

BILINGUALISM IN THE HOTEL SECTOR OF BOGOTA

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Introduction

The tourism is an activity that human beings practice to know different countries and cultures; with the time, the tourism has become in one of the most lucrative business for all nations due to the profit that it generates. This industry is handled basically by the hotel sector which takes charge of the accommodation of people, whether for tourism or business purposes. Being a sector that generates a high profit index, there is a high demand of hotels that offer different services to compete with the others.

The number of international tourists have increased in the last years as a result of the different economic and cultural changes that the country lives at present, the free trade agreement (TLC, Available on October 30, 2008), the inclusion of several multinationals as Art Hotels & Condominiums (Belgium), a luxury hotel chain, and Intercontinental Hotels Group (United Kingdom) a hotel chain in charge of hotels in Colombia as Holiday Inn, Waya Guajira and Bog 87 and by strategies as Colombia es Pasión and Colombia es Realismo Mágico.

Due to the experience of having worked in the hotel sector, having met foreigners, and also the interest of analyzing one of the possible areas where our career may develop, we will analyze how the bilingualism and multiculturalism have influence at the moment of receiving visitors from other countries in Colombia. This will be done through surveys and interviews that allow us know the current state of these aspects in 30 hotels of Bogotá with category from 3 up to 5 stars. It is also intended to identify which hotels offer this kind of service and what their rules are when receiving this kind of public; this data will be analyzed from a qualitative approach.

Problem Statement

Bogotá is a city with great tourist inflow that come either for business, recreation or fun. The city has positioned itself like one of the most important, not only, because it is the capital, but also, because most of the business have their main hub here. This has generated greater entrance in foreigners. For that reason, it is necessary that English language not to be an obstacle for the tourists and businessmen who come to the city.

Many of the hotels of this city do not have bilingual staff which means that despite, their good service, the contact with the client is not absolutely satisfactory due to their limited communication skills and, it is here, where the relevance to know a second language is reflected. That being said, it is also important to know their customs, culture tips, needs, and other specific aspects to improve customer service.

Es claro que los hoteles que cuentan con este “servicio bilingüe” ofrecen una mejor atención y probablemente las personas que los visitan volverán y recomendarán el hotel a otros extranjeros por el servicio integral que este presta¹. For this reason, it is necessary to identify and offer different aspects that imply a better relationship foreign-hotel employee and, thus, help to the economical and touristic growth of the city.

Taking into account the above mentioned, it is necessary to know and analyze, what is the importance and level of bilingualism in the hotel sector of Bogotá?

¹ BILINGÜISMO LABORAL EN COLOMBIA. Pg 13. Según sector de actividad económica. Obtenido junio 11, 2015. [en línea]
<https://colaboracion.dnp.gov.co/CDT/Estudios%20Economicos/2015jun11%20BILINGUISMO%20LABORAL%20EN%20COLOMBIA.pdf>.

Background

The bilingualism is an important factor in the hotel sector, it guarantees comfort for the foreigner and probably and a next visit. In the city of Juarez-Mexico there is a research about this subject called "Tourism Management from the perspective of Bilingualism", this research indicates "Juarez City is a frontier community that borders the community of El Paso, Texas and others smaller populations whose official language is English. Although a big proportion of the population is Hispanic, the demand of the English in the different economic sectors of JC is evident; the tourism sector is not the exception. The need to have trained staff in the linguistic and cultural area is a priority, especially when tourism has been affected by the economic and security crisis. Due to these circumstances, it is necessary the staff at all levels have the necessary competencies so that an area as sensitive as the tourism obtains a rapid and prosperous recovery.²

This research identified the need of improving bilingual skills in the touristic sector and it pretends to solve this issue specifically in that city. In Colombia, especially in Cartagena, the issue is already discussed in a published article in the web site of the Ministry of National Education "El sector hotelero del país requiere estándares internacionales y empleados bilingües, y en ese tema aún estamos cortos. El turismo en el mundo ha crecido mucho y Colombia también en la medida en que vamos generando confianza. Somos una mina en potencialidad de turismo y a su vez, en la

² TURYDES. **Gestión** Del Turismo Desde La Perspectiva Del Bilingüismo Y La Multiculturalidad: Caso Ciudad Juárez [en línea] <<http://www.eumed.net/rev/turydes/07/cag-resum.htm>>

[citado en 5 de noviembre de 2013].

necesidad de bilingüismo"³ . To improve the low level of bilingualism in Cartagena, Cotelco (Colombian Hotel Association) is promoting different agreements and scholarships with institutions like Berlitz and Colombo Americano so that employees, especially of the operative area, learn English. For that reason, in 2013 the Vice-Minister of Tourism made a recognition to these agreements for the progress that the city has had in this area, which shows that relation between the hotel sector and bilingualism has a high impact in the growth and improvement of tourism.

During the last years, the government has implemented different initiatives through programs like Colombia Very Well, Inglés para Todos los Colombianos, Ispeak and the Plan Nacional de Bilingüismo.

³ MINISTERIO DE EDUCACION NACIONAL. Las competencias no sólo se desarrollan en el aula y en el sistema educativo. El reto es hablar de ambientes de aprendizaje. [en línea]
<<http://www.mineducacion.gov.co/cvn/1665/w3-article-290134.html>>> [citado en 5 de noviembre de 2013].

Description

The tourism is one of the activities that human beings use to know different countries and cultures; this as time passes by has become one of the most lucrative businesses for all nations due to the great profit that it generates.

Basically, this business is handled by the hotel sector that is responsible for the accommodation of people, whether for pleasure or business. Being so lucrative, this sector has a great demand, every hotel offers services to compete with other hotels. It is right here where we must highlight the importance of bilingualism and multiculturalism at the time to receiving visitors from other countries since this service is not offered by all hotels and it gives a sense of well-being to the visitant.

Justification

Bogotá is a capital city where there are several multinationals that are visited by foreigners who mostly speak English. Although some of them speak Spanish, the importance of the English in the different economic sectors of Bogotá is remarkable and the hotel sector is not the exception. The need for trained staff in this language and in some of their most relevant cultural characteristics is essential in the hotel workers. Knowing this situation and requirement, it is important all hotel departments, (restaurant, housekeeping, reception and the reservations department) staff to have appropriate skills so that income and negotiations in the city are not affected. It is important that the hotel staff receives training regarding the language to provide a better service to the guests who, by receiving this type of service, get motivated to returning. This will call more guests in.

In fact, having knowledge of English especially in those areas that have direct contact with the client, as reception, restaurant, room service staff and others, is very important. The constant visit of international guests generates the need that the personnel has a good English level that allows smooth communication, facilitating and improving the stay of the tourist.

Objectives

General Objective

- To determinate the relevance of the bilingualism in the hotel sector in Bogotá at the moment of offering a better service to the foreigners who visit the city.

Specific Objectives

1. To evaluate the current relationship between hotels and foreign visitors.
2. To identify what type of training hotel employee receives to attend the foreign public.

Rersearch Line

The project will be based on the areas of bilingualism and multiculturalism with a focus on hotels in Bogotá.

Historical Framework

History and Evolution of The Hotel Sector

The hotel industry has been looking for covering travelers needs. At the beginning, it only provided accommodation services and, maybe, feeding; there were small spaces just to cover that need. In the middle of the century XVI, it began to build more elegant hotels, with bigger rooms and better food services. Those hotels began to be established in more specific places near roads, rivers, and small towns. All this began to emerge due to the Industrial Revolution⁴.

The hotel concept started to grow thanks to the Swiss Cesar Ritz, known like the father of the hotel sector and who started to work in order to make those services more elegant and personalized. After some years of learning and work in different areas of hotels and by his extensive knowledge of this sector, he created the concept of having bathrooms in the hotel rooms, and a personalized system of attention to the guest.⁵

In this sense, it is observed that since the contribution made by Mr. Ritz in the hotel industry, the concept was expanded much more and is no longer simply a place where people stay or feed, it is more than that. It is to offer a whole attention to guests. On having had a better service, the category of the hotel will be better, independently of its rooms or size, since the quality and the service is essential as one sees at present.

The hotel sector in Colombia is one of the most dynamic in Latin America, when holy week period is getting close, many hotels get ready to receive the season with new marketing strategies to attract more customers to their facilities.

⁴ ARQHYS. 2012, 12. Historia de los hoteles. Revista ARQHYS.com. Obtenido 06, 2017, [en línea] de <http://www.arqhys.com/contenidos/hoteles-historia.html>

⁵ SLIDESHARES. Administración Hotelera [en línea] <http://www.slideshare.net/ElIntachable/administracion-hoteler-a-8983924> [citado en 08 de Octubre de 2013].

