

## **Importance of the English Language in the Training of the Graduates of the Career of Hotel and Tourism; 2014-2018 Study**

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**Summary:** The present research is to recognize the importance of trips abroad to the foreign tourists to strengthen the knowledge of teachers in the area of English and confirm the correct training of students, also manage the appropriate technological equipment and encourage students to practice the language abroad, with the aim of improving the professional development of graduates in Hospitality and Tourism. The beneficiaries are the students of all the careers that are at stake in their abilities on the importance of the English language in the professional's working life, in addition the teachers perfect their methodology, through exchange programs raising the quality of teaching towards clarity groups Academic in tourism spacing with a high command of the English language, obtaining recognition in employability sine qua non, for her command of strict communication in another language. This arduous workforce integrates needs to enhance the university student's graduation profiles in integration with private companies as travel agencies by offering higher quality services through professionals with excellent academic training. The direct impact of this research is to establish systematically, at the different professional levels, the way of acting of the future university graduate, specifically in their training in the English language, the indirect impact is the breadth of jobs that affect students from the career, after completing their studies, they have a high level of knowledge in the English language.

**Key Words:** International mobility, languages, possibilities, incentive, English

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### **Introduction**

In Ecuador and in the world, the knowledge of a foreign language is an advantage and a fundamental requirement to expand job opportunities in the area of tourism. The English language is one of the languages with the greatest influence today, being the most important language of international commercial communication.

Deploying communication skills in other languages is necessary, from the academy, training contextual quality professionals is essential for the development of professionals, particularly Hospitality and Tourism, there are students who are unaware of the benefit and advantage that comes from mastering a language other than maternal, particularly in English, graduates show inadequate professional performance and tourism companies refuse to provide the job due to the low level of knowledge in the English language.

This research work encourages students to recognize the importance of knowledge in the English language, in improving professional development, to facilitate a viable proposal in search of improvement in education and expand job opportunities for tourism students. The possible solution presented is to improve the professional attitude of tourism teachers and students with processes to follow to increase international mobility, which allows applying for academic experiences abroad, aimed at strengthening knowledge and skills in learning the English language. , prioritizing reliable programs where optimal learning is guaranteed in the university academic process.

In Spain, for example, language training began during the 15th and 16th centuries through the pedagogical revolution, the teaching of classical languages became popular, in the 17th century pedagogical realism replaces the former in an active and practical sense. Language education in Spain went through many transitions during the following centuries, the decree of August 4, 1836 known as the "General Plan of Public Instruction of the Duke of Rivas" separates public from private education truncating adequate education for all, preceding to laws in the future.

At the beginning of the 19th century, began to appear decrees to improve education, where the study of languages was prioritized, in addition, commercial relations with the United States and England increased, which allowed the continuous improvement of laws, in 1845 after many transformations, the "Pidal Plan" Approved in September allows the second education to be unified in two parts: for the purposes of general study and for the purpose of specific study or extension, the latter begins language training aimed at professional work.

Foreign languages, and specifically English motivated the innovation of programmatic lines on new competences in the university studies of Tourism. The descriptor was valued and weighed in depth, carried out by the academic managers a series of needs analysis anchored in the labor reality of the future graduates.

Linguistic levels (lexical precision terminology, the grammatical correction, among others), the different modalities, communication channels and registers, the intercultural nature of international contexts. This was how the traditional instrumental English of university studies in general gave way to the levels in Tourism to an English more focused on the multiple and complex specific professional interests of the individuals who had to shape the international tourism industry in Spain in the short term. . (Bárcena, Martín, & Jordano, 2016, pp. 40, 41).

The Juan Carlos I University, one of the pioneers in touristic studies, offers a bilingual degree in this discipline, like the University of Oviedo, through a study modality based on an Erasmus stay in a foreign institution that teaches English ( Bárcena, Martín, & Jordano, 2016).

In the political context in Spain during the 20th century, Francisco Franco dictatorship based on autarky, therefore it limited commercial relations with other countries, for this reason the study of languages took second place in the purposes of the country's inhabitants. . After the period of dictatorship in 1959-1973, the tourist industry arose that caused the total destruction of the autarky, allowing the economic growth of the country.

