ENGLISH FOR BUSINESS AND TOURISM

**INTRODUCTION**

WHY BUSINESS

It is not a secret that the growing of a country or a region depends on the kind of businesses that they have, which contribute largely to the development of them.

The Business and management is an inevitable part and parcel of the society which may be local, national, international or corporate using English as the primary source of language. So, communities must be prepared to face the challenges that the different economic activities demand to satisfy clients’ needs.

While our country becomes more competitive, and more attractive to people abroad, it brings as consequence that servers be ready to attend to future clients, and it is possible in a better way through language.

If we have people prepared to communicate with strangers, they would feel more confident in the place they visit, and it will be more attractive, and recommended to future visitors or clients. So, the productive sector needs a strong capacitation in English as universal language to be ready to satisfy their client’s needs.

The project of an international airport in Palestina will demand people trained in English skills to offer a better service, and the successful or unsuccessful of a business will depend on how skillful they servers be to attend clients in an efficient way.

We pretend to motivate the owners of the business in Chinchina to begin capacitating their employees in English to offer a better service in the future to the international clients.

WHY TOURISM

Since years ago, our region has become an important pole of development in Colombia, cause its ecologic possibilities. Since ONU’s declaration of Coffee Region as Cultural Heritage our coffee regions acquired a high level of importance for people around the world.

It brought a great opportunity to our states, which support their economic activities mainly from coffee plantations, but in recent days, the combine agricultural activities with touristic offers to improve their incomes. They include other subjects as farms and landscapes that are part of the economic activity. It was how leaders of different states promote the use of the farms as touristic destinations. Our Coffee Axe, composed by **Quindío, Risaralda and Caldas** has been since that ONU’s declaration a very important touristic destination.

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business-professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.

English is the main language of international communication and is essential for people working in the tourism industry. This guidebook introduces the key vocabulary and skills needed to speak English in our common places and with tourists.

This approach is strongly recommended in order to formulate and implement national and local tourism policies as well as the necessary international agreements or other processes in respect of tourism.

**RATIONALE**

Globalization has made English a compulsory tool to face new challenges that international communications demand to us in any of the aspects we share nowadays.

Not only social networks, but also the necessity of being international citizens require that our English as universal language be in the standards required to CEFR (Marco Común Europeo de Referencia) which include BASIC, INDEPENDENT, AND PROFICIENT levels given by levels from A1 to C2.

It is knowing that Colombia has a very Basic level in English, which according to the statistics, is not enough to consider population as citizen international due to the difficulties we have in international airports.

Our purpose is to contribute to Chinchina’s population to increase their skills to communicate in English to make them more competitive not only as citizens but also in economic activities.

We pretend that from our school SANTA TERESITA to lead a project that in agreement with other teaching institutions such as MINGA HOUSE, SENA, CONFAMILIARES, COLOMBO or UNIVERSITIES provide possibilities to students and community to be taught in English emphasizing in business and tourism as important parts of our future economy activities.

It requires to have better speaking skills, in order to attend people in a good way, in any of the economic activities that visitors demand.

**OBJECTIVES**

SHORT TERM

1. To Promote from SANTA TERESITA school a specific English, tending to capacitate students in touristic and business skills.
2. To plan the English curricula according with the touristic and business purposes
3. Identifying English needs into region
4. Identifying students’ needs and skills to plan a program to improve their competences.
5. To look for other institutions that can be compromised with the project
6. To cross the Entrepreneur program and Reading Plan with English purposes

LONG TERM

1. Involving the Mayor of the municipality with the program in order to have qualified people to attend touristic necessities.
2. Helping productive section to be ready to face future challenges.
3. Improving business negotiations, personal conversations and fluent communication with all the participants in economic activities.
4. Directing English program for a specific purpose, attending regional needs.
5. Adequate methodology and program to the needs and discipline it requires. (Tourism and Business)
6. To involve states and farm owners to be capacitated in English skills to attend stranger visitors
7. Making short immersions into farms to let students have English experiences in this language.