According to the first edition of *Hoteleria en Numeros – Colombia 2012*, held jointly by COTELCO and Jones Lang LaSalle, Colombia is one of the most competitive free trade zones in Latin America and for a period of 30 years there are fiscal incentives for all hotels built or remodeled before the end of 2017.

According with this report, “la industria del turismo en Colombia ha crecido en los últimos años, y las llegadas de América del Sur constituyen la mitad de la demanda total internacional para Colombia. El turismo internacional creció más de 10% por año durante los últimos siete años y los gastos de extranjeros crecieron 13% durante ese período”⁶

History of The Hotel Sector in Colombia

The first hotel recognized in Colombia was the Hotel América in Honda in 1889, this hotel hosted multiple travelers who carried merchandise across the river Magdalena that was the only route they had access to transport and negotiate. After 12 years, two more hotels were built: one in Ibagué and the other one in Cali, due the little transit and progress on those years.⁷

Over time, more hotels were founded. The first elegant hotel in Bogotá was the Hotel Regina in town center. Later more hotels were built:

⁶ PYM Publicidad y Mercadeo. E boom de la industria hotelera en Colombia [en línea] <<http://www.revistapym.com.co/noticias/industria-hotelera/boom-industria-hotelera-colombia>> [citado en 08 de Octubre de 2013].

⁷ SCRIBD. **Historia de la Hotelería en Colombia** [en línea] <<http://es.scribd.com/doc/95941271/historia-de-la-hoteleria-en-colombia>> [citado en 08 Octubre de 2013].

Tabla 1 Primeros Hoteles de Colombia

FECHA	CIUDAD	HOTEL
1927	Cali	El Alférez Real
1928	Medellín	El Bristol
1928	Popayán	El Lindbergh
1929	Pasto	El Niza
1929	Barranquilla	El Prado
1930	Cúcuta	El Europa
1930	Barranquilla	El Victoria
1930	Bogotá	El Granada
1932	Bogotá	El Claridge
1933	Cali	El Savoy
1935	Villavicencio	El Meta
1937	Bucaramanga	El Príncipe
1937	Bogotá	El Ritz
1945	Medellín	El Nutibara
1945	Cartagena	Playa Bolívar
1946	Cartagena	El Caribe
1948	Bogotá	El Continental
1949	Santa Marta	El Miami
1950	Ipiales	Las Lajas
1952	Bogotá	El San Francisco
1953	Bogotá	El Tequendama
1956	Cali	El Aristita
1956	Cúcuta	El Tonchalá
1961	Melgar	El Guadaira
1962	Manizales	El Ritz
1963	San Andrés	El Isleño

1963	Bogotá	El Cordillera
1963	Bogotá	El Presidente
1965	Santa Marta	El Irotama
1968	Bogotá	El Bacatá
1968	Bogotá	El Dann
1969	Ibagué	El Ambalá
1969	Paipa	El Sochagota
1971	Cali	El Intercontinental
1972	Bogotá	El Hilton
1972	Medellín	El Intercontinental
1973	Bogotá	El Hotel del Parque
1979	Bogotá	El Plaza
1979	Cartagena	El Capilla del Mar
1979	Barranquilla	Aparta Hotel El Golf
1980	Bogotá	El Belvedere
1980	Cali	El Dann
1980	Cartagena	Cartagena Hilton

Fuente: SOGEOCOL (Sociedad Geografica de Colombia)

Para mayor información ver anexo 3

Now with a more current approach of the 21st century, Colombia is one of the main countries of Latin America with a higher growth for the next years due to its progress, TLC, and others. Although, according with COTELCO (Colombian Touristic and Hotel Association), there is a difference between the number of guests and the building of infrastructure in Bogotá, for that reason, there are other cities on target like Ibague, Barranquilla, Yopal and Bucaramanga. This owes to the mentioned previously; the

capital cities are already reaching the top of its constructions and the tourists' handling, so it is necessary to focus this business on promising cities like these.⁸

History of Tourism

In the history of mankind, traveling has been something constant whether in search of food, security or a place with better conditions to subsist. For the Neolithic Age (7000 A.C. – 4000 A.C.), the settlers based their economic activities in cultivation and domestication of animals, but the lack of some materials like textile, metals and in some cases food, led to the pursuit of close partnerships with which to trade their products. This is how commerce is born, and also the birth of "business travels".⁹

As man started to form the first great empires (The Persians, Assyrians, Greeks, Egyptians, Romans), trips were organized for military, government or commercial purposes to keep the communication between the central government and its district territories. The Egyptian Dynasties made both for business and pleasure which generated the creation of hospitals along the main routes and in far away cities to accommodate guests. Probably, the Queen Hatshepsut made the first travel, with a

⁸ LA REPÚBLICA. Gestión Hotelaría en Colombia crecerá 5,8% anualmente [en línea]

<http://www.larepublica.co/empresas/hoteler%C3%ADa-en-colombia-crecer%C3%A1-58-anualmente_34148> [citado en 28 de Octubre de 2013].

⁹TURISMO EN LA EDAD ANTIGUA. Historia del turismo [en línea]

<<http://turismohistoria.blogspot.com/search/label/turismo%20en%20la%20edad%20antigua>> [citado en 5 de noviembre de 2013].

tourist purpose, to Punt, in the coast of Africa, in 1480 B.C.; a description of that journey was made on the walls of the temple of Deit in the Bahari in Luxor.¹⁰

In 18th century in France, the travels made to the main European cultural centers were called Tour, word of French origin taken of the Latin terms tornus and tornare that mean wheel and return; consequently, Tour refers to a turn or travel with return to the place of origin. In 18th century Great Britain took that expression that is linked with the travel by the European continent made by the sons of the English nobles to complete their education; accordingly, those travels were the origin of the word Tour to designate travel in general.

The invention of the railway in the 19th century, the steam engine applied to the ship and the train, generated a great revolution in the world of travel, besides the distances for visitors to reach their destination were shortened. And it was in this way like the Englishman Thomas Cook, considerate like the father of mass tourism, in 1841 had the idea to buy the journey of train of Leicester to Loughborough to attend a meeting. He took with him 570 people and that trip was a success, so he decided to continue with the business, creating the first travel agency of the history called like him.¹¹

At the beginning of this century, by the emergence of car and later plane, destinations built more access routes, reducing the time access them; therefore, the interest by the tourism grew. However, the World Wars that took place in Europe and

¹⁰ CATARINA. Historia del Turismo. [en línea]

<http://catarina.udlap.mx/u_dl_a/tales/documentos/lri/linares_c_c/capitulo1.pdf> pág. 5. [citado en 5 de noviembre de 2013].

¹¹ PEREZ, Mónica. Manual del Turismo Sostenible. Madrid: Ediciones Mundi-Prensa.2004. Pág. 20-21.

the world economic crisis, paralyzed the activities globally when the tourism had started.¹²

The World Tourism Organization was created on September 27, 1970 in Mexico. That organization is an entity with presence in the entire world, it has sections of quality for touristic services, statistics and market, environment, and planning studies, education and training.

Tourism in Colombia

Colombia is a country with great natural and cultural richness therefore it is a good tourist destination; the website Colombia travel reports “el número de visitantes extranjeros se triplicó en los últimos seis años. Durante el 2009, mientras el turismo en el mundo descendió un 4 por ciento, en Colombia aumentó un 10,7%”.¹³ This means progressively the visitor’s inflow has been achieved.

In this sense, this sector contributes many resources to the Colombian economy and provides support at one of the large issues of the country that is unemployment. An article published by the magazine EAN (Martinez, 2013), shows a statistic of hotel employees in Colombia:

Tabla 2 Empleados Hoteleros en Colombia

¹² MINISTERIO DE INDUSTRIA Y COMERCIO. Breve historia del turismo [en línea] <<http://www.mincit.gov.co/kids/publicaciones.php?id=29769>>[citado en 5 de noviembre de 2013].

¹³ COLOMBIA TRAVEL. El Turismo en Colombia está en Plena Expansión [en línea]. <<http://www.colombia.travel/es/congresos-incentivos/por-que-colombia/noticias/2002-el-turismo-de-colombia-esta-en-plena-expansion>> [citado en 5 de noviembre de 2013].

No de habitaciones	2005	2006	2007
0 a 50	12.727	14.640	16.314
51 a 100	10.257	10.995	10.638
101 a 150	4.116	3.261	4.892
Más de 150	10.952	8.628	10.767
Totales	38.052	37.524	42.611

Fuente: (Martinez, 2013)

Theoretical Framework

Hotelería

The classification of hotels goes from the type of establishment that is, be already for its place or installation, the number of stars, diamonds or letters, up to its class. The following is detailed each of these:

Types of hotels and category

Urban hotels: These are located in historical centers of cities, companies and in commercial zones. These are oriented to the tourism and at the accommodation in business travels.