With the arrival of the tourism industry, the country opened up to the outside world, and an emancipation to contextual and commercial knowledge appeared. Investments in industry are increased and economic prosperity gives power to the middle class, which will later emerge that we know today as Mass Tourism. (Agüero, 2015, p. 13) Grants access to enjoy paid vacations to the entire population.

"By global consensus, English has been chosen as the language of international communication. Their knowledge is a mandatory requirement to work in international institutions" (Chávez, Saltos, & Saltos, 2017, p. 762). It is used by businesses around the world for coining terms that are specifically for business matters, allowing the benefit for both parties involved in the negotiation.

In the consensus made in the 189 countries that belong to the United Nations (UN), on the language for communication between embassies, 120 countries have chosen English as the language of international communication (Ortiz, 2013). The English language prevails in the world, on the internet the information sources are mostly in English, it is a requirement for all people to learn the language with more relevance around the world.

"The area where English as a contact language is of fundamental importance, and it is very common for it to be specified in business, regardless of the problems it affects, is the hotel and tourism sector" (Yáñez, Saltos, & Mendoza, 2019, p. 248).

In this professional area, language proficiency is a line of competitiveness that leads to the policies and characteristics that emotions, Anokhina (2013) provides the following: "Having access to different languages helps to synthesize concepts and distinguish them from others, what can make new ideas emerge. Metalinguistic thought is created with creative conceptual expansion, with potential of creativity".

Polyglot, person who has command of several languages" (Mendoza, 2016, p. 8).

"Knowledge of more than one language improves the learning abilities of new languages. Speaking several languages has an impact on the capacities for memorization, which are considerably reinforced" (Anokhina, 2013).

Polyglot people are those who have been prepared for a long time, to have an optimal knowledge of several languages to enrich their lexicon and curriculum, in turn may have the opportunity to improve their cognitive abilities of perception, memory, information processing and contributes to discovering new cultures and expanding your job opportunities anywhere in the world.

The official character of a language in the United Nations system is a symptom of its diplomatic and institutional weight. It is true that the analysis could be further refined, distinguishing between official languages and working languages, as it is true that, despite the official nature of Spanish, French, Arabic, Russian and Mandarin Chinese, English is the language of diplomacy excellence. (Moreno, 2015, p. 9)

The languages chosen by Jaime Otero for the analysis of their importance were the same ones that received the attention of the Marquis of Tamarón; in alphabetical order: German, Chinese, Spanish, French, Hindi, English, Italian, Japanese, Russian, and Swedish. Speaking of 'heavy' languages, it does not seem necessary to justify why these ten languages were chosen: they are all languages of important countries, with a known historical and cultural background, with a proven economic capacity and with a stable language community and, in some cases, of an extraordinary amplitude. (Moreno, 2015, pages 11 and 12).

They are the languages that allow commercial exchange between different people or nations, it is acquired in the academic training stage and has a certain degree of difficulty for not using it as part of our daily life, but it allows the economic development of a certain place being the most Important English, chosen by the United Nations (UN) as the language of international communication, since the Second World War the United States was in charge of business in the world, forcing all countries to learn their language so as not to see each other displaced in business.

The English Language is defined as one of the most relevant languages in the world. The English language is a Germanic language of the Indo-European family, currently it is the second most spoken language in the world. However, English is the most widely learned language worldwide and tends to become the universal language. (Silva, 2017, p. 37)

"The English language has broad social implications, it is transcendent in many educational and hegemonic systems in the teaching of foreign languages at any level, becoming the insignia of the most prestigious institutions" (Prebianca, 2017, p. 1).

The English language is one of the languages with the greatest influence at present, being the most important language of commercial and international communication, particularly in the area of tourism, which gives access to better higher education and allows the proper development of professionals specifically in those who work in the Tourism area, by providing a quality service to North American visitors. Its relationship with tourist activity is inescapable. Tourism is today a phenomenon of extraordinary economic but also cultural and social relevance in all areas. As a growing and massive activity, it generates a dynamic of broad and diverse material and human applied means. Also in the immaterial aspect it reaches a leading role in shaping social habits and culture, through politics and international relations, in this aspect, it operates as a consequence and in turn a stimulus of globalization. (Yáñez, Saltos, & Mendoza, 2019, p. 256)

The satisfaction of visitors does not only depend on the quality of the services provided by tourism professionals, but even on the interaction they have with tourists, because tourism not only helps economic growth but also enrichment. cultural, is a business that encompasses various contexts such as cultural, social, economic, scientific, intellectual, among others. (Yáñez, Saltos, & Mendoza, 2019).

