.2 REGIONAL TOURISM

It is the international tourism that comes from a specific region, it also can be called as national tourism and comprises the sending tourism.

One example of regional tourism could be when a person travels from El Salvador to Canada, and this travel takes more than one day.

1.3 INTERNAL TOURISM

The internal tourism is made by the residents in their own native country and at the same time comprises the receiver tourism.

One example of internal tourism is when a person travels from New York to Los Angeles, California, generally this trip takes just one night.

1.4 TOURISM AND TRANSPORTATION



What is tourism? It is the movement that is involved with the social, economical and cultural factors that permit a group of people to go from one place to another in order to get relaxed and interact with other cultures.

Without transportation there is no tourism and this at the same time (the transportation) should be available through different options.

The importance of a tourist destination depends in a big way of the transportation because through it, the tourist can travel from one place to another one.

Among the different options of transportation can be mentioned :

- ❖ Automobile : this kind of transportation could be privated or rented with driver or without it.In the past when tourists rented a car they usually liked to have a driver but nowadays things have changed and tourist from many places around the wold prefer just to rent a car without driver.
- ❖ Airplane: This is one of the most effective and used by tourist,because it is faster that the rest of the transportations.
- ❖ Nautical Transportation: The nautical transportation is divided in two specific types:

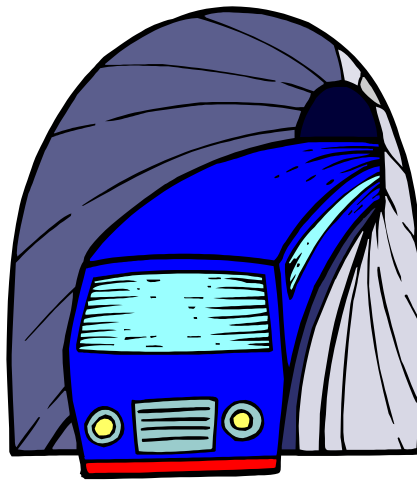
A) Sports for individual uses:canoes,rowings,sailings boats and motorboats.

The ones mentioned before are generally used for competitions or for some sports; among them can be mentioned:

- Fishing
- Diving
- Boat racing

B) Entertainment to be used in groups: Small and big ships that can be used for international,local and regional trip

- ❖ Railway transportation: although some countries use it only as load transportation, some others still count on it as a dependable massive means of transportation. In Europe and USA, railway contributes to mobilize people no matter the distance of their destination. Railway also works as a tourist attraction because many people wish to travel in one of them as elders used to do in the old times in the old locomotives. Some others want to experience the high speed and comfort – stability of modern electric locomotives, which travel by incredible routes to 200 kms/h. There are also railway services which include lodging and food for the trip in conditioned wagons for such purposes.



1.5 TOUR OPERATIONS



The tour operation agencies are wholesaler that participate in the elaboration of the touristic packs, selling them afterwards to the retailers

and in some cases selling them directly to the client (tourist).

The tour operations agencies are linked to hiring of vacancies of the hotel and airlines sectors through brochures and publicity.

The main purpose of the tour operation agencies is to promote and elaborate complete and attractive packs with all the services that a tourist needs.

In the pack, the tour operation agencies offer:

A) Transportation (To move from one touristic place to another one)

B) Transfer (From airport to hotel and vice versa)

C) Lodging

TRAVEL AGENCIES



The travel agencies are touristic companies that are involved in the commercial types. They act as intermediary between the client and the external company that provides the service.

The main functions of the travel agencies are:

- A) To sell tickets and make reservations in the different means of transportation (airplane, bus, boats, etc)
- B) To make room reservations in hotels
- C) To rent cars for the tourist

CLASSIFICATION OF TRAVEL AGENCIES

- 1) The exportation travel agencies: Offer services to national tourists that pretend to travel to a foreign country and these kind of agencies have connections with others that operate outside the country.
- 2) The domestic travel agencies: They promote the tourism or travels just inside of the country where they operate.
- 3) The receptive travel agencies: They are in charge of receiving and offering services to the foreign tourism.

QUIZ

Answer the following quiz and find out how much you have learned from this unit.

UNIT I

- 1) What is a tourist?
- 2) What is a tourism industry?
- 3) The elements that are composed by the tourism industry are?
- 4) The tourism is classified in different types, according to tourist necessities, which are they?
- 5) What is international tourism?
- 6) The international tourism comprises two important elements, which are they?
- 7) What is regional tourism?
- 8) What is internal tourism?
- 9) What is tourism?
- 10) Among the different options of transportation are?
- 11) What are the tour operators?
- 12) What offer the tour operators?
- 13) What is a travel agent?
- 14) Which are the main functions of the travel agent?

THINK AND ANSWER

Look at the hotels below. Have you ever been in one of them? What types of hotel do you think they are? In which one would you like to stay and why?



Read and practice



- Tourist: I would like to know if you have any packages for this summer vacation?
- Travel Agent: Oh! Yes, there are many, but is there any specific place you want to visit?
- Tourist: Yes, I want to visit china!!!!
- Travel Agent: O.K, There is one to china that includes:
- A) Airplane tickets, for two people
 - B) Deluxe hotel with all included (meals, room etc)
 - C) A city tour
 - D) A shopping trip
 - E) Two weeks
- All just for \$ 1,000.
- Tourist: Fantastic, I'll take that one.

- In pairs plan an imaginary vacation to one of the places advertised below, find out about reservation and preparations you need to make and arrangements for the trip. Take turns acting as a travel agent and tourist. The travel agent can give added information when appropriate.

WORLDWIDE TRAVEL
TAKES YOU TO LONDON AND RIO

London 10 days \$ 900

Rio de Janeiro 10 days \$ 2000

The packages include accommodation in deluxe hotels, continental breakfast, and discounts on car rentals, guided tours, meals and many other items.

EAST AFRICA TOURS- SAFARI TO KENIA

17 Days for \$ 2000. Includes round trip, all accommodations and features English-speaking drivers and guides who will take you to Nairobi, and a tour for many other places.
Only includes one meal per day.

DISNEYLAND – DREAMLAND

5 Days that includes:

- A) Accomodation
- B) 5 Games Pre-paid
- C) Airplane tickets
 - Do not include any meal.
 - All just for \$ 500

ANTIGUA GUATEMALA

Weekend Pack includes: (\$ 200)

Bus tickets, on saturday a city tour, for the afternnon a shopping tour.

Deluxe hotel with breakfat,luch and dinner buffet included

On sunday morning a guide will take you to the historical places and also will talk about some history about Guatemala.

1 FILL IN THE BLANKS IN THE FOLLOWING SENTENCES
WITH THE APPROPRIATE WORD OR PHRASE

- 1) The international tourism comprises the 1 _____ tourism and the 2 _____ tourism.
- 2) The regional tourism is the one that comes from a specific region, it also can be called as 4 _____ and comprises the _____.
- 3) The internal tourism is made by the residents in their own native country and at the same time comprises the 5 _____.
- 4) The most common options of transportation used by tourists are:
 - A) _____ 6
 - B) _____ 7
 - C) _____ 8
 - D) _____ 9
- 5) The main purposes of the tour operation agencies is to
10 _____ and 11 _____ complete and attractive
packages with all the services that a tourists need.

LET'S LEARN SOMETHING ABOUT

El Salvador



SUCHITOTO

The picturesque artisan town of Suchitoto (“Land of flowers and birds” in Nahuatl), is composed of inclined cobblestone streets and colonial-style houses painted in pinks, blues, and yellows. The perfectly conserved colonial town of Suchitoto perched on a hilltop offers spectacular views of Lake Suchitlan. The town’s white church has an interesting artistic details such as a painted border of cherries. You can also explore the ruins of the first capital, established here during colonial times for 11 years. Also, theater presentations, cultural festivals, and music concerts are held in the park. Alejandro Cotto, Salvadoran filmmaker has converted his colonial house into a museum.

1) Read the article and then scan the article and answer to the following questions

A) This land is also called?

B) What is the name of the lake that is near Suchitoto?

C) What are some of the things that you can see when you visit Suchitoto?

CERRO VERDE



There are two routes and both of them are completely paved, including the 9 mi. turnoff that leads to Cerro Verde, an extinct volcano that has become blanketed with greenery over the years. Although there are no exact dates, it is estimated that the volcano's age ranges between 500 thousand to 1 million years. At the park's entrance a no longer functioning mountain hotel provides a wide terrace with the perfect cone of the Izalco Volcano that appears close enough to touch. The hotel is immerse in a giant forest crisscrossed with trails and lookout points scattered throughout the park that offer sweeping views of the valleys, Lake Coatepeque, and the Santa Ana Volcano. At these ecological reserve, orchids flourish in the tree trunks and 127 species of hummingbird species includind 17 species hummingbird make their home here.

DISCUSS THESE QUESTIONS IN THE CLASS

- 1) According to the article description of the Cerro Verde, what are the most relevant characteristics of this place?

- 2) What called your attention the most from this place?

- 3) Is there anything else you would like to share of the Cerro Verde that is not included in this article?

JOYA DE CEREN



These ruins, discovered in 1976 and declared a Heritage of Humanity in 1993 by UNESCO, were once indigenous town. These ruins were preserved almost intact when they were buried in volcanic ash some 1,400 years ago. Remains include furniture, warehouse structures, a form of sauna bath, corn plantations, cooking utensils, and even dishes containing leftover beans!! The museum is very thorough; you can study blueprints of the site, and the American universities' studies on the findings.

1) In pairs read the article and answer the following questions

A) Have you ever been in Joya de Ceren , if your answer is affirmative, tell us what was your experience there?

B) According to the information given, why do you think that this place have become so important for arqueologist and visitors?

C) Is there any aspect that call your attention of this place?

Tourism Industry activities

Activity A

Make a report about the most visited tourist places in El Salvador.

Find out what is their main attraction, which months the tourist flow increase

And which months the tourists flow decreases, where they are placed, what they offer, public or private, which months these places operate.

Don't forget any detail about them.

Activity B

Make groups (depending on the number of students in the course) and create your own tourism industry based on the information contained in this theme and in activity a. You can also consult other sources to support this Activity. (bibliographical, websites, institutions, etc.) Also prepare a presentation to promote your tourism industry to your potential tourist (your classmates)

Tourism and Transportation activities

Activity A

In groups, you have to make an analysis of the transportation system in El Salvador. Discuss about the land, air and nautical transportation, how it works, their efficiency, and how related it is with tourism.

Activity B

Make groups depending on the amount of students, then all the groups will work on proposals in order to improve the whole existing transportation system. Such proposals must intend to make the necessary changes which will benefit the tourism industry in El Salvador. Be ready to present your proposals to your classmates.

Tour Operation activities

Activity A

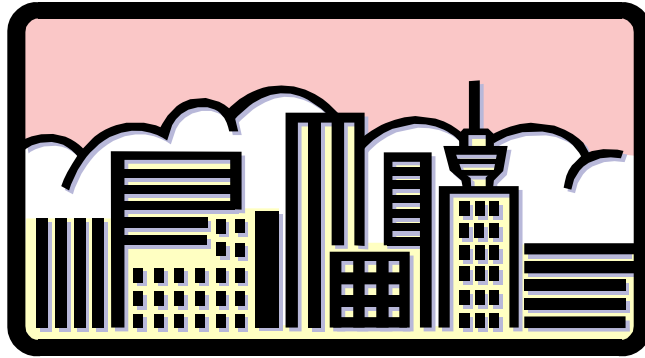
You must find out what are the packages that most tour operators offer to public. For this, you have to go to a tour operations agency or travel agency and find out what they offer, destinations, price, airline and other details related with the tour operation activities. Also you have to prepare a good presentation. This activity must be done in groups (number of members is up to the teacher.)