**BUSINESS ENGLISH AND GENERAL ENGLISH**

Both Business English and General English require the development of fundamental skills of LSRW- listening, speaking, reading and writing. A good basis of General English enables the students to communicate effectively*.* In addition, Business English needs specific vocabulary, topics and skills used in the workplace in order to communicate accurately*.* English for Business focuses on the English language skills necessary to communicate in an increasingly global business environment.

CURRICULAR PROGRAM

**8TH and 9th LEVELS**

1. GREETINGS AND FAREWELLS: Writing and practical assignments

**STUDY THE FOLLOWING ETIQUETTE**

***Be punctua****l:* you should be punctual that your counterpart might expect. So, you are

regarded as a responsible and reliable person.

***Greetings/salutations****:* you should know how people greet one another and remember

about polite and appropriate greeting.

***Degree of Formality****:* With due respect, you have to behave as your counterparts expect,

getting and giving each other business cards and gifts.

***Eye Contact****:* you have to get direct eye contact politely with your counterpart.

***Style and proper language****:* you should be conscious about the style and proper language with polite forms.

**Emotions and Body Language***:* you have to express your emotions that are polite,

amicable and intelligible, with proper and polite gestures presented body language

1. INVITATIONS
2. GIVING REQUEST, ADVICE, RECOMMENDATIONS
3. OFFICE INSTRUCTIONS, ORDERS
4. OFFERTS
5. APOLOGIES, REGRETS
6. EXPRESSING GRATITUDE
7. ASKING HOW, THE WAY
8. MAKING ACCOMODATIONS
9. TABLE MANNERS./ language
10. KITCHEN ELEMENTS
11. KIND OF FOODS
12. TELEPHONING, MAKING APPOINTMENTS BY PHONE
13. ASKING FOR INFORMATION
14. RECEPTIONIST AND THE VISITOR
15. CUSTOMER AND THE TELEPHONIST
16. CUSTOMER AND A PERSON IN CHARGE
17. TAKING NOTES AND SUMMARIZING MESSAGES
18. AGRICULTURAL ACTIVITY
19. BROUCHURES
20. WHAT IS A FARM
21. WHERE TO GO IN A CITY /AMUSING PLACES
22. A SHOP / A STORE / A MALL / A SUPERMARKET
23. MEN AND WOMEN GAPS
24. READING AND COMPREHENSION ABOUT BUSINESS AND TOURISM

NOTES:

1. EACH TOPIC WILL BEGIN WITH A VOCABULARY SECTION RELATED WITH THE TOPIC.
2. The grammar part of the MEN curricular purpose will be included with the TOURISM TOPICS

**10TH AND 11TH TOPICS**

**STUDY THE FOLLOWING ETIQUETTE**

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1. GREETINGS AND FAREWELLS
2. ORGANIZING A MEETING
3. BUSINESS LETTERS AND INFORMAL NOTES
4. BUSINESS CONCEPTS
5. MEMORANDA
6. PARTS OF A MEMO
7. WRITING A MAIL AND A WHATSAPP
8. JOB AND RESPONSABILITIES
9. APPLYING FOR A JOB/CURRICULUM VITAE
10. GETTING A JOB
11. LETTERS
12. KIND OF BUSINESS
13. MALLS VS STORES
14. RICHNESS AND POOREST
15. MARKETING
16. BROUCHURES
17. MARKETING STRATEGIES
18. FINANCIAL INSTITUTIONS
19. MULTINATIONAL COMPANIES
20. HISTORY OF MONEY
21. USING CURRENT MONEY OR PLASTIC MONEY
22. RISKS OF USING PLASTIC MONEY
23. INTERNET SHOPPINGS
24. CHANGING MONEY
25. THE ECONOMIC SYSTEMS
26. ATTENDING A BUSINESS
27. READING AND COMPREHENSION ABOUT BUSINESS AND TOURISM

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