

**UNIVERSITY OF EL SALVADOR
SCHOOL OF ARTS AND SCIENCES
DEPARTMENT OF FOREIGN LANGUAGES**



RESEARCH PROPOSAL:

“THE NEED TO PROVIDE PROFESSIONAL DEVELOPMENT IN TOURISM TO STUDENTS WHO MINOR IN PUBLIC RELATIONS OF THE B.A. IN MODERN LANGUAGES WITH SPECIALIZATION IN FRENCH AND ENGLISH, AT THE DEPARTMENT OF FOREIGN LANGUAGES, UNIVERSITY OF EL SALVADOR, 2019.”

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TO OBTAIN THE DEGREE OF:

Licenciatura en Lenguas Modernas: Especialización en Francés e Inglés

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ACKNOWLEDGEMENTS

First, I would like to thank God for his infinite blessings throughout my research work to complete it successfully.

I cannot express enough thanks to my loving and supporting family: my dear mother, María Lemus and my dear father, Julio Calderón, for their sacrifices to give me a higher education and to prepare me for the future and I thank my little sister, Sara Calderón, for always believing in me.

Besides God and my family, I would like to express my deep and sincere gratitude to my advisor, MsD. Miguel Carranza, for his guidance and support in completing the research work and for being such an awesome person and an amazing professor.

I am extremely grateful with Marisela Hernández and Rubenia Henríquez, who have been my partners in crime during not only the research work but also during the five years of studies. You are amazing colleagues and friends. Thank you from the bottom of my heart.

Adriana Yamileth Calderón Lemus

I would first like to thank God for giving me the wisdom that enabled me to finish my research and major. Second, I would like to thank my dear mother Rosa Miranda who has always supported me and motivated me during my whole major. All my efforts and everything I have worked for is dedicated to this amazing woman.

I extend my gratitude to my research team Marisela Lemus and Adriana Calderón who gave always their best to finish this research. I would like to thank my dear friends for all the good moments we created together during this journey.

I also acknowledge this research to MsD. Miguel Carranza for being such a great person, teacher and advisor. I would like to thank you for all your support, patience and time you dedicated to complete this research.

At last but not least gratitude goes to all the teachers who were part of my learning journey, and to all my friends who directly or indirectly helped me to finish this research.

Rubenia Edith Henríquez Miranda

I would first like to thank the two women who have raised me, supported me and believed in me until this moment in my life, my mother Raquel Hernández and my aunt Sara Ramírez.

I would like to acknowledge my advisor, MsD. Miguel Carranza, for his patience, professionalism, and support during the process.

I would also like to thank my colleagues, Adriana Calderón and Rubenia Henríquez, for their commitment and patience. I want to thank you for always being proactive and for such a fun we had working together, not only as a research team but also as friends.

In addition, I would like to thank to all the teachers who believed in me and motivated me to persist. For all of them: “A teacher affects eternity: he can never tell where his influence stops.” – Henry Adams

For you all, infinite gratitude.

Marisela Lissette Lemus Hernández

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ABSTRACT

This research Project has as main objective to investigate the need to provide professional development in tourism to students who minor in Public Relations of the B.A. in Modern Languages with specialization in French and English, at the Department of Foreign Languages, University of El Salvador.

First, it is presented an overview of tourism history in El Salvador and how it has been experiencing many changes since the Golden Era, (through) the Peace Agreements in 1992, until the improvement it has had until now. Moreover, the research team highlights how tourism has been growing in the last 10 years, and its importance for Salvadoran economy. Then, there is a review of the educational aims of the B.A. in Modern Languages and the process for updating the current Public Relations curriculum. Part of the research include to analyze the importance of updating the curriculum for the Public Relations area of the Modern Languages Major based on the needs of current labor market in the country.

Afterwards, the results of the investigation are presented. It is essential to show the interest of Modern Languages students and also graduates of this major, in studying a specialization in tourism, in order to acquire extra knowledge besides being polyglot, not only to improve their skills, but also to get better job opportunities in the current market labor in the country and outside the country. Finally, some recommendations are proposed to professors that must keep updating the syllabus content, to students to be proactive and self-taught and also to authorities to offer to offer different graduation process like pre-specializations.

CHAPTER I

STATEMENT OF THE PROBLEM

1.1 Research proposal

The need to provide professional development in tourism to students who minor in Public Relations of the B.A. in Modern Languages with specialization in French and English, at the Department of Foreign Languages, University of El Salvador, 2019.

1.2 Objectives

GENERAL OBJECTIVE

To investigate the need to provide professional development in tourism to students who minor in Public Relations of the B.A. in Modern Languages with specialization in French and English, at the Department of Foreign Languages, University of El Salvador, 2019.

SPECIFIC OBJECTIVES

- To prepare an analysis to evaluate the need to provide professional development in tourism to students from the Modern Languages major.
- To evaluate the current labor market of the tourism area in El Salvador for students who specialize in Public Relations from the Modern Languages major.
- To study the need of updating the curriculum for the Public Relations area of the Modern Languages Major to the current labor market needs.

1.3 Research Questions

General Research Question:

Is there a need to provide professional development in tourism to students who minor in Public Relations of the B.A. in Modern Languages with specialization in French and English, at the Department of Foreign Languages, University of El Salvador, 2019.

Subsidiary Questions:

- What is the current academic preparation of students who specialize in Public Relations of the B.A. Modern Languages with regards to tourism in El Salvador?
- What is the current labor market of the tourism area in El Salvador for students who specialize in Public Relations from the Modern Languages major?
- Should be tourism a minor of the B.A. in Modern Languages instead of Public Relations?

1.4 RATIONAL

It was in 1924, during the presidency of Alfonso Quiñones Molina that the government started promoting the importance of tourism not only for the country's economy but also for sharing the beautiful places that El Salvador had to offer to tourists. Along the same purpose, the "Junta Nacional de Turismo" was created. It was in charge of giving tourists the information they wanted about the different places in the country. Almost two decades later, the government created another important entity: "Asamblea General de Turismo". Other entities were also created in order to offer better tourism services, for instance: migration, public works, popular culture, and other governmental institutions. In this way, tourism was improved little by little. Not only the public sector, but the private one, worked in benefit of the country.

The 1970's were one of the best times for tourism in El Salvador, it was named "the golden era", since many hotel constructions started, and many people were interested in visiting the country. Besides that, a big event took place in 1978 that received more tourists than expected. It was the very first time that El Salvador was the official place to hold the Miss Universe pageant. This event increased even more the number of tourists.

Even though the country had a good worldwide ranking position in tourism, after the 1980s everything changed. Everything went bad since the civil war took place, and it was impossible to continue developing the tourism area. Just after the peace agreements, the government tried to improve the tourism; however, it has been difficult to recover the good reputation since the civil war left many sequels.

Currently, there are some institutions and some universities that are working in order to improve tourism development, by providing academic majors or technical degrees about tourism, in which the students learn not only about the theory, but also how to handle a tourism company. There are some other institutions, such as the University of El Salvador that provides in some of its academic major just some courses in tourism. The Modern Languages major,

for example, includes one subject about tourism. However, the contents that are carried by this subject are covered just in one semester; a period of time that is not enough for the students to go beyond of the basic knowledge.

Due to the fact that the students from the Modern Languages major do not have any specialization, besides the English and French subjects, there are many Modern Languages students that after graduating from the University cannot find many options to get a job. Moreover, the country does not offer many job opportunities for them, and this is one of the reasons why the majority of the students are working either in a call center or as teachers.

Therefore, it is important to provide to the students extra knowledge besides the bilingual one, in order to improve not only their skills, but also to help them to get better opportunities in the current market labor.

Despite the current economic and social situation of the country, the tourism area has become one of the most demanded areas in our society. It is one of the areas that contributes to El Salvador's economy (CORSATUR, 2018). This is the reason why the research team has considered that the tourism area would be a great opportunity to get a specialization in, since future students and graduates of the Modern Languages major would have a variety of jobs to work on. Based on the previous information, the research team asks the following question:

Should the Foreign Languages Department of the University of El Salvador provide professional development in tourism to students who minor in Public Relations of the B.A. in Modern Languages with specialization in French and English?

CHAPTER II

THEORETICAL FRAMEWORK

1. CONCEPTS

It is important to define key terms that would be discussed in the following research. There are several definitions when talking about tourism; however, the research is going to be focused on the World Tourism Organization (UNWTO)'s definitions.

- **TOURISM:**

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal, business or 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. (*World Tourism Organization, 2007*).

- **TOURIST:**

Building on the definition of tourism, a commonly accepted description of a tourist is “someone who travels at least 80 km from his or her home for at least 24 hours, for business or leisure or other reasons” (*Westcott, 2015*). The United Nations World Tourism Organization (1995) define tourist as the following concepts:

1. Domestic (residents of a given country travelling only within that country)
2. Inbound (non-residents travelling in a given country)
3. Outbound (residents of one country travelling in another country)

It is important to mention that tourism is not the same as travel, according to UNWTO. In order for tourism to happen, there must be a displacement. The individual who travel must use any type of transportation. Besides that, two more criteria are used to characterize a trip as tourism, such as the followings:

Type of purpose: the travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes.

Duration: only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay. We shall discuss the particularity of in transit visits, from a conceptual and statistical point of view. (Westcott, 2015).

Even though there are many types of tourism developed around the world, this research has been focused only on the followings:

❖ **MEDICAL TOURISM:**

Medical tourism is a type of tourism activity which involves the use of evidence-based medical healing resources and services (both invasive and non-invasive). This may include diagnosis, treatment, cure, prevention and rehabilitation. (UNWTO, 2019).

❖ **ECOTURISM:**

Responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education. (Guerra, 2015).

❖ **ADVENTURE TOURISM:**

Kind of tourism that usually (but certainly not always) takes place in wilderness environments. Often, the natural environment is a venue or backdrop for adventure activities and the focus is on the activities rather than the environment. (ACS Distance Education, 2017).

❖ **CULTURAL TOURISM:**

The movement of persons to cultural attractions away from their normal place of residence with the intention to gather new information and experiences to satisfy their cultural needs. (Ashworth, 1995).

❖ **RELIGIOUS TOURISM:**

Religious tourism includes a range of activities, such as pilgrimages, missionary travel, monastery/abbey retreats, faith-based camps/ events,

religious conferences and gatherings (*CBI, 2016, December*). This kind of tourist travel in order to meet both their religious and spiritual needs. (*Tomljenović, 2017*).

2. HISTORY OF TOURISM

Tourism is more than 2,000 years old. It began in Rome when the citizens of the higher classes started spending their summers away from the city, taking trips to the countryside and the coast. As soon as they started doing that, the tourist industry sprang up in order to cater the Roman's accommodations and needs; however, the roman tourism ended with its empire.

In the medieval era, tourism again appeared thanks to the interest of doing pilgrimages. The organizers were in charge of arranging all the tourism basics, such the itineraries, and places to eat and sleep. But it was two other factors hundreds of years later that encouraged the start of more widespread and regular tourism.

Health and culture helped to develop tourism since those who could afford to do so bean to visit the spa and seaside towns of eighteenth-century Europe to benefit from the spring waters and fresh air. Others, most notably the English, took educational holidays to countries such as Italy with the intention of studying paintings, sculptures and architecture, and visiting historical sites.

During the industrialization, tourism took hold in Europe since many entrepreneurs started to build hotels with an infrastructure of roads, carriages and ferries. Tourism began to take shape as an international industry. In the nineteenth century it was already popular but just a small population could afford it since it was really expensive and had limit number of locations. However, in the 1960's the situation changed and more people were capable to afford it.

Mass tourism had arrived, and with it there came an extraordinary growth in facilities. Fishing villages on the southern coast of Spain, for instance, became

resorts that were household names. Elsewhere, business people capitalized on the demand for tourist attractions and constructed leisure and theme parks.

The driving force behind these rapid developments was cash. In 2006, the international tourism receipts for the three most popular destinations: France, Spain and the United States totaled \$179.7 billion. The number of visitors who contributed this sum was 188.7 million.

With figures such as these, many countries around the globe work hard to encourage travelers to visit them. The result in recent years is the boom in long haul flights to destinations that can supply tourists with sun almost every week of the year. (*Patrick, 2017*).

2.1 HISTORY OF TOURISM IN ELSALVADOR

2.1.1 THE BEGINNING OF TOURISM 1960

It was in 1960 that the tourism started to become popular in the country and more organized institutions were created such as “Programa de Integración Económica Centroamericana” since it helped to develop the exportation and urbanization in a better way in the nation. Moreover, coffee’s price was favorable as well for El Salvador’s tourism. These aspects were a key for the tourism to have a good point of departure.

Later on, on the same year, other factors took importance as well in the development of tourism, such as the transportation, that had an extension of new routes; the increase of flight and finally, the massive increase of tourism around Central America.

The creation of this institute helped to support “Ley de Fomento de la Industria Turística” in 1967. It was about giving fiscal incentives to all those companies which became part the national tourism system. In addition, the opening of new loans from the Central Reserve Bank helped to make the situation more favorable for the country.

Those kinds of loans were destined for hotel's infrastructure; however, success was not that much even with the incentives, because there were just 320 rooms in the case of Intercontinental Hotel, 90 for Gran San Salvador Hotel and 20 for Parker House. Even tough, by this time tourism development was minimal, in the next decade it became more profitable. (Moreno, 1998).

2.1.2 THE GOLDEN ERA OF TOURISM IN EL SALVADOR

El Salvador's economy by 1970 was known as the golden era. It was very profitable for the tourism sector since more hotels were built and the private sector got more interested on it as soon as they realized tourism was advantageous for creating foreign-exchanging earnings. (Quintanilla et al, 2013).

Four new hotels were created: Camino Real, Ritz, Alameda y Terraza Hotel, and two factors made possible this fact. First, the motivation of the private sector when it realized about the profitability of such investments. Second, the fiscal incentives and credit facilities given to tourism sector (Quintanilla et al, 2013).

When Colonel Arturo Armando Molina became the president of El Salvador, tourism increased thanks to the new policies implemented. During that time, the country realized that tourism had the possibilities to produce many foreign-exchanges and jobs which triggered new activities to support the sector. Proof of the improvement and development is that the foreign tourism increased 35% in 293 000 tourists by 1978.

Two factors helped the tourism to have such success:

- A strategy was created in order to position El Salvador as a destination for sun, sand and beach. Some marketing strategies were defined in order to promote its insertion in the international tourist map, especially in the United States' market.
- A master plan was created in order to promote the coastal zone of the country, especially Estero de Jaltepeque. According to the plan, more hotels were created, for instance: Pacific Paradise, Izalco Cabañas Club and Tesoro Beach categorized as luxury hotel.

In the same decade, more infrastructures were built that helped directly the tourism, such as hotels and the airport of Monsignor Romero. Unfortunately, for the next year the political conflict just had started and the violence hit El Salvador in such a way that the murders and the missing business men increased; as in the case of the kidnapping of the president of ISTU, Roberto Poma. Since the news was diffused to the social media, the country was declared as dangerous and the tourism was massive reduce.

2.1.3 TOURISM DURING THE CIVIL WAR

Everything went bad as soon as the civil war started and tourism basically disappeared due to the dangerous situation in the country. National and international journalist reports were in charge of spreading the news about what was happening in El Salvador, and soon it became a forbidden country to visit. The United States for instance, besides the warnings, they also submitted investigation when people tried to process a visa to visit the country, in order to avoid any possible sympathizer of lefties ideology.

The country did not have any possibility to continue growing in the tourism sector, since the only ones who visited the country by that time, were military advisors, people related to the lefties movements, international staff members or journalist.

2.1.4 TOURISM AFTER THE PEACE AGREEMENTS 1992

The peace agreements were signed between the government and Frente Farabundo Martí para la Liberación Nacional (FMLN) in 1992. Lots of international observers came to be part of that important event. It seemed that the country was optimistic about a future development with that new peace agreement. Four years later, tourism companies were started but it was hard for the country to take back all the development gained before if we take into account that most of the infrastructure was destroyed during the war.

Even if the Government of that time was not really focused on the tourism sector, Corporación Salvadoreña de Turismo (CORSATUR) was created by Legislative Decree N°779 dated 25 July 1996, published in the Official Journal

N°156, Volume 332, dated 23 August 1996. (CORSATUR, 2016). The function of CORSATUR is to promote El Salvador permanently, nationally and internationally, as a tourist destination, in coordination with the different actors in the sector. (CORSATUR, 2016).