Activity B

After you have found out all about tour operations, you will become in a tour operations agency. As tour operations agency, you have to offer tourist packages to your classmates and prove how you work as tour operations agents. This activity must be done in groups (number of members is up to the teacher.)

WARM UP QUESTIONS

HOTEL INDUSTRY UNIT II



⇒ In your own words, what does hotel administration consist of?

⇒ What services do you think the hotel industry provides? Mention some of them.

⇒ What is the purpose of the hotel chain in our country, and what do you think are the main requirements?

⇒ According to your knowledge, which departments are the most important in a hotel, and why?

HOTEL INDUSTRY

UNIT II



2.1 Hotel administration

What is the administration: is to do with and through others a process that includes the following steps:

- | | |
|----------------|-----------------------------|
| ❑ To plan | Planning→ what to do |
| ❑ To organize | Organizing→ to keep order |
| ❑ To integrate | Integration→ to incorporate |
| ❑ To control | Controlling→ to verify |
| ❑ To lead | Directing→ to coordinate |

Administration Origins

It is the necessity that a person has to rich his/her goals both individual and in group.

Objective of the administration

It is to improve at the maximum level all the resources that a company provides.

Manager Characteristics

- o Leader (motivates)
- o Teacher (teaches)
- o Trainer (knows how to help and play with his/her team work group)

Administration Structure

- Objective: social organism
- Goal: to obtain good and productive results
- Essence: coordination (Personnel structure)

Instruments of a Manager

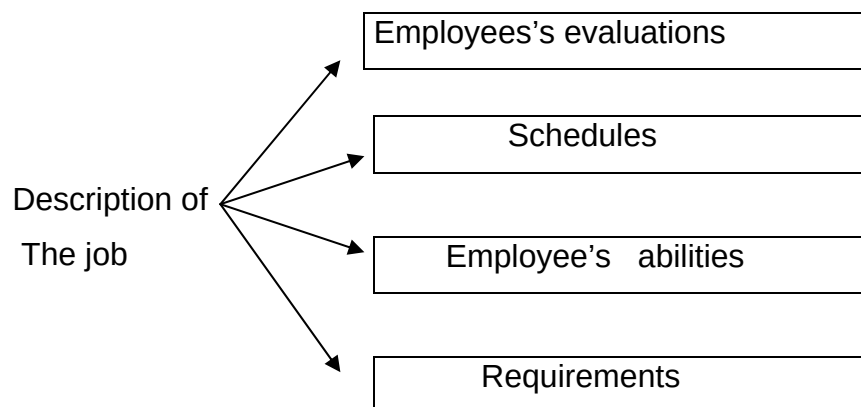
- o Techniques
- o Information/guides
- o Experience
- o Operation Policies
- o Discipline
- o Motivation

Premises of the Hotel Administration

- A) It is almost imposible to administrate without leadership that means to apply good techniques and show good behavior
- B) It is difficult to administrate without the appropriate knowledge
- C) It is imposible to administrate what it can not be measured

Into the hotel administration there are five tips that can be mentioned:

- 1) Organization: - Quantity of employees
 - Quantity of departments
 - Quantity of rooms
- 2) Procedure: - Manuals
 - Job organization



3) Policies: - Internal operations

- Exemptions

- Owners

4) Standards $\Rightarrow$ Quality

5) Budget $\Rightarrow$ Sellings $\Rightarrow$ Expenses

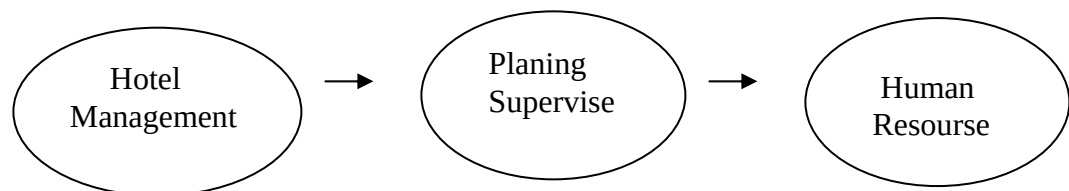
Administrative strategies

- Objectives $\rightarrow$ Description

- Goals $\rightarrow$ Numbers

- Plans $\rightarrow$ Actions

In a hotel industry there are some aspects that are very important for the excellent operation of this industry:



2.2 Accomodation Industry



The accomodation industry is the one that offers lodging and basic services.

The main features of the accomodation industry are :

- 1- It belongs to the service sector
- 2- It creates an immediate meeting between the producer and the consumer.
- 3- It needs quick and permanent innovations in relation with the needs and preferences of customers.
- 4- It is a limited production industry (lodging)
- 5- Within the accomodation industry, it is possible to distinguish 3 types of business :

A) services company (lodging)

B) transforming company (kitchen and others)

C) Commercial company (bars and others)

- 6 - The accomodation industry has a consumption attitude and not a storage attitude.

The main components of the hotel physical product are :

- a- land and buildings
- b- guest room equipment
- c- food and beverage items
- d- entertainment outlets
- e- maintenance
- f- administrative offices
- g- staff and employee facilities

The most important hotel product is the **STAFF** :

- aid and assistance
- solutions to problems and concerns
- social contact and inter-relationship
- knowledge and know how
- professionalism
- creativity
- motivation

The most recognized types of facilities in the accommodation industry are :

- mountain hotels (5 or 4 stars)
- beach hotels (3,4 or 5 stars)
- downtown hotels (1 to 5 stars)
- motels (none to 3 stars)
- motor inns (none to 2 stars)
- guest houses (none to 2 stars)

Mountain hotels : this type of hotels are located on the country side, specially near forests and rivers where it is possible to relax and breathe some pure fresh air. In the tropical countries, this kind of hotels offer a wide variety of sunny landscapes during the summer and foggy cold landscapes during winter.

In countries which are closer to the poles (USA, Argentina, Canada) and some countries in Europe, this type of hotels are located near mountains covered with ice and snow and the weather temperatures sometimes are below zero.

On the surrounding areas to these hotels, it is possible to see fauna proper of the area.

Beach hotels : these ones are primarily established on tropical and Caribbean countries. These hotels are located as close as possible to beaches and other natural attractions proper of the sea.

These hotels offer services as any other hotel : lodging, food (seafood as specialty), special events during summer holidays (bikini, thongs, g-string parades, rave parties, concerts all day long), diving lessons, boat trips, surfing equipment and accessories.

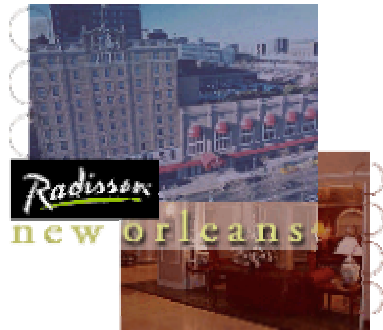
Downtown hotels : they are located in the main cities of each country (Paris New York, Brazilia, Panama city ,San Salvador, Mexico city, Amsterdam,etc.) These hotels are frequently occupied by tourists who want to know the main attractions of the city,businessmen,ambassadors. These hotels also offer a wide variety of services such as : lodging,food,room service, business center, quick mobilization (taxi, bus, limousine).

Motels : these are usually located on the downtown and suburbs of main cities. Motels offer limited services like lodging,food,air/cable tv,hot and cold water,pool, Jacuzzi.hey are frequently visited by travelers with little money and adventurers.

Motor inns : This kind of lodging place offers its services to travelers who mobilize on their own vehicles from city to city and only wish to rest from their long journey.

Guest houses : these lodging places only offer lodging and sometimes food. Rates are usually low ,facilities are sometimes old,beds and furniture quality is minimum.

2.3 HOTEL CHAIN



The hotel chain is the union and concentration of companies, that are part of the globalization. It is because of this union that the hotel industry is suffering a big competence for the tourism industries, the reasons of the union of these hotels is because of some specific factors:

- A) Technical Level: That means big advances in the technological fields.
- B) Financial Level: Permits the access to the main markets and its faster growing.
- C) Cooperation Level: Exchange of knowledge and experiences.

Kind of hotel chains

It is a group of hotels that generally belong to just one firm and this can operate not only nationally but internationally.

Among some of them are:

- Chains that are comformed by hotels which operate only in the country in which they were founded.
- Chains that are comformed by international hotels, located in different places
- Chains that are comformed by own hotels and acquired hotels
- Chains that are comfomed by hotels that belong to any particular people or companies, administred by the chain firm.

Advantages of Hotel Chains

A) Customers increasing due to different offers.

B) Operation cost reduction :

- general costs decrease
- common publicity
- collective acquisitions

C) Company training

- implementation of advanced technology

D) Use of a same commercial image

- E) Competence increase
- F) One only administration
- G) Defined organization model
- H) There are luxury categories from 1 to 5 stars

Salvadorean chain hotels/present situation

The salvadorean chain hotel association is conformed by five of the most important on international level. Among them are :

- Radisson Plaza Hotel
- San Salvador Marriot
- Intercontinental
- Holiday Inn
- Princess

As conclusion, El Salvador is experiencing a fast commercial growth in the hotel industry, specially the ones which operate under a franchise. And in fact, many hotels seize the franchises in order to obtain a higher profit.

Besides, many foreigner businessmen prefer to lodge in hotels which belong to franchises because of the quality standards existing worldwide in services and hospitality.

2.4 PERSONNEL STRUCTURE



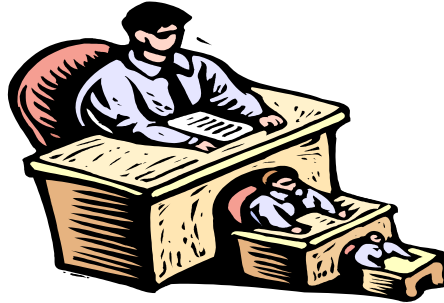
The main objective of the hotel personnel organization consists of grouping the activities and it must prevail the idea of achieving a practical coordination and thence it can be obtained the maximum benefit through the work division.

With work division, it is pretended to assign each group to perform a specific duty. Inside each group, one person is selected to be the leader. In this way each department is organized specially in the hotel industry, since this industry deals with people's needs.

A hotel organization chart is structured according to different factors like :

- location
- type of service
- structural disposition of the establishment
- professional preparation of the administrative personnel

It is worth to mention that hotels do all the same basic functions (lodging, food), Nonetheless, the work division depends greatly on the hotel dimensions.



The general organization of a hotel is :

A) Lodging

- reservations/reception
- caretaking telephones
- laundry
- technical services

B) Restaurant

- kitchen/bakery
- restaurants
- room service
- banquets/conventions
- bar

C) Marketing

- promotion
- publicity
- public relations
- animation

D) Commercial

- purchase
- sales

E) Administration

- supplies depot
- purchase and other acquisitions
- accountancy
- billing
- providers

F) Maintenance

- preventive
- corrective

G) Personnel

- high and low
- recruiting and selection
- control and payroll
- safety and hygiene
- training
- internal and external relations
- security
- in and out control

H) Other areas and activities

- pool/sauna
- gym

QUIZ

Answer the following quiz and find out how much you have learned from this unit.