Airport hotels: These are located close to the airports. Its customers are passengers in transit and flight crew. A characteristic of this kind of hotel is its stays are reduced.

Beach hotels: As its name indicates, these hotels are close to the beach. Its customers are tourists who are in a tour and their stay is extended for many days.

Nature hotels: These are located close of the scientific reserves, protected areas and natural parks; their stay is extended for many days like in the hotel beach.

Aparthotel: By its structures, these hotels have a good installation for the conservation and food consumption inside the accommodation.

Touristic lodges: These hosts their customers for short stays; these are economic and usually share beds, living rooms, kitchens and bathrooms.

Familiar hotels: These are small and managed by families that provide hosting and food service.

Inn: These are very old, their customers are travelers who provide hosting and restauration services.

Monument hotels: These are located in cultural interest places.

Resort hotels: In this kind of hotel, hosting is inside of resorts.

Motels: These are close to roads, they have their own garage and their stay is short.

Club hotels: In this kind of hotel, there are night clubs where people can dance and drink.

Transit hotel: These hotels are mostly used for sexual encounters. The rooms are rented by some hours. They have a specific fee depending of the schudele.

Casino hotels: Their facilities are characterized by offering games like Casino Roulette, Slot machines, Black Jack and others.

Gastronomic hotels: These hotels provide an exclusive gastronomic offer.

Sport hotels: These hotels are oriented to the practice of particular sports.

Mountain hotels: These are located in the mountain.

Season hotels: These develop their activity only in a specific season of the year.

Rustic hotels: These are located in rural or rustic zones.

Boutique hotel: These offer exceptional hosting services. These are smaller than conventional hotels, they have 3 to 100 rooms. Most of these hotels have facilities for dinner, bars and halls that are open to the general public.¹⁴

The category depends on the comfort, service, quality and the country the hotel is located. The variation goes by stars from 1 to 5, by diamonds in the same way 1 to 5, by letters from E to A, by categories from fourth to first. The next graphic shows these ratings:

¹⁴ ARQUYS ARQUITECTURA. Tipos de hoteles [en línea] <<http://www.arqhys.com/contenidos/hoteles-tipos.html>> [citado en 5 de noviembre de 2013].

Tabla 3 Calificación de los hoteles

*****	Sofisticado, diseño y servicio de muy alta calidad.
****	Excelente, diseño y servicio de alta calidad.
***	Muy bueno.
**	Bueno.
*	Normal.

¹⁵ Hoteles Famosos

The same is reflected by diamonds, letters and categories.

- One star hotels: These are small hotels managed by their owners. These have good environment and are located close to places of touristic attraction with available transport service.
- Two star hotels: These are medium size hotels with good location. These provide phone and TV services in rooms.
- Three star hotels: These hotels offer more convenience, they include bis rooms with special decorations and nice lobbies. They are different sized hotels with restaurants that offer varied food.
- Four star hotels: These are big hotels with comfortable receptions and excellent restaurant service.

¹⁵ HOTELES FAMOSOS. Los hoteles más curiosos del mundo [en línea]

<<https://sites.google.com/site/hotelesfamosos/home/informacion>> [citado en 5 de noviembre de 2013].

- Five star hotels: These are hotels that offer the highest comfort and service levels. Their lobbies and rooms are luxurious; they have the most exquisite menus (food and drinks), in compliance the demanding requirements of customers.¹⁶

Profile and training of a hotel employee

It is known the employee of a hotel should have, at least, basic notions of customer service. According to the page recursoshumanos.com¹⁷, the employee should have the next basic skills:

- 1) To have good customer service
- 2) To enjoy being in contact with people
- 3) To be open to different cultures
- 4) To work in team
- 5) To be creative and innovative
- 6) To have interest to learn languages
- 7) To have good personal presentation

The employee must be an upright person. He must be readiness to learn new things because this allows the progress of a person and take into the hotel. The previous mentioned factors are what the hotels need to account in interviews or trial periods of workers in this area. These determine if the employee is in right conditions to exercise any position offered by a hotel.

¹⁶ EL BLOG DE LEIRE LARRAIZA TENDENCIAS SOBRE HOTELERIA Y TURISMO. Clasificación de hoteles [en línea] <<http://www.leirelarraiza.com/calidad/clasificacion-de-hoteles/>> [citado en 5 de noviembre de 2013].

¹⁷ LOS RECURSOS HUMANOS. Perfil del Trabajador de Hotelería y Turismo [en línea]. <<http://www.losrecursoshumanos.com/contenidos/5345-perfil-del-trabajador-de-hoteleria-y-turismo.html>> [citado en 5 de noviembre de 2013].

If a hotel wants to offer an excellent service to its customers, it must train the staff in order to be update; so they can apply what they have learned in their job. These trainings are conducted by the hotel or external entities. For example, the company C&A Consulting¹⁸ offers those trainings. One of those is the Integral Hotel and Administrative Training that consist in “to equip all Hotel service staff with techniques to improve the quality of the service and, in the same way, provide the company with human and economic growth. The program for this training consists in four modules. The first module is intended for all operative staff and customer service. The other three modules are intended for the operative staff; for every module or department, there will be developed manuals that will aim at standardizing the procedures of each area and, in parallel, to equip the hotel with a powerful tool to counteract the high turnover rate”.

This Company is focused on providing tools for employees to develop their functions better. This will be seen by visitors who will feel calm and assured of the given service.

Tourism

The dictionary of the Royal Spanish Academy defines the term tourism as “la actividad o hecho de viajar por placer”.¹⁹ But a clearer definition of this term can be given by World Tourism Organization that says “Tourism are the activities that people make during their travels and stays in different places from their usual environment, for a consecutive period of less than one year, with recreation or business purpose or other

¹⁸ C&A CONSULTING. Capacitación Integral Hotelera y Administrativa [en línea]. < <http://www.cyaconsulting.com.mx/cursos-capacitaciones/capacitacion-integral-hotelera-y-administrativa/> [citado en 5 de noviembre de 2013].

¹⁹ REAL ACADEMIA ESPAÑOLA. Turismo [en línea]. < <http://rae.es/> > [citado en 5 de noviembre de 2013].

reasons".²⁰ Therefore, the tourism is an activity that is generated when human beings go to other places for fun purposes.

Being so general, this concept involves some factors. About that, Pérez ²¹ says it is necessary to consider the touristic demand and supply, the geographic location and touristic agents. The tourist demand is the set of people who make the trip; this factor is decisive when we are talking about competitiveness in this sector. The tourist demand is what it is offered to the public, like products, promotions and services. The geographic location is the place chosen by the people for this activity, and the tourist agents are the entities that have the mission to offer services. A clear example is the travel agencies.

There are varied types of tourism depending on the intention of the people. According to Rodríguez²² this can be:

Conventional:

-Rest

-Sun and beach

-Sexual

-Sport

-Traditional

-Alternative pasive

²⁰ WIKIPEDIA. Turismo [en línea]. <<http://es.wikipedia.org/wiki/Turismo>> [citado en 5 de noviembre de 2013].

²¹ PEREZ, Mónica. Manual del Turismo Sostenible. Madrid: Ediciones Mundi-Prensa.2004. Pág. 21.

²² REVISTA VINCULADO. Clases de Turismo [en línea].

<http://vinculando.org/vacaciones_viajes/turismo_sostenible/clases_de_turismo_sostenible_desarrollo_hotelero.html> [Citado en 5 de noviembre de 2013].

-Adventure

-Thermal

-Sun and snow

By affinity:

-Scientific

-Business

-Incentive

-Familiarization

-Conferences and conventions

-Of management (political)

Specialized:

-Sport

-Active

Cultural:

-Historical

-Historic/ artistic/ monumental

-Popular architecture

-Expositions

-Ethnic

-Ethnic folklore

Customs and traditions:

-Religious

-Training

-Specific events

-Ludic/ holiday

-Literary

-Gastronomic

-Industrial

-Shopping

Adventure or ecological:

-Mountain (sport/rural)

-Green (with greater scientific interest)

-Fluvial

-Rural

-Agrotourism

-Residential

Others clasifications of tourism:

-Social

-Senior

-Youth

-Familiar

-Alternative

The conventional tourism is what people do for relax. Affinity tourism is the one that is done according to the study area of people. Specialized tourism is one that is made specifically by the need to carry out an activity. Cultural tourism is based on the need of people to know other cultural systems and the organization of specific places. Tourism

of customs and traditions is the one that allows to know social developments of the places and their history. Adventure or ecological tourism is what people use to live new experiences and have fun in activities offered in certain places.