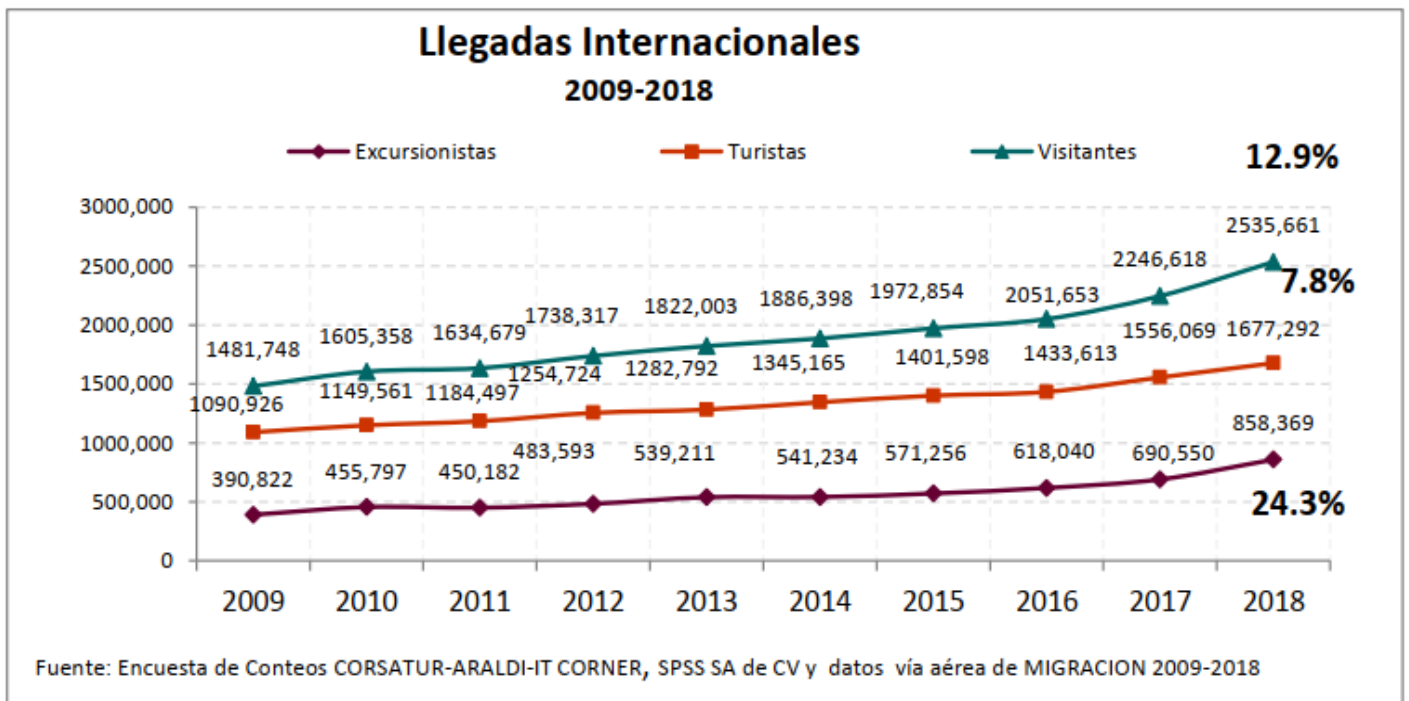
3. CURRENT TOURISM

CORSATUR has been reporting the flow of tourists per year and how tourism has been growing since 1996. Fortunately, it can be claimed that tourism has been having very good development that has been growing little by little, according to the statistics reported. In the following table, the progress of the sector is shown from the last 10 years.

3.1 FLOW OF TOURISM FROM THE LAST 10 YEARS

It is important to define the difference between some key terms in order to understand in a better way the content of the table.

VISITOR	TOURIST	EXCURSIONIST
Any people visiting a country other than that in which he/she has his usual place of residence, for any reason other than following occupation remunerated from with country visited and remaining at least 24 hours.	Any person coming to country for legitimate reason other than immigration and who stays at least 24 hours and at most 6 months during the same year.	Any person visiting a country other than his residence and remaining less than 24 hours.
They stay more than 24 hours and less than 1 month.	They stay more than 24 hours and less than 6 months.	They stay less than 24 hours.
They are not involved in earning activities.	Their activities should be of 'Economic Nature'.	They shouldn't get involved in earning activities.
All visitors are not tourists		



According to the graph above, provided by CORSATUR, it can be verified the international tourist arrivals between 2009 and 2018 so it shows that the country has been receiving a lot of tourists.

At the very beginning in 2009, El Salvador received less than 2,000,000 people in the 3 categories shown; however, there is an obvious increase in every single year, and from this information the authorities can claim that, even though the increased has not been a big one, it has been consistently during that period.

For instance, last year it increased 7.8% just for tourists and according to CORSATUR 12.9% of the tourist has been growing in general terms. So, according to this statistics, the numbers of tourists can continue to grow, which means revenue for El Salvador's economy. (*Informe Estadístico Enero-Diciembre, 2018*).

3.2 TOURISM AND THE ECONOMY IMPACT ON THE LAST 10 YEARS

As the number of visitors in the country has increased, tourism has become an important sector for the El Salvador's economy. According to CORSATUR report on the following table, tourism has been generating a

significant revenue and it has increased from 2.93% until 5.25% last year, which has an equal to 353.26 million dollars.

Año	PIB (US \$ Millones)	TURISMO (US \$ Millones)	IT/PIB %
2009	17,601.62	516.6	2.93%
2010	18,447.93	518	2.81%
2011	20,283.78	615.1	3.03%
2012	21,386.15	771.5	3.61%
2013	21,977.40	893.8	4.07%
2014	22,585.84	1,107.40	4.90%
2015	23,166.03	1,169.40	5.05%
2016	23,912.23	1,183.40	4.95%
2017	24,805.44	1,265.10	5.10%
1°T 2017	5,952.95	280.11	4.71%
1°T 2018	6,246.63	373.89	5.99%
2°T 2017	6,245.44	299.67	4.80%
2°T 2018	6,589.36	346.01	5.25%
3°T 2017	6,144.24	319.45	5.20%
3°T 2018	6,484.48	356.26	5.49%

Fuente: CORSATUR/BCR PIB

Moreover, tourism has been creating employment opportunities, especially in November and December. Last year it generated 54,980 with an increase of 5.4% compared to 2017, according to CORSATUR statistic report January-December 2018. (*Informe Estadístico 2018 Enero-Diciembre Preliminar*).

4. TOURISM AND LANGUAGES

Tourism is a significant platform for intensely multilingual and highly intercultural experiences. Speaking the language of the visited destination is an obvious advantage, and international tourism encourages learning of languages for tourist purposes, especially when tourists travel for cultural or related reasons (Ramnani, 2012).

The desire to learn a language and speak it in its natural setting motivates travel (Dornyei, 1990). Speaking the language of the hosts could deepen the potential for tourists' relations with another people and place. (Ramnani, 2012).

It makes logical sense to master a language through immersion in the culture of the place where the language is spoken, but little research has touched upon

the importance of tourism in sharpening linguistic skills. On the other hand, since communication is an essential part of tourism, it can be speculated that language greatly affects the tourist experience when the tourist language is different from the local language (Ramnani, 2012).

5. THE B.A IN MODERN LANGUAGES: FRENCH AND ENGLISH MAJOR AT UNIVERSITY OF EI SALVADOR

5.1 Educational aims of the B.A. in Modern Languages

With regards to both the general and specific objectives of the Modern Languages major (from now on LMFI), they can be found in the document created by La Comisión Curricular para la Creación de la LMFI. The general objectives of this degree are: (*Figueroa D et al, 2007*).

1. Diversify the language options that this department currently offers.
2. To offer students of the Foreign Languages Department or other units an alternative in the teaching of another language in addition to English.
3. To offer fresh students an alternative in the area of languages with emphasis on Public Relations.
4. To offer continuity of studies at degrees' level to English and French teachers in El Salvador.

In addition, the following specific objectives are listed:

1. Training professionals with proficiency in two foreign languages.
2. Combine the use of foreign languages with Public Relations.
3. Training professionals to teach two languages: English and French.

5.2 LMFI major profile and curriculum description

As regards the career profile of the Bachelor of Modern Languages: French and English, graduates may perform as: (*Figuerola D et al, 2007*).

1. Business manager in international companies.
2. Cabin crew in airlines.
3. Bilingual services in hotels.
4. Passenger service officers at the airport.
5. Translator.
6. Customer service representative in telephone companies.
7. Interpreter and Tour guide.
8. Teacher of English and/or French.

5.3 Structure of the LMFI major

The curriculum of the major, which consists of 37 subjects divided into four sections, is presented below: (*Figuerola D et al, 2007*).

Specialized subjects in French (15 subjects)

- ❖ Development of skills
- ❖ Linguistic improvement
- ❖ Cultural aspects of the language through history and literature
- ❖ Introduction of elementary knowledge in trade, tourism and translation

Specialized subjects in English (15 subjects)

- ❖ Development of skills
- ❖ Language improvement
- ❖ Cultural aspects of the language through literature

Minor subjects (5 subjects)

- ❖ Elective of the Teaching Branch
- ❖ Elective of the Public Relations Branch

Research subjects (2 subjects)

- ❖ Seminar I
- ❖ Seminar II

5.4 Overview of the LMFI major

The Modern Languages Major at the University of El Salvador started on February 28th, 2002, with just 40 students according to the Higher University Council No.91-99-2003, for the purpose of diversifying the language options (up to the year 2000, the only majors available were in the English language) and offering the students another alternative to fulfill their academic and labor expectations. (*Perla S et al, 2010*).

Nowadays, the Modern Languages is the most sought-after major at the University of El Salvador since last year in October there were 1,221 applicants, all of them were registered at the university admission process, wanted to study that major; however, the University offered just a few positions for those applicants according to the website of Facultad de Ciencias y Humanidades of the University of El Salvador.

The demand to study the Bachelor's degree in Modern Languages has been increasing since its creation in 2002 until 2019, as shown in the statistics from SAA; there were 1,033 active modern languages students during the first semester of 2019 at the University Campus. In this population, there were 633 female students while 400 were men.

5.5 process for updating the current LMFI major's curriculum

With one of the biggest students' population at the main University Campus and professionals working in the Salvadorean labor market, its curriculum has not gone through any update since 2002, nevertheless nowadays there is a group of authorities at the University of El Salvador from Sciences and Humanities School who is working to create a proposal for updating the Study Plan of Modern Languages Major.

The group in charge of evaluating the Study Plan of Modern Languages major and each major at the University of El Salvador from the School of Sciences and Humanities is "La Comisión Curricular de Ciencias y Humanidades"; however, to start a process to updating the curriculum it is pretty necessary for the University but also for students from Modern Languages degree.

Some of the steps to follow are collecting data and analyzing it with the main goal to obtain a valuable diagnosis; based on Gómez, 2019 the process begins with: “It is important to have a diagnosis first, in which different aspects are taken into account. In the Foreign Languages Department, for example, there is already a team that has been working since 2015. In order to collect the information needed, the team develops different activities that includes, not only students that currently work in different areas but also, people who are in charge of hiring graduates from the major to have different perspectives. Moreover, this information helps the team to determine what kind of task and skills the students need to develop in.”

After gathering data from the diagnosis, the team had clarity about the current situation of students and graduates, what the students needed to improve and the type of jobs they got after graduating. Based on that, they have worked on the proposal; however, it took a lot of time since the completed process has included checking the research works from graduation process, the different workshops from students and teachers and people from outside that we have been invited. (Gómez, 2019).

After working on the proposal, the research team presented the results to the academic authorities to decide which area is more demanded. Currently, the teaching area is one of the more demanded; however, there are some others that, even if they are few, some students currently are working on that such a tourism and translation. Since the last year, the team has worked on the common area of the majors in order for new students to take the same subjects at the very beginning of the major. After three years, students can take the subjects of the specialization of the major. (Gómez, 2019).

Moreover, an updating in the Plan Study of B.A. in Modern Languages would be attractive for future applicants of this major at the University of El Salvador based on the opinion of Gómez, 2019: “Until this moment, the Department has just one proposal and it is about having just one major, which will be focused only on teaching. Students will be able to teach languages, no matter what kind of

language; however, some modern languages students do not like this area. That is one reason why they study PR field”.

This evaluation process of the curriculum must be continuous and from the very beginning, so that the value judgments obtained from this evaluation may serve as a feedback to allow the curriculum to adapt to the reality and change as necessary (Glazman, 1978, quoted in the curriculum of the Major of Modern Languages of the University of El Salvador, page 47). Moreover, society is changing so the necessities are not the same today than five or ten years ago; however, the current Study Plan of Modern Languages has to respond to the society' needs. (Gómez, 2019).

One of the areas that seems to have increased in our country is tourism; field that is included in the profile of professionals in Modern Languages, nonetheless, there is no much demand in the salvadorean market. Gómez, 2019 said: “The problem is based on the meetings with the authorities involved in the research, tourism is the area in which not many of the graduates are working but maybe in the future this area will be really important for our country”.

Certainly, tourism is not the first listed option in graduates from Modern Languages major when looking for a job since there are a few amount of professional working in this area; however, it is not a field that can be ignored easily in labor market because it is growing more and more and it seems that tourism will become an stronger sector in the economy of the country so the University of El Salvador should be prepared to offer capable professionals to handle the vacancies that this field could create.

6 GRADUATION PROCESS AT PRIVATE UNIVERSITIES IN EL SALVADOR IN THE LAST 10 YEARS

Since 2003, history has begun to change for private universities in El Salvador due to the implementation of the specialization process as a career option for obtaining a degree. (Monge J, 2003).

Universidad Tecnológica of El Salvador

Universidad Tecnológica of El Salvador (UTEC) was the first center of higher education to change the graduation process for pre specialization in areas related to different majors. In this modality, the graduate student must select an option of pre specialization and take (for a year) six modules of studies.

For most Salvadorean students, one of the greatest fears they face at the end of their major is the elaboration of graduation work, which can be a thesis, a research, and in some cases a monograph. The realization of this implies time, effort and expense. However, as of this year, the graduates of Universidad Tecnológica of El Salvador will no longer have to worry about this situation. (Martínez et al, 2016).

"In each major the most important areas have been focused, and in relation to them pre specialization options have been created, which are presented to the students. They choose the one they think best". (*Badía, 2003*).

The university, through its schools, will hire qualified specialist teachers in the area to develop, who will be able to rely on teachers who teach master's degrees. Students will receive three hours of lessons per week and participate in different activities. At the end of the six modules, they will undergo a professional undergraduate examination.

This innovative project was born with the commitment to take a step forward towards academic excellence and with the existence of modern paradigms in the country's higher education system, which obliges the search for proposals that improve the profiles of the graduate, as well as the competences and abilities of the same ones.

"Many times the research topics presented by the graduates were repeated and irrelevant. They did not give them anything; furthermore, the development of the themes was a big problem" (*Badía, 2003*). This modality is also due to the new institutional philosophy of that university, which aims to create a dynamic process with more effective results through the restructuring of traditional academic

processes by others that bring better results to society. Currently a total of 568 pupils are currently receiving their pre specialization.

Universidad Francisco Gavidia

Universidad Francisco Gavidia of San Salvador has also adopted the same idea as Universidad Tecnológica of El Salvador, to give more options for obtaining a degree to the educational community. Universidad Francisco Gavidia offers the following options for the graduate work process:

- Professional practices
- Research project or thesis.
- Specialization

For professional practices, the options to develop the work are designated by the university; in this case, students perform their activities as an intern in a field directly related to their majors.

Students also have the option of doing a thesis, in this type of work students can work in groups of up to 3 people, and present the results of their research work for college graduation.

One of the innovations of the University: specialization, the person concerned has a period of 8 months to study a curriculum and pass evaluations.

The student has options to specialize in the career chosen before, in the case of language courses: Bachelor of Languages with specialty in English Teaching and Bachelor of Languages with specialty in Tourism, students have the following options to specialize:

- Simultaneous interpretation and English-Spanish translation.
- Foreign Language Strengthening (TOEFL).
- Management of Sustainable Tourism Destinations.

(Martínez et al, 2016).

Universidad Don Bosco

Since 2008, Don Bosco University has been offering a degree in languages with a specialty in tourism, giving the educational community the opportunity to learn another language in addition to English; in this case, we are talking about the French language, which is included in the work of the quarry. During the first four years of his university major, he had to have successfully completed all 34 subjects of the degree course and then work on an investigation or thesis; a traditional process, however, the university is offering at that time the opportunity not to do research or thesis to students who completed the CUM with grade equal to or greater than 8, like the University of El Salvador offers to the present day. Don Bosco University continues to offer this option. (Martínez et al, 2016).

In 2012, Don Bosco University changed the graduation process as an innovative way and it began to offer options of graduation process for obtaining a university degree in the educational community. The students of the University have the choice of that point either to a research or thesis as before, a seminar of specialization or specialized professional practices for those who are trained.

CHAPTER III

III. RESEARCH METHODOLOGY

1. Type of approach

The research team will use a mixed method design as type of approach, since it combines elements of qualitative and quantitative research approaches. Those elements are important in our investigation at the moment of analyzing the data collected.

2. Type of research

The research team will use a non-experimental research methodology because according to research, variables do not need to be manipulated. In other words, the research focuses rather on assumptions than on statistical relationships between two variables.

3. Type of method

The type of method that will be used is a descriptive method. Descriptive research; that is, observing, recording, describing and classifying phenomena. Descriptive research is sometimes contrasted with hypothesis-driven research, which is focused on testing a particular hypothesis by means of experimentation. It usually involves surveys and studies that aim to identify the facts, interviews, open-ended surveys, content analysis which is important to put into practice in our investigation. (Casadevall A et al, 2008).

5. DATA COLLECTION TECHNIQUES

To gather accurate information, it is relevant for the research team to select the right techniques of data collection and the suitable instruments. The first technique applied was the survey. It was necessary for the team to design a questionnaire with open-ended and closed-ended questions to undergraduate students from the Modern Languages major who specialize in Public Relations with the main objective to collect their perceptions about the demands of the actual labor market. The instruments of this technique are self-administered questionnaire, which will be sent via social media or internet.