UNIT II

- 1) What is the meaning of administration?
- 2) What are the manager characteristics?
- 3) Which are the main instruments of a manager?
- 4) What is the objective of the administration?
- 5) What is the accommodation industry and which are the main characteristics?
- 6) The accommodation industry is divided in different types, which are they?
- 7) What is a hotel chain?
- 8) Which are the advantages of the hotel chains?
- 9) Mention some of the Salvadorean hotel chain?
- 10) What is the main purpose of the personnel structure?
- 11) The general organization of a hotel is?

Hotel Administration activities

Activity A

Discuss with your classmates the advantages and disadvantages of administration.

Hotel Chain Activities

Activity A

Tell your classmates of other hotel chains you know about. If you have visited one hotel of a specific chain, share with your classmates what you observed and how the service was.

Activity B

Make a group of three people and choose one branch of a hotel chain in El Salvador, go there, try to talk to an executive and find out the mission, the vision, quality standards and service policies are and how they are applied. After this, prepare a presentation about what you found out. Don't forget this activity includes a written report.

Activity C

Based on activity B, Four classmates and you will create a hotel chain. Show the countries where you operate, share your origins, expose your mission, your vision, quality standards and service policies. Show the services you offer and how your hotels are organized (infrastructure and personnel) Elaborate a report for this activity.

Accommodation Activities

Activities A

Discuss with a classmate which of the accommodations facilities operate in El Salvador and mention at least one. Don't forget to compare their own main features according to the information.

After this, share with your classmates your experiences in accommodation facilities and how these were alike according to the information.

Activity B

Your next mission is to make a report of accommodation facilities in El Salvador. This time you must find out which types of accommodation facilities operate in El Salvador, what their name is, where they are placed, what services they offer, etc. For this activity, you must consult every source that you can find and visit tourism entities or the accommodation facilities themselves.

DIALOGUE

Instructions: In pairs read the conversation and create a short dialogue and then perform it in front of the class.

-RECEPTIONIST: Good evening!!! May I help you Sr

-GUEST: Good evening, I have a reservation and my name is Antony Smith, and my confirmation number is :708543

-RECEPTIONIST: Welcome Mr Smith and thanks for choosing our hotel, please fill the registration form with your information on it

-GUEST: What is my room rate?

- RECEPTIONIST: It's \$125 plus tax which is the 13%, per night and that includes the continental or the buffet breakfast

-GUEST: That's good and what is my room number?

-RECEPTIONIST: Well, your room number is 404 and this is non-smoking room and also the whole floor is non-smoking, as you requested in your reservation

-GUEST: Is it double room or single room?

-RECEPTIONIST: It's single room that means with a king size bed

-GUEST: Thank you very much, for your help

-RECEPTIONIST: Welcome again Mr Smith

WARM UP QUESTIONS
SPECIAL SERVICES UNIT III



⇒What idea do you have of V.I.P Service?

⇒What aspects are involved in the maintenance of a hotel?

⇒In what consist the food and beverage deparment in a hotel according to your point of view

⇒If you were the public relation manager in a hotel, what do you consider was the main job?

SPECIAL SERVICES

UNIT III



3.1V.I.P. Services

The acronym VIP stands for Very Important People and is generally applied to wealthy persons, important executives and businessmen and customers who frequently lodge at important hotels.

For this, the treatment for these people is personalized and different to the rest of the other customers. This treatment is not limited to treat to persons but also to quality of services.

V.I.P. Categories

Among VIP customers there are different classifications such as :

- A) Company VIP : corporative companies are automatically included in this category due to their lodging frequency and acquisition of services
- B) Resevation VIP : this service is granted in specific cases like :

- honey moon
- as apology to a client for a mediocre service by the hotel
- specific clients which conform an important group

- C) Personal VIP to customers : it is given to specific clients according to their economical position or professional degree.

- D) Room VIP : it is the rooms that for their nature are distinguished with the Vip classification.(presidential suite,executive floor)

Preparatory steps to recive VIP customers

The public relations manager is closely related with this process.

This manager checks in advance the vip arrivals and sends a note to the reception manager ,general director and room service manager and therefore, give the respective VIP treat to these customers.The VIP treat is divided in special vip and standard vip.

V.I.P. room assignment

For special vip,the room assignment is done since the date of the reservation.

For standard vip, room assignment is done when they check in, taking into account to provide the best rooms .

Elaboration of welcome cards and letters

These cards and letters are elaborated by the public relations department, which, are signed personally by the P.R. manager,then they are sent to room service, in order to be delivered along with the courtesy gifts.



3.2 MAINTENANCE ENGINEERING DEPARTMENT



The main objective of the maintenance engineering department is, to insure the optimum functioning of machines and buildings and so obtain the maximum performance of both human and material resources.

Team work is one of the most important features of this department because the maintenance activities are delicate and huge.

Maintenance engineering department functions

The main functions of the maintenance dept. are based on the hotel policies, type of services and industrial category.

A) Primary functions

- building maintenance
- constant supervising and maintenance of machinery and equipment

B) Secondary functions

- waste disposal
- wells inventory

With the purpose of bringing a good maintenance labor, tasks are assigned to people who work in this department and physical activity is employed greatly.

A) Service tasks : these are intended to provide a good appearance and adequate functioning of the physical wells.

The main service tasks :

- lubing
- disinfection
- painting
- gardenry works
- corrosion control

B) Inspection tasks : these ones have as main purpose to detect the possible fails in the whole infrastructure and physical wells like :

- to supervise the adequate use of the wells
- to comply with the adequate process in the daily activities
- quality control : materials, repairs, time employed in the task

Criteria for the inspection of sudden fails

- classification of the fail
- criterion of solution
- establishment of priorities
- inspection of possible causes



It is very convenient to classify the elements to inspect according to the most common fail.

Classification of fails

A) accumulation

- filters
- separators

B) leakage

- electrical
- hydraulic
- pneumatic
- fluids in general

C) mechanical

- corrosion
- vibration
- wear down

D) chemical

E) regulation

- force
- pressure
- temperature

In the maintenance area, there are two important aspects :

- 1) Preventive maintenance : it avoids the sudden fails and the premature aging of all the elements in the hotel.
- 2) Corrective maintenance : it corrects and repairs the sudden fails as quick as soon as possible.

3.3 FOOD AND BEVERAGE DEPARTMENT



This department is the one in which all the food and beverages services provided by the hotel must be complied according to customer/guest expectations and demands.

The Food and Beverages (F & B) services include :

- Coffee shops
- Dining rooms
- Room service
- Lounges
- Bar/alcoholic beverages services
- Banquet services
- Vending machines
- Cafeterias

The F & B operating control cycle

Purchasing : the F & B department acquires all the necessary goods via Supplies and Storage (S & S) department. All the goods have been previously analyzed taking into account some aspects:

- Price
- Quality
- Delivery time

These three aspects are broadly discussed among the F & B manager, general accountant, executive chef due to all of them are intimately involved in the final product.

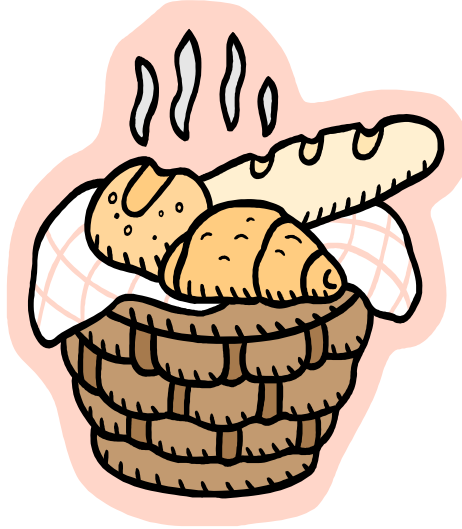
Receiving : the F & B dept. receives and checks that all requested products are correct in quantity, brand and expiration date. If any aspect is not complied, the F & B dept. can return it to the S & S dept.

Storing : the F & B dept. facilities are equipped with spacious shelves, walk-in coolers, walk-in freezers, refrigerators, and other storage elements with the purpose of storing adequately each product according to its nature (seafood, vegetables, dairy products, produce, meat, fruit.)

Issuing : each product is taken to its respective department or division of the F & B department.

Production : this is the most important process in the F & B dept. because eatable items are transformed from their raw nature in delicious dishes and beverages. This process also takes into account the proper manipulation of eatable items and the quality control of each item.

Food and Beverage Department / Divisions



The F & B dept. has divisions which may vary from hotel to hotel, but the most common divisions are :

- Kitchen
- Restaurant
- Bar
- Room service
- Mini bar

Kitchen : This division has different processes through which food and beverages are prepared, utensils are properly used and cleaned, and waste are properly disposed.

Food preparation : this process involves many procedures such as peeling (potatoes, tomatoes, oranges, apples),boiling (water), frying (chopped onion, sweet peppers), slicing (meat,bread), chopping (onion, peppers ,carrots), grinding (meat)
bake (bread,pies),kneading (dough),seasoning (beef,seafood),straining (juice pulp),blend (ice,fruit),brew (coffe,tea),toasting (bread),roast (beef,pork) among others.This process also includes the appropriate manipulation,cleaning,and if possible,disinfection of food items,specially those which are quite delicate (seafood) or contain strange matter stuck on them (vegetables grown underground ,potatoes,beets,radish,carrots,).In this process,most of dishes and beverages are prepared ,no matter the type of food (european,american,asian).

Baking : although this one was mentioned above, this process demands a great deal of knowledge on bread an its varieties.It is necessary to know about types of flour, yeast, sugar, dried fruit, dough, margarine, honey, syrup, artificial flavors and colorants. Besides,the baker must know and manipulate adequately utensils ,equipment, temperatures in order to elaborate a good product.

Dishwashing and potwashing : in this process,the kitchen,restaurant and bar utensils are thoroughly washed ,dried,and returned to their place.The kitchen division has its own utensils as restaurant and bar do.

Kitchen utensils:knives,forks,cuttingboards,strainers,peelers,stripers,spatulas
Hand stirrers,pans,pots,blender jars,all type of recipients

Restaurant utensils : table spoons, tea spoons, table forks, saucers, bowls, plates, cups, glasses, jars, bar utensils : glasses, jars, cups,

Restaurant : this division is in charge of serving dishes and beverages requested by customers. The customers request to the waiters or waitresses the dish and beverage they want to taste. The waiters and waitresses also suggest the specialties or day's dish. Some of the most common type of dishes served in restaurants are entries, soups, main dish, desserts and the respective beverage.

Bar : this division has main mission to offer and prepare alcoholic beverages of all type. The bartender must have good knowledge on liquors, beer, mixers, soft beverages and juice which can be mixers, cocktails, utensils, recipes for cocktails, Ingredients and beverage decoration.

Room service : this other division is in charge of taking the orders from guests who request food in their room. R.S. takes the order and transfers it to the kitchen division. When food is ready, this is taken to the guest's room by a waiter. It must be noticed that this service is not included on the rate.

Mini Bar : every room in five-star hotels has a mini bar. A mini bar is just a small refrigerator containing liquor in small bottles which contain the sufficient liquor to prepare a single drink, sodas, canned or bottled juice, and nowadays energetic drinks (Gatorade, Powerade, etc.). Guests can easily prepare their favorite drinks by themselves in the comfortability of their room. This service is not included in the room rate.



3.4 PUBLIC RELATIONS



P.R. means building good relations with the company's various publics by obtaining favourable publicity, building up a good corporate image or heading off unfavourable rumors.

P.R. also stands for the planned persuasive communication directed to influence a numerous public.

Public relations features

- It is the art of making the company pleasant for the employees and customers.
- It is the proper communication of ideas to public in order to achieve expected results.
- It is to discover your stronger points and develop them and try to eliminate your weakest points.
- It is the managerial function that evaluates the public activities, identifies policies and procedures of an organization of public interest and performs action programs to gain public acceptance.