For the university students of the degree of tourism in Spain, the English language is of vital importance, therefore the managers of the universities and of the tourist companies considering the problem identified in the world regarding the little knowledge of English that people have, they estimate it is prudent for students specifically in the area of tourism to become aware of the English level they are in and the job opportunities they waste by not mastering the foreign language.

The English language has a great influence on tourist activity, it contributes to the professional success of professionals in Spain. Regarding the use of the foreign language in tourism and how it influences the obtaining of jobs.

The factor of language in Spain when it comes to reaching middle and managerial positions is total and a great difference in the level of language can be seen in the sector between people located in basic positions in the business organization charts and those who hold higher positions . Therefore, it can be affirmed that the use and specialization in the English language is an essential element for professional success. (Moraza, 2014, p. 11)

"The English language is established as a language" almost obligatory in practice "due to the phenomenon of global communication and globalization, applied prominently to tourism, English is a wildcard or universal reference language" (Alonso, 2006, p. 25). Despite the fact that many people do not want to learn the foreign language, it is essential that they obtain the adequate knowledge to work in companies with influence in the tourist world.

In the United States, liberal education is very popular, it induces students to choose compulsory studies that improve their analytical, critical thinking skills and that amplifies their mind to break with established schemes to contribute with logical knowledge obtained in their academic training. Through the programs proposed in the United States, it is guaranteed to prepare the student for the reality that awaits him after graduation. In Tourism programs, it is necessary to train students with the responsibility of developing their communication and analysis skills, allowing them to choose advanced English classes, they open job opportunities abroad and the need to relate to other cultures arises.

The programs proposed in the United States are partially applied in Latin America, the universities are not interested in the needs of the students, since they do not use liberal education to train professionals with autonomy of critical thinking and development of intellectual capacities.

Globalization is a social phenomenon that has had a total interference in the evolution of professional activity, since it has allowed the approach of different cultural spheres, it requires current and future professionals to improve their personal and work skills, allowing them to adapt every day with Greater flexibility in the context in which they live and in which they carry out their activities, in an increasingly dynamic world in the rise of different interconnections. Social development also brings with it to the university activity new demands in the forms of access to knowledge. Communication is in the privileged place of any attempt to carry out an international dialogue in the disciplines of knowledge for the training of a comprehensive professional. (Medina and Valdés, 2019)

In the socioeconomic context of Juárez-México City, being bilingual is a great challenge, but it is a necessity due to its proximity to the United States, tourism and the maquiladora industry are the basis of the

economy. Professionals in the area must learn to master the English language to provide quality service to foreign visitors.

Those responsible for the tourism business administration program have a great responsibility in the training of students, their mission is to train future professionals in the tourism industry of the city, this entails a great commitment to provide them with the necessary resources so that these future Professionals are able to communicate efficiently in English with their clients from different backgrounds. (Perea, D. 2014, p. 158)

In Nicaragua, universities use their resources and efforts through platforms such as My English Tablet, to facilitate the learning of the English language, achieving that students achieve a high command of the foreign language before graduating, to access the best job offers (Ortiz, 2013)

The concept of training, according to the interpretation of Ducceshi (1972), will be considered as a process of intellectual improvement through the transmission of knowledge that can convert the development of practical skills into specific training to obtain a job title. In the case of Tourism labor market, competitiveness is a fundamental aspect to achieve the sustainable development of the regions, especially those where tourism is one of the components that generate foreign exchange. Competitiveness in these areas is analyzed based on the characteristics of tourist destinations, as regards their visual and / or historical attractions, their management, organization, information, human capital and ease of access. (Fernandez, 2011)

Job opportunities for future professionals are not only determined by the knowledge, skills, abilities or competences they acquire in their academic training, but also by the command of a second language, specifically the English language (Ortiz, 2013).