The second technique was the interview. This technique worked with questionnaires as instrument, so the research team planned on doing two interviews in order to gather recent data from experts on tourism market in the country and on curriculum design. The first questionnaire was to Licda. Ana Grace Gómez, an expert on curriculum design, and the second to Lic. Roberto Ayala, CORSATUR director. The material resources which helped to perform the instruments are tape-recorder, camera, cellphone and paper-pencil.

The last but not least, the research team developed was the content analysis technique since it was relevant to make deep analysis by reading textual material. Those skills of underlining and summary were part of the instruments for content analysis. The team mostly worked with literature like: newspapers, magazines, statistics and the plan study from Modern Languages, especially Public Relations (PR) area.

6. SAMPLE AND POPULATION

The population for this research consisted of students who have finished all the courses, from the Modern Languages Major in 2018 and graduates of the major from the last eight years.

The sampling frame was formed by the students who have finished all the courses in 2018 and graduates from the last eight years; however, in this step the research team took into account only those who belong to the Public Relations field of the Modern Language Degree.

Then, the sample was composed of a total of thirty students from Modern Languages who have specialized in Public Relations. This total amount was divided into two equal sections: fifteen survey reporters were students who have completed all the courses in 2018 and fifteen were graduates from the last eight years.

7. INSTRUMENTS

For collecting data of suitable and valuable instruments it is necessary the implementation. The first instrument used was survey. They had open and close questions with the purpose of providing students' and graduates' perceptions about the relationship between the requirements from the present salvadorean market and the current study plan of the Modern Languages major.

The second instrument was interview. They helped to provide expert opinions that are relevant for enriching the research with reliable information. They were divided in two types: The first interview was dedicated to consult expert opinions from one of the most important entities of this sector in the country, CORSATUR. This institution works to promote El Salvador, nationally and internationally, as a tourist destination. And the last but not least, it was necessary to conduct interviews to experts in curriculum design in order to know the procedure of updating the current study plan to have different options of doing the graduation process.

Third, the research team did a content analysis by reading and analyzing textual material such as newspapers articles, thesis works, study plan of Modern Languages major and statistics from current demands of salvadorean labor market to evaluate not only if there is a demand of professionals in tourism but also if foreign languages students are prepared to fulfill those profiles.

CHAPTER IV

IV. DATA ANALYSIS

1. SAMPLE PROFILE

The Modern Languages major at the University of El Salvador is one of the most sought after degrees since every year there are thousands of high school graduates that are applying to the admission test with the goal of entering in the Foreign Languages Department. Also, it is important to mention that the current study plan of Modern Languages offers two elective areas that students can choose based on their objectives in their future careers, some of them decide for teaching field while others to study the Public Relations (PR) and because of that it is necessary to analyze the general profile from those who study PR and are part of the research's sample.

One of them is the students' profile. The majority of the survey respondents were women between ages 21 to 25, most of them live in the city in a conjugal type of family and they come from the Public Education System. About their travelling abroad, a big amount of them have not experience at all. In addition, most of the students' sample said they have changed major in order to study Modern Languages degree and they are currently working in different field; however, the trend seems to be divided into being a call center agent or a teacher.

Concerning the opinion of the graduates, most of the sample was formed by men between ages from 26 to 30, this is due to the type of sampling that the research team decided to apply; however, based on the Secretaría de Asuntos Académicos (SAA) of the University of El Salvador there are more women who had graduated from the last eight years. Also, a major group of graduates live with their parents in the city, they have travelled outside the country and they have a job as call center agents or teachers. About their education, the majority of them completed their studies in public schools and they continued their higher education at the University of El Salvador, which is also a public institution.

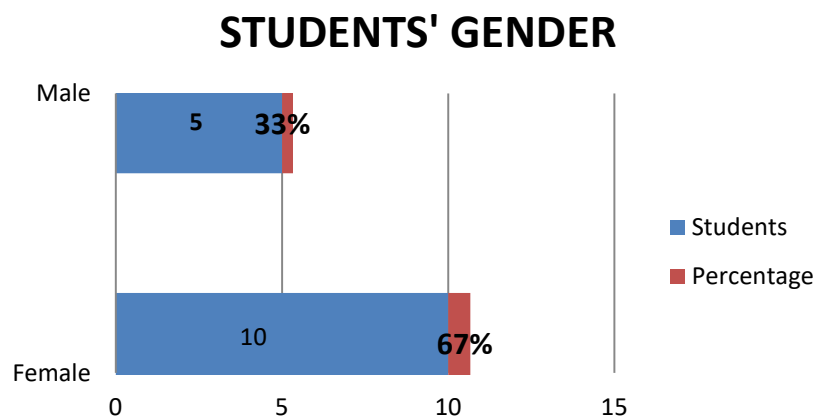
To sum up, the general profile from both samples was composed of people who are between ages 20 to 30 years old and they live with their parents in the city. Moreover, most of the respondents from major in Modern Languages at the University belong to the Public Education System and they are currently working as not only call center agents but also teachers.

2. SURVEY ANALYSIS

Personal Information

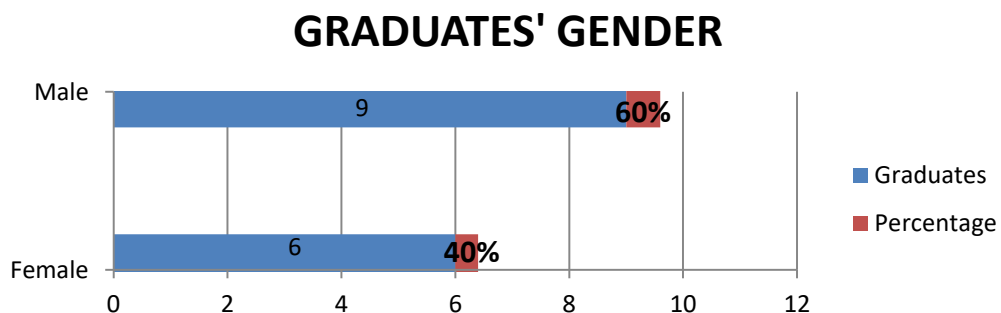
❖ GENDER

Graph number 1



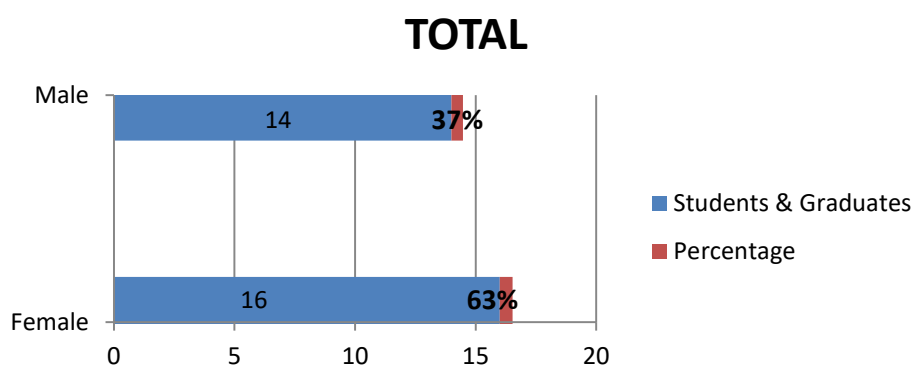
According to this graph, 67% of the students' sample is formed by women while the rest 33% are men, this last percentage is represented by 5 people. In conclusion, the statistics reflect the current trend in this major since in general terms, the Modern Languages degree has a population composed more of female students.

Graph number 2



Based on the information, men are more than 50% of the graduates' sample while women are the equivalent of 40%. This outcome shows there are more men than women who have graduated from the university; however, a possible explanation could be attributed to the fact that the research team applied convenience sampling.

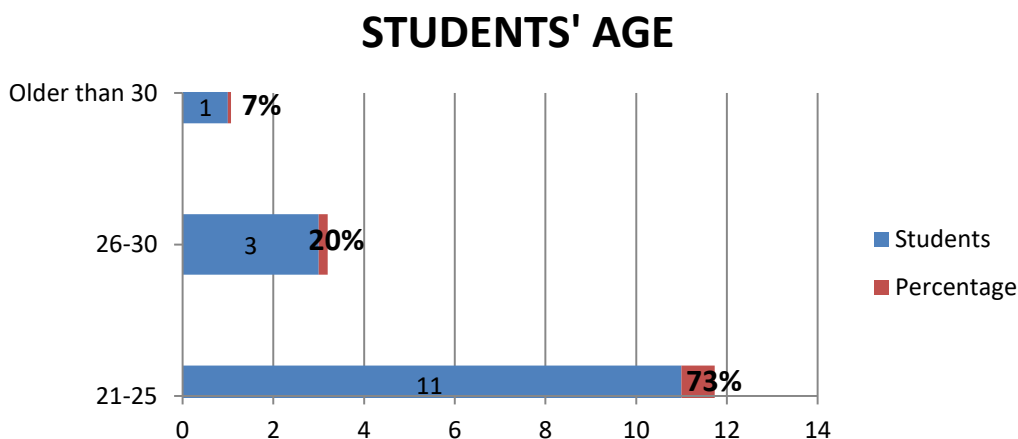
Graph number 3



General analysis: According to the graph, 63% of the sample is composed of women and the rest 37% are men from both types of surveys, having an equal of 100%. It is important to highlight the majority of the students' sample was female when the graduates' sample was composed mostly by men.

❖ AGE

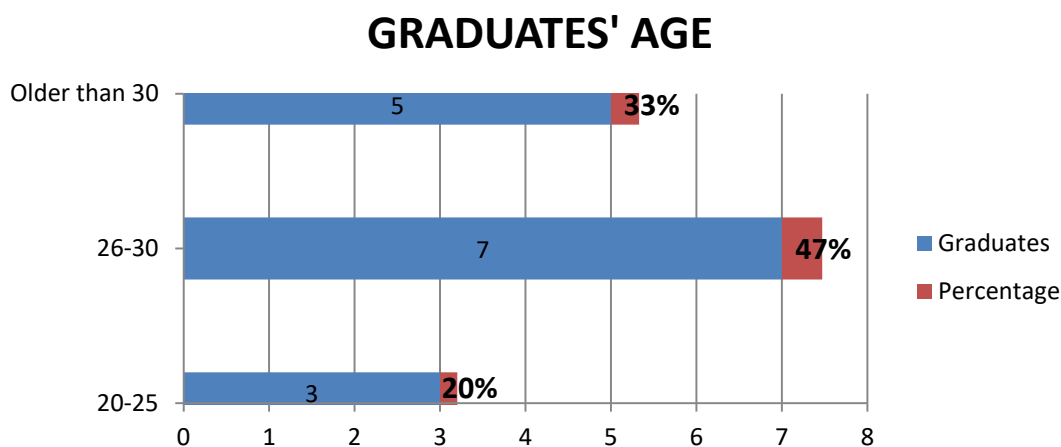
Graph number 4



Based on the graph, 73% of modern languages students are in ages 21 and 25, 20% of them are 26-30 years and just 7% of them are older than 30. As a

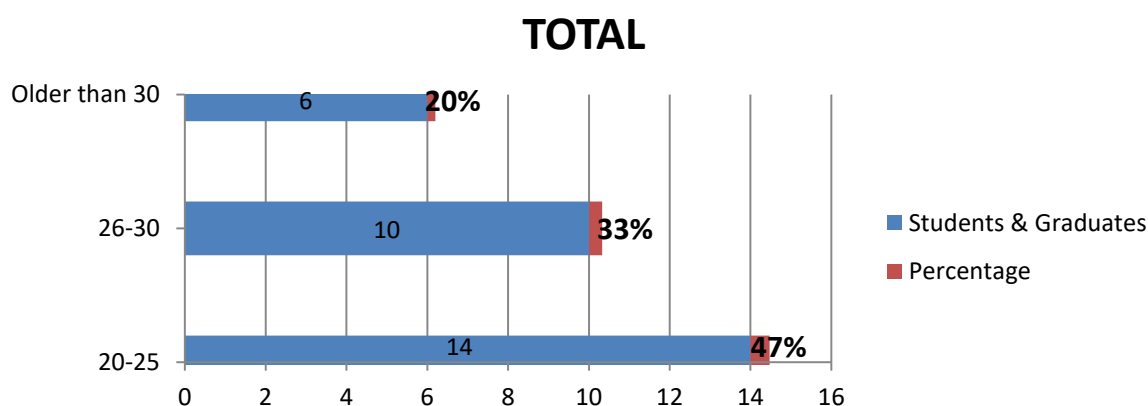
conclusion, the population from Public Relation area of Modern Languages is considered young since most of them are aged under 30.

Graph number 5



In this graph, 20% of graduates from Modern Languages are in the ages 20 and 25, 33% of them are older than 30 and 47% are between 26 and 30 years of age; however, it is still considered as a young sample, taking into account the fact they have already finished their studies at the university.

Graph number 6

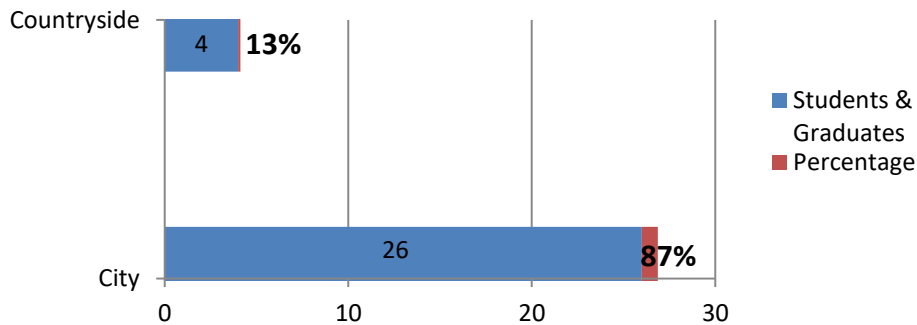


General analysis: The results in this graph are analyzed based on the two surveys with a total of 30 people; the ages are between 20 and 25. 33% of people are 26 and 30 years old, while the rest 20% are older than 30 years old. From both surveys, the age average is from 20 and 30 years old, qualifying the group as a young sample.

❖ PLACE OF RESIDENCE

Graph number 7

TOTAL

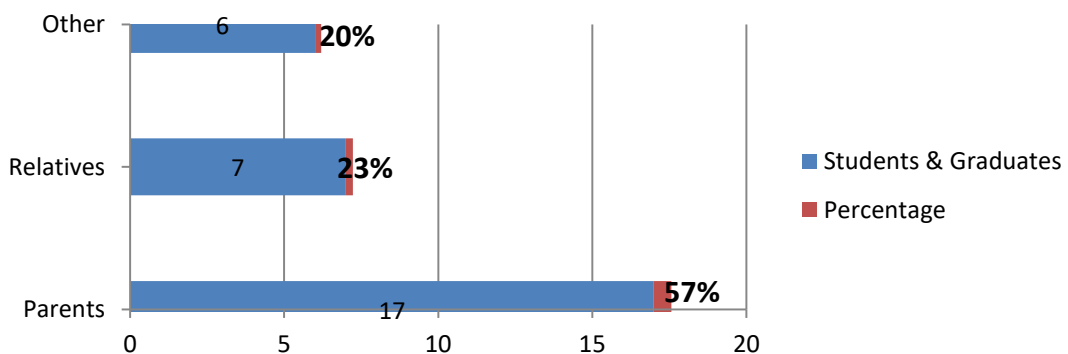


General analysis: Based on the results of the graph about the place of residence, the majority of the responders from both students and graduates live in the city. On the other hand, the rest 13% are from the countryside, which means that those 4 people who does not live in the city, need to travel or look for a place to stay, in order to go to the University.

❖ LIVING SITUATION

Question: Who do you live with?
Graph number 8

TOTAL

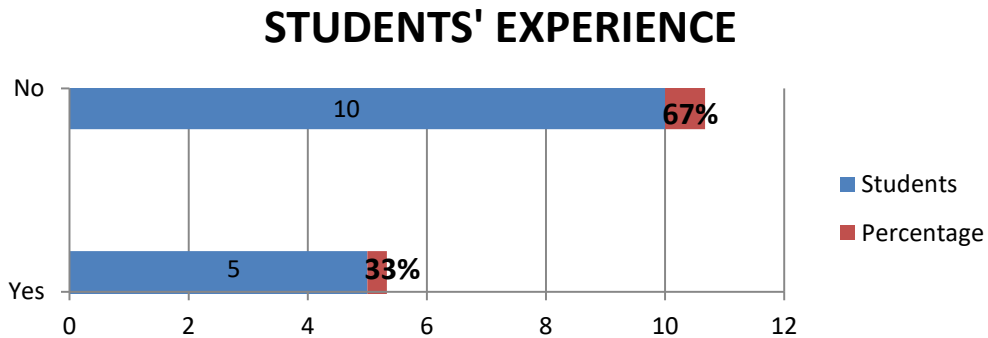


General analysis: According to the graph, most students and graduates live with their parents followed by 23% of them live with relatives and just 20% of the

respondents live with other. When talking about the other option, the research team can infer that the respondents live alone or with someone else like boyfriend, girlfriend, aunt, uncle, grand-parents, etc.

