



**PLAN DE MEJORAS PARA EL PROCESO
DE LA EVALUACIÓN DE RESULTADOS DE APRENDIZAJE ESPECÍFICO
(RAE) PARA EL PERIODO 2022 - 2S**

CARRERA DE TURISMO

INGLÉS III

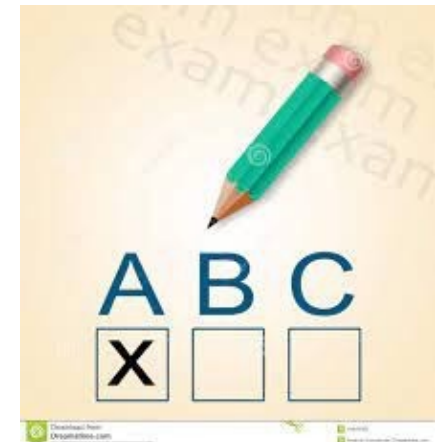
**CAPACITACIONES A LOS ESTUDIANTES
DE SÉPTIMO SEMESTRE**

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Tips and Strategies for Answering Multiple Choice Tests

- <https://www.youtube.com/watch?v=0aF7G0TMh7M>
- [Improve Multiple Choice Test Scores - Study Tips - Test Strategies](#)



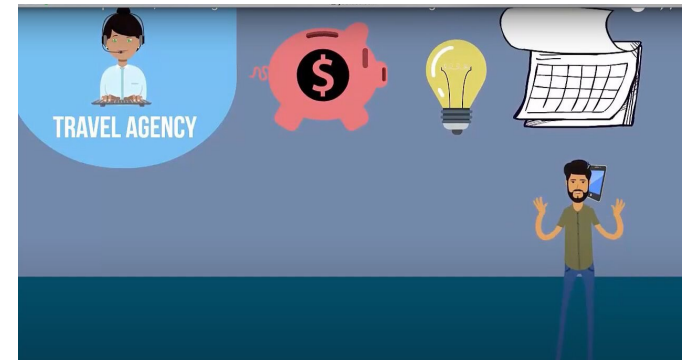
Goal #1: To use future perfect tense correctly

1) Teresa has some money and she wants to travel for the summer, but she needs help from the travel agency. Choose what information Teresa would need to give to the travel agency to assist her?

- A. Before getting a tourist package answer, she would need to tell the travel agency what is her budget limit, the idea she has in mind for her trip and how much time she has for the trip.
- B. Before getting a tourist package answer, she would need to tell the travel agency what is her budget, and how much time she has for the trip.
- C. What tour operator she has chosen.
- D. How much the trip consolidators will charge Teresa for her trip.

Before getting a tourist package, she would need to tell the travel agency what is her budget limit, the place that she has in mind for her trip, and how much time she has for the trip.

REF: Amadeus, (2018). "How Tour Operators, Travel Agencies and Consolidators work together" <https://youtu.be/2X0itsT2VN0>



Goal#2: To write sentences in future perfect tense to communicate.

A tourist company would like to improve its tourism development policies. What issues should be considered?

- A. By establishing development guidelines, to determine and control planning processes, and to define the most adequate marketing strategies for the destination.
- B. By establishing development guidelines, determining and controlling the planning processes, and defining the most adequate marketing strategies for the destination a tourist would like to take.
- C. Applying international norms.
- D. Competing with locals.

The key areas of a tourism development policy are being seen "by establishing development guidelines, determining and controlling the planning processes, and defining the most adequate marketing strategies for the destination a tourist would like to take"

REF: Masip, J. D. (2006, May). Tourism product development: A way to create value the case of La Vall de Lord. In International Doctoral Tourism and Leisure Colloquium (Vol. 1, pp. 1-14)

Goal #3: To understand the difference between future tense and future perfect tense and the form of passive voice construction to communicate.

On Disney website, there is a form to apply for an international internship. If you wanted to apply to the Disney internship program what should you do?