- It is to plan,create and keep lots of good relations with interesting Public by using communication strategies composed by defined actions for each public according to their own characteristics,all this with the objective of contructing favorable percentions in this public.

Public relations objectives

- create a corporative image of the positive company.
- Inform about new products and services.
- Strengthen relations with the community.
- Keep positive interpersonal relations among the members of the company.
- Keep good relations with external public.
- Correct misinterpretations or negative attitudes towards the company.

Types of public

Internal public : it is the one conformed by people who are already linked to an organization and with whom the organization is regularly communicating in the daily routine of work.

The internal public are :

- employees
- shareholders
- providers
- customers
- adjacent neighbors

The cooperation among members of a company in the internal public is very important because it influences in the gain or loss of profit.

Outside people share their opinions and feelings towards the company through the internal public.

Some many times internal public is not as informed as external public is, and for that reason it is imperative the creation of constant communication flow and so correct mistakes and keep a positive image and inform everything related with the company.

P.R. also has as mission to create competence and efficiency in all the departments, specially sales and maintenance departments.

External public : it is composed of people who are not linked to an organization Journalist, teachers, government authorities may have no interest in a specific industry.

There are bigger external groups that can benefit or affect the profit gain of a company and with which the contact degree and the nature of this contact is seldom voluntary. These groups are conformed by the press and communication media, ideological leaders, political forces, financial experts among others.

QUIZ

Answer the following quiz and find out how much you have learned from this unit.

UNIT III

- 1)What does V.I.P means?
- 2) Which are the V.I.P categories?
- 3) What is the main objective of the maintenance engineering department?
- 4) In the maintenance area, there two important aspects which are?
- 5) The food and beverage department consist on?
- 6) The most common divisions in the food and beverage department are?
- 7) The public relations department consist on?
- 8) Two of the features of the public relation department are?
- 9) In a hotel there are two kinds of public, which are they?

**# 2 INDICATE WHETHER THE FOLLOWING STATEMENTS ARE
TRUE OR FALSE**

- 1) _____ V.I.P means: Very Important People
- 2) _____ The V.I.P services are focused just for people, do not
apply to companies
- 3) _____ The main purpose of the maintenance department in a
hotel is the security of a hotel
- 4) _____ The painting, corrosion control and gardening work are
proper of the maintenance department
- 5) _____ The room service department is part of the food and
beverage department
- 6) _____ Into the food and beverage operating control is not
necessary to take into account : Price, quality and delivery time
- 7) _____ A mini bar is located in each floor of five stars hotel
- 8) _____ The public Relations department has to do only with
good communication among hotel personnel
- 9) _____ The internal and extrenal public is part of the public
relations

GLOSSARY

Tourism: Travel away from a person's usual place of residence for a period longer than twenty-four hours.

International Tourism: Tourist travel between two or more countries

Internal Tourism: Tourist travel within the same country of which the tourist is a resident.

Accommodation: Places at which travelers can obtain a bed (and usually food) while on a trip; in other words, hotels, motels, inns, and so forth.

Resorts: A place where people gather for recreational purposes.

Catering: Services where the public can obtain food and drink; in other words, the restaurant and bar business.

Inn: A place that offers shelter and food to travelers, often in rural areas. The word now sounds as old-fashioned.

Motel: A word made combining motor and hotel.

Room Service: A catering service in which food and drink are brought to a guest's room in a hotel.

Journey: A traveling from one place to another.

Spas: A health and fitness facility.

Nautical Transportation: All relating to sailors, navigation, or ships.

Transfer: Transportation to and from airports, including baggage handling. It is a regular feature of packages tours.

Lodging: A temporary place to sleep.

Manager: A person who manages a business or other enterprise.

Policy: A definitive course or method of action selected to guide and determine present and future decisions.

Budget: A) list of probable expenditures and income for a given period usually showing how the money available is going to be divided up and spent

B) the sum of money allotted for a certain purpose or time.

Purchase: (v) to obtain money by paying money or its equivalent.

(n) 1) the act of buying 2) something that is bought.

Vending machines: machines which expend eatable goods (usually snacks) by introducing money in a slot and turning or pulling a device in order to release the good.

Shelves: (plural form of shelf) a flat rectangular piece of wood ,metal,or glass fastened at right anglesto a wall and used to hold or store things.

Raw: in natural condition,not processed or refined,uncooked

Lounges: 1) a waiting room room or bar in a hotel or theater 2) any room for gathering.

Taxes: Are the charge or contribution required of persons or groups within the domain of a government for the support of that government

Special Events: term used for events that are celebrated in a hotel which can have different motives : birthday,sixteen candles,var mihtsva,etc.

**ANSWERS TO FILL-IN-THE-BLANKS AND TRUE-OR-FALSE
ACTIVITIES**

1

- 1) sending 2) receiver 3) national tourism 4) sending tourism
5) receiver tourism 6) automobile 7) airplane 8) nautical
transportation 9) railway transportation 10) promote
11) elaborate

2

- 1) true 2) false 3) false 4) true 5) true 6) false 7) false 8) false
9) true

3.2 Textbook for Hotel and Tourism Management II



SOCIAL SCIENCES FACULTY
ENGLISH MAJOR



“TEXTBOOK FOR THE STUDENTS AND TEACHERS OF THE
SUBJECT
HOTEL AND TOURISM MANAGEMENT II”

HOTEL AND TOURISM MANAGEMENT II

TABLE OF CONTENTS

UNIT I TOURISM INDUSTRY

Introduction.....	128
- Objectives of textbook for hotel and tourism management II.	130
- Recommendations for the use of the textbooks of the hotel and tourism management I and II subjects.....	131
1.1 Infraestructure.....	134
1.2 Personnel Structure.....	139
1.3 Touristic Guidance.....	141
1.4 Touristic promotion.....	144
1.5 Trip Organization.....	147
Activities.....	149

UNIT II HOTEL INDUSTRY

2.1 Convention and conference centers.....	156
2.2 Supplies and Storage Department.....	160
2.3 Communication Media.....	163
2.4 Taxes.....	166
Activities.....	169

UNIT III SPECIAL SERVICES

3.1 Customer Service.....	174
3.2 Decoration.....	177
3.3 Special Events.....	179
3.4 Marketing and Sales	182
Activities.....	185
Glossary.....	190
Answers to fill in the blanks.....	192

INTRODUCTION

The textbook which is presented in this document represents the result of a research with the purpose of providing a guide for the subject Hotel and Tourism Management II.

All the information contained in these textbook was extracted from dependable sources like books,handouts,guides,experts in the hotel and tourism area. Without them,the purpose of this guide would not be satisfactory.

This information was compiled and treated in such manner that is possible for the reader (in this case the teacher and the students) to read and comprehend easily and quickly by avoiding the use of refined or very formal English. Nonetheless,technical words concerning with hotel and tourism field were employed as an instrument for teachers and students to know the most common terms of this industry.

The illustrations and photographs used in this material were chosen according to the themes to be studied.

These textbook was structured in three units which compile the themes to be studied.

Unit one comprises the tourism industry, tourism infrastructure, personnel structure, tourist guide, tourism promotion and trips organization.

Unit two deals with hotel industry, conventions and seminar centers, supplies and storage department, communication media and hotel and tourism industry taxes.

Unit three exposes special services, customer service, decoration, special events and sales and marketing.

It is necessary to mention that this guide includes activities, with the purpose of providing practice sources to students and so enhance their knowledge in hotel and tourism industry.

OBJECTIVES OF TEXTBOOK FOR HOTEL AND TOURISM

MANAGEMENT I I

General

To provide the appropriate basic and general information related to Hotel and Tourism Management.

Specific

To determine the parts that conform the tourism infrastructure and agents involved with tourist arrangements.

To identify other services, department and aspects of hotel industry in order to increase knowledge.

To know the importance of the customer service, decoration and sales and marketing in the hotel industry.

RECOMMENDATIONS FOR THE USE OF THE TEXTBOOKS OF THE HOTEL AND TOURISM MANAGEMENT I AND II SUBJECTS

Teachers must be aware that these textbooks pretend to work as a basic specialized instrument in the TLP and it is not intended to be a top educational source.

Hotel and Tourism Management teachers should consult other sources related to hotel and tourism industry in order to enhance and deepen in the topics discussed in this material.

Teachers and students must create a close relationship through which the TLP can be easily assimilated and produce fruitful results.

Teachers and students must figure out that some of the activities of this material require to put into practice what they already know (teachers) and what they have learned (students) due to the nature of such activities.

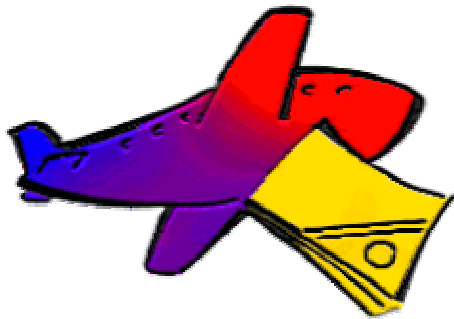
Students must apply their skills in a second language and general knowledge in other areas because the nature of the subject Hotel and Tourism Management demands some intellectual effort.

Students ought to look for other information sources about hotel and tourism industry on their own. This activity will help them in the future to have in-hand references when needed.

Students should create a strong motivation feeling and focus all their creativity to the activities. The employment of motivation and creativity in maximum levels allows an optimum TLP performance and academical satisfaction.

WARM UP QUESTIONS

HOTEL INDUSTRY UNIT I



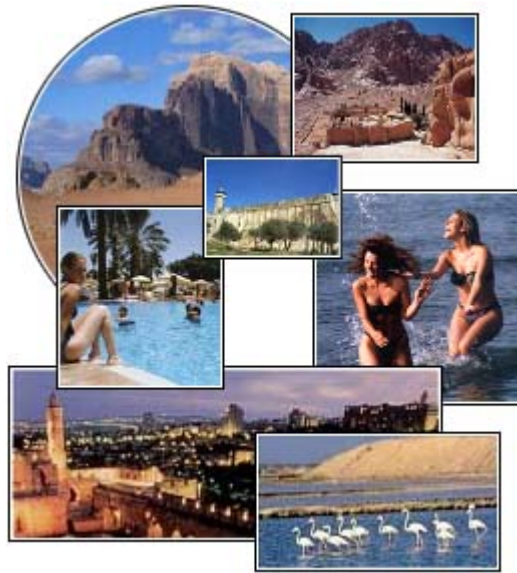
⇒Express your ideas of Tourism Infraestructure

⇒Do you think that is necessary the personnel structure in a touristic place,
Why?

⇒What aspects do you consider that a tourist must take into account, before
to make a pleasure trip?

THE TOURISM INDUSTRY

UNIT I



1.1 TOURISM INFRAESTRUCTURE

It refers to the works and services which are used to promote the social and economical development. These works and services benefit

- common infrastructure
- specific infrastructure

Common infrastructure : this one can be divided in two branches

- access infrastructure
- basic services infrastructure

Access infrastructure : this type of infrastructure is composed of facilities and pathways which make the mobilization and entrance or departure of a country easier.

The commonest among these are :

- maritime access infrastructure
(harbours,piers,quays,wharfs,docks)
- air access infrastructure (airports)
- land access infrastructure (highways,streets)

Basic services infrastructure : This type of infrastucture refers to the services through which people can perform most of their main daily activities and satisfy some basic needs.The most common services are :

- potable water service
- power
- sewer pipes system
- public transportation
- fuel stations
- hospitals
- schools
- government offices
- churches and temples
- telecommunication services

Specific infrastructure : This term refers to the facilities in which the tourist activity is developed calmly and amusingly.