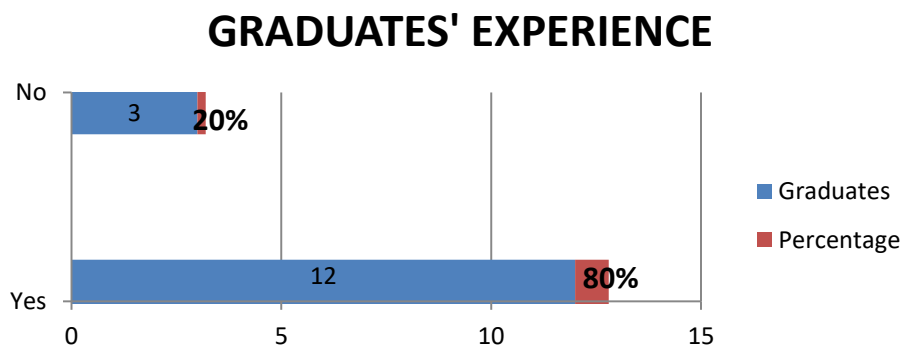
❖ TRAVEL

Question: Have you ever travelled abroad?
Graph number 9



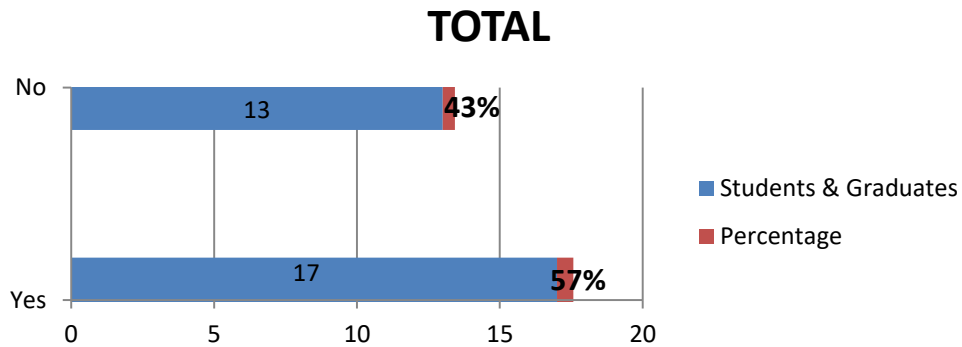
This graph illustrates just 33% have already travelled out of the country while the majority of students do not have experience travelling abroad as a result they do domestic tourism.

Graph number 10



According to this graph, twelve graduates out of the fifteen from Modern Languages have already been out of the country while just three out of the fifteen graduates have never been abroad.

Graph number 11

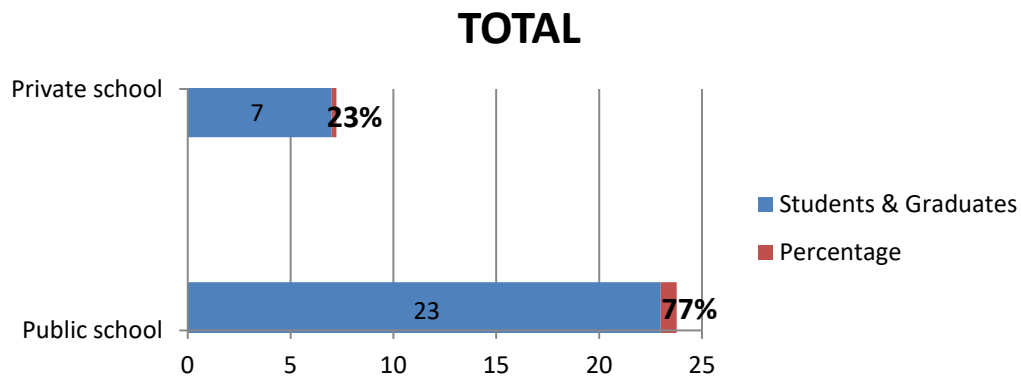


General analysis: Taking into account both surveys, 57% of the sample have already travelled abroad and 43% of them have not. The final outcome from both groups highlights the contrast between them; since the majority of students have not travelled on the other hand the majority from graduates said they have already done it.

❖ EDUCATION

Question: Did you graduate from?

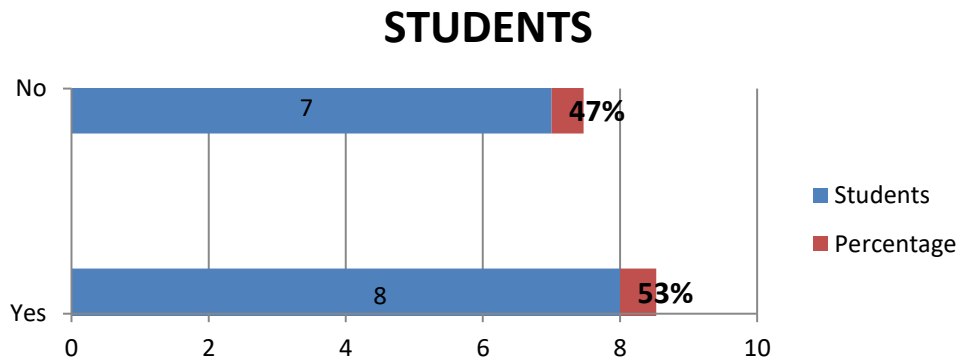
Graph number 12



General analysis: This graph shows 77% of respondents graduated from public schools while the rest 23% finished their media education in private schools. It is also important to point out that from the two groups the majority of people from Modern Languages, specifically those who take Public Relations area at the University of El Salvador come from the public education system.

❖ CHANGING MAJOR

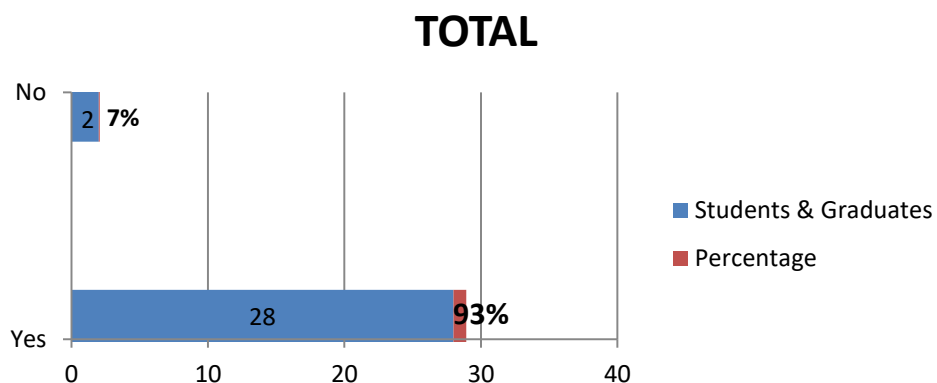
Question: Have you ever changed major?
Graph number 13



According to the results, 53% of the students have changed major before taking the Modern languages major. Most of them have been part of a process in which they need to study one year in any major, in order to take Modern Language the following year besides others requirements they need to complete. The rest 47% have never change major which means they have been study only English and French since the beginning.

❖ WORK EXPERIENCE

Question: Do you have a job?
Graph number 14

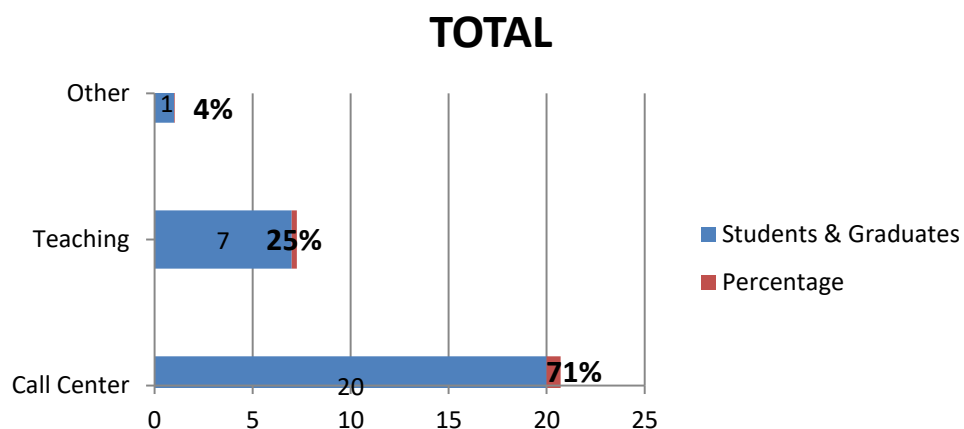


General analysis: The graph illustrates that 93% of respondents said they currently have a job while just 7% does not work. Here, there is a common fact since the majority from both groups is currently working in similar areas and it

also shows 14 students out of the fifteen that are working and studying at the same time.

❖ **JOB FIELD**

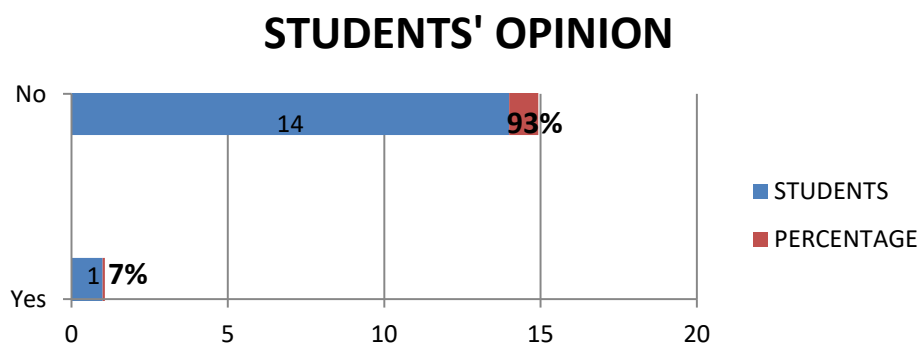
Question: If the previous answer is yes, in which field?
Graph number 15



General analysis: According to the graph, from both type of respondents, students and graduates, 25% of them are currently working as teachers in private schools and high schools while 71% have a job as call center agents, and one person out of the thirty works as programmer. It is remarkable that both groups have a great number of people working as a teachers in entities such as Universidad Centroamericana "José Simeón Cañas", Universidad Don Bosco, Colegio Dario Cossier, Instituto Municipal de la Juventud and call center agents at Telus International, Blackhawk, Convergys, Focus and Sykes.

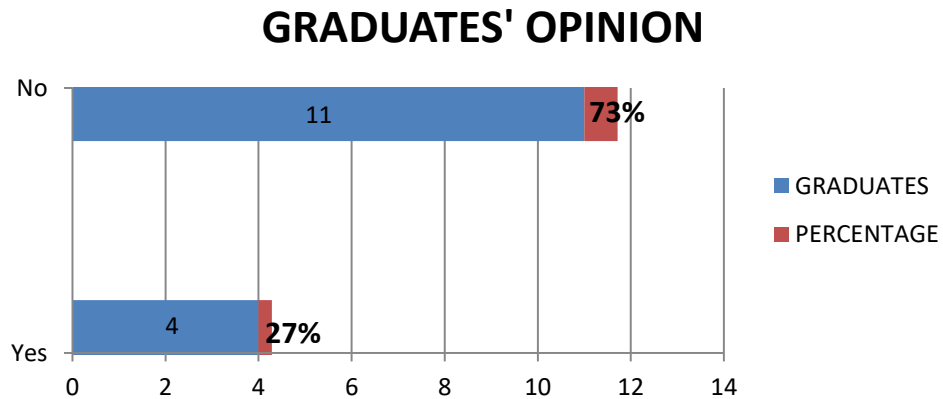
Question: Do you know someone graduated from Modern Languages that works in a Public Relation area?

Graph number 16



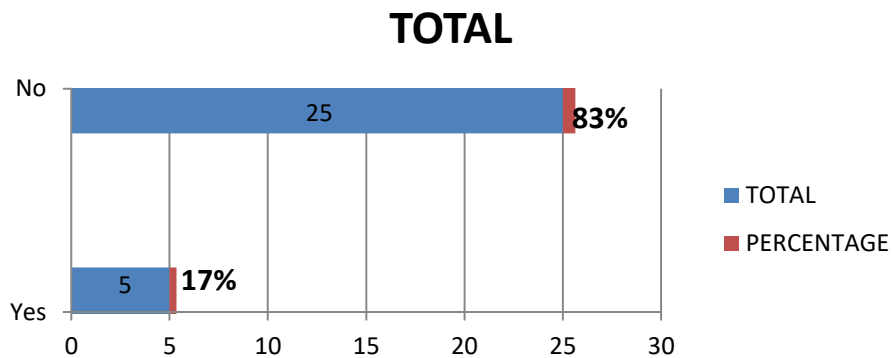
According to the previous question, 93% of the students do not know someone who works in a public relation area; on the contrary just 7% knows someone who works in this field.

Graph number 17



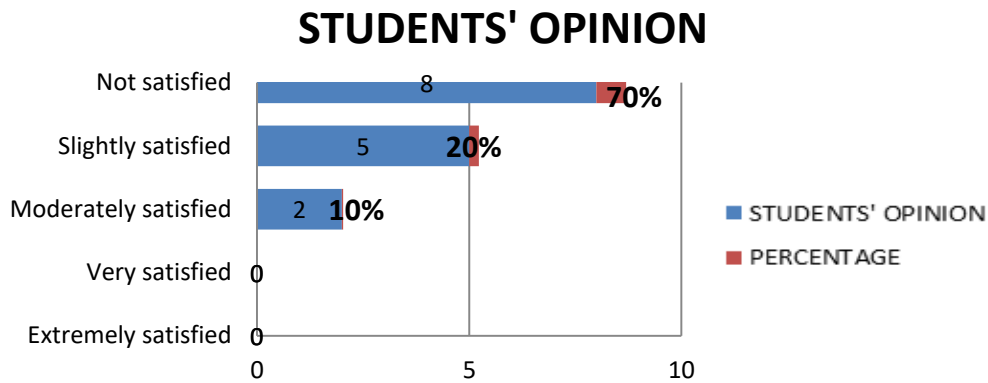
Based on the statistics 73% of graduates do not know someone who works in the public relation area and 27 % do know someone working in this area.

Graph number 18



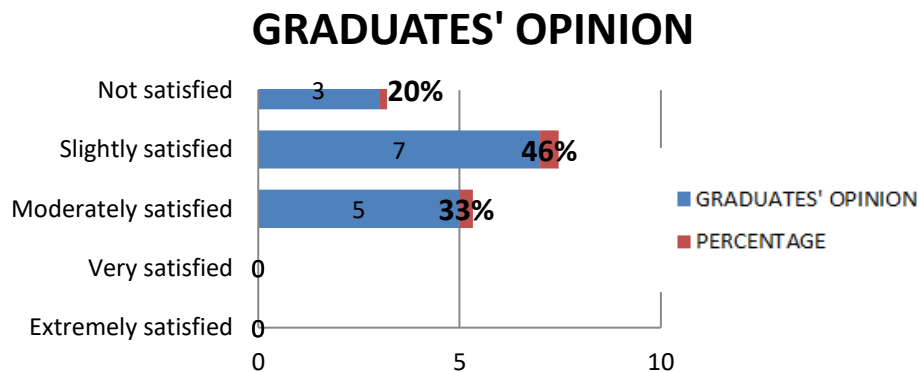
General analysis: Taking into account both graphs, 83% of the sample do not know someone who works in Public Relation area, and just 17% knows someone working in this field. It means there are few opportunities in the labor market dedicated to this area.

Question: How satisfied are you with the Public Relations branch you studied?
Graph number 19



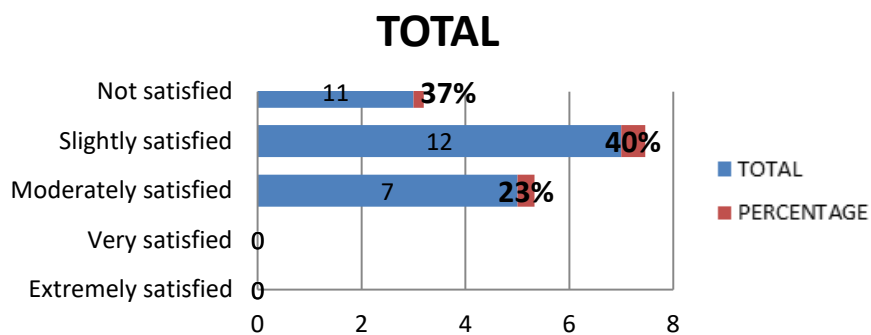
Based on the graph, 90 % of students are not satisfied with the Public Relations branch they have studied and just two students are moderately satisfied. Based on the responses they have shared, the majority thinks that PR content does not develop the students' skills on that area and there is a lack of practice.

Graph number 20



According to the graph, 66% of graduates are not satisfied with the Public Relations branch they have studied, on the other hand 33% is moderately satisfied.

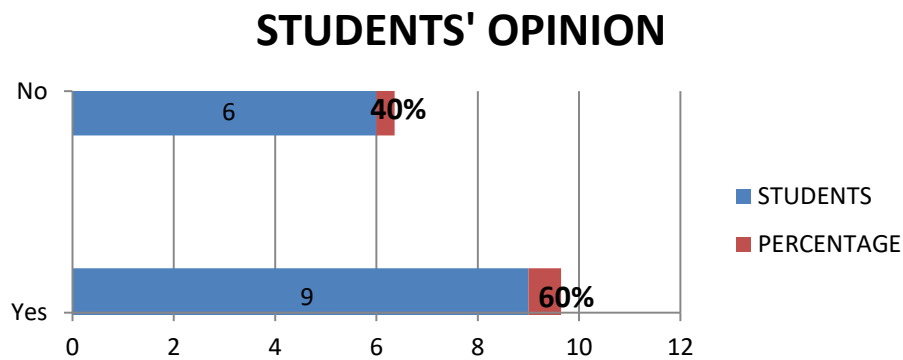
Graph number 21



General analysis: Based on satisfaction from both groups in the Public Relations branch, 40% are slightly satisfied with the knowledge acquired, followed by the 37% who are not satisfied, and the 23% showed neutral opinion. In general terms both groups are not satisfied enough, due to different reasons. The research team highlights that the content does not develop students' skills, and there is a lack of practice. It makes getting a job in this field more difficult.