- A. First get familiarized with the program. Then follow the form instructions.
- B. First get familiarized with the program. Then check your qualifications for the program. Finally, follow the form instructions.
- C. First get familiarized with the program. Then check your qualifications for the program. Next follow the form instructions. Following to that it would be needed for people to expect a job interview before to hear if the participant was or not accepted.
- D. First get familiarized with the program. Then check your qualifications for the program. Next follow the form instructions. Following to that it would be needed for people to expect a job interview.

First get familiarized with the program. Then check your qualifications for the program. Next follow the form instructions. Prepare yourself in case Disney wants to interview you.

REF: M,Armendariz.(2018) | La cocina del Ecuador, recetas tradicionales de mi país. | Quito:CREA-SION.

Goal #4: To write sentences in the passive voice in simple present and simple past to communicate.

William has a tour package to travel to northern Ecuador. Unfortunately, the travel company did not include any information about the transportation services. What options could the travel company do to correct the situation and to make William happier?

A. Offer a 30% discount for the omission.

B. Add the transportation services by the company. Send the transportation information to William. C.

D. Talk about the tourism services: transportation, accommodation, and package tours that are offered to travelers.

Talk about the tourism services: transportation, accommodation, and package tours that are offered to travelers and offer William a 30% travel discount to make up for the information omission error.

Talk about the tourism services: transportation, accommodation, and package tours that are offered to travelers and offer William a 30% travel discount to make up for the information omission error.

REF: Marcussen, C. H. (1999). Internet distribution of European travel and tourism services: The market, transportation, accommodation and package tours.

Goal #5: To utilize the future continuous tense to communicate.

Michelle and Robert would like to visit Ecuador. Since they do not have much money, they want to save as much money as possible. They are requesting you to be their tour guide. The trip is going to last for two weeks and they want to get to see as many places as possible. If you do a great job as tour guide, they will bring their friends next year and contract your tour services next year. What issues would be the important for this planned trip for Michelle and Robert that you should consider first?

- A. Travelling can be either affordable or costly by car. Costs related to travelling by automobile.
- B. Plan an affordable trip by taking public busses, walking and by renting bicycles. Costs related to travelling by bus, bicycle, and walking.
- C. First, to draw a circuit diagram, then to plan the places to visit and how to get there by writing down the costs for traveling around that circuit. Then, choose between public, private or a combination of transportation services. Make of list of all of the places for Michelle and Robert to visit and provide a detailed list of all travel cost options for them to consider.
- D. Some destinations can be travelled to by using the sea, air or lands. Costs related to travelling by air or by boat.

Make of list of all of the places for Michelle and Robert to visit and provide a detailed list of all travel cost options for them to consider.

REF: Ritchie, J. R., & Crouch, G. I. (2010). A model of destination competitiveness/sustainability: Brazilian perspectives. *Revista de Administração Pública*, 44, 1049-1066.

Goal #6: To speak and to listen about the different ways of transportation for tourism.

A home away home wanted to measure and to design in the field of tourist transport what potential to shape more sustainable and experientially rich forms of mobility. The company trust in the best way for you to solve this problem, what would you do? What is the best way to know what tourists need and want?

- A. To apply a survey on tourist to measure what kind of transport mean did the like most and what others would they recommend the company to offer for future visits. Develop a survey for tourism customers and ask them what they need and want when they go on a tour.
- B. To Compare unique features of cycling and motorcycling journeys. Give tourists a comparison of cycling and motorcycling tours.
- C.To highlighting the interface between riding and non-riding tasks. Give tourists a comparison of riding and walking tours. D.
To use public and private transportation to check if clients like to use this ways of transportation. Ask tourists if they prefer public or private tour transportation.

Develop a survey for tourism customers and ask them what they need and want when they go on a tour.

REF: Scuttari, A. (2021). Tourism experiences in motion. Mobile, visual and psychophysiological methods to capture tourists “on the move”. *Tourism Management Perspectives*, 38, 100825.

Goal#7: To comprehend conversations and stories on everyday topics to communicate more effectively.