Turismology

Over time, tourism has achieved a great importance. This importance generated the concept of Turismology. According to the website arquys.com²³ turismology “is the science that studies the tourism and all touristic phenomena. This social science is in constant meteorological development, it is similar to the economic sciences”. This term gives a connotation of knowledge science at the tourism, achieving the study of all factors that compose it. According with this website, the term dates back 1960s, when the geographer Zivadin Jovicic made it popular by founding the magazine Turismology on 1972. For that reason, he is considered like the father of the turismology. According to him, all existed sciences, cannot study the tourism in all its dimention, and this influenced to the creation of a new and independent science called Turismology”. According to the above, it can be inferred that this term is not new and it arose from the necessity of analyzing the factors that compose it jointly.

Bilingualism

There are different approaches to the concept of bilingualism. According to Weinreich 1953, “it is the process of using two languages alternately”. According to Haugen 1953, bilingualism “begins when meaningful sentences are produced in another language”. On

²³. ARGUYS ARQUITECTURA. Turismología [en línea]. <<http://www.arqhys.com/contenidos/turismologia.html>> Op. [citado en 5 de noviembre de 2013].

the other hand, Grosjean 1982 affirms that bilingual “is someone who can act in each language according to their needs”. Finally, Macnamara 1969, considers that “who has at least one of the skills in other language is bilingual”.

The above definitions have in common only the fact that bilingualism occurs when using two languages. They differ in other aspects that could be considered bilingualism. Consequently, it cannot be expected that there is a single definition of the term, since it depends very much on the context.

When we talk of bilingualism, we refer to the capacity that humans have to express themselves in two languages. Since the English language is considered like the universal one, we are going to focus on its importance. The National Education Ministry in the article “Bases for a bilingual and competitive nation” of its magazine “Al Tablero”, explains the relevance of being bilingual: “Ser bilingüe es esencial en un mundo globalizado. El manejo de una segunda lengua significa poderse comunicar mejor, abrir fronteras, comprender otros contextos, apropiarse saberes y hacerlos circular, entender y hacernos entender, enriquecerse y jugar un papel decisivo en el desarrollo del país. Ser bilingüe es tener más conocimientos y oportunidades para ser más competentes y competitivos, y mejorar la calidad de vida de todos los ciudadanos.”²⁴

In the hotel and touristic sector, María Borrueco, from the faculty of Tourism and Finance of the Universidad de Sevilla says “Es inconcebible que un gestor del turismo no domine varios idiomas a nivel especializado, principalmente atención al cliente o

²⁴ Bases para una nación bilingüe y competitiva”. Al tablero No. 37, OCTUBRE - DICIEMBRE 2005.

comunicación a nivel internacional con otros profesionales. Debe ser una formación adicional a la técnica, por supuesto. Pero desde mi perspectiva al mismo nivel”.²⁵

As it has showed in the previous section, tourism is one of the most significant economic sectors in the Colombian industry. The Ministry of Commerce, Industry and Tourism has developed different policies that promote the touristic activity in different zones of the country with campaigns like Colombia es Pasión, that contributes to the increase of tourists that visit our country.

Although the entrance of tourists is perceived in different cities, Bogota being the capital and a city where several multinational companies have been established, is one of the cities that more number of foreigners receives. For this reason, it is important to evaluate how the city is at the level of bilingualism, if it is or not able to attend in an appropriate way at their visitants.

In the last years, Colombia started a process of economic and social growth that demands to be update with the process of globalization. In this sense the Ministry of Education in its virtual newspaper “Al tablero” says about this “bilingualism should have an important place in the internal program for the improvement of the competitiveness of the country in the next years. We cannot forget that countries like India have been benefited greatly for having an important number of fully bilingual professionals and technicians. This characteristic allows them to attract big expert industries in areas like software development and technology”. This article highlights the importance of knowing languages to be update and to offer more and better services to the visitants. In this moment, it is possible to observe that in professional, technical or technological

²⁵ Maria Berrouco. (2015). La importancia de los idiomas en el sector turístico. 19 Agosto 2017, de TecnoHotel Sitio web: <https://www.tecnohotelnews.com/2015/07/la-importancia-de-los-idiommas-en-el-sector-turistico/#>

careers is necessary a basic knowledge of English. This makes professionals be more competent.

Bilingualism in Colombia

To face this problem, the National Government, through National Education Ministry, created the National Bilingual Plan (PNB 2004-2019). The PNB is a mechanism that seeks to improve the bilingual competitive of the citizens. The program has two main aspects. The first is to establish that the proficiency of a second language is primordial for a society to achieve being part of the constant economic, academic or cultural changes of today's world. The second aspect is to improve the communicative competence in English from a population which results in a greater number of opportunities for the inhabitants, and, at the same time, a growth not only individual but also collective. The primary objective of the PNB is people to have the ability to communicate in English with international standards.

The PNB's (National Bilingual Plan) aim is that for 2019 students finish their secondary education with an intermediate level (B1 according to the Basic Standards of Competence in Foreign Language: English). In the same way, it is projected that for the same year, all English teachers have level B2 according to the Basic Standards of Competence in Foreign Language: English.

Within the National Plan of Bilingualism is the National Service of Learning (SENA). This institution offers virtual courses in languages that constitute an important tool for people who are interested in learning a second language, thus being more competitive in the national and foreign labor market.

Another activity taken by the government through Ministry of Commerce, Industry and Tourism was the creation of “ispeak” in 2009. This program seeks to evaluate and certificate the English’s skills that Colombian have. The initial objective is to certificate 25.000 people in the language. That information is recorded on the Web and it is supplied to different companies that look for trained staff in this area. The program includes 204 companies being mostly companies belonging to the hotel and tourism sector.

In 2011 the Minister of Trade, Industry and Tourism, Sergio Diaz Granados, started the Bilingualism Plan for the touristic industry with the purpose of trying to decrease one of the biggest problems for the development of the touristic activity in the country which is the lack of proficient staff in English.

The Asociation of Travel Agencies (Anato), the Hotel and Tourist Association of Colombia (Cotelco) and the Sena through their platform “English for all Colombian people” make part of this plan.

All these initiatives developed by the government are added to the work that has been developing in the private sector. One example of that are the virtual courses that ANATO is promoting and financed by the Tourist Promotion Fund. In these courses, more than one thousand people are registered.

Another program implemented by the State is ¡Colombia Very Well! This seeks to improve the education, to motivate and support the training in the English not only for children in schools and young people of working age, but also for teachers to have better tools at the moment of teaching to their students and, in this way, to have better professional and work opportunities. This is done through the participation of SENA, the

Ministry of Education, the Ministry of Trade, Industry and Tourism, the Icfes, the High Presidential Counseling for Competitiveness, the Planning Department, and the Competitiveness Private Council. The program proposes to finance and facilitate the improvements of skills in the language English for more than 40 thousand people.

Glossary

TURISMOLOGY: According to the website arqhys.com, “is the science that studies the tourism and all touristic phenomena. This social science is in constant meteorological development; it is similar to the economic sciences”.

OMT: According to the website <http://cloudtourism.pbworks.com>, (World Tourism Organization), it is an international organization created in 1925. Its purpose is to promote the tourism.

AGROTOURISM: According to the magazine vinculado.com, the term agrotourism includes a large number of activities that are made in the field and these are related to the rural tourism. Some examples of that are the arborism, fauna and flora observation, hiking and orientation.

GEOGRAPHIC LOCATION: According to the magazine vinculado.com, it is the territory included in another one with greater extension and different characteristics: political, administrative, geographical, etc.

HOTEL CHAIN: According to website http://www.observatur.edu.ar/index2.php?option=com_content&do_pdf=1&id=53 it is the set of hotels of an organization that belong to a specialized Company that allow the use of its name through the payment of franchise.

HOST: According to the website <https://definicion.de/huesped/>, originating in Latin hospes, the word host describes the individual that is hosted in a strange house or in a hotel room.

CUSTOMER SERVICE: Customer service refers to the relationship between a product or service supplier and those people who use or buy their products or services. According

to Asset Skills, “it is the total sum of what an organization does to satisfy the expectations of the customers and produce their satisfaction”. The customer service refers to the understanding of the customer nature in the past, present and future of the organization, the characteristics and benefits of the products or services of the company and the complete transactional process from the initial knowledge of a potential customer to the post purchase satisfaction.

COTELCO

The Hotel Association of Colombia is a non-profit organization created in 1954 to strengthen and group establishments that deal with the hotel industry.

The industry makes part and it is in constant contact with the tourism international organizations and the world hotel performing events, experiences and programs to their affiliate hotels. Cotelco belongs to the Business Council of the World Tourism Organization (OMT), to the World Association of Hotels and Restaurants IHRA and to the Latin-American Association of Hotel Industry Guilds. Cotelco is owner of the hotel and tourism training franchise of the Educational Institute of the American Lodging Association.