According to reports from the Education First (EF) English Proficiency Index (a report that explains the classification of the countries in terms of the level of knowledge of the English language), in its 2018 version, Ecuador is located in the sixty-fifth place among eighty-eight countries evaluated and in Latin America is in position # 13/17 a low level of proficiency in the language.

In 3 of the country's regions the percentage of people who speak the foreign language are identified: Costa 49.08%, Sierra 48.35% and Oriente 47.95%, the Costa or Litoral has the highest percentage among the other regions of the country, except for the Galapagos. By gender 48.82% of people who speak the foreign language are women and 48.04% are men. In most contexts, with emphasis on countries with globalized economies, English constitutes a "basic skill" that must be developed in the academic training of each professional in the specific area of tourism, its value in the curriculum is not simply foreign language, but a resource that causes profound changes in those who learn the language, strengthening the skills and abilities of the professional. (Education First, 2018)

Tourism in Ecuador has grown considerably in recent years, the North Americans who visited the country in 2018 were 386,037, of whom 167 visited the Amazon region and 229,809 visited the Andean Region, attracted by its natural and cultural wealth that allows tourists' satisfaction with the services they receive. It is important to know the North American tourist demand in the different regions of the country in 2018, a total of 229,976 visitors from North America entered the Andean and Amazon regions, due to the diversity that exists in Ecuador, it is an attractive destination, the Professionals in the area of Tourism must be prepared to meet the needs of tourists.

Administrative Zone 5 is made up of the provinces: Guayas (except Guayaquil, Samborondón and Durán), Los Ríos, Santa Elena, Bolívar and Galápagos, it includes 48 cantons and 72 parishes, 51.89% of its inhabitants live in urban areas and 48 , 11% in rural areas (INEC, 2010). In the province of Santa Elena, an investigation carried out in 2013 regarding the competences demanded by companies for the labor insertion of professionals in the province, shows that among the main skills that the professionals must have is the knowledge of the English language, due to the large influx of tourists that the province has, in turn proposes that the university should improve the development of skills in tourism students. The entrance of North American tourists to the provinces of the administrative zone 5 is of 319 visitors, being the most frequented province Galapagos with 288 tourists for its natural beauty receive tourists from different origins.

This research work is supported in the legal field, in the Regulation of the Academic Regime Council of Higher Education in Article 31 Learning a foreign language, provides us with the freedom of planning the curriculum with the implementation of learning of a language other than the official one in Ecuador. Art. 31.- The subjects destined to the learning of the foreign language may or may not be part of the curriculum of the career, in any case the Higher Education Institutions (IES) must plan this learning in a gradual and progressive training. However, HEIs will guarantee the level of language proficiency to meet the graduation requirement for higher technical, higher technological, and equivalent careers; and, third level, of degree, they must organize or homologate the corresponding subjects from the beginning of the career. The proficiency of the foreign language must be evaluated before the student enrolls in the last ordinary academic period of the respective degree; Such proof will be enabling for the continuation of their studies, notwithstanding that this requirement can be fulfilled previously. In higher technical, higher technological and equivalent degrees, proficiency in the

use of a foreign language shall be understood as the level corresponding to B1.1 and B1.2, respectively, of the Common European Framework of Reference for Languages. In third level degree courses, proficiency in the use of a foreign language will be understood to be at least the level corresponding to B2 of the Common European Framework of Reference for Languages. In order for regular students enrolled in a degree to meet the requirement of proficiency in a foreign language, higher education institutions, if it is required, may make agreements with other IES or institutions that, although not part of the Higher Education System, offer programs or language courses, provided that they issue proficiency certificates by taking internationally recognized exams. Higher education institutions, in addition to their own professors, may have occasional non-tenured academic staff 2 to take regular language courses that serve students for the purpose of learning a foreign language. The same conditions can be applied for learning a second language. This provision does not apply to language courses. In postgraduate programs, universities and polytechnic schools will define, depending on the development of the field of knowledge, the level of command of the foreign language required as an entry requirement for each program. (Article amended through resolutions RPC-SO-45-No.535-2014, adopted by the Plenary of the Higher Education Council in its Forty-fifth Ordinary Session, developed on December 17, 2014 and RPC-SE-03-No.004 -2016, adopted by the Plenary of the Higher Education Council in its Third Extraordinary Session, held on March 22, 2016). For professionals in all areas of academic training, learning English is essential in tourism, the globalized world requires professionals with a command of the foreign language for professional success, the Regulation of the Academic Regime of Higher Education in its art. 31 seeks to encourage HEIs to implement the study of a second language in their curricula, it is necessary for students to reach a level B1 of the Common European Framework and in areas with greater use of the English language students must reach level B2 or the one that the University or Polytechnic School deems prudent.