On real trips through storytelling events, traditional knowledge is translated to tourists. These stories can serve as tools to encourage tourists to develop a sense of responsibility for the conservation of that destination. Identify how tourism changes societies by just listen to other's experiences. In Canada, where the Covid-19 virus was contained, comparing 2020 to 2019, tourism_____. With this information Ecuadorian and world business companies could react. Usually all tours include stories about local events and how those events can be impacted by unplanned experiences. For example, Covid-19 was an unplanned experience for tour operators. In Canada, what was the effect of Covid-19 on tourism from 2019 to 2020?

- A. Increased by 27%.
- B. Increased by 35%.
- C. Decreased by 27 %.
- D. Decreased by 35 %.

Students could identify problems and comprehend world business solutions. In Canada, where the Covid-19 virus was contained, comparing 2020 to 2019, tourism decreased by thirty five percent.

Case Study Source: [https://www.destinationcanada.com/sites/default/files/archive/1021-Impacts%20of%](https://www.destinationcanada.com/sites/default/files/archive/1021-Impacts%20of%20COVID-19%20on%20Tourism%20in%20Canada.pdf)

Goal #8: To encourage students to read about international hospitality and to be aware of trends.

Alison works at American travel, and her boss asks her to join a business meeting. An American customer asks. Did you know that in 2019, the hotel industry in the United States had about 55,900 properties and _____ million guestrooms. They have asked this to check Alison's international background and to see if Alison could solve problems base on knowledge to plan actions. In 2019, the hotel industry in the United States had about 55,900 properties and how many million guestrooms?

- A. 5.3.
- B. 11.3.
- C. 16.8.
- D. 22.1.

Students must read in English and have a clear idea of what competence do they have worldwide. In 2019, the hotel industry in the United States had about five point three million guestrooms to consider under a case study.

Source: <https://s3.amazonaws.com/tourism-economics/craft/Case-Studies-Docs/Economic-Impa>

REF: Economics, O. (2019). Economic impact of the US hotel industry. American Hotel and Lodging Association. doi: <https://www.ahla.com/oxford-economics-study-0>.

Goal #9 To discuss technical readings.

Airlines Flax is interviewing Ecuadorian tourism professionals. To check that people have general knowledge and read about the world pandemic and to see that people could solve problems being aware of that to plan actions, one of their questions was: As a result of the Covid-19 pandemic in 2020, travel and tourism jobs in 185 countries in the world had increased or decreased and to what level?

- A. Increased by 22.5 million.
- B. Increased by 55 million.
- C. Decreased by 12 million.
- D. Decreased by 62 million.

This question is designed to see how well students comprehend the ESP readings. As a result of the Covid-19 pandemic in 2020, travel and tourism jobs in 185 countries in the world had decreased by sixty two million.

Case Study Source: <https://wttc.org/Research/Economic-Impact/city-analysis>

REF: Weiss, M., Schwarzenberg, A., Nelson, R., Sutter, K. M., & Sutherland, M. D. (2020). Global economic effects of COVID-19. Congressional Research Service.

Some consolidators are worry because Covid pandemic has left many economic problems on the tourism industry. The world is trying to correct problems because of covid. At a job interview your future asked you: Before covid in 2018, in more than 180 countries worldwide, there were approximately 32,000 exhibitions which directly involved _____ million visitors and nearly five million exhibitors. Do you think that after covid will be possible to increase that amount of visitors? Please complete the number of visitors.

- A. 56.
- B. 137.
- C. 303.
- D. 411.

Answer is #C.

Stoll, J. (2021). *IMPLEMENTATION OF MARKETING COMMUNICATION TOOLS IN THE AUSTRIAN WINE INDUSTRY* (Doctoral dissertation, soe).

Case Study Source: https://s3.amazonaws.com/tourism-economics/craft/Case-Studies-Docs/Global_Economic_Impact_of_Exhibitions_Dec2019.pdf

Susan is planning to travel with her little pet, and she wants to know. Which airline is considered the most pet friendly?

