

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



Universidad de El Salvador

Hacia la libertad por la cultura

**“HOW THE LEARNING OF ENGLISH AND FRENCH HELPS TO PROPEL
LOCAL TOURISM DURING THE YEARS 2013 AND 2014 IN THE SUN AND
BEACH ROUTE IN EL SALVADOR.”**

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FINAL RESEARCH REPORT IN ORDER TO OBTAIN THE DEGREE OF
BACHELOR OF ARTS IN MODERN LANGUAGES WITH SPECIALIZATION IN
FRENCH AND ENGLISH.

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ABSTRACT

In this final report, the researchers tried to identify how the learning of English and French helps to propel the local tourism in the sun and beach route. Everybody knows that the languages are a very important tool to develop the tourism industry all around the world and that is why the researches tried to identify if the tourism and the languages have the same impact in the country as well. The sun and beach route is considered as the star route due to is the most developed among all the routes that the country offer to the tourists, this is because it offer the basic elements that the visitors are looking at the moment to choose a destiny to spend their holidays like different types of restaurants and hotels with excellent infrastructure that has nothing to envy to other countries that have more years in this business. A remarkable fact is how the country is located internationally in the ranking of English Proficiency and how this helps positive or negative to the tourism field which has become into an important activity in the development of the country.

Keywords: Tourism, Languages, Tourists and Development.

RÉSUMÉ

Dans ce travail final, les chercheurs ont essayé d'identifier comment l'apprentissage de la langue Anglais et Français aidé à développer le tourisme locale dans la route de soleil et plage. Tout le monde connaît que les langues étrangères sont importantes dans l'industrie du tourisme au niveau mondial et c'est pour cela que les chercheurs ont essayé d'identifier si le tourisme et les langues ont le même effet dans le pays. La route de soleil et plage est considérée comme la route étoile puisqu'elle est la plus développée entre toutes les autres routes que le pays offre aux touristes, et c'est parce qu'elle offre des éléments essentielles que tout touriste cherche au moment de profiter ses vacances comme par exemple les types de restaurants et logements qui ont une bonne infrastructure, rien à envier des autres

pays qui ont plus des années sur le business. Un autre facteur important c'est comment le pays est évalué au niveau mondial dans le domaine de la langue Anglais et comment ça aide soit positivement ou négativement au secteur tourisme laquelle est devient une activité importante du développement du pays.

Mots clés: Tourisme, Langues, Touriste, et développement.

RESUMEN

En este trabajo final, los investigadores trataron de identificar como el aprendizaje del Inglés y el Francés ayuda a impulsar el turismo local en la ruta de sol y playa. Como todo el mundo sabe, los idiomas son una herramienta esencial en la industria del turismo a nivel mundial es por ello que los investigadores trataron de identificar si el turismo y los idiomas tienen el mismo impacto en el país. La ruta de sol y playa es considerada como la ruta estrella debido a que es la más desarrollada entre todas las rutas que el país ofrece a los turistas, esto se debe porque ofrece los elementos básicos que todo turista está buscando al momento de escoger un destino para pasar sus vacaciones tales como diferentes tipos de restaurantes y hoteles con excelente infraestructura que no tiene nada que envidiarle a otros países que tienen más años en este negocio. Un factor importante a destacar es como está calificado el país a nivel mundial en el dominio del idioma inglés y como esto ayuda positivamente o negativamente al sector del turismo el cual se ha convertido en una actividad importante en el desarrollo del país.

Palabras claves: Turismo, Idiomas, Turista y Desarrollo.

ACKNOWLEDGEMENT

At the end of this Journey, we would like to express our sincere gratitude first of all to God for giving us the life to continue on this road, for the health in all this years and the wisdom to finish this final work, because without his help we would not make it. To our beloved family, for all the support, love and trust in all the time during this process and for their great effort to give us a better future; to our mother, father, brothers and sisters, for those who are no longer with us to whom this work is dedicated with all our love.

Our sincere thanks to our thesis advisor Lic. Odir Mendizabal for taking us as a group, and for being in charge of this research and encourage us to finish it in all time, we recognize that without his guidance, patience and encouragement during all the process of this investigation, this thesis would not have been possible to accomplish.

There is also a special thanks for all the people that contribute to develop this research first of all to the Engineer José Napoleon Duarte Minister of Tourism, who kindly took part of his time to give us an answer to our request and provide us the name of one of his counselors at the Minister of Tourism. To Lic. Carolina Cerna who gave us a little of her time for an interview to answer our questions for this research.

At last but not least, a sincere thanks should be given to all the managers of the hotels that in a friendly way cooperate with us to complete the survey and to show us their spot with so much confidence. In addition, a special appreciation is extended to the group of researchers and friends after all, for their effort, patience, and courage to continue even in the adversity with this research until the end.

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INTRODUCTION

In the following research, profile is about how the learning of English and French helps to propel local tourism during the years 2013 and 2014 in the sun and beach route in El Salvador.