Methodological Design

This research is descriptive because through the different analyzes and results obtained through the information collection process, it will be possible to show a panorama very close to the reality of the object of the study, determining its main characteristics

The approach will be qualitative since from the collection and analysis of data it will be possible to establish a pattern about the current state of the bilingualism in the hotel sector according to the answers obtained from the group of respondents.

The techniques used for data collection were 30 surveys and 6 interviews. The surveys were made to hotel employees in Bogota between the ages of 18 and 40. The selection of the sample for the surveys was determined based on the fact that the majority of employees of a hotel are within the age range selected, which allows to obtain an analysis closer to reality.

Analysis of Data

Analysis of the survey

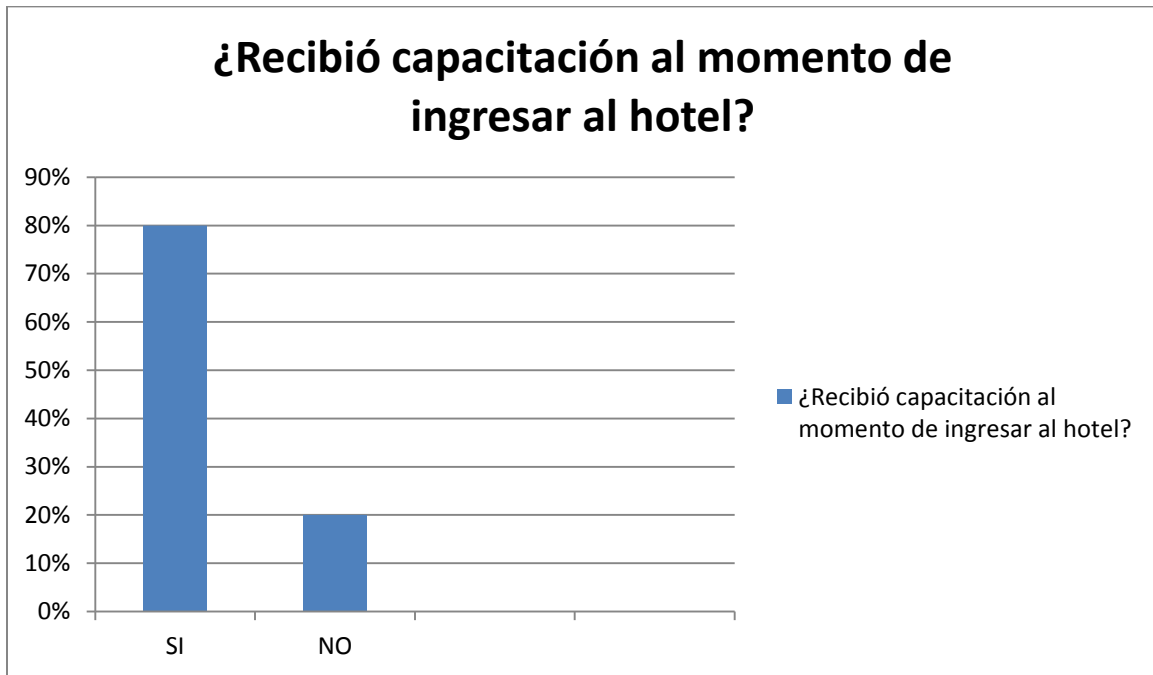
DATA SHEET OF THE SURVEY:

NAME OF SURVEY: Bilingüismo en el Sector Hotelero Bogotano
INTERVIEWERS: Rosa Murcia, Bibiana Zambrano y Lina Parra
DATE: Junio 10 de 2017
SAMPLING FRAME: Hoteles Wyndham, Ejecutivo La Esperanza, Embassy Park, Estellar de la Feria, Capital, Boutique, Airport Travel, Splendor, Boutique City Center, Marriot, Holiday Inn, Sheraton, American Deluxe, Blue Inn, Diamante Internacional, Macao, Black Tower.
CITY: Bogotá D.C.
SAMPLE SIZE: 30 Surveys

1. Employee training upon entering the hotel:

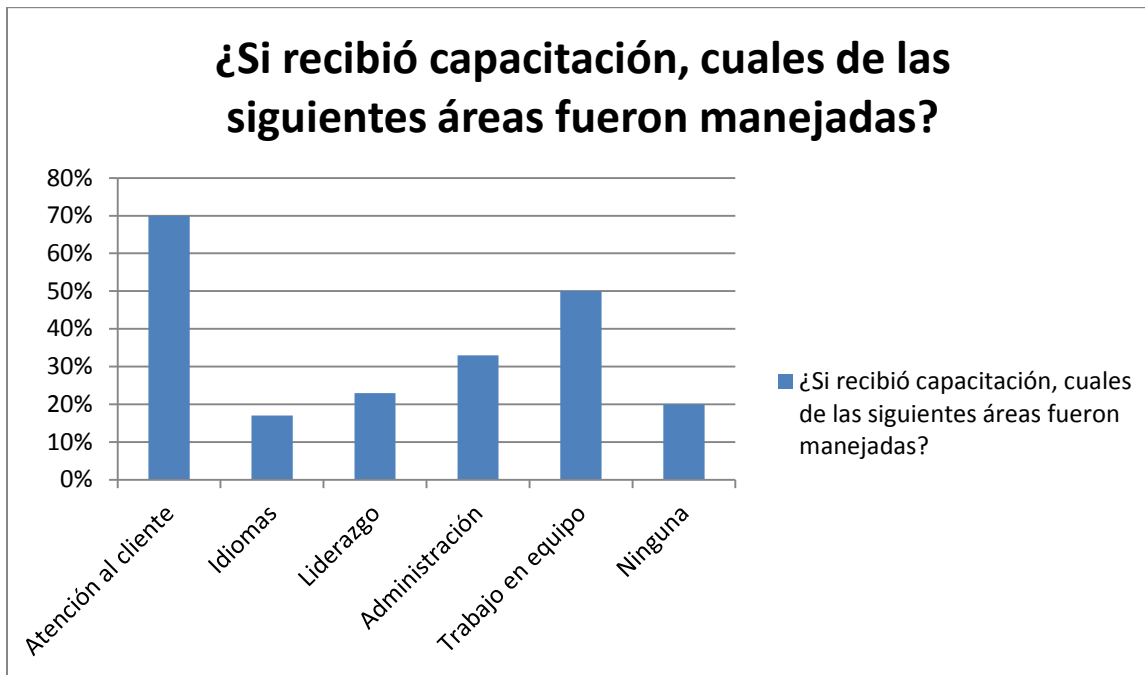
This factor is important because the initial training allows hotel employee to become familiar with his work and exercise it correctly. In the survey, it was observed that 80% of the employees received training before starting his job and a 20% did not receive it.

The data reveal that most of the hotels offer enough tools to their employees for developing their tasks with quality and efficiency. But, still, there is a lack of commitment in some hotels to train the new employees.



2. Training areas

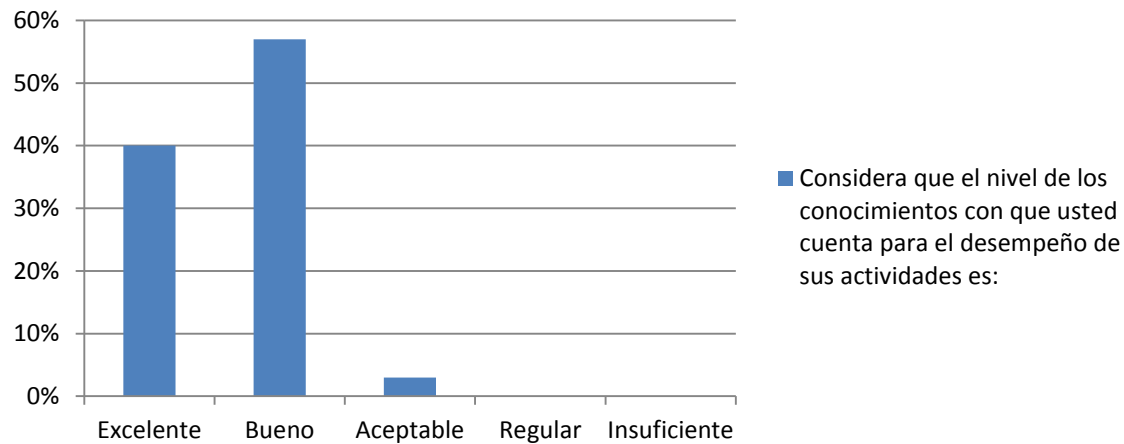
A hotel has different departments and for that reason, it is important to know in which specific areas the employee received an initial training. The survey revealed that 70% of people received training in customer service. A 50% received training in teamwork. Areas like languages, leadership and management are not taken into account for initial training. The 20% of respondents did not receive any training. The hotels consider that customer service is primary. However, areas such as leadership or languages are not so relevant and this affects customer service and employees' work. This is contradictory, since to achieve a good business development of hotels, these areas should be indispensable at the moment of hiring the staff who will attend customers.