The diversity of specific infrastructure is ample and includes :

Forest parks : This type of tourist center is developed in natural reserves which are in each country. The particularity of these centers is that the natural resources vary from country to country and that is what makes a forest park unique.

Besides forest parks are developed by always respecting the flora and fauna of each country. These parks create access to certain areas, usually the safest ones.

In some seasons, certain areas of the park are closed in order to allow the flora and fauna to reproduce. The edifications for these parks are usually made with natural elements (wood, earth, some trees branches) and so avoid major damages to the environment.

Archaeological centers : These ones are usually located where major vestige of ancient cultures is found. (edifications ruins, objects, tombs)

Some the found vestige is usually exhibited in museums in the capital cities or in museums which have been built in the archaeological center. The most common vestige shown in museums is small and medium size pieces (vases, pots, knives or sharp)

(utensils, tools, weapons, documents, ornaments, jewelry, etc.)

The edifications are protected with surrounding barriers to avoid the damage of the constant visitors traffic in the facilities.

Tour guides are present to expose the center and its attractions to visitors and answer some questions of visitors.

Archaeologists work in these centers to preserve and make further studies to the edifications. Archeologists also recreate the life style of ancient people in graphic forms.

Historical centers : They are the places in which people formerly lived in a specific period of time. Most countries preserve some areas of the cities because the elements in there (edifications,streets,sidewalks,posts,) remind to people the grateful past they lived and leave it as legacy to future generations.

For this purpose,some old edifications with exquisite architectural designs are acquired.Sometimes these houses are acquired with all the furniture and appliances due to these ones armonize with the edification era.

Some edifications are restored according to the original design and sometimes , original color. When restored, these edifications are used as museums, offices, small convention centers , etc.

Amusement parks : This type of tourist center is mainly developed in USA and Europe where the amusement parks include hotels, restaurants and their work logistics is enormous in order to make the park function according to visitors expectations.

The most famous amusement parks in the world are :

- Disneyworld (Mickey and Minnie Mouse,Goofy,Donald Duck)
- Epcott Center in Florida
- Knott's Berry Farm (Peanuts including Snoopy and woodstock)
- Disneyworld Paris (avec tout le savoir americaine)

The decoration of these parks is based on the charaters that are the park image.

Specific geographical zones : most of visited specific zones are frequented due to their particular features. Among these is possible to mention :

- typical cuisine
- handicrafts
- particular customs
- city with ancient settlements vestige
- culture and knowledge development
- valuable ethnic features
- historic edifications
- richness in natural resources
- valuable history , among others

Most of these tourist centers have the necessary basic services infrastructure, lodging places and dining places.

1.2 PERSONNEL STRUCTURE



The personnel is the main resource in which any type of company relies on to perform the productive activities quickly, easily and perfectly.

In the tourism industry, the personnel makes activities which are intended to offer services to tourists, who expect a desirable treat.

The personnel duties in tourist centers can vary from place to place.

Depending on the nature of the center, personnel charges are created and implemented. Nevertheless, some charges and positions are very similar.

Charges and positions in historical and archeological centers

- manager
- guides
- maintenance department
- archologists/historians
- cleaning personnel
- security guards

Beach,countryside,downtown hotels

- General manager
- reception manager
- executive chefs
- bell captain
- waiters
- security guards

Echologic/forest parks

- manager/director
- foresters
- gardeners
- biologists
- cleaning personnel

Specific geographical zones/cultural centers

- guides

1.4 TOURIST GUIDANCE



Tourism guidance is an important element in the tourism industry. This activity permits tourists to know more about a specific city.

The person who is in charge of this activity is named tourist guide.

The tourist guide must be capable and friendly with people, especially foreigners. Tourist guides have a tremendous responsibility in their hands because tourists rely almost blindly on them, some of the commonest tourist guides are :

A) Stable guides : They are located at specific places (palaces, movie studios, museums) Their services are focused in doing trips in the place they are. They are in charge of showing and explaining the activities and elements in that specific place.

B) Informer guides : they only visit certain places and inform in the native language or any foreign language.

C) Interpreter guide : they help tourists in local,nationwide,regional or international trips by providing guidance,translation and interpretation Services to tourists.

D) Driver guide : they have a double function,they guide and drive people to the places they want to visit.They also provide the necessary information about the places they are visiting.

Tourist guides must also have certain features which are necessary and useful to perform a good work.Some of these are :

- knowledge on official names of different countries,names of main cities,provinces,towns,counties.
- Knowledge on land extension in miles or kilometers
- Population (based on updated data)
- Currency
- Political,historical,economical situation
- Names of main volcanoes,hills,rivers,lakes

- knowledge on the situation of some remote places and roads (safe,dangerous,lonely,crowded)
- knowledge on main streets,buildings,important zones of downtown,suburbs,
- knowledge on tourist centers and how to get there
- knowledge on average prices of products and services
- main transportation means
- amusement centers in the country
- type of weather in the country
- knowledge on one or more foreign languages

Tourist guides must also possess motivation spirit,friendliness,security, service spirit and adventure instinct.

1.4 TOURISTIC PROMOTION



Tourism has become in one of the most profitable activities worldwide and in order to make tourism the gold mine that is, it is necessary to implement the adequate tools and structure. Nowadays, each country counts on institutions which promote and watch the proper promotion and development of tourism as source of profit.

Tourism institutions exploit an ample variety of places which enclose very particular features which make them attractive to national and international tourists, and at the same time globalization and technological advances are powerful instruments that help promote tourism worldwide and at the same time motivate tourism institutions to have as ultimate goal : the best tourism promotion .

For this purpose, marketing is a powerful instrument that makes tourism profitable , promotes tourism destinations as goods which can be acquired by anybody who is interested, and provides the strategies in order to create the best offers and obtain a good profit.

On the other hand, each country has its very own features such as : culture, customs, language, history, climate, natural resources, which make this one particular and attractive. And with the help of public relations, they are promoted and offered as something unique, beautiful, and above all, obtainable.

P.R. also creates :

- the own image of a country as a prominent tourist destination.
- the links with other institutions which are involved with the tourist industry directly or indirectly , inside and outside the country. (embassies and consulates worldwide, hotels, restaurants, bars, public and private tourist center.)
- basic compilations of general information about the country. (guides which mention climate,currency,history,political system.)
- the necessary publicity elements to promote tourism inside and outside the country. (promotion videos,posters,magazines)

Information update is vital for the tourism promotion because evolution is a constant fact and is reflected in the sudden and imminent changes that occur in any , and tourism industry is not the exception.

The information update permits anybody to know how to prepare in case of visiting a determinate country.

One fact that is constantly changing is political system governments have short "life " (4 to 6 years) and governments ruling doctrines are various. democratic, republican, socialist,communist,anarchist,dictatorial,monarchical) Each doctrine is a compilation of ideas which are performed by the government in charge and the doctrine implementation by a government can affect or benefit all the productive sectors of a country.Also, it is necessary to mention that tourist wants to know if visiting a country ruled by an X government is not risky.

Tourism destinations are constantly appearing ,disappearing, changing,creating branches, and moving from place to place. For that reason it is imperative to inventory and update the amount of tourist centers and their nature.(beach hotels,forest parks, amusement franchises,casinos).

Currency constantly changes in some countries (name,denomination,value compared with other currency) And it is also possible that a country manages two or more different kinds of currency. some countries as El Salvador have their own currency (colones) and dollars as currency.

A last aspect to discuss is language.Some countries or regions are monolingual. (most of latin america countries have spanish as official language) Some other countries have two official languages (in some states of USA and Canada, English and French is spoken.) And some other countries are multilingual.(Belgium has 3 official languages ,some African countries have from 3 to 6 official languages,not including dialects, pidgins and creoles.

1.5 TRIP ORGANIZATION



Trips are a perfect scape from routine from this modern life.
They are an irresistible attraction for young and old people.
Trips are particularly interesting when they are done in foreign countries.
Nowadays, big and small companies offer trips inside and outside the country. They take care of each detail to experience something unique.

Some of the details that trip organizers must take into account are :

- culture
- things to do
- transportation

- weather
- economy
- lodging
- currency
- vaccines
- bank services
- communication
- food and water supplies
- trip price
- basic migratory law and procedures
- possible situations
- assistance phone numbers
- knowledge on the main streets,edifications,interesting places of the place to visit.

Some of the main trip organizers are the travel agencies. These ones offer trips which usually include two - way ticket, lodging, meals, tourist guidance, and the satisfaction of a good service.

QUIZ

Answer the following quiz and find out how much you have learned from this unit.

UNIT I

- 1) The tourism infraestructure refers to?
- 2) Into the tourism infraestructure there are some positions or charges, some of them are?
- 3) Which are some of the characteristics that a touristic guide must posses?
- 4) Mention the four types of touristic guides that the textbook refers?
- 5) The trip organizer must take into account some details, mention five of them?

Tourism Infrastructure activities

Activity 1

Discuss with your classmates which of the two types of infrastructure exists in El Salvador. Don't forget to include the division of each infrastructure and how these work in El Salvador.

Activity 2

Meet with four or five classmates and create a tourism promotion institution. There must be a president and the rest will be ministers.

Your mission is to elaborate strategies for improving or modernizing the existing tourism infrastructure in your country and present it to your compatriots to get approval or disapproval.

3 FILL IN THE BLANKS IN THE FOLLOWING SENTENCES
WITH THE CORRECT WORD

- 1) The tourist Infraestructure refers to the 1 _____ and
2 _____, which are used to promote the social and
economical development.
- 2) The common infraestructure of tourism can be divided in two branches
- A) 3 _____
- B) 4 _____
- 3) The personnel is the 5 _____, in which any type of
company relies on to perform the productive activities
6 _____, easily and 7 _____
- 4) Tourism guidance is an important element in the _____ 8
- 5) The person who is in charge of the tourist guidance is named:
9 _____
- 6) Some of the most common tourist guides are:
- A) _____ 10
- B) _____ 11
- C) _____ 12
- D) _____ 13

Tourism industry personnel structure

Activity 1

Take a few minutes and discuss with a classmate the next questions

- What is work division ?
- Is work division good ? yes/no why ?
- What problems would come up if work division didn't exist in a company ?

Share your conclusions and ideas with all of your partners and teacher and show them your gift of gab.

Tourism guidance exercises

Activity 1

Discuss with your classmates how many types of tourist guides exist in El Salvador. And you've happened to be in a guided tour, share your experience with your classmates. Don't forget to mention some features that you may have noticed in the guide .

Activity 2

Check the information about the types of guides and their features, choose one and prepare with some classmates a guided excursion.

Tourism promotion activities

Activity 1

Gather with some classmates and analyze the tourism promotion in El Salvador . After this, propose to your other classmates some alternative plans to promote El Salvador as prominent tourism destination.

Activity 2

Gather with some classmates and create a tourism promotion institution (official or non official) Employ all the possible strategies and elements to promote tourist destinations and so get all the potential tourists.

Don't forget any details about the tourist destinations.

Trip Organization activities

Activity 1

You and two classmates more will become tour operators and your mission will consist of preparing tourist packs to different destinations. This means that you must find out prices, make arrangements with companies involved with the hotel and tourism industry and prepare details to create attractive tourist packs. Don't forget to elaborate a written report of this activity.

Activity 2

After concluding activity 1, your next mission is to offer the different tourist packs you have prepared. For this, you will have to create a presentation in which you will offer your product to your customers (classmates) and wait how many of them are interested in packs. Use all the publicity elements for this presentation.

