

Language in the Tourism Sector

Category: Tourism

Published: Wednesday, 17 July 2019 10:33

Hits: 5380

The study of languages, fundamentally English, as the most widely used foreign language in the world in all its manifestations, is precisely one of the most relevant directions.

This forces searching for different alternatives to be undertaken with the aim that the workers and students of each of the facilities improve and expand their knowledge and skills, fundamentally oral, in order to achieve the necessary independence in the use of one or more languages as an instrument of study, work and culture. Especially as a hallmark of quality tourism in Cuba.

An action plan for the design of any educational program in function of achieving the language level must be filled with virtual bibliography (which the Mintur Training Centers have) in the different languages for tourist services, the selection of trainers, tutors and assistants by language, in each installation, weekly consultations and methodological preparation, the use of a customized language dossier for each installation, in English, French and German and the evaluation of the use of the language during the provision of the service.

There is no doubt that languages are the basis of any tourism business. Of these, English is the international reference language, so mastering it at a professional level and providing information translated into this language is practically obligatory to achieve success.