- A. American.
- B. Alaska.
- C. Delta.
- D. No airline is the best.

Answer is #B.

Alaska is the most friendly airline to travel with pets.

Nelson, R. K. (2020). *Make prayers to the raven: A Koyukon view of the northern forest*. University of Chicago Press.

Source: <https://www.nerdwallet.com/article/travel/most-pet-friendly-airlines>

When planning a trip with pets, should you be sure and give them lots of extra water before they get on the airplane?

- A. Definitely yes.
- B. Definitely no.
- C. Yes – if needed because of altitude.
- D. No – pets prefer horchata.

Answer is #C.

Source: <https://www.delta.com/us/en/pet-travel/overview>

Norberg, U. M. (2012). *Vertebrate flight: mechanics, physiology, morphology, ecology and evolution* (Vol. 27). Springer Science & Business Media.

When planning an international flight with your pet, you should consider buying travel insurance for protection?

- A. True for extra protection of your pet.
- B. True only if flying with children.
- C. False only if flying with pets.
- D. False.

Answer is #A.

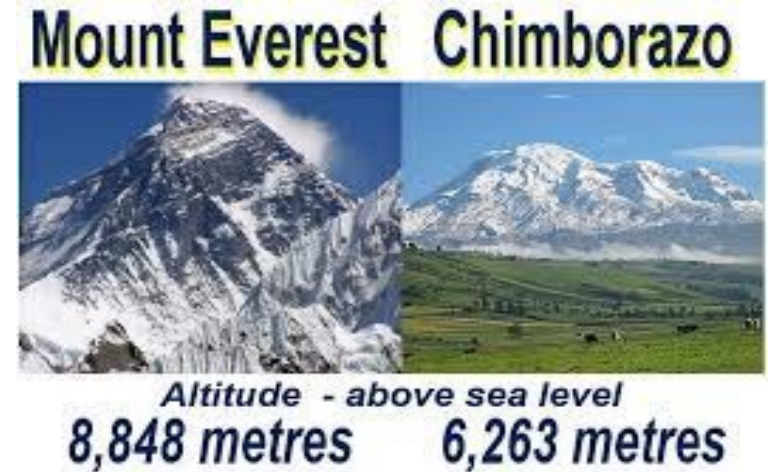
Source: <https://www.forbes.com/advisor/travel-insurance/best-travel-insurance/>

Insurance, P. (2022). Pet insurance.

Whenever you travel with your pet, you should get insurance for extra protection of your pet.

A group of tourists would like to climb the tallest mountain in the world measured from the center of the earth. They are planning and wonder about if the top of Mount Chimborazo is farther from the Earth's center than Mount Everest?

- A. False.
- B. True only when it rains or snows.
- C. False only when it rains or snows.
- D. True.



Answer is #D.

Tan, A. Mt. Everest vs. Mt. Chimborazo: Which is Higher?.

Source: <https://oceanservice.noaa.gov/facts/highestpoint.html>

Connie is planning to travel to the mountains; however, she has already been at several famous places. Now, she wants to go through to an important mountain chain. Please plan the actions through the correct mountain chain that would allow you as a tour guide to help Connie to choose the correct mountains chain to take her to Mount Everest since it is the tallest mountain in the world.

- A. Plan an action through The Alps.
- B. Plan an action through The Pyrenees.
- C. Plan an action through The Rockies.
- D. Plan an action through The Himalayas.

Answer is D.

Salerno, F., Guyennon, N., Thakuri, S., Viviano, G., Romano, E., Vuillermoz, E., ... & Tartari, G. (2015). Weak precipitation, warm winters and springs impact glaciers of south slopes of Mt. Everest (central Himalaya) in the last 2 decades (1994–2013). *The Cryosphere*, 9(3), 1229-1247.

Source: <https://oceanservice.noaa.gov/facts/highestpoint.html>



Thanks much for your concentration!

Good luck on your exam!

I am very happy to assist you all if you need more practice.

Feel free to contact me,

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