3. Level of knowledge to perform the assigned work

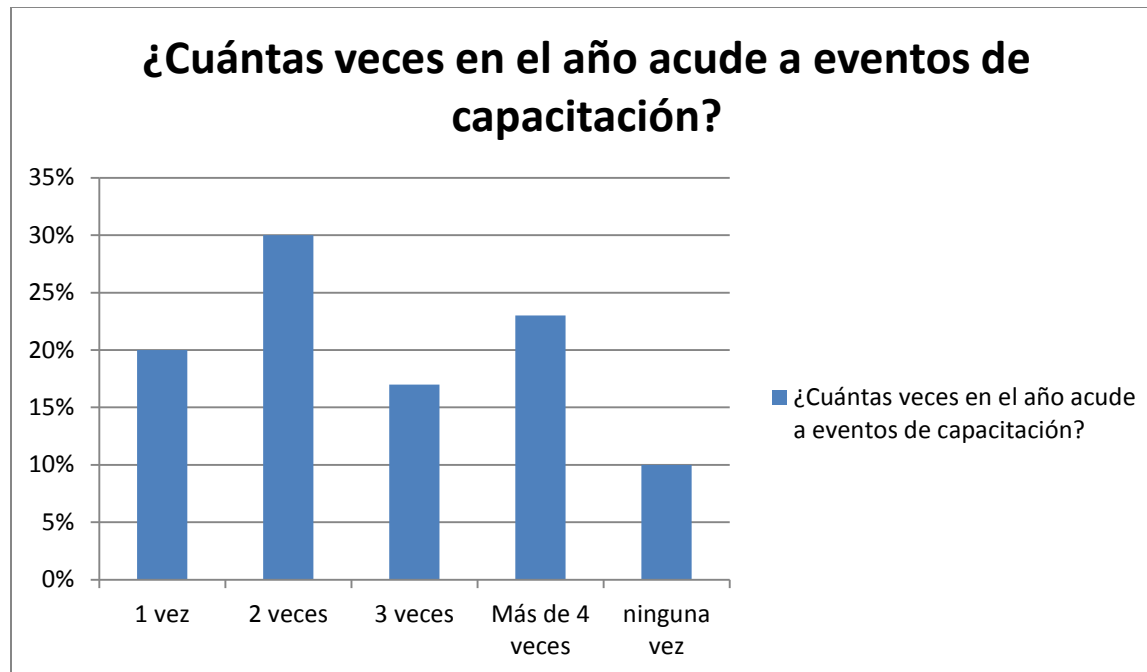
The hotel employees must have certain skills to assist hosts and other tasks of the hotel. These skills are learned before entering employment or in its course. The 40% of respondents consider their knowledge are excellent, the 57% consider their knowledge are good and only the 3% consider their knowledge are regular. It is essential the employee recognize their capabilities and skills on their work and in the same way, they should ask for tools to improve their performance. These tools not only benefit them but also the hotel image.

Considera que el nivel de los conocimientos con que usted cuenta para el desempeño de sus actividades es:



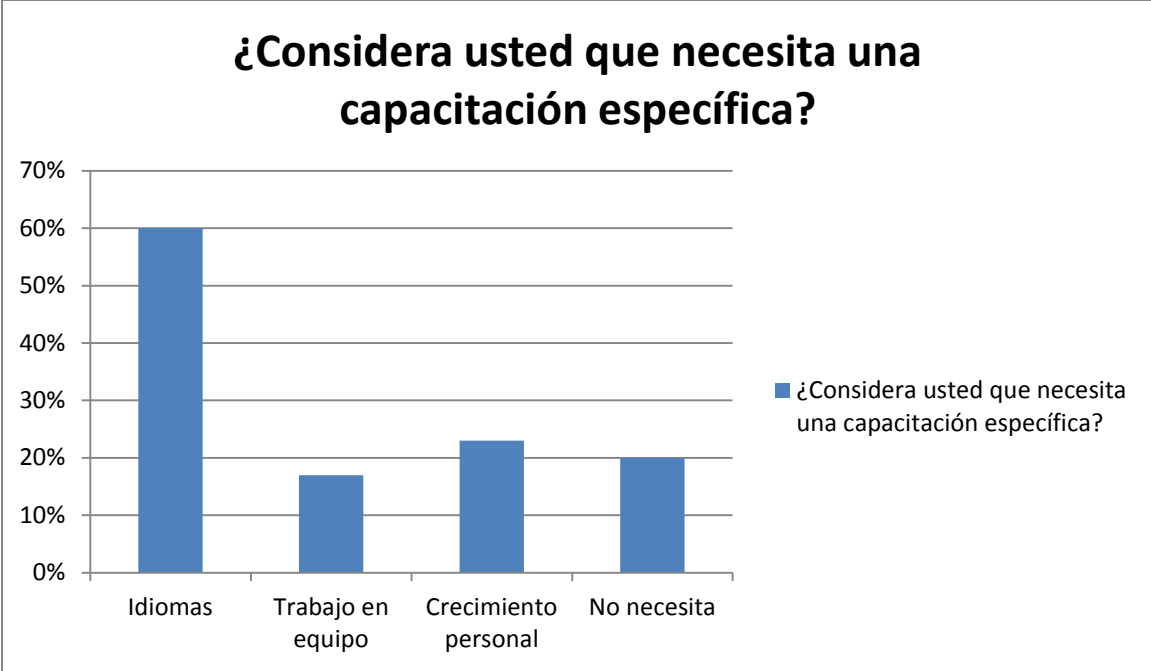
4. Attendance to trainings

Once a year, hotels offer trainings in different areas for their employees. The 20% attends once, the 30% attends twice, the 17% attends three times and only the 23% attends four or more times in a year. It is important that hotels understand the induction is a way of imparting knowledge in their employees. This not only to generate a personal growth but also to improve their skills to perform tasks better. This increase hotels high quality.



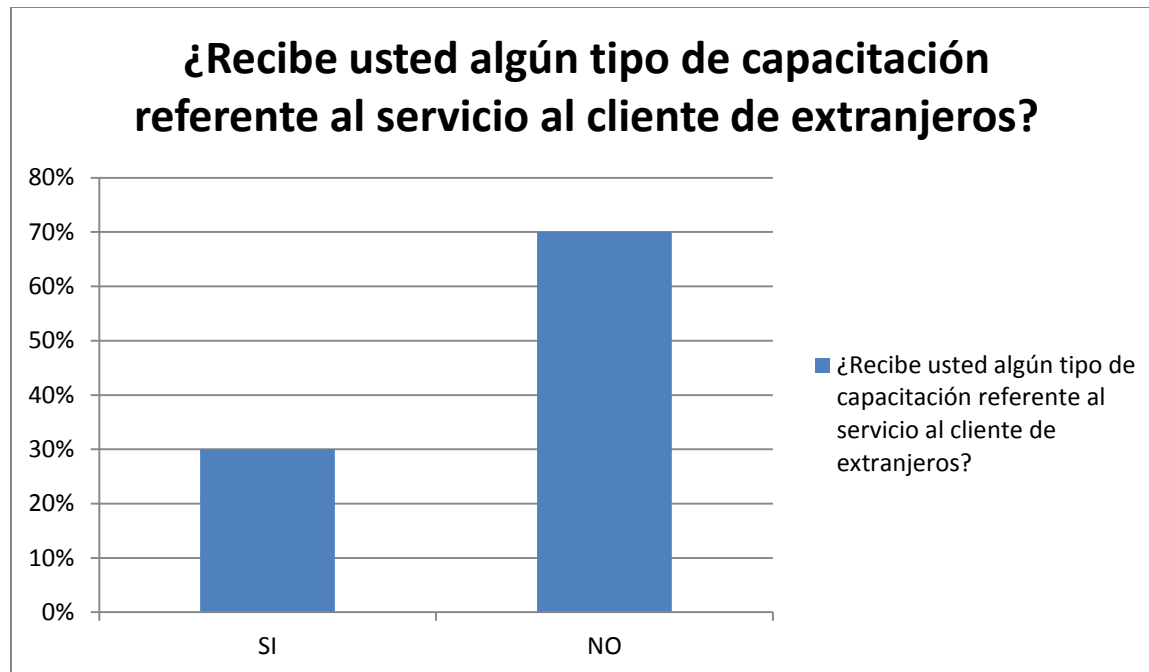
5. Training need

The employees consider they need more training in some areas. 60% requires training in languages. 20% considers they do not need training. 17% needs training in teamwork. Finally, 23% wants to receive training in personal growth. The hotel has the responsibility to identify their employees' needs or weaknesses to take actions. One option could be to organize training sessions to improve the hotel employee skills.