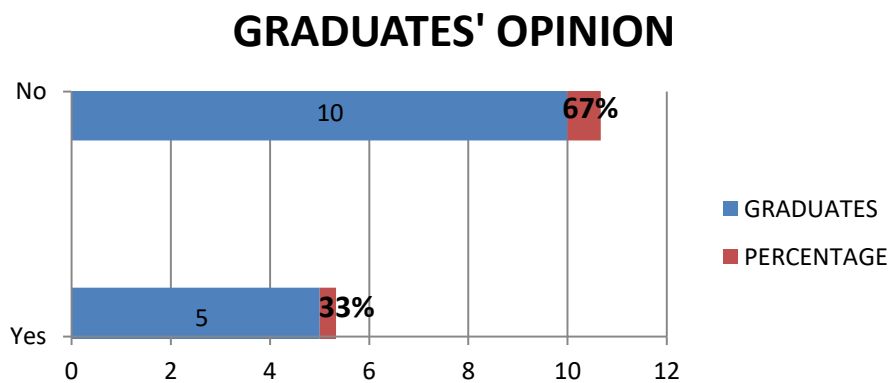
Question: Besides being a teacher and call center agent, do you consider Modern Languages students have opportunities for applying in any other kind of jobs?

Graph number 22



According to the graph 60% of students consider that Modern Languages major has opportunities to apply to different kind of jobs, while 40% consider that this field does not offer more opportunities to develop other kind of jobs besides teaching or call center area.

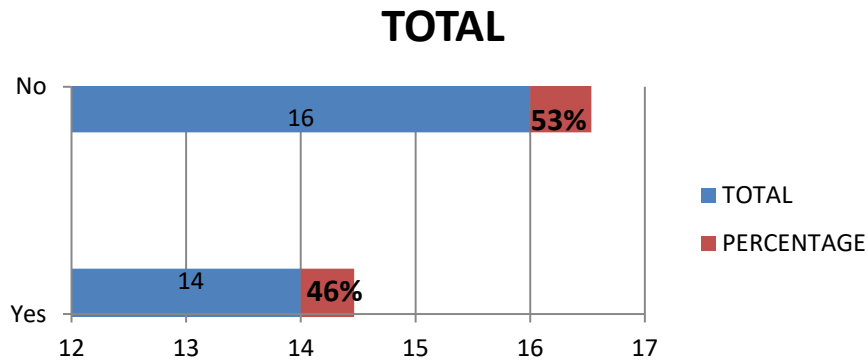
Graph number 23



Based on the results, 67% of graduates considers that Modern Languages major does not provide many opportunities for applying in other kind of jobs different

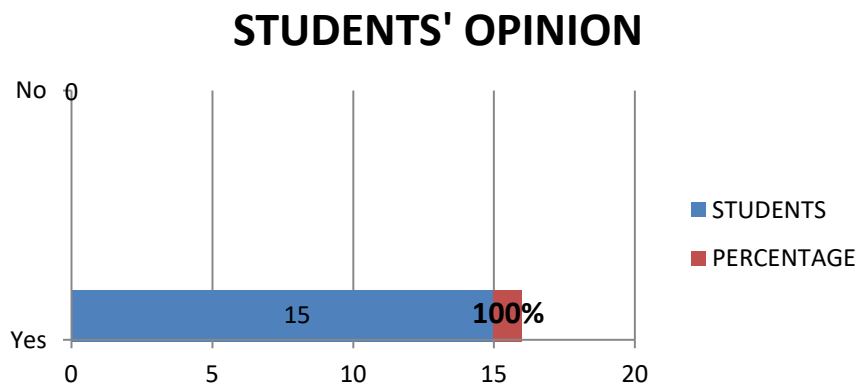
from teaching and the call center area. On the other hand, 33% considers this major offer some others options.

Graph number 24



General analysis: According to statistics, apparently, students have the expectations that Modern Languages major allows them to get a job in different areas; however, being more realistic graduates who already have work experience confirm there are not a lot of options to get a job in the salvadorean labor market.

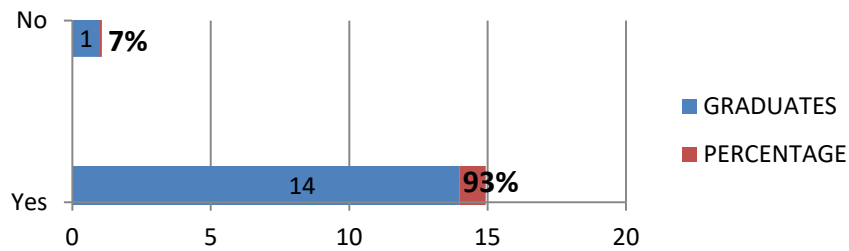
Question: Have you ever considered working in the tourism field?
Graph number 25



According to the graph's results, all of the students seem to be interested in the tourism area. Apparently, all of the students would like to explore some other areas, different from those that they have already experienced such as teaching.

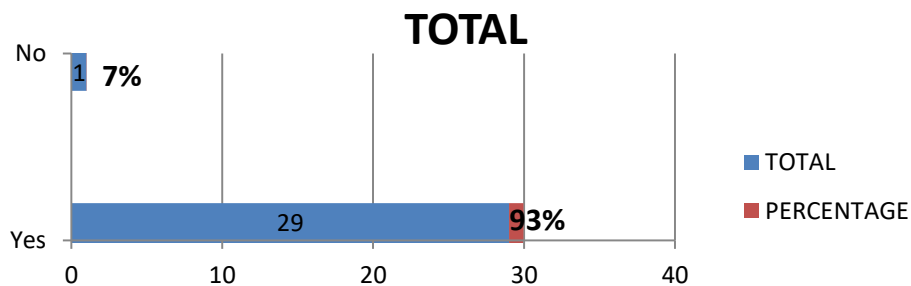
Graph number 26

GRADUATES' OPINION



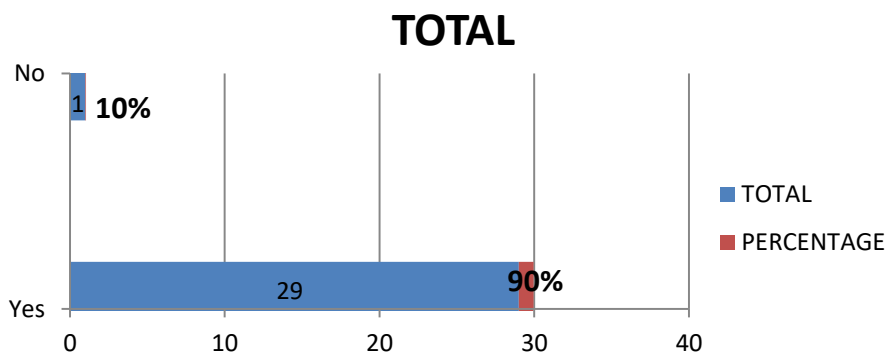
According to the graph most of the graduates would like to work in a tourism area. 93% said they are interested on it and just 7% which is only one person, said he/she would never work in that field.

Graph number 27



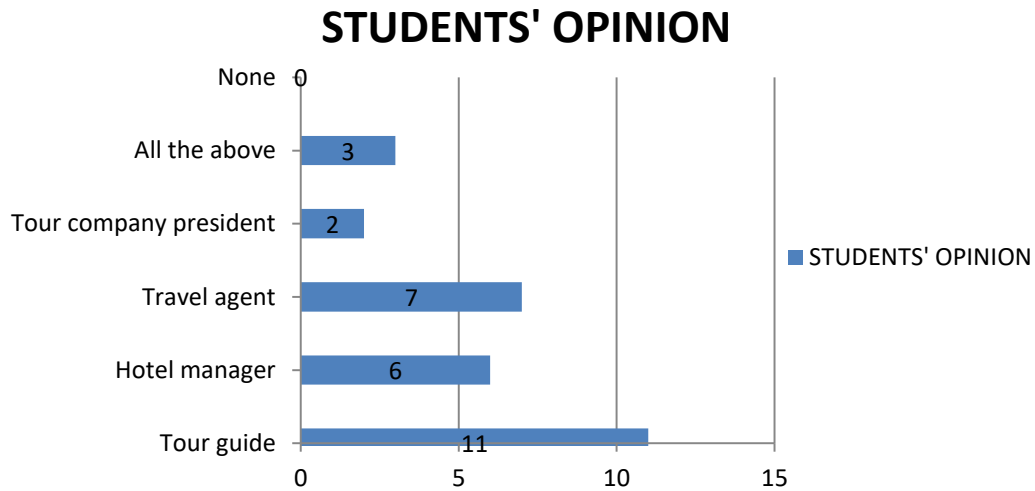
General analysis: Based on the responses, 93% have considered working in tourism field. Both sectors think getting a specialization in the tourism field would be interesting to pursue in order to get a job.

If the previous question is yes, would you like to work as a tour guide?
Graph number 28



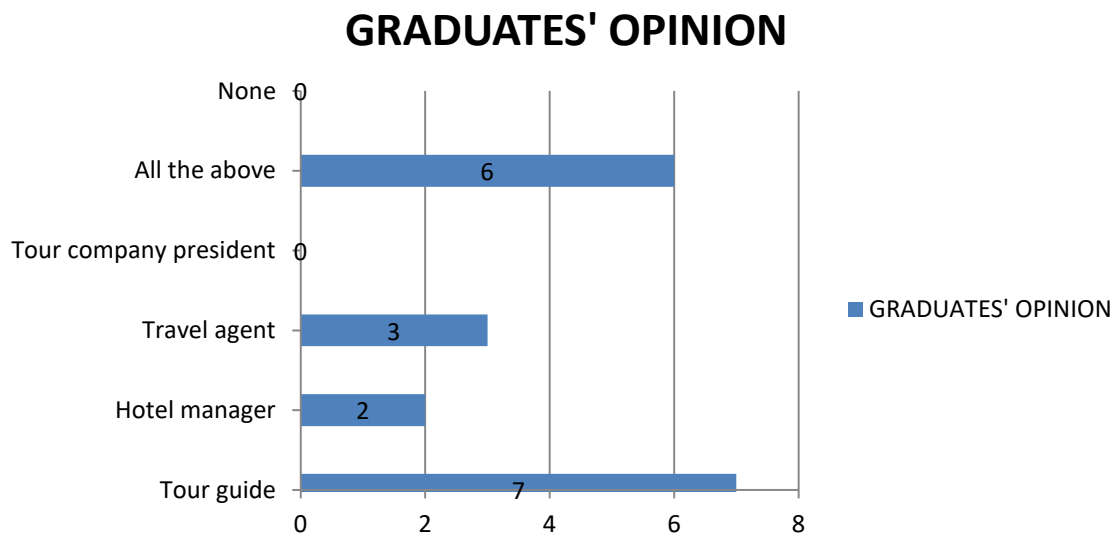
General analysis: Focused on the population that is interested in tourism, 90% of them would like to work as a tour guide, and the other 10% are not interested at all.

Question: What kind of jobs do you think salvadorean tourism market offers?
Graph number 29



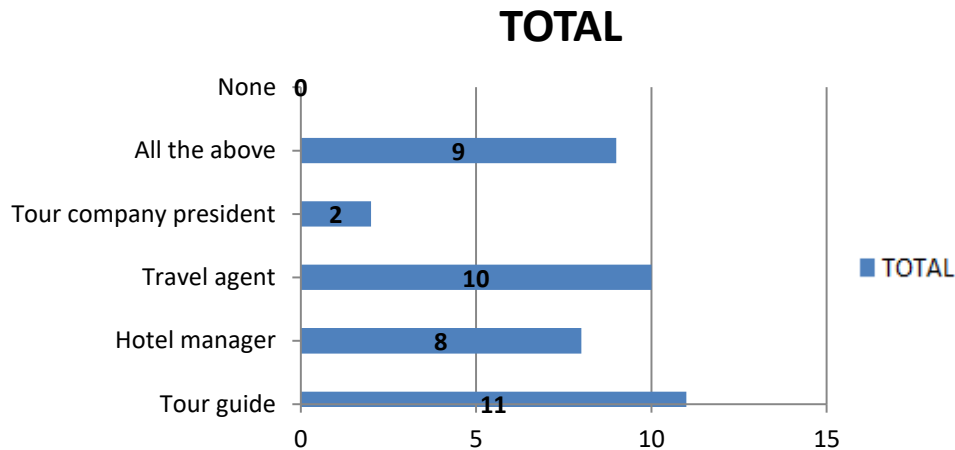
In the previous question, students had the option to select what kind of jobs Salvadorean tourism market offers. According to the results the most voted were as: tour guide with 73%, followed by 47% as travel agent, and 40% as a hotel manager, tour company president the lowest percentage represented by two people.

Graph number 30



In the previous question, graduates had the option to select what kind of jobs salvadorean tourism market offers: According to the results, the majority voted tour guide with 47%, followed by 20% as travel agent and 13% as hotel manager. Graduates think working as a tour company president is not a job that market offers in the country.

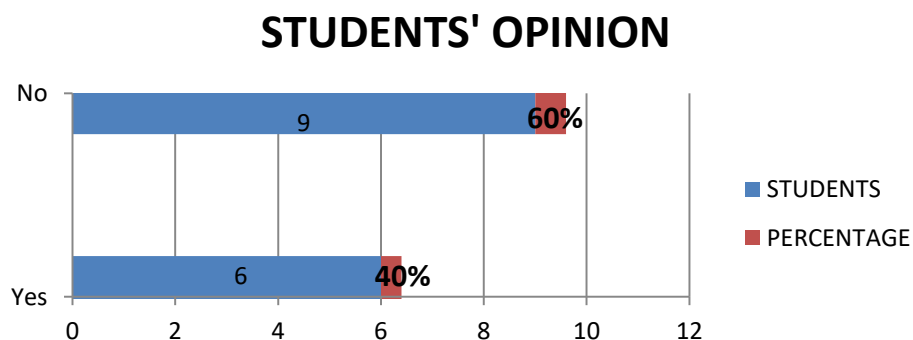
Graph number 31



General analysis: According to the collected results, 60% think there is more opportunity to work as a tour guide; followed by 33% as a travel agent and the rest 7% think there would be job opportunity as hotel manager or as tour company president.

Question: Taking into account the knowledge you acquired in the tourism subject, do you consider you are able to work in tourism area?

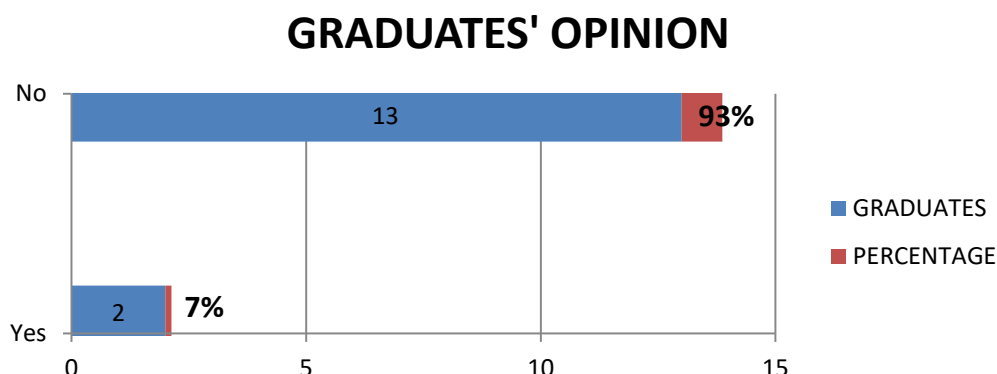
Graph number 32



Based on the outcome, 60% of students do not consider themselves capable of working in the tourism field due to poor knowledge in this subject, which is

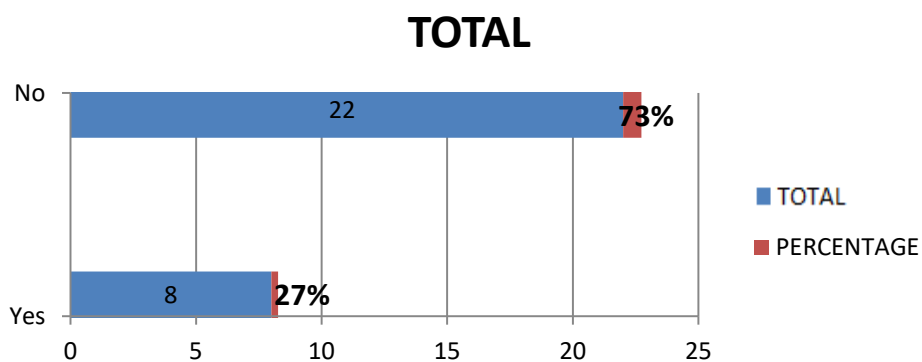
included in the study plan; and 40% do consider themselves capable of working in tourism area.