WARM UP QUESTIONS

HOTEL INDUSTRY UNIT II



⇒In a hotel what kind of convention and conferences do you think are given,

Have you been in one of them?, tell us your experience

⇒In what do you think the supplies and storage department consist?

⇒Which are the most common communication media in our country, do you consider them efficient?

⇒What is a tax for you and why do we have to pay them?

HOTEL INDUSTRY

UNIT II



2.1 CONVENTION AND CONFERENCE (C & C) CENTERS

Conventions and conferences have both become in usual activities through which the exchange and acquisition of specific knowledge, presentation and/or introduction of new products ,celebrations of any kind, yearly meetings and some other kind of events are held in a different and attractive fashion.

The most common individuals who celebrate conventions and conferences are :

- Specialized professionals :
physicians,engineers,salesmen,proctologists,ornithologists,etc.
- Organizations : charity,rotary club,lions club,water buffalo lodge,boy scouts,astronomy clubs.
- Companies : broadcasting,food,beverage,services,manufacture,trade.
- People who celebrate special events (baptisms,birthday,sixteen candles, weddings, anniversaries among others celebretations.)

Nevertheless, conventions and conferences imply to plan and organize even the smallest details and employ lots of time. And nowadays, time is valuable treasure which no one can afford to waste.

Fortunately, most hotels include in their facilities convention and conference centers which are decorated and equipped with the necessary elements in order to make events perfectly.

Some of the basic elements in C & C centers lounges are :

- Spaciouness and adequate illumination and climatization (hot in winter, cool in summer)
- Adequate location, distant from distracting noise and people flow.
- Toilet rooms and water fountains are located as close as possible.
- Lounges are equipped with sufficient furniture (tables and chairs), audio-visual media (projectors, sound equipment,), and power (110/220 volts outlets)

Modern C & C centers usually exceed these requirements ,are continually modernized and thoroughly checked with preventive and corrective maintenance.

Convention and Conference Centers / Operation

The C & C center services are hired through the hotel sales department, which asks for important data such as :

- Date of the event
- Time
- Number of people
- Kind of event

After the data has been collected, the sales department describes the available offers, what they include, the price of the whole service, the kind and number of dishes (if desired).

- Sometimes the date may be changed due to full occupancy of lounges.
- Number and kind of dishes are sometimes discussed because the amount of people and/or time period of the event is really short.
- When dishes are requested, the menu options are offered and so select the most appropriate dishes.
- The kind of event must be taken into account (wedding, physicians conference, companies xmas party) in order to decorate the assigned lounge to the occasion.

After the deal has been partially made, the sales manager asks for a money anticipation (usually 50% of total price) and requests the client to go to his office in order to sign a service contract, which will formalize the service deal. When the contract has been signed and money has been received, the sales department sends a copy of the contract to the banquet department , which prepare the event details. This department is in charge of decoration, dishes, waiters, and cleaning before and after the event.

The audio/visual media is checked in advance by the hotel audio technicians and so avoid any inconvenience. Technicians also prepare and install the needed elements to be used (amplifiers, microphones, speakers, monitors, screens). Power is also checked in advance with the purpose of avoiding possible sudden blackouts.

The waiters captain has a copy of the contract and uses it to supervise that all the elements ,explicit or implicit, are on their place before, during and after the event. He also distributes duties among his staff members and checks that the event runs armoniously.

2.2 SUPPLIES AND STORAGE DEPARTMENT

In each company, the supplies and storage department makes possible that the activities can be performed by purchasing, storing, and supplying all the necessary goods for every department in the company.

S & S dept. must always take into account to have enough goods to avoid any shortage and these goods must be of the best quality possible.

The main character in this department is the S & S dept. manager. This person is in charge of making this department to work harmoniously and accurately.

Some of the functions of the S&S dept manager are :

- obtain updates on price fluctuations
- quote prices
- register quotations and suppliers
- visit factories and wholesalers in order to know and be updated concerning with new products, prices, offers, and also fortify commercial relations
- keep immutable the company policies and suggest and/or contribute with new policies ideas.
- Supervise the supplies requests.
- Supervise the supplies once they have been delivered
- Train and supervise his staff with activities, performance behavior and interpersonal relationships.

The S & S dept. manager has also duties to comply in order to keep the discipline and activities which guarantee the department policies and control.

Among these we have :

- To participate of the supplies acquisition and supervise the quality and price of the supplies, supplier service quality and be aware of the price fluctuations.
- To analyze through quality tests, along with F&B manger, executive chef, cost manger; the quality of new products.
- To verify the supplies deliver in the exact date.
- To inform to his staff and rest of departments about the supplies, new products, prices, and suppliers.
- To verify the best prices offered by suppliers.
- To quote frequently the high consumption products
- To create good communication and cooperation links with the rest of departments in the company.
- To organize a purchase catalog for each department.
- To visit local and foreign suppliers when needed.
- To create a record of the high consumption goods.

The S & S dept. manager must be aware that his staff is more than useful and for that reason he must :

- develop an order and effective department structure.
- establish charge duties and efficiency standards.
- Evaluate the staff periodically according to the established efficiency standards

Planning is an important aspect that makes any ccompany or department

To succeed in any activity proposed. For this it is necessary :

- To establish yearly goals and objectives
- To elaborate programs, taking into account the investment policies, budgets and market climate.
- To study the supplies needs and schedule the purchase.
- To state policies and procedures for market study, purchase and service request.
- To insure the proper purchase activity according to established policies and procedures.

Work relations have an important role in the S&S dept. because they make possible that people work more efficiently. For this there are three basic areas for the work relations.

- In the department : to establish excellent work relationships in order to keep an optimum degree of esteem in the employees and at the same time to develop the employees' skills.
- Internally : to create excellent work relationships with the other departments, with the purpose of making easier purchase and supply.
- Externally : to establish excellent relationships with suppliers in order to benefit the company.

2.3 COMMUNICATION MEDIA



Publicity: Is a group of communication that use some methods or techniques that are used to communicate information with the purpose to let people know a new product, a firm or and this specific case the hotel industry.

What media pretend is:

- Show a product
- Product Personality
- Unique promise of sale
- Generic without any change in the market

Also pretends:

- ❑ Promotion
- ❑ Image
- ❑ Positioning
- ❑ Loyalty
- ❑ Offer

Among the most important and used media types are:

- ⇒ Television
- ⇒ Radio
- ⇒ Advertisement
- ⇒ Direct Mail
- ⇒ Outdoor Advertisement
- ⇒ Newspaper

Promoting Products

Promotion: Is one of the four elements of the company's marketing mix:



The nine elements of a comunication process are:

- ✓ Sender
- ✓ Receiver
- ✓ Encoding
- ✓ Decoding → receiver
- ✓ Message → Comes through a channel
- ✓ Media
- ✓ Response
- ✓ Feedback
- ✓ noise

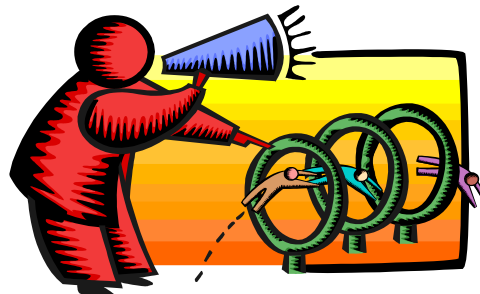
In the communication media there are some aspects that should be taken into account :

The communicator's tasks are:

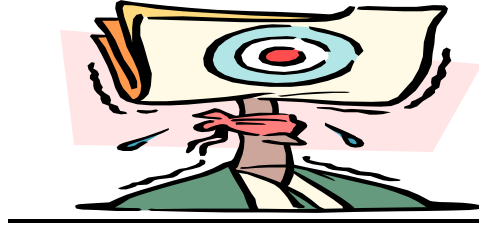
- To identify the target audience
- To identify the target audience's characteristics
- To define the response through : knowledge and preference
- To construct a message with an effective content, good structure and format
- To select media for personal and non-personal communication
- To deliver this message by a credible source
- To collect feedback: This is collected by watching how much of the market becomes aware of the product and at the same time, audience tries the product and satisfied in the process

Another important point in the communication media is how much the company decide to pay for the promotion.

The different promotion activities require strong coordination for maximum impact.



2.4 HOTEL AND TOURISM INDUSTRY TAXES



Taxes are the charge or contribution required of persons or groups within the domain of a government for the support of that government.¹

The most common tax that is applied in El Salvador is the added value tax. (impuesto al valor agregado a.k.a. IVA)

This tax is added to products and services and charged with the 13% of its value. This 13% has been usually added in the price beforehand.

Some products which are taxed with the AVT are :

- eatable goods (dairy, vegetables, meat, milk, snacks, canned food, dog food)
- general consumption goods (detergent, shower and laundry soap, disinfectants, wipes, shave cream, shampoo)
- clothing (shirts, slacks, jeans, skirts, belts)
- home appliances and tools (washers, hair driers, television sets,)
- furniture (chairs, tables, couches, sofas, shelves, beds, pantries)
- restaurant food (pizza, hamburgers, hot dogs, sodas, beer)

¹ Houghton Mifflin company, The American Heritage school dictionary, page 885

Some services which are taxed with the AVT are :

- transportation (bus,taxi,private limousine)
- repairs (plumbery,electricity,construction,PC)
- counseling (legal,administration,network)
- parks (usually private parks)
- lodging (motels,inns,hotels,beach hotels)
- tourist centers (usually private centers :pools,spas,forest parks)

The hotel and tourism industry apply the AVT to all their products and services.

Hotels exempt the AVT to embassies and consulates only.

Obligatory taxes for the hotel and tourism industry

Hotels and private tourist centers,as the businesses they are,are taxed with different types of taxes by government :

Profit tax : this tax is imposed to the profit obtained during the whole year round and is 10% of the net profit.This tax is imposed to people or legal entities that obtain 36,000 colones or more in one year. (\$ 4,114.28)

Public lighting and cleansing : street lighting and trash collection,and street sweepers are charge with a percentage that depends on the type of business.
This tax is yearly.

Solid waste handling : this imposition is charged in the power bill and it is used to take the waste to a separation center in which waste is classified according to its nature :

glass,plastic,rubber,paper,metal,organic.(food,vegetables, leaves,fruit)

Each class of waste is treated according to its nature.

In the case of the organic waste,this decomposes quickly and therefore it must be contained in special deposits and be treated to do not damage the soil of the facilities.

All the people and legal entities must their taxes in order to avoid fines and trials before the powers that be.

As seen,no one can avoid taxes because their the means through which the country as entity can operate.

The ones who avoid paying taxes are criminals.Do not let anybody call you a criminal.



QUIZ

Answer the following quiz and find out how much you have learned from this unit.

UNIT II

- 1) Who celebrate conventions and conferences in hotels?
- 2) Among the kind of conventions and seminars are?
- 3) What do you think that supplies and storage means?
- 4) What is the main functions of these departments?
- 5) What is the pupose of the comunication media?
- 6) Which are the most common media types?
- 7) The nine elements of a communication process are?
- 8) What is a tax?
- 9) Which are the mandatory taxes that a hotel have to pay?

Convention and Conferences activities

Activity 1

Think of any time that you have been at a convention,a conference,or a particular event in a hotel.Share with classmates how your experience was (good,bad,funny) and what you observed the hotel staff did in the event.

Activity 2

As usual, gather four or five classmates and prepare the service for an important event at your hotel.Follow the steps mentioned in the lesson and be ready to perform it in class. Don't forget to include the the type of event and possible situations.