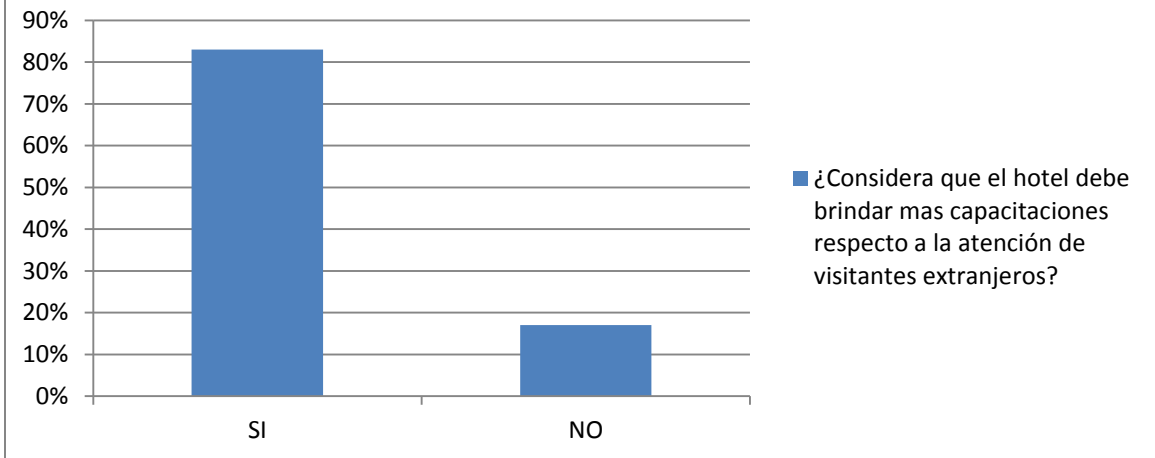
6. Foreign customer service

It is necessary to consider that to attend foreign customers, the employees should know some customs and an appropriate language to provide comfort. 30% of the respondents receive training about service for the foreign public. 70% does not receive training. As we said before, customer service is a key factor that every hotel employee must have. This includes the customer who come from other country with other language and culture. The survey shows that, although the employee learns certain rules to handle this type of audience, these are usually minimal and unnecessary for him.

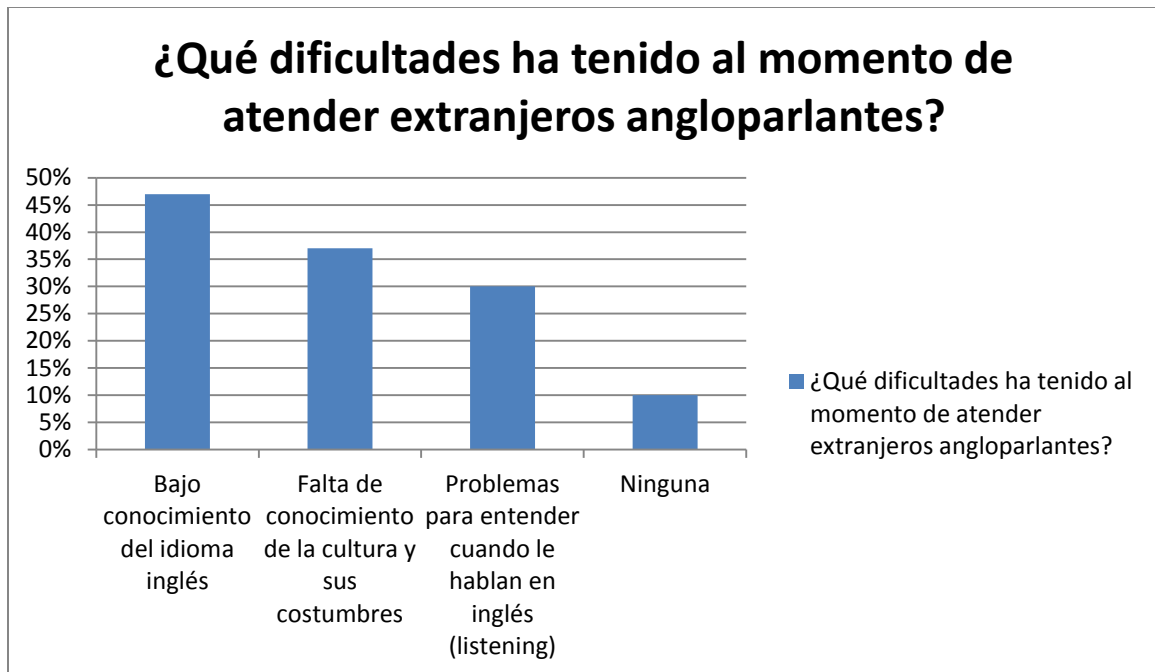


In this point, the employee should consider if he needs more training on this area. 83% of the respondents consider, the hotel must offer trainings of this subject more frequently.

¿Considera que el hotel debe brindar mas capacitaciones respecto a la atención de visitantes extranjeros?



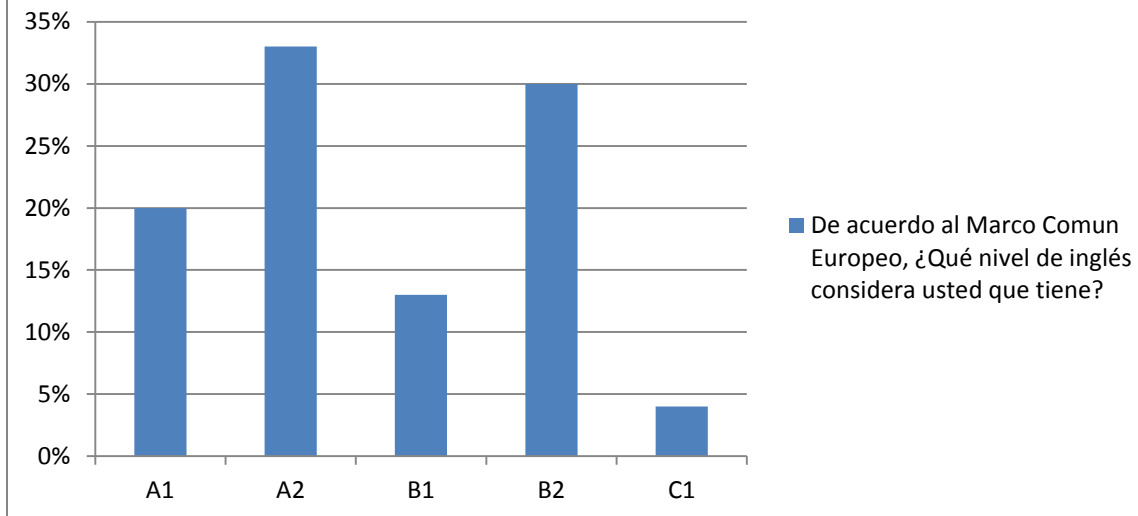
There is indeed a poor level of training of employees serving the foreign public. Based on the question, what difficulties have you had to attend English-speaking foreigners? 47% says they have low knowledge and difficulty with the English language. 37% does not have sufficient cultural information to attend better to hosts. 30% shows problems in the understanding of the English language. Only the 10% says they are prepared to receive English-speaking foreigners.