### Methodology

Table 1 Main stimulus to learn English

<i>Dominant indicators</i>	<i>Priority acceptance rate</i>	<i>Procedural actions for the benefit of vocational training</i>
For students of the last levels of academic training speaking other languages, it expands the possibilities to work	86%	Search for free programs on the internet about the practice of the English language.
For students in training, traveling is a complementary illusion	14%	Find scholarships and international academic exchange programs.

Some types of research were used in this work: exploratory, explanatory and descriptive, bibliographic, considering that the object of research is diversification of English language learning, surveys and interviews were conducted with students and teachers in the area, the deductive method made possible to clarify that the different actors belong to different socio-economic groups, expanding the strength of the results obtained, in the student cohort of the years 2014-2018 using the PSS version 22 program and on-line accounts through the application of the google drive.

### Results

The survey and interview was conducted with students and teachers in the area of English and tourism. They indicate that they have traveled abroad to the United States and it has helped them to practice their English level to apply certain strategies interacting with Anglo-speaking people, they have not continued studying due to the high cost, however they have been in contact with academies that give emigrants opportunities for teaching the English language, they would like to stay for more than 6 months. There are many academies that provide mobility through agreements. The Ecuadorian-North American Center (CEN) through the American consulate gives seminars to learn about American culture to student leaders in their institution, with limited resources, there are also agencies that help Obtaining the visa for students who are studying allows them to travel for a month with work and to learn the language, they apply for vacations. Through the interviews, it can be concluded that university teachers support the proposal of the present research aimed at international academic mobility to strengthen the knowledge of students and teachers in the area of English.

### Discussion

This research supports its theoretical position in the Sustainable Development Goals (SDGs) on 4, 8 and 17, it seeks to contribute to the improvement of Higher Education, innovating in the methodology used in the teaching-learning process of the English language in the Hospitality and Tourism career, also through the management of the appropriate technological equipment, to encourage future career professionals to prepare

responsibly in their academic training stage to guarantee the obtaining of decent work with equal opportunities and to improve communication of graduates in the English language to contribute to the growth of trade relations with the various potential world. In the National Plan for a Lifetime (PND), objectives 1, 2, 4, 5, 7 and 9, this research work seeks to help achieve the objectives by properly training the future tourism professional in all areas of specifically in the area of English, building skills and providing job opportunities for university graduates, guaranteeing access to decent work. Critical thinking questions the traditional way of teaching, education should not be aimed at keeping the professional future in a bubble that does not allow it to go out and experience everything that concerns its career, in the area of the English language in tourism, the teacher must direct the student to develop their critical thinking skills, because if they do not make comments directed to pass judgment on the topics covered, quality education is not being fulfilled because they would be training a professional equal to the rest that you cannot see beyond that your teachers say and in working life they will be afraid to express their opinion.

### Conclusions

The students and teachers of the degree program need to improve their learning of the English language, through programs abroad aimed at improving the command of the language with native teachers and in English-speaking contexts, surrounded by elements and people with Anglo-Saxon cultural characteristics, would open More prerogatives of excellence in the teaching of English, the importance of international academic mobility is essential to interact daily with native people helps to practice the foreign language with greater quality.

Through the latest technology, the English language is perfected, the management of the appropriate equipment was not complied with due to the short duration of this research, but it is concluded that by means of the appropriate software and laboratories, the student is motivated to improve skills of English language learning.

Around the world, the English language is presented as an advantage and a fundamental requirement to expand job opportunities in the tourist area, it is essential in the Hospitality and Tourism career to learn the foreign language, develop critical thinking and student abilities, achieving that it is related to tourists of different origins, it also improves and expands the employment opportunities of the future professional in the country and abroad.

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