Supplies and Storage activities

Activity 1

Make a list of items which are used at a hotel, then elaborate a yearly budget with all the things you listed previously and include the prices and provider.

Activity 2

Make groups of 5 or 6 persons. One of you will be the S & S dept. manager and the rest will represent different hotel departments. Each department will request for goods which are used for their activities by following the procedure described in the lesson.

Communication Media activities

Activity 1

Discuss with a classmate the publicities strategies that main hotels in El Salvador use in order to attract customers.

Activity 2

Work with two classmates and your mission will be to create a publicity campaign for an X hotel or tourist center. Look for the best publicity strategies or create one and so attract customers.

Hotel and Tourism Industry Taxes activities

Activity 2

Choose one of the types of taxes and find more information about it and how this is applied. Don't forget to make the respective mathematical calculations.

You must present it to your classmates and make a written report of it.

Choose your favorite partner to work on this.

Activity 2

- a) Find more information about two former taxes applied in El Salvador and their levying percentage. Prepare a written report for this activity.

Find the penalties that are applied to people who avoid to pay taxes in El Salvador. Use examples for this and don't forget this activity includes to elaborate a written report.

WARM UP QUESTIONS

SPECIAL SERVICES UNIT III



⇒Why do you think the customer service have become so important in the hotel industry?

⇒Do you consider the decoration important in a hotel, Why?

⇒Mention some special events that you know, that take place in a hotel

⇒What do you think is the main function of the sales and marketing department in a hotel?

SPECIAL SERVICES

UNIT III

3.1 Customer Service



The customer service can be seen from two points :

Customer Service department: Basically deals with client's complaints and this department tries to fix the situation by sending some flowers, bottle of wine, chocolates, etc. The objective of this is having satisfied clients.

Also the customer service department is focused to the direct relation with clients, in this way the good quality of service can be measured.

In order to measure the quality of service some hotels provide to the front desk department comment cards to ask their clients for information about the service quality.

Another important fact, that should be taken into account from the customer service department is making the staff aware of the importance of meeting customers' needs. Also in order to remind employees of the importance of customers, place annotations on walls and bulletin boards. Display the mission statement, which describes:

- ⇒ What you do
- ⇒ How you serve your customer(quality and caring)
- ⇒ For whom
- ⇒ Why you do what you do

The costumer service itself: It is also called the moment of truth. It is when there is a direct contact with costumer, this moment of truth takes place since the guest gets in contact with any hotel employee, which means the registration in the front desk (check-in) until the guest leaves the hotel (check-out).

There are some tools to handle difficult situation into the hotel, specially with problematic guests :

- Listen
- Apologize
- Solve Problem
- Thanks the guest

How to listen:

- Give your undivided attention
- Don't interrupt
- Show that you are interested
- Maintain eye contact
- Show positive body language
- Ask for clarification
- Ask open questions: They usually start with "how", "what", "where", "when", or "who"; and they cannot be answered by a simple yes or no.
- Watch for non-verbal reactions
- Don't jump to conclusions
- Don't finish people sentences for them
- Learn to let short, comfortable silences descend on a conversation

And “last but not least”:

Keep Smiling!!!!!!!!!!!!!!!!!!!!



Eg: Comment Card

Guest Name:	Departure date:		
Room Number:	Phone number:		
Please give us your comments on the experiences you had with:			
	Excelent	Good	Bad
Front Desk	☐	☐	☐
Restaurant	☐	☐	☐
Room Service	☐	☐	☐
Bar	☐	☐	☐
Room Condition	☐	☐	☐
Operator	☐	☐	☐
Is there any other thing you would like to tell us:			

3.2 DECORATION



For the decoration of a hotel, it is necessary to take into account many aspects among them can be mentioned:

- ✓ Location (beach, mountain, city)
- ✓ Season
- ✓ Holiday
- ✓ Hotel type (small, big, category)
- ✓ Special Event (wedding, birthday, cocktail, inauguration, etc)

In a hotel the decoration is one of the most important aspects that is required and is part of the Relation Public Department and House Keeping Department help by Maintenance Department.

Sometimes the hotel administration prefer to contract a particular company. It all depends in how much money the hotel decides to spend.

The decoration is internal and external. For both aspects it is important to keep the style of the building. Many hotel buildings follow a specific trend. Mediterranean, English, Austrian, modern, classic, sober are some of the styles of edifications which can be selected for a hotel building. When a building is in construction, it is necessary to keep the more details of the style for the building.

Along with the building style, ornaments are important to complement the decoration. Paintings, sculptures, curtains, furniture, sheets, pillowcases, paint color are important elements that define the decoration of the hotel.

There are some other decoration elements which are used for a short period of time. These ones are used for special events which are held there. An example of event decoration is for weddings. White balloons, white tableclothing, white flowers, and so on. Christmas, new year, expositions, presentation, lectures, each one of them is decorated taking into account the main features of every celebration.

3.3 SPECIAL EVENTS



Since a long time ago people have believed that a tourist just loof for relax, pool, and room, but things have change because the hotels' owners have implemented new and creative activities in order to offer differents options to the people that visit hotels, specially in holidays in which people look for distraction and fun in a safe place, which is a big advantage that hotels have.

One important fact to mention is that the special events can take place not only in beach hotels, but also in any other kind of hotel (downtown,country) always focusing that the activity or special event can be applied to the hotel style.

Types of special events:

Daily Events
Nocturnal Event
Child's Events
Cultural Events
Sport Events
Entertaining Events
Adults' People Events

Among other special events are:

Expositions:

- Paintings and sculpture
- Pictures
- Book presentations
- Art and furniture
- Handicrafts
- Post seals and ancient coins
- Animals

Cultural and Art Events

- Film making festivals
- Any kind of contests
- Concerts
- Conferences
- Sessions

Sports and Games Events

- Chess, pool, ping-pong tournaments
- Bowling, fishing competitions
- Competitions at the sports facilities (pool, tennis courts, gymnasium)

Amusement Events

- Christmas and New Year parties
- Masquerades
- Children parties
- Fashion parades
- Beauty contests
- Banquets

Special Culinary Events

- Regional cooking
- Cooking recipes contests
- Gastronomical contests
- Local and foreign wines and liquors tasting.

The success of these events is strongly linked to the adequate publicity.

The complete information must be noticeable for guests and placed at the hotel reception,restaurant,rooms,bar and so the guests knows how to attend to these events.

These events publicity is also published on important newspapers,brochures, magazines.These strategy is adopted in order to attract people who are not lodging at the hotel and are potential customers for these events.

The more people attending events,the higher probabilities of obtaining more profit for the hotel,and above all,to elevate the hotel to an outgoing position.



3.4 MARKETING AND SALES



What is marketing ?

This one is conformed by all the potential customers who share business activities or specific tastes and could afford to make an exchange to satisfy that need.

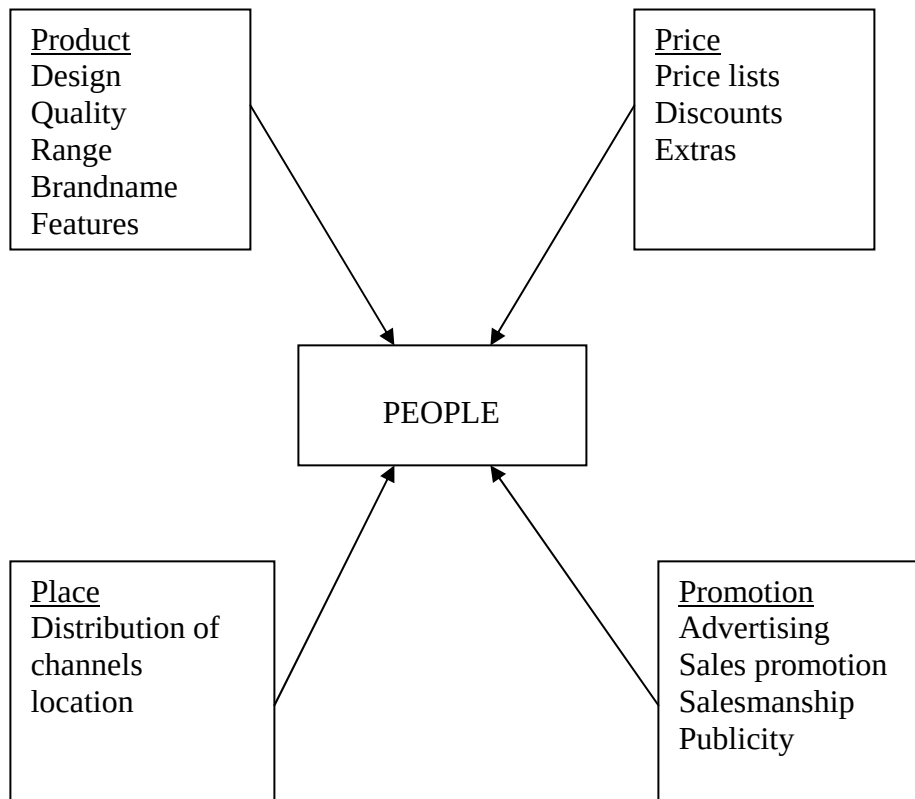
Sales process

- 1- Preparation, planning (customers search)
investigation of customers needs
- 2- Rapport
- 3- Identification of buyer : A hotel services buyer looks for :
 - good location
 - good attention and service
 - budget
 - physical facilities
- 4- Offer presentation :reconfirmation through closed questions,
defining offer to client
- 5- Objections : confirmation of offer
- 6- Closing the deal :
 - obtaining a compromise
 - creating a link for future visits
 - and above all,assure customer's satisfaction

Consumer Markets

Markets must be understood before any marketing strategies are developed. The consumer market obtains goods and services for personal consumption. Customers vary on age, income education, tastes, etc.

It is very important to take into account that buyers behaviour is the result of a complex interplay of cultural, social, moral, economical and personal aspects and psychological factors. That is why it is important that selling process takes into account the main needs of buyers according to aspects mentioned before and shown in the following graphic.



Relationship Marketing

The company's sales people should work to develop long – term relationships with key accounts.

Relationship marketing is based on the premise that important accounts need focused and continuous attention.

Sales people must do more than just making some phone calls, they must monitor each key account, know its problems and be ready to have different options of solution and service.

Sales people must :

- call and visit frequently to their key accounts customers.
- make useful suggestions.
- invite key accounts customers to have a meal and talk and discuss
- about aspects and benefits of the frequent use of her/his account.
- show interest in the customer as a person with needs and feelings.

Sales promotion

This one consists of short term incentives to encourage purchase or sales of products and services.

Whereas advertising offers reasons to buy a product, sales promotion offers reasons to buy now.

It comprises a wide variety of short-term incentives like :

- coupons
- gifts
- membership cards

QUIZ

Answer the following quiz and find out how much you have learned from this unit.

UNIT III

- 1) What is the customer service about?
- 2) In a hotel there are some tools in order to apply the customer service, specially to handle problematic clients, which are they?
- 3) Some of the aspects of the hotel decoration are?
- 4) Why the decoration is importantant in a hotel?
- 5) The special events are divided in differents types, which are they?
- 6) There is one specific factor to make a public success event in a hotel, what is it?
- 7) What is marketing?
- 8) The sales promotion consist on?
- 9) Into the sales promotion there are some incentives for clients, which are they?

Special Services activities

Activity 1

Share any bad experience you've had in stores or establishments and how the store or establishment has dealt or reacted before such experience.