Graph number 33



According to the graph, 93% does not consider themselves capable of working in tourism area because of poor knowledge acquired in tourism subject and just 7% consider themselves capable of working in this area.

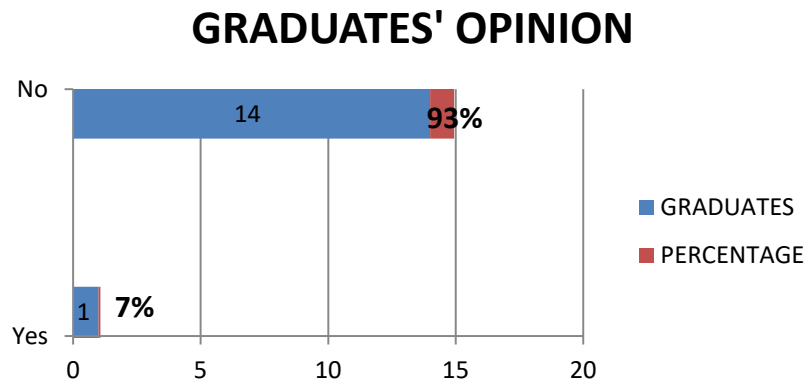
Graph number 34



General analysis: 73% of respondents consider that based on the knowledge acquired they are not capable of working in the tourism area, since there is only one course included in the current Modern Languages study plan related to this field, and just a few 27% think they are able to work in tourism area.

Question: Do you consider the knowledge acquired about Public Relations helped you somehow to get your current job?

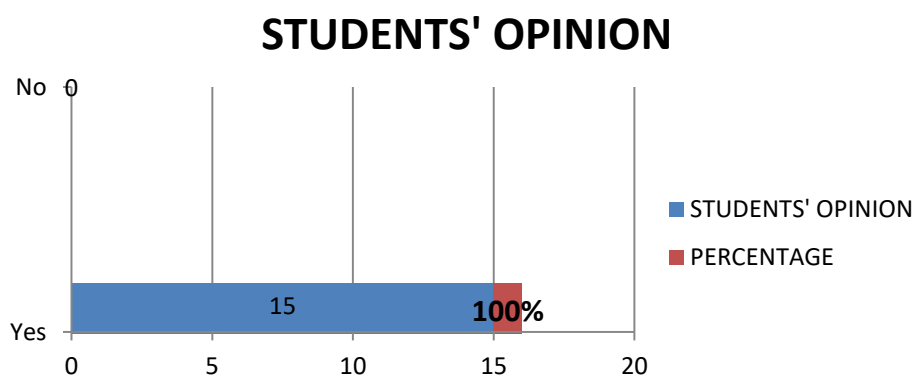
Graph number 35



According to the graph, 93% of graduates does not consider the knowledge acquired in Public Relations area has helped them to get their current jobs. Based on the reasons they have shared, the majority think that content studied during the major was not enough to develop their skills because it focused on theory than practical field. On the contrary, just 1 person has considered this knowledge useful to get his job because having general knowledge about this field has helped him in his current job.

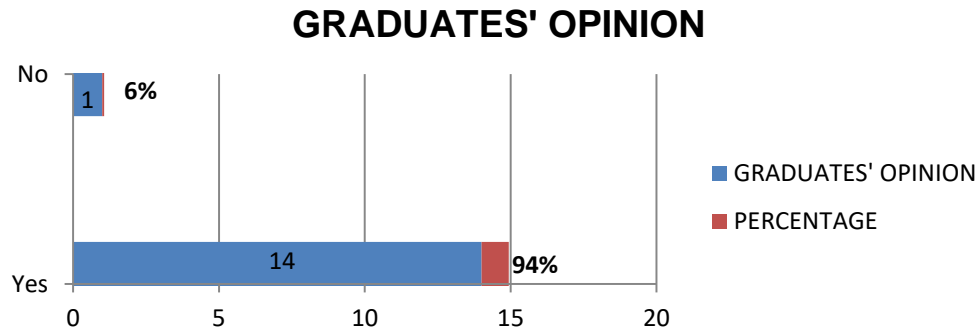
Question: Do you consider it is important to update the current study plan?

Graph number 36



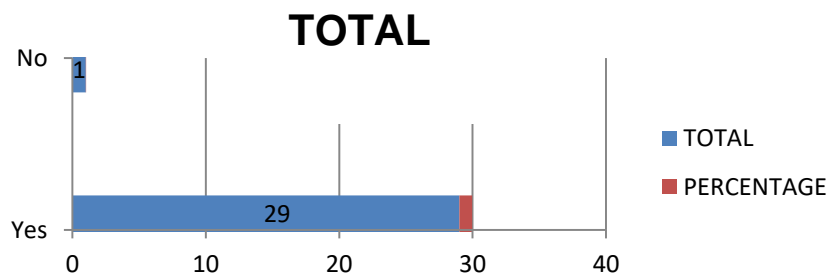
On this graph, the research team is taking into account the opinion of the students who are still in the major and students who just finished it. All of them agree that the Foreign Department should update the study plan. Most of them are aware that the study plan has not been modified since it was created.

Graph number 37



The graph shows the opinion of graduates who finished the major some years ago. The majority of them already have working experience, what makes their opinion very valuable. Almost all of them agree that the study plan should be updated, except for one person who expressed that it should not.

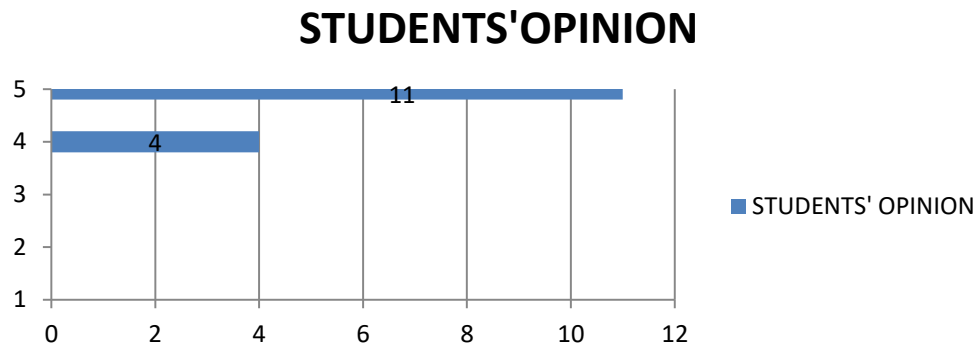
Graph number 38



Based on the opinion of both groups, it can be claimed that not only for students but also for graduates it is important to take action about the situation, since 29 people out of the 30 think that updating the study plan is something important for future students.

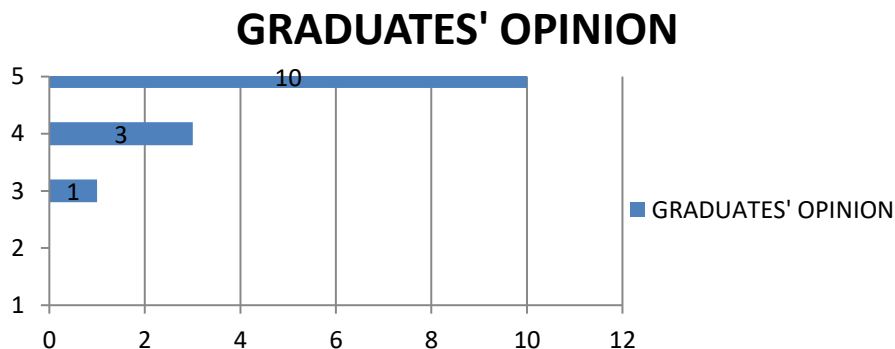
Question: If the previous answer is yes, from 1 as minimum to 5 as maximum, how important it is?

Graph number 39



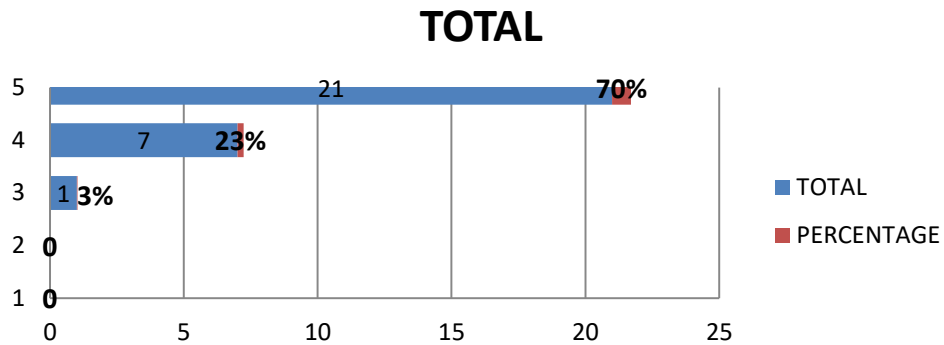
The previous question shows that the majority of the students agree about updating the study plan; however, not all of them consider the importance in same scale. According to the scale, the students had the options from 1 as a minimum and 5 as a maximum. Based on the answers, 73% of the students chose 5, that was considered as extremely important and 27% of the sample chose 4, which was considered as very important. Even if the answers are not in the same scale, we can consider the fact of updating the plan as something that needs to be done as soon as possible since all of them consider it really important.

Graph number 40



On the other hand, graduates chose more than 3 different options when we asked how important was to update the study plan. For instance, 10 people chose the number 5 consider as extremely important; 3 people chose number 4 consider as very important and just one person chose the number 3 as moderately important. The answers vary but all them show that updating the curriculum is important for almost all of them.

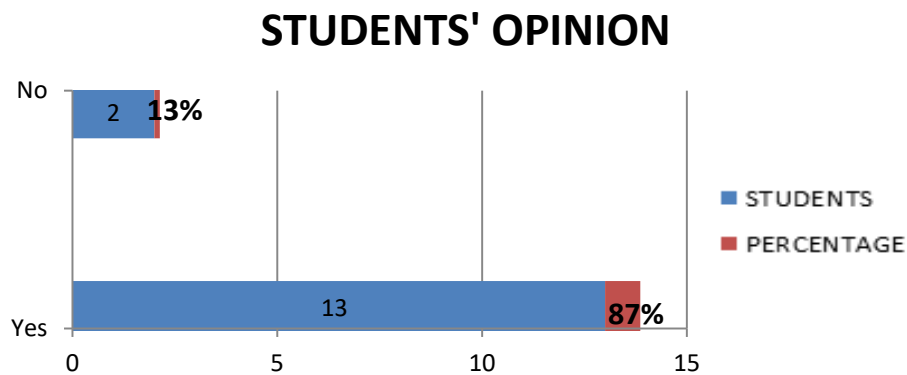
Graph number 41



General analysis: Taking into account both perspectives, we can claim that the majority of both samples agree that the study plan should be update; even though, the answers can differ from moderately to extremely, it seems that for both graduates and students somehow is important.

Question: If there were an opportunity to take a specialization in tourism as a graduation process, would you be interested in?

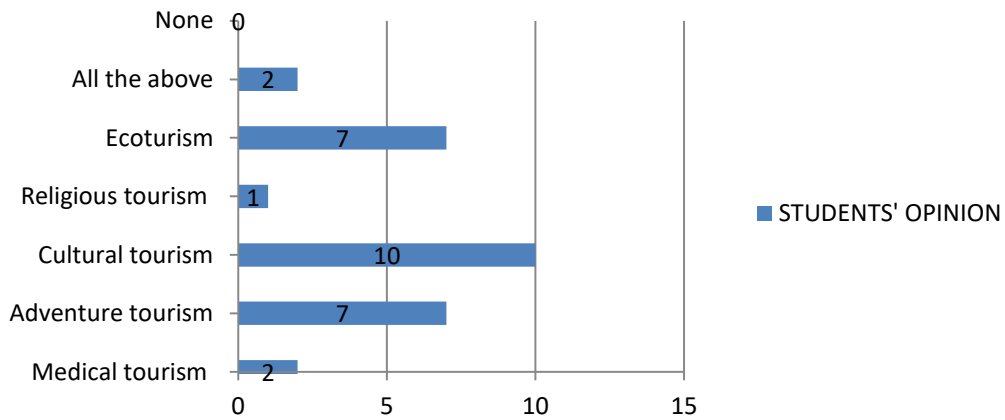
Graph number 42



Based on the answers of the students, it seems that the majority of them are interested in the tourism branch. If there were the opportunity to take a specialization in tourism and master the knowledge and the skills they have about it, 87% of them would do it without hesitating, and just 2 people would not be interested at all.

Question: What kind of tourism are you most interested in?
Graph number 43

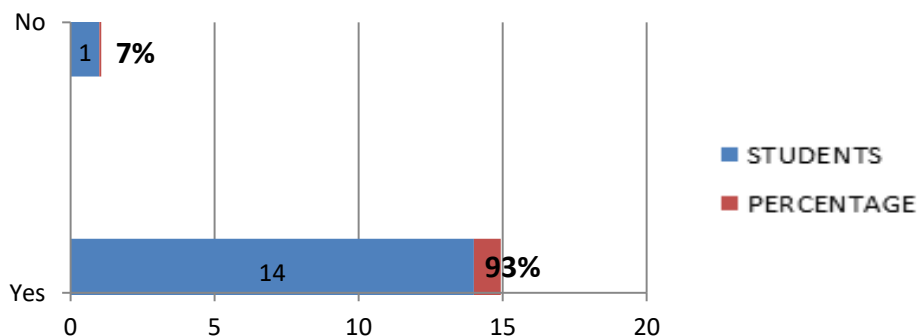
STUDENTS' OPINION



87% of the students who expressed that they were interested in a tourism specialization chose what kind of tourism they would like study. According to the answers and taking into account that they could chose more than one option, most of them are interested in cultural tourism, followed by adventure tourism and ecotourism.

Question: Do you consider doing community service (servicio social) focused on tourism field would be useful to develop students' skills?
Graph number 44

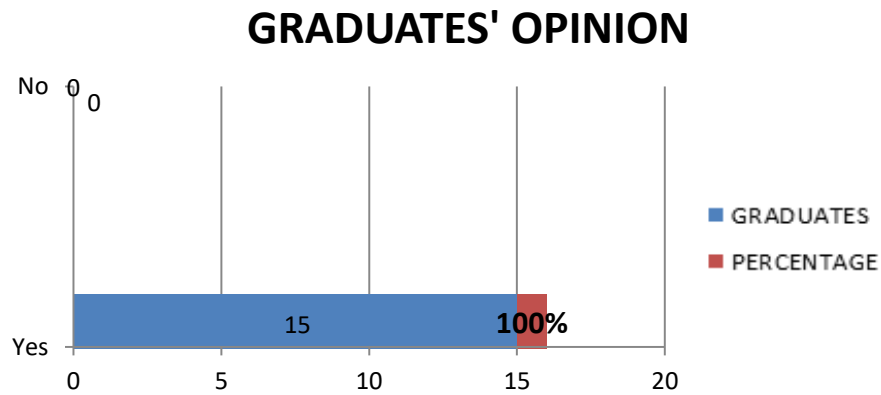
STUDENTS' OPINION



According to the graph results, the community service is an important part of the major where the students can acquire knowledge in a specific field, and also improve their skills by developing different activities. Based on the answers, the majority of the sample thinks that by implementing community service in the

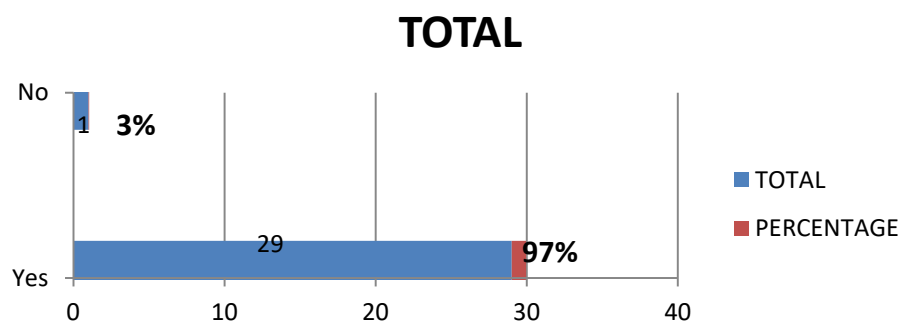
tourism field, the future students could expand their knowledge and improve not only their skills but also their job opportunities.

Graph number 45



For those who already finished the major and have a job, the opinion about doing community service is very clear, since all of them think the community service is a key for the students while learning in the major. According to the results, the community service would be useful not as a way of learning but also to improve the students' skill.

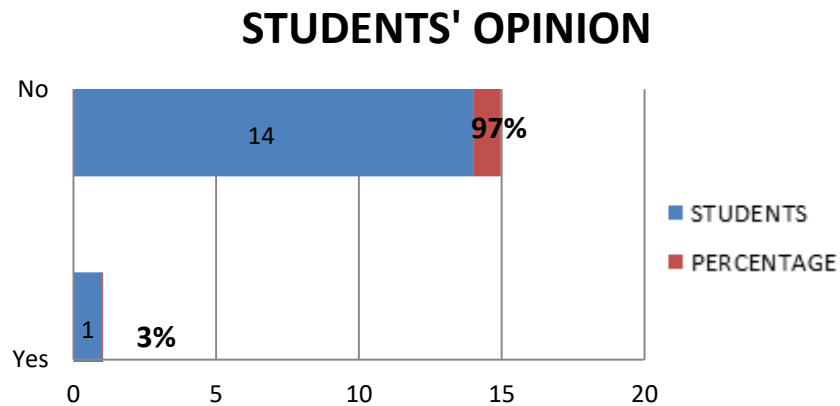
Graph number 46



General analysis: Based on the answers, the community service in the tourism field would be really advantageous for future students, not only for those who already finished the major but also for the current students that are working on it. 29 people out 30 support the idea and just 1 person disagrees.