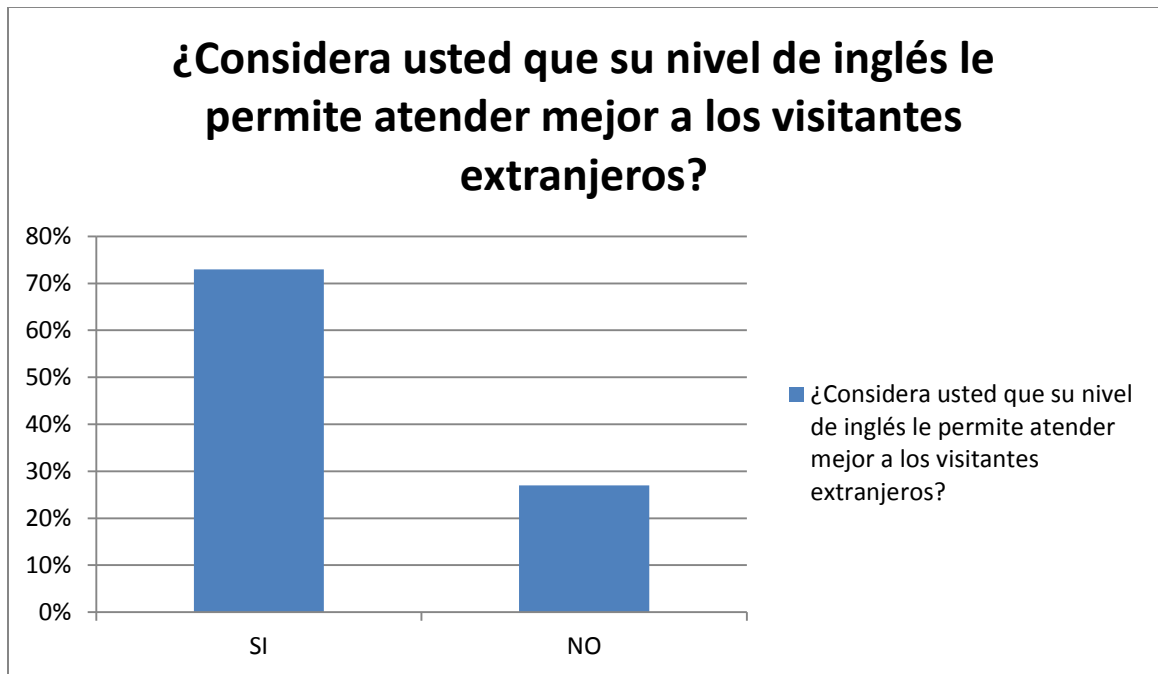
7. English level

In the survey, this question had a particularity. Few people knew the Common European Framework so, we had to explain about the different English levels and its meaning. 30% ratifies the fact that they can make simple exchanges of information with the guest being categorized in level A2. 30% consider themselves skilled in the interaction with the foreign guests, placing their knowledge in level B2. This is contradictory since in the previous question they assured that their level of comprehension of the language was very scarce and deficient, which gave us to understand that the definition of the Common European Framework was not clear.

De acuerdo al Marco Comun Europeo, ¿Qué nivel de inglés considera usted que tiene?



Finally, the 73% of the employees affirm that despite the low level of English they have, this is enough to attend the foreign hosts. 27% says that with the basic English knowledge they have, it has been difficult to interact and attend better to the foreigners. This information shows us that people consider that with their knowledges they can perform their work. However, sometimes, they face situations where the simple exchange of communication is not enough to meet the customers' demands.



INTERVIEWS

- **NAME OF SURVEY:** Bilingualism in the Hotel Sector.
- **INTERVIEWERS:** Rosa Murcia, Bibiana Zambrano and Lina Parra.
- **DATE:** June , 2017
- **SAMPLING FRAME:** Hotel Estelar de la Feria, Hotel Marriot, Blu Inn, Hotel Diamante Internacional, Hotel Puerta del Sol.
- **CITY:** Bogotá D.C.
- **SAMPLE SIZE:** 5 Interviews.

ANALYSIS OF THE INTERVIEWS

1. How are staff encouraged to offer and improve the service?

All the managers agreed that the strategies used by them to encourage staff are related to improving their working conditions, offering recognition for their good performance and providing well-being in the work and personal environment.

2. What is the difference between this and other hotels?

In this point for some hotels, the customer service quality is primary. Some of them include within their services tours by the city with the accompaniment of a guide, like a plus that attract the attention of the foreigner when choosing a hotel.

3. What additional services does the hotel offer?

Depending on the category, location and kind of guests, every hotel offers different personalized services. Due to the Hotel Marriot receives a large number of tourists who visit the city by business, this hotel offers transport service, meeting or conference rooms, offices, etc. Other hotels like Diamante or the Blu Inn offer tours and agreements with resorts. Furthermore, the hotel Puerta del Sol offers translators service in German for its guests.

4. Does the hotel invest some capital to train your employees in the bilingual area?

It was evidenced that none of the hotels invests budget to train their employees in this area. However, some such as the Marriot Hotel and the Estelar Hotel have agreements with companies like Open English and Berlitz that offer lower rates to their employees.

5. What qualities do you consider essential for the human capital of the hotel industry?

All managers agreed that values like service, patience, kindness, teamwork, passion for work are the most important aspects that their employees should have.

6. Has an employee ever suggested training in another language? Which?

In this question, all the managers responded that their employees have requested or suggested to receive training in another language, most of them in English and some in French and / or Portuguese.

7. ¿Cuál cree usted que es la importancia del bilingüismo en la hotelería y es un factor clave para la industria?

Todos los gerentes coincidieron en afirmar que el bilingüismo es importante y fundamental para el desarrollo del sector hotelero.

Conclusions

In the hotel sector of Bogotá, we found that hotel managers are focused on the development of the activity based on the minimum bilingual skills required for the operation of the business (See attached table 1). However, they are disregarding to find economic growth based on “GOODWILL” that is an intangible asset that reflects the connections of the customer service business taking into account their reputation and other similar factors that can affect positively or negatively. In brief, a good recommendation or a bad criticism of a customer, can significantly affect the economic growth of hotels and even the hotel sector in general.

For that reason, it is necessary to implement practices, like bilingualism and the study of other cultures and customs of the English language that promote the optimization of human resource hired in this sector. In this way, it is possible to expand the reach to new potential customers, marking a differentiating factor among other competitors, thus achieving what is needed to stay abreast with other countries such as Panamá, Brasil, Argentina, Chile, Ecuador y otros²⁶.

It is important to highlight the standards of recruitment established by the hotel sector that in many cases do not demand any experience related to the industry or a second competence. This is due to the costs of operation companies think are unnecessary for the business and, for that reason, they hire an inexperienced person who will be moderately trained in customer service, which is very important but not enough, and not

²⁶ Jaime Campoamor. (2017). Los 6 países latinoamericanos que están entre los más competitivos del mundo en turismo. 25 de Agosto de 2017, de BBC MUNDO Sitio web: <http://www.bbc.com/mundo/noticias-america-latina-39555347>

in a second language. This makes more difficult to handle situations factors such as customer service and second language are involved as we can see in previous interviews. It is also evident that managers and employees lack knowledge regarding placement in the Common European Framework of reference for languages, its meaning, and use.

Finally, it was shown that hotels do not invest capital in training their employees in a second language. They recognize the importance of the English language in the care of foreign guests but prefer to hire people who already have the knowledge in this language or who these later acquire it by their own means, although the same employees suggest this type of qualifications to carry out its functions better.

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Annexes

Annexed 1 Format of Survey

Encuesta dirigida a empleados del sector hotelero bogotano

1. ¿Recibió capacitación al momento de ingresar al hotel?

Si No

2. ¿Si recibió capacitación, cuáles de las siguientes áreas fueron manejadas?

-Atención al cliente

-Idiomas

-Liderazgo

-Administración

-Trabajo en equipo

3. Considera que el nivel de los conocimientos con que usted cuenta para el desempeño

de sus actividades es:

-Excelente

-Bueno

-Aceptable

-Regular

-Insuficiente

4. ¿Cuántas veces en el año acude a eventos de capacitación?

-1 vez

-2 veces

-3 veces

-Más de 4 veces

5. ¿Considera usted que necesita una capacitación específica?

-Idiomas

-Trabajo en equipo

-Crecimiento personal

-No necesita

6. ¿Recibe usted algún tipo de capacitación referente al servicio al cliente de extranjeros?

Si No

7. ¿Considera que el hotel debe brindar más capacitaciones respecto a la atención de visitantes extranjeros?

Si No

8. ¿Conoce usted las siguientes expresiones en otro idioma para atender extranjeros angloparlantes?

-Welcome

-Feel at home

-Can I help you?

9. ¿Qué nivel de inglés considera usted que tiene?

-Avanzado

-Intermedio

-Básico

-Ninguno

10. ¿Considera usted que su nivel de inglés le permite atender mejor a los visitantes extranjeros?

Si No

Annexed 2 Format of interview

Entrevista realizada al señor Cesar Parra del Hotel Puerta del Sol en Isla Margarita.

1. ¿Cómo se incentiva el personal para ofrecer y mejorar el servicio?
2. ¿Qué diferencia existe entre este hotel y los demás?
3. ¿Qué servicios adicionales ofrece?
4. ¿Invierte algún capital para capacitar a sus empleados en el área bilingüe?
5. ¿Qué cualidades considera esenciales para el capital humano de la industria hotelera?
6. ¿Alguna vez algún empleado ha sugerido tener una capacitación de otro idioma, cuál? Usted estaría dispuesto a adoptarla en la empresa.
7. ¿Cuál cree usted que es la importancia en el bilingüismo en la hotelería? y ¿es un factor clave para la industria?