Activity 2

Get two or three more classmates. One of you will be the front desk employee and the others will be unsatisfied guests with complaints. The front desk employee will listen to their complaints and solve the problems the guests expose.

Hotel Decoration activities

Activity 1

Look for decoration information and get at least three styles or types of decoration and prepare a brief report of each one. Also include the main features about them. Prepare a presentation show to the class. Don't forget the visual material to support your presentation.

Activity 2

Among all the decoration styles you found out, choose one and elaborate a design of the building and lobby of a hotel. Don't forget any detail and show it to the class (2 to 3 persons)

Activity 3

Check the lesson and activity 2 of conference and convention centers section and choose one type of event (xmas, birthday, sixteen candles, etc.) and organize the decoration for this event. (2 to 3 persons)

Special Events activities

Activities 1

Discuss with your classmates which are the most common special events held in Salvadoran hotels and share your experiences if you have happened to be at one of them.

Activities 2

Your hotel has decided to sponsor an important event and this one will be held there. You and 5 classmates more are in charge of planning, organizing and performing all the necessary activities and details in order to make this event perfect. So hands to work !!!!!!!

Marketing and Sales activities

Activities 1

You and two or three classmates more will become the marketing department of “ Chat Noir ” hotel (a french hotel chain). The executive board needs to increase the amount of customers and for that ,you,as marketing department, You must find customers.

For this reason, you have to make a market study to know what your potential customers look for in a hotel. Prepare a survey and ask your classmates to participate as potential customers and fill out the survey and so you will know what they expect from hotel.

Activities 2

After passing this survey, you must compile,classify and interpret the information obtained . Once you obtain the results ,you must create and plan the marketing strategies through which you expect to increase the customers fluency to your hotel. Don't forget to elaborate the document and a presentation of your marketing strategies for your classmates.

GLOSSARY

Infraestructure: The facilities such as airports, roads, water, electricity, and so on that are necessary before development of an area can take place.

Promotion: Paid advertising and public relations efforts that in the case of tourism encourage recreational travel either generally or on specific carrier and to specific places.

Media: The term refers to the means of spreading information trough the print media, like newspapers and magazines and the broadcast media, like radio and television.

Brochure: A pamphlet usually put out for promotional purposes.

Tour Operator: People who package or put together tours. They can be large travel companies or independent operators. They are in effect the wholesalers of the tourism industry who sell to the general public through retail travel agents.

Tour guide: The person in charge of a tour or an excursion.

Convention: A meeting at which people usually within the same field or business exchange their ideas.

Globalization: Is an open door

Trip: 1) a journey ,voyage,flight or other passage from one place to another.
2) an outing or excursion. 3) the distance traveled on a trip or the time required for such a journey.

Conference: a meeting to discuss a subject or a number of subjects.

Supplies: available amount for a given use,stock.

Storage: the act of storing.

Wholesaler: person who sells goods in large quantities as for resale by a retailer.

Insure: to make sure or certain of.

Generic: indicating an entire group, class or category ; general rather than specific.

ANSWERS TO FILL IN THE BLANKS

3

- 1) common 2) specific 3) access infrastructure 4) basic services
infrastructure 5) main resource 6) quickly 7) perfectly
- 8) tourism industry 9) tourism guide 10) stable guide
- 11) informer guide 12) interpreter guide 13) driver guide
- 14) friendliness 15) adventure instinct 16) profitable activities
- 17) globalization 18) technological advances
- 19) travel agencies

3.3 CONCLUSIONS

- These textbooks have been elaborated in order to provide a guide for teachers and students for Hotel and Tourism Management I and II subjects.
- The themes structure is practical and go straight to the point and so make students understand quickly and easily.
- These material was elaborated for Universidad Tecnológica de El Salvador with the purpose of preparing students towards Hotel and Tourism Management area, in order to increase and update their knowledge in this field.

3.4 RECOMMENDATIONS

- Teachers should deepen on the themes in study by using other hotel and tourism sources.
- Students ought to study the next theme(s) in advance and ask them to look for their own sources of hotel and tourism industry.
- Teachers should not limit their class to the activities given in this material, on the contrary they ought to implement other activities which can make themes more dynamic.
- Teachers must insist in written reports and so avoid improvisation, which is a harmful habit.
These reports must be requested even for oral presentations
- Researchers recommend to update the information contained in the textbooks every two years, through new investigations with updated information about “Hotel and Tourism Industry” in about two years.

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ANNEXES

3.6 ANNEXES

Annex 1



HUMAN AND NATURAL SCIENCES FACULTY
ENGLISH LANGUAGE DEPARTMENT

STUDENT 'S QUESTIONNAIRE

Objective : The objective of this research is to design a textbook for Hotel and Tourism Management subject based on the information that students provide, in order to make the teaching learning process easier and more productive.

INSTRUCTIONS

Read carefully each question and answer by checking the blank square and please answer the questions objectively, because the information you provide will be used for the elaboration of a textbook for Hotel and Tourism Management subject.

1.Are yo aware of the existence of the subject Hotel and Tourism Management in your career?

Yes ☐

No ☐

2 .What do you think the subject Hotel and Tourism Management is about ?

3. Do yo consider a textbook important ? Yes ☐ No ☐

Why

4 .Which of the listening activities below would you choose for the textbook?

Transcription of passages of audio cassettes ☐

Discussion of movies ☐

Comprehension of passages ☐

Others

5 .Which of the speaking activities below would you choose for the textbook?

Pair or group dramatizations ☐

Pair or group presentations ☐

Dialogues ☐

Others

6 .Which of the reading activities below would you choose for the textbook?

Reading of a book or excerpts from it ☐

Reading discussion groups ☐

Analysis of articles from newspapers, magazines, documents ☐

Others

7 .Which of the writing activities below would you choose for the textbook?

Journals of topics related to Hotel and Tourism Management class ☐

Compositions ☐

Summaries of topics related to Hotel and Tourism Management ☐

Others

8 .Which of the next aspects do you consider important to be included for the design of the activities for the Hotel and Tourism Management textbook?

Typical and international food ☐

Archeological places ☐

Tourist places ☐

Historical places

☐

Hotel physical structure

☐

Hotel functions

☐

Hotel personnel

☐

Others

9 .Do you consider important to include pictures in the design of a textbook for Hotel and Tourism Management?

Yes ☐

No ☐

explain why

10 . Do you have other ideas for the elaboration of the textbook that you would like to share ?

Annex 1



HUMAN AND NATURAL SCIENCES FACULTY
ENGLISH LANGUAGE DEPARTMENT

TEACHER'S QUESTIONNAIRE

Objective : The objective of this research is to design a textbook for Hotel and Tourism Management subject based on the information that teachers provide, in order to make the teaching learning process easier and more productive.

INSTRUCTIONS

Read carefully each question and answer by checking the blank square and please answer the question objectively, because the information you provide will be used for the elaboration of a textbook for Hotel and Tourism Management subject.

1.What do you think the subject Hotel and Tourism Management is about?

2. Do you consider important a textbook ? Yes ☐ No ☐

Why

3. What kind of listening activities would you suggest to include in the design of a textbook for the subject Hotel and Tourism Management I and II?

4. What kind of speaking activities would you suggest to include in the design of a textbook for the subject Hotel and Tourism Management I and II?

5. What kind of reading activities would you suggest to include in the design of a textbook for the subject Hotel and Tourism Management I and II?

6. What kind of writing activities would you suggest to include in the design of a textbook for the subject Hotel and Tourism Management I and II?

7. Which of the next aspects do you consider important to be included for the design of the activities for the textbook for Hotel and Tourism Management I and II?

- | | |
|--------------------------------|--------------------------|
| Historical places | ☐ |
| Archeological places | ☐ |
| Tourist places | ☐ |
| Typical and International food | ☐ |
| Hotel physical structure | ☐ |
| Hotel functions | ☐ |
| Hotel personnel | ☐ |
| Others | |

8. What pedagogical aspects do you consider important in the design of a textbook ?

9 . Do you have other ideas for the elaboration of the textbook that you would like to share ?



Annex 2

UNIVERSIDAD TECNOLÓGICA DE EL SALVADOR
FACULTAD DE HUMANIDADES Y CIENCIAS NATURALES
ORGANIZACION DEL PENSUM DE LICENCIATURA EN IDIOMA INGLES



PLAN 2000

CICLO I	CICLO II	CICLO III	CICLO IV	CICLO V	CICLO VI	CICLO VII	CICLO VIII	CICLO IX	CICLO X
1 B1 -H INGLES BASICO I 0 6	6 IB2 -H INGLES BASICO II 1 6	11 III -H INGLES INTERMEDIO I 6 6	16 II2 -H INGLES INTERMEDIO II 11 6	21 IA1 -H INGLES AVANZADO I 16 6	26 IA2 -H INGLES AVANZADO II 21 6	31 IE1 -H INGLES ESPECIALIZADO I 26 6	36 IE2 -H INGLES ESPECIALIZADO II 31 4	40 TTI -H TECNICAS DE TRADUCCIONES E INTERPRETACION 36 4	44 PEIN -H PROYECTO ESPECIAL DE INVESTIGACION DIRIGIDA 90% 4
2 PSIG -H PSICOLOGIA GENERAL 0 4	7 PED -H PSICOLOGIA EDUCATIVA 2 4	12 FON1 -H FONETICA INGLESA I 6 4	17 FON2 -H FONETICA INGLESA II 12 4	22 MET1 -H METODOS Y TECNICAS P/ ENSEÑANZA DEL INGLES 16 4	27 PRD1 -H PRACTICA DOCENTE I 22 4	32 PRD2 -H PRACTICA DOCENTE II 27 4	37 DISC -H DISEÑO CURRICULAR 32 4	41 RI1 -H RELACIONES INTERNACIONALES I 36 4	45 RI2 -H RELACIONES INTERNACIONALES II 41 4
3 ANDRA -H ANDRAGOGIA 0 4	8 TEEV -H TECNICAS DE EVALUACION 3 4	13 EAE -H ESTADISTICA APLICADA A LA EDUCACION 0 4	18 LC1 -H LECTURA Y CONVERSACION EN INGLES I 11 4	23 LC2 -H LECTURA Y CONVERSACION EN INGLES II 18 4	28 CUAA -H CREACION Y USO DE AYUDAS AUDIOVISUALES 22 4	33 LIN -H LINGÜISTICA 29 4	38 LITNI -H LITERATURA NORTEAMERICANA E INGLESA 33 4	42 GHT1 -H GERENCIA HOTELERA Y TURISMO I 36 4	46 GHT2 -H GERENCIA HOTELERA Y TURISMO II 42 4
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5 INFO -I INFORMATICA I 0 4	10 INFO2 -I INFORMATICA II 5 4	15 ECU -H ECOSISTEMA CULTURA Y SOCIEDAD 0 4	20 MET2 -H METODOS DE INVESTIGACION 13 4	25 ETIP -H ETICA PROFESIONAL 50% 4	30 ECO-D ESTUDIO DE LA CONSTITUCION 0 4	35 HISR -H HISTORIA DE EL SALVADOR Y REALIDAD NACIONAL 60% 4			
22 u.v.	44 u.v.	66 u.v.	88 u.v.	110 u.v.	132 u.v.	152 u.v.	168 u.v.	184 u.v.	196 u.v.

NUMERO CORRELATIVO

CODIGO

NOMBRE DE LA ASIGNATURA

PRE-REQUISITO

UNIDADES VALORATIVAS

Plan de estudios aprobado por el MINED según acuerdo N° 15-2842 de fecha 22 de diciembre de 1998

Annex 3