Question: Do you consider the Foreign Language Department has been investing in the tourism subject for the students to expand their knowledge?

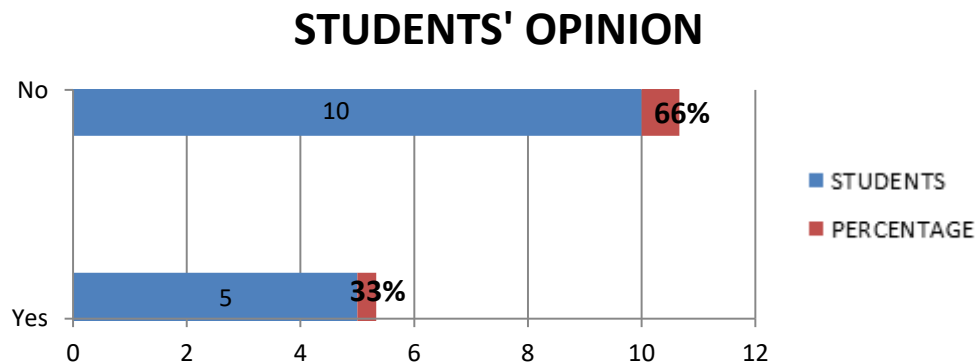
Graph number 47



According to the experience of the students on the tourism subject, developed in fourth year of the major, the majority consider that the Foreign Language Department has not been investing enough for the students to expand their knowledge in tourism. One person out of the 14 disagrees and thinks the Department has been doing something to improve the subject.

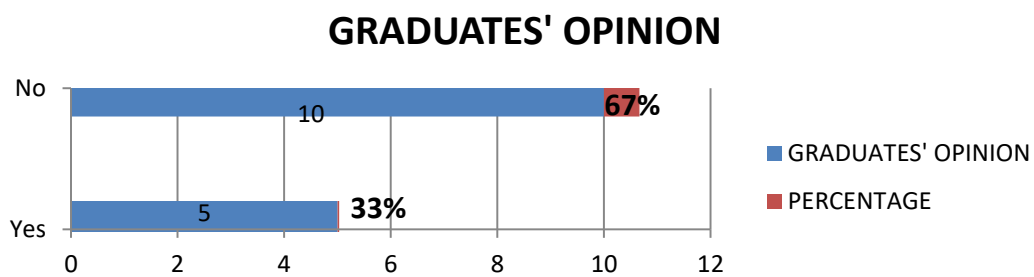
Question: Would you recommend future students from Modern Languages to study the Public Relations branch?

Graph number 48



According to the graph, the majority of the students are not satisfied with the public relations branch and the subjects that are develop according to it. They mention different reasons such as the lack opportunities, not only when they start the community service but also, after graduating. Besides that, students think the content is not well developing during the major and that does not allow them to get the necessary skills and knowledge. To resume, 10 people out of the 15 would never recommend the branch and just 5 would do it.

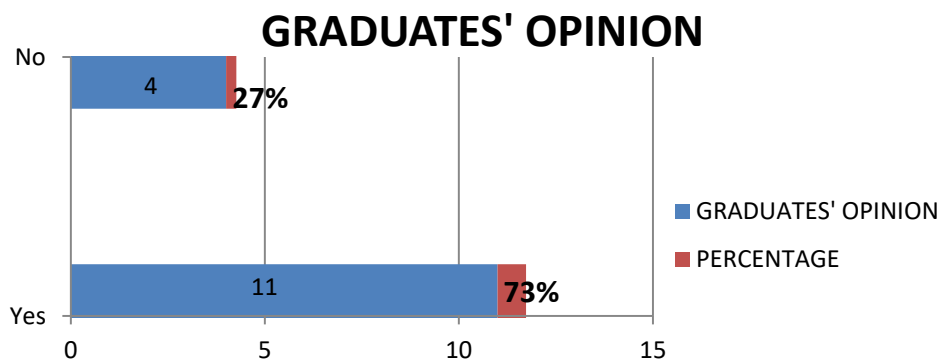
Graph number 49



According to the results of the graduates' opinion, the answers are similar to the students' opinion, since just 5 of them would recommend the branch and 10 would never do it; however, the reasons they mentioned vary. For instance, they consider that there is a lack of practice during the development of each subject, so they cannot get the necessary skills and knowledge to get a job in that branch. Moreover, the contents are not really interesting for the students, so they get bored and do not learn properly.

Question: Do you consider the previous governments invested to develop tourism in the country?

Graph number 50



According to the graduates' answers, they consider that during the last years, the governments have invested in tourism. They have been promoting Salvadorean tourism, not only in our country, but also outside. 73% of the sample agrees about it and just 27% disagree.

3. ANALYSIS OF THE RESEARCH QUESTIONS

General Research Question:

Is there a need to provide professional development in tourism to students who minor in Public Relations of the B.A. in Modern Languages with specialization in French and English, at the Department of Foreign Languages, University of El Salvador, 2019?

Based on all the information gathered, the research team believes that tourism is one of the areas that offers not only job opportunities, but also development for the country. In the last years, according to CORSATUR's statistics, Salvadorean tourism has been growing little by little and they hope they will continue doing it with the new government. Graduates' opinions support the fact that the last government has been investing in this area in the last 5 years. For example, last year tourism investment in El Salvador reached an amount of \$91.8 millions. (*Teos, January 24, 2019*).

However, taking into account the sample's outcome nowadays most of graduates are working in a different field as tourism, it means that for now tourism is not a sought-after area in our country but statistics say that it will be a sustainable market in a few years. As Jane Manes, United States Ambassador (2017-2019) said: "El Salvador has the resources to develop the economy through tourism, as an example in 2018, it increased 14% and we believe that with projects such as SURFCITY we will grow more and more".

The research team found out that there is a need to get professional development in tourism field because 86.6% of respondents who specialize in Public Relations would be interested in taking a future specialization in tourism if there was the opportunity. Most of them would like to study 3 kinds of tourism: cultural tourism, adventure tourism and ecotourism. They think that they would be profitable for the future students, in order to get better knowledge and improve their skills; moreover, doing the community service in the tourism field would help not only to put into practice the knowledge, but also to generate the possibility of getting a job in this area.

Subsidiary questions:

What is the current academic preparation of students who specialize in Public Relations of the B.A. Modern Languages with regards to tourism in El Salvador?

Students specialized in PR are not well-prepared to be considered as public relations agents for getting a job in this area. It is not an option for them, since they are working as teachers or call center agents.

Based on graduates' responses they do not consider to have the knowledge in Public Relations area for helping them to get their current jobs. According to the reasons they have shared the majority think that content studied during the major was not enough to develop their skills because it focused on theory than practical field.

Based on Gómez, expert in curriculum design, currently both options teaching and public relations are not considered as specializations since they have limited content to be studied, just two or five subjects. Something interesting that we have realized is probably it is necessary to work in some pre-specialization courses but at the end of the major, having some possibilities such as courses in tourism, translation or very specific aspect in teaching for example the organization of institutions, specialized in evaluations and also to have the research work. Moreover, the pre-specialization courses and internships program for one year to gain some experience since in the labor market this is the first aspect to demand to people in some specific areas.

What is the current labor market of tourism area in El Salvador for students who specialize in Public Relations from the Modern Languages major?

Tourism labor market has been growing slowly in the country. Nowadays tourism is not as significant as percentage of participation in the Domestic Product, but it is not a negligible contribution. Ayala, specialist in Tourist Information, said: MITUR contributes approximately 5% of the total Gross Domestic Product of El Salvador, but comparing with traditional export products tourism is at the top of coffee, and other export sectors, sectors which previously exceeded tourism revenues by up to 7 times. For example, the exports of coffee back in the 97's were 7 times more over those from the tourism; however,

currently it is the other way around, the tourism is 4 times more than the coffee exports that based on the El Salvador's economy the coffee has been like the ideal export product of the country. Then we see that the position that tourism has in the economy is quite important. As a result, tourism generates 50,000 decent jobs and according to what the minister Napoleón Duarte said every decent job generates two informal jobs, so 50,000 formal plus 100,000 informal, is a figure of 150,000 people working directly or indirectly in tourism.

According to the collected results, 60% believe there is more opportunity to work as a tour guide, followed by 33.3% as a travel agent and the rest 6,7% think there would be job opportunities as hotel manager or as tour company president.

Tour operators are very decisive companies in the development of tourism, as much as a hotel or restaurant. As a tour operator, a very important role is the person who will determine and decide if the tourist is going to love or not being in El Salvador. It depends on what the tour guide communicate, the courage and passion with he does his job, so that others appreciate what they are seeing. In Spain or in France tourism is a career of many years of study because a tourist guide never stops being updated. A characteristic to highlight in a tour guide profile is that they must know several languages, for example, tour guides from Chichicastenango, Guatemala they speak English, French, Italian, German, Quiché and Spanish. So, speaking many languages is essential for tourism as it is part of the international relations of a country (Ayala, 2019).

Should be tourism a minor of the B.A. in Modern Languages instead of Public Relations?

Tourism should be a minor because this field has been growing, for example last years the flow of excursionists has reached 24.3% and one of the expectations of the current Ministry of tourism is to receive 2.7 millions of foreign tourist, consequently it will provide revenue around \$1,659. 53 millions in 2019. To achieve this proposal the authorities from Ministry of tourism have designed a strategic plan in order to promote El Salvador internationally, taking into account some important areas such as international alliances, and innovate publicity. (Henríquez, January 11, 2019). For this reason, Public Relations should not be a minor of major in Modern Languages since based on satisfaction in PR branch

77% are not satisfied with the knowledge acquired, and the 23% showed neutral opinion.

In general terms the entire sample is not satisfied enough due to different reasons. The research team highlights that the content does not develop students' skills because there is a lack of practice as a consequence a lack of opportunities, not only when they start the community service but also, after graduating, so it makes more difficult to be prepared to get a job in this field. Based on their experiences studying this area they would not recommend PR field as a good option for modern languages students. Consequently, the knowledge acquired during five semesters has not helped them get current jobs. It means there are few opportunities in the labor market in this area.

CHAPTER V

CONCLUSIONS

After finishing the research, the members of the research team listed the following conclusions:

- Tourism in El Salvador has been growing little by little. In 2009 the Gross Domestic Product (GPD) was 2.9 %, by the end of 2018 it was 5.5 % that symbolic increase is pretty relevant to take into account since in the near future it seems tourism will continue to boost, becoming a potential source for creating new vacancies that will require capable multilingual professionals. The research team highlights that there is a need to provide professional development in tourism to students of the B.A in Modern Languages since most of them are interested in mastering tourism knowledges in order to improve their skills. Moreover, based on CORSATUR's statistics, tourism will be one of the strongest sectors for the economy of El Salvador, therefore job opportunities will increase.
- Tourism has gradually increased over the last 10 years, so it is concluded that this will keep growing, it means that Salvadorean tourism has the potential to reach a high level that allows it to compete with other international destinations. Besides, it will create more vacancies in the labor market that is the reason why it will require more Professionals in this field, therefore the University of El Salvador should be prepared to provide professional development in tourism.
- The investigation showed that the minor of Public Relations of Modern Languages presents a deficit in the way it is (taught-implemented-developed) at the University of El Salvador, due to several factors. The research team highlights that content does not develop the students' skills and there is a lack of practice in this field. Consequently, there are no job

opportunities, and the subjects are not aligned in the study plan, which make more difficult the learning process. Therefore, Public Relations should be considered if it is worthy or not for students.

- Graduates from Modern Language major have limited job's opportunities since the main labor market for them is: call center and teaching area. Under these circumstances, an extra specialization is necessary, so that they can improve not only their skills, but also the job opportunities. As a result, the tourism specialization would be advantageous for those 86.6% who are interested in getting knowledge in this area.
- The University of El Salvador currently offers just one option to students for doing their graduation process which is a research work and it lasts from six months to one year; however, nowadays private universities propose to their students more than only one way to accomplish the graduation process such as taking a specialization which not only allows them graduate, but also to improve skills and it provides extra and deep knowledge in a specific field which is always valuable. This can help future Modern Languages professionals to stand out even more in the salvadorean labor market.

CHAPTER VI

RECOMMENDATIONS

To authorities of FLD:

- The research team suggests to authorities to offer different graduation process such as pre-specializations courses in tourism field as well as internships in tourism entities and finals exams such as TOEFL and DELF.
- It would be important to create more international partnerships to benefit students from Modern Languages with programs and scholarships, with the purpose of having professionals who will be able to innovate with different education projects in the country.
- It would be necessary to evaluate the possibility of updating the Modern Languages curriculum and include tourism field instead of Public Relations in order to develop all the courses in a deeper way as a minor.

To professors:

- The research team suggests that professors of the FLD must keep updating the syllabus content, not only in the current contents from areas as teaching curriculum and public relations, but also include new fields related to foreign languages like tourism.
- Research team also recommends to professors to include field activities in tourism courses to develop more dynamic classes, in order to improve students' skills, so that they could accomplish salvadorean labor market requirements in tourism field and expand their job opportunities.

To students:

- It would be essential to be proactive taking advantage of technologies to be aware about trending topics and take extra courses online to enhance their knowledge in order to build a good curriculum.
- Students should be open and flexible to apply for internships not only to get the experience about how labor market works in the country, but also get the opportunity to have cultural exchanges in foreign countries.

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Annexes

ANNEXE 1: SURVEY TO STUDENTS

UNIVERSITY OF EL SALVADOR SCHOOL OF ARTS AND SCIENCES FOREIGN LANGUAGE DEPARTMENT



Topic: “The need to provide professional development in tourism to students who minor in Public Relations of the B.A. in Modern Languages with specialization in French and English, at the Department of Foreign Languages, University of El Salvador, 2019.”

Purpose of the study: To collect opinion about the implementation of a new tourism specialization from students that studied Public Relations in the Modern Languages major.

Directions: Please fill the circle that best answers the question for you.

1. Gender:
Male Female
2. Age:
15-20 21-25
26-30 Older than 30
3. Place of residence:
City Countryside
4. Who do you live with?
Parents Relatives
Classmates Other
5. Have you ever travelled abroad?
Yes No

6. Have you ever changed major?
Yes No
7. Did you graduate from...?
Public school
Private school

8. Do you have a job?
Yes No

If you do NO work then go to question 10

9. If the previous answer is yes, in which field?

Call center Teaching
Other

Where? _____

10. Besides being a teaching and call center agent, do you consider modern languages students have opportunities for applying in any other kind of jobs?
Yes No

11. Do you know someone graduated from Modern Languages that works in a Public Relation area?
Yes No

12. Have you ever considered working in the tourism field?
Yes No

If your answer is NO then go to question 14

13. If the previous answer is yes, would you like to work as a tour guide?
Yes No

14. What kind of jobs do you think Salvadorean tourism market offers?

- Tour guide Hotel manager
Travel agent Tour company president
None

15. Taking into account the knowledge you acquired in the tourism subject, do you consider you are able to work in tourism area?

- Yes No

Why? _____

_____.

16. How satisfied are you with the Public Relations branch you studied?

- Not satisfied
Slightly satisfied
Moderately satisfied
Very satisfied
Extremely satisfied

19. If there were an opportunity to take a specialization in tourism as a graduation process, would you be interested in?

- Yes No

20. What kind of tourism are you most interested in?

- Medical tourism
Adventure tourism
Cultural tourism
Religious tourism
Ecotourism
All the above

21. Do you consider doing community service (servicio social) focused on tourism field would be useful to develop student's skills?

- Yes No

22. Do you consider the University and the Foreign Languages Department have been investing in tourism development?

- Yes No

17. Do you consider it is important to update the current plan study?

- Yes No

If your answer is NO then go to question 19

18. If the previous answer is yes, from 1 as minimum to 5 as maximum, how important it is?

- 1 2 3 4 5

23. Would you recommend future students from Modern Languages to study the Public Relations branch?

- Yes No

Why? _____

_____.

ANNEXE 2: SURVEY TO GRADUATES

UNIVERSITY OF EL SALVADOR SCHOOL OF ARTS AND SCIENCES FOREIGN LANGUAGE DEPARTMENT



Topic: “The need to provide professional development in tourism to students who minor in Public Relations of the B.A. in Modern Languages with specialization in French and English, at the Department of Foreign Languages, University of El Salvador, 2019.”

Purpose of the study: To collect opinion about the implementation of a new tourism specialization from graduates that studied Public Relations in the Modern Languages major.

Directions: Please fill the circle that best answers the question for you.

1. Gender:

Male Female

2. Age:

15-20 21-25
23-30 Older than 30

3. Place of residence:

City Countryside

4. Who do you live with?

Parents Relatives
Classmates Other

5. Have you ever travelled abroad?

Yes No

6. Have you ever changed major?

Yes No

7. Did you graduate from...?

Public school
Private school

8. Do you have a job?

Yes No

If your answer is NO then go to question 11

9. If the previous answer is yes, in which field?

Call center
Teaching
Other

Where? _____

10. Do you consider the knowledge you acquired about Public Relations help students somehow to get a job?

Yes No

11. Do you know someone graduated from Modern Languages that works in a Public Relation area?

Yes No

12. How satisfied are you with the Public Relations branch you studied?

Not satisfied
Slightly satisfied
Moderately satisfied
Very satisfied

13. Besides being a teaching and call center agent, do you consider modern languages students have opportunities for applying in any other kind of jobs?

Yes No

14. Have you ever considered working in the tourism field?

Yes

No

If your answer is no then go to question 16

15. If the previous answer is yes, would you like to work as a tour guide?

Yes

No

16. What kind of jobs do you think Salvadorean tourism market could offer?

Tour Guide

Hotel Manager

Travel Agent

Tour Company President

None

17. Taking into account the knowledge you acquired in the tourism subject, do you consider students are able to work in tourism area?

Yes

No

Why? _____

18. Do you consider it is important to update the current plan study?

Yes

No

If your answer is NO then go to question 19

19. If the previous answer is yes, from 1 as minimum to 5 as maximum, how important it is?

1

2

3

4

5

20. Do you consider a future specialization in tourism could be advantageous for students of modern languages major?

Yes

No

21. What kind of tourism could be more profitable for students?

Medical tourism

Adventure tourism

Cultural tourism

Religious tourism

Ecotourism

All the above

22. Do you consider doing community service (servicio social) focused on tourism field would be useful to develop student's skills?

Yes

No

23. Do you consider the previous governments invested to develop tourism in the country?

Yes

No

24. Do you consider the Foreign Language Department has been investing in the tourism subject for the students to expand their knowledge?

Yes

No

25. Would you recommend future students from Modern Languages to study the Public Relations branch?

Yes

No

Why?

ANNEXE 3: INTERVIEW
UNIVERSITY OF EL SALVADOR
SCHOOL OF ARTS AND SCIENCES
FOREIGN LANGUAGE DEPARTMENT



Topic: “The need to provide professional development in tourism to students who minor in Public Relations of the B.A. in Modern Languages with specialization in French and English, at the Department of Foreign Languages, University of El Salvador, 2019.”

INTERVIEW Tourism entity “CORSATUR”

1. How long do you have working in the tourism area in El Salvador?
2. Do you think the tourism is an important resource to exploit for El Salvador’s economy?
3. Do you consider the new government will invest more in tourism? Why?
4. Do you think the tourism branch offers good job opportunities here in El Salvador?
5. Do you consider salvadorean tourism is interesting for other countries? Do you consider foreign countries are interested in investment in our country?
6. Do you consider the advertising about tourism in our country is good enough to receive more tourists each year?
7. As an important tourism entity what are the activities do you do to promote salvadorean tourism in the country and abroad?
8. Do you have some projects/proposals to promote more our natural resources in favor of improving the tourism?
9. Do you think salvadorean tourism have had some improvement in the last 5 years? Could you mention some of those improvements?
10. Do you think salvadorean tourism could reach an international level as Guatemala’s tourism?

ANNEXE 4: INTERVIEW

UNIVERSITY OF EL SALVADOR SCHOOL OF ARTS AND SCIENCES FOREIGN LANGUAGE DEPARTMENT



Topic: “The need to provide professional development in tourism to students who minor in Public Relations of the B.A. in Modern Languages with specialization in French and English, at the Department of Foreign Languages, University of El Salvador, 2019.”

Expert in Curriculum design

1. How often should a curriculum be updated?
2. What aspects should be taken into account when updating a curriculum?
3. What is the overall process for submitting a curriculum modification to the relevant entities?
4. Do you think it is necessary that graduates of the major should study the updating subjects of the new curriculum?
5. Do you think an updating of the curriculum of major in modern languages would be attractive or interesting for new generations?
6. Do you consider tourism an important area to include in the study plan of a languages degree?
7. Do you know which universities have degrees related to tourism? And do you know if they currently update their curriculums?
8. Do you consider updating a curriculum of a degree will give students better skills, consequently better jobs opportunities? Why?

ANNEXE 5: LETTER TO AN EXPERT OPINION

University of El Salvador
May 13th, 2019



Dear Professor
Licda. Ana Grace Gómez
Present

It is a pleasure to write this letter you hoping you are well and you have a successful semester.

We are students who are currently doing our graduation work and we kindly ask for your help. We are conducting our research “The need to provide professional development in tourism to students who minor in Public Relations of the B.A. in Modern Languages with specialization in French and English, at the Department of Foreign Languages, University of El Salvador, 2019”

We would appreciate your help giving us the time to have a meeting as soon as possible, the days that better work for us are Wednesday and Thursday. Basically we want to have an interview with you about updating a curriculum.

We thank your valuable and kind support.

Att, Students: Adriana Yamileth Calderón Lemus CL14015
Rubenia Edith Henríquez Miranda HM14044
Marisela Lissette Lemus Hernández HH11039

Lic. Miguel Carranza
Thesis advisor

adricalderon2011@hotmail.es

ANNEXE 6: LETTER TO CORSATUR'S REPRESENTANT



Ciudad universitaria, 13 de mayo de 2019

Lic. Roberto Ayala
Presente

Es un placer dirigirnos a usted esperando que esté teniendo éxito en sus labores.

Somos estudiantes de la Universidad de El Salvador, quienes estamos haciendo nuestro trabajo de graduación, cuyo tema es: “La necesidad de implementar un desarrollo profesional en turismo a los estudiantes que se especializan en el área de Relaciones Públicas de la licenciatura en Lenguas Modernas, en el departamento de idiomas extranjeros, de la Universidad de El Salvador en el año 2019”.

Valoraríamos mucho su apoyo concediéndonos un espacio en su agenda para realizarle una entrevista, de preferencia día miércoles o jueves ya que el grupo tiene más disponibilidad estos días.

De antemano, agradecemos de su tiempo y su valioso apoyo.

Atte. : Adriana Yamileth Calderón Lemus
Rubenia Edith Henríquez Miranda
Marisela Lissette Lemus Hernández

Lic. Miguel Carranza
Asesor de tesis

adricalderon2011@hotmail.es

**ANNEXE 7: TRANSCRIPT OF THE INTERVIEW TO LICDA.
ANA GRACE**

**UNIVERSITY OF EL SALVADOR
SCHOOL OF ARTS AND SCIENCES
FOREIGN LANGUAGE DEPARTMENT**



Topic: “The need to provide professional development in tourism to students who minor in Public Relations of the B.A. in Modern Languages with specialization in French and English, at the Department of Foreign Languages, University of El Salvador, 2019.”

PERSONAL INTERVIEW

Expert in Curriculum design Licda. Ana Grace Gómez

1. How often should a curriculum be updated?

It depends on the kind of major. In our department for example, it should be every five year.

2. What are the reasons why a curriculum should be updated?

Society is changing so the necessities are not the same now than five or ten years ago but now the study plan has to responds to the society' needs and sometimes just from here (the university) we can have an idea about; however, we should get inform how things are doing outside in order to check what are our students lacking when finishing the university and when we as professors think they are prepared. After the meetings we had had with the authorities then we discovered that there are some areas in which we are not doing anything in the university.

For example, there were some people who said graduates from Foreign Languages Department they developed good languages competences but they do not how to work in teams, they need to develop some others skill that are called soft skills related to attitudes, feelings and values, personally, I consider they have not being included in the current curriculum so we need to include those aspects that belong to different areas in the new study plan because we know that the current curriculum in the

teaching major was modified in the 1900's, long time ago, working with the same study plan so it is a very old and we as a teachers we make changes in our subjects, we include new things like updating the contents according what it is necessary but those things are not official so that's why the curriculum should be checked updating or modified.

3. What aspects should be taken into account when updating a curriculum?

When updating the curriculum, it is important to have a diagnosis first, in which different aspects are taken into account. In the foreign department, for example, there is team who in charge of developing this kind of research that have been working since 2015. In order to collect the information needed, they develop different activities that includes, not only students that currently work in different areas but also, people who are in charge of hiring the graduates students. For example, workshops in which some forms are given to every person so that they can collect important information from different perspectives. Moreover, this information helps the team to determine what kind of task and skills the students need to develop in.

4. What is the overall process for submitting a curriculum modification to the relevant entities?

After having the information from the diagnosis, the team has clearer what students need, what they need to improve or the type of jobs they are getting after graduating. Based on that, they work on the proposal. After that, they present the results to the academic staff so that they can decide which area is more demanded. Currently, the teaching area is one of the more demanded, however there are some others that, even if they are few, some students currently are working on that such a tourism and translation.

Since the last year the team has been working on the common area of the majors in order for the new students to take the same subjects at the very beginning of the major. After the 3 years, students can take the subjects of the specialization of the major.

5. *Who are the participants of conducting a research in order to updating a study plan? Can students participate in a proposal for an updating?*

As part of the authorities, we checked some research works from students who have developed as the graduation process; we have studied those important findings from those works, for example there are a group of students who had studied how student from Modern Languages are getting involved in the labor area, what are they doing, what kind of company are hiring our graduates, also comparing such is the research work done by some students from Modern Languages in which they were checking the different areas in which students from both majors were working so all this process has included checking the research works from graduation process, the different workshops from students and teachers and people from outside that we have invited so that's why it takes a lot of time but I think at the end of this year we will have something in concrete.

6. *Do you think it is necessary that graduates of the major should study the updating subjects of the new curriculum?*

Since the subjects have appeared because of the student's necessity, probably they will be really helpful for them. Having specialization areas are necessary for the student's skill.

7. Do you think an updating of the curriculum of major in modern languages would be attractive or interesting for new generations?

Definitely yes, since of the complains of the major is that they do not feel confident when teaching since they are not really prepared to teach. Even though they have knowledge of two languages, the students do not know what they can do with that.

Until to this moment, the department has just one proposal and it is about having just one major, which is going to be focused only on teaching. Students will be able to teach languages, no matter what kind of language.

8. Do you consider tourism an important area to include in the study plan of a languages degree?

Probably, the problem is based on the meetings with the authorities involved in the research, tourism is the area in which not many of the graduates are working but maybe in the future this area will be really important for our country.

9. Do you know which universities have degrees related to tourism? And do you know if they currently update their curriculums?

I think Don Bosco University since some experts came to our forums and Francisco Gavidia University because they have a major based on tourism however I do not how they work in their curriculum.

10. Do you consider updating a curriculum of a degree will give students better skills and consequently better jobs opportunities? Why?

I think so, we become better professional when we are working but here at least we have to look for those graduates and students that gain a lot skills not only with the use of the language in this case how to teach a foreign language but also those that are very important in a work place that are relative to how to work with

others, to have a commitment in all the activities that we ask to do in a job. As a result, I think this is something that it is missing in the students but we have to include them, working in these areas here in the university and with that, students will have better jobs opportunities outside.

11. Do you consider it is better to have a pre-specialization in tourism instead of the Public Relation branch in the study plan of Modern Languages major?

It could be since the study plan just has two options teaching and Public Relations and I do not consider them options since they have two and five subjects. Something interesting that has emerged from all this study we ,as the researchers, have been developing since 2015, it is that there are some opinions that said well probably it is necessary to work in some pre-specialization courses at the end, working with translation and there is a proposal to in which it can be consider not having just the research work as the only option for the graduation process for these study plans, having two other possibilities such as a pre-specialization courses and they have said in tourism, translation or very specific aspect in teaching for example the organization of institutions, specialized in evaluations and also to have the research work, the pre-specialization courses and internships programs for a period of one year to gain some experience since in the labor market is the first aspect to demand to people in some specific areas so if we have an internship program that will help our students to get that experience.

For example, nowadays I have a group of student who are working in this topic and they could visit 20 different institutions like languages academic, schools and universities and most of them are really interesting in getting into an agreement with our department and work in an internship program with us, so I think with this new

study plan we will have different new ideas and everybody will be academic prepared to teach a foreign language but if I want to specialize in tourism there are going to be some pre-specialization courses and student can take them so the university will have different opportunities.

ANNEXE 8: TRANSCRIPT OF THE INTERVIEW TO LIC. ROBERTO AYALA

UNIVERSITY OF EL SALVADOR SCHOOL OF ARTS AND SCIENCES FOREIGN LANGUAGE DEPARTMENT



Topic: “The need to provide professional development in tourism to students who minor in Public Relations of the B.A. in Modern Languages with specialization in French and English, at the Department of Foreign Languages, University of El Salvador, 2019.”

PERSONAL INTERVIEW

Expert in tourism: Lic. Roberto Ayala (CORSATUR)

Based on Roberto Ayala tourism is an economic and commercial activity that has a lot of potential in El Salvador because of the multiplicity of natural and cultural resources that exist. This is an industry that we corroborate with increasing numbers over the last 15 years.

1. Is it important for the economy?

Right now tourism is not as significant as percentage of participation in the domestic product but it is also not something negligible. MITUR is working approximately 5% of the total gross domestic product of El Salvador, but comparing with traditional export products tourism is at the top of coffee, and other export sectors, sectors which previously exceeded tourism revenues by up to 7 times. For example the export of coffee back in the 97's exceeded by 7 times those of the tourism and now the tourism is like 3 or 4 times more than the coffee exports that has been like the ideal export product of the country. Then we see that the position that tourism has in the economy is quite important.

2. *Has the previous government invested in tourism?*

Important investments have been made in tourism in both the promotion and development of infrastructure projects, one of the most emblematic is El Complejo turístico de La Libertad. Also some projects are being implemented to reduce the environmental impacts on the treatment plant in El Tunco. The government has also been invested in Puerto Parada in Usulután, also in the family park in La Unión. Besides, the beach football stadium has been built on the Costa del Sol and other important projects.

3. *Does tourism offer good job opportunities?*

According to what the minister, we are around 50,000 places of formal employment, decent employment as the United Nations call it. Decent employment is categorized when an employee has social security and all benefits, and according to what the minister said is also that every decent job generates two informal jobs, dare we say we're talking 50,000 formal plus 100,000 informal, is a figure of 150,000 people working directly or indirectly in tourism. Directly in tourism you can be someone who is administrator of a hotel, administrator of a tour operator, of a restaurant but outside of those formal jobs, there are people who sell handicrafts, some snacks, and these people work indirectly in tourism and also benefit from it. This is called the informal sector.

4. *What kind of activities do you do to promote tourism in El Salvador and in foreign countries?*

Local activities are promoted a lot, for example the regional fairs, the festivals of cacao, café, panela, etc. They are like local festivals, or Las Palmas festival, the

pilgrimage for the Saint Romero. Outside these same activities and destinations are promoted, for example all content of beaches, volcanoes, national parks, archaeological parks that are also part of cultural tourism, the living villages where there are regular activities every weekend, such as gastronomic festivals and all kinds of tourist activity where it is promoted.

El Salvador participates in several international fairs worldwide, it is an opportunity for specialized technicians to share complete information from El Salvador to other countries and can charm buyers, because for example a booth at an international fair as in Germany, this person must convince that his destiny El Salvador is to compete with the forests or protected areas of Africa, or in Asia therefore must be true specialists, to know El Salvador, and also to attend where there are conferences of potential buyers for El Salvador in specialty of tourism, that is a rather scientific strategy that has to be maintained to have the best results.

5. *Do you have more projects to exploit natural resources and at the same time to improve the development of tourism in El Salvador?*

The fairs and festivals are cultural products, and we can take advantage of it, for example comparing with our competition Guatemala only the fair of Todos los Santos there arrive German tourists, Swedes, Spaniards, every year and Central Americans too, so that's an example of how a people can take advantage of their cultural traditions to sell them to the world. Another example of the Central American fair is in Xelaju where writers, historians, photographers, Influencers, bloggers, from all over the world join this celebration. It is an international fair and that is what we want to strengthen here in El Salvador. A good example is Las Palmas Festival in Panchimalco, it has always been an attractive festival for its organization and the fervor of the people, now with the restoration/modernization of streets more people

arrive, and these kinds of festivals are the ones that have to be preserved and promoted, also Los emplumados de Cacaopera festival as it is an ancestral tradition.

6. Which is the role of tour operators in tourism?

Well, tour operators are very decisive companies in the development of tourism, as much as a hotel or restaurant, the tour operator that sells the tourist packages, they are very important. If we go inside a tour operator, we see that a very important role is that one of the tour guide, is the person who will determine and decide if the tourist is going to love or not being in El Salvador. It depends on that person what he or she is going to convey, the courage and passion with he does his job, so that others appreciate what they are seeing. In Spain or in France, tourism is a career of many years of study because a tour guide never stops being updated.

7. Do you consider that a tourist guide should speak more than one language?

The tourist guide must know several languages, for example, tourist guides from Chichicastenango they know speak English, French, Italian, German, Quiché and Spanish. We can find them outside of Santo Tomás church. So, speaking many languages is important for tourism as it is part of the international relations of a country.

8. Do you consider it would be attractive if a foreign language major has a specialization in tourism?

It would allow having more job opportunities; it would be a good option. Because based on the projection by the growth of tourism more professionals must be prepared because there will be more opportunities. The country needs to be according to the trends. Tourism is a growing industry, for example in 2010 GDP was

518,000,000. Then it goes up to 893,000,000, and by now it already went over a billion dollars, which means this is an economic area with a lot of potential for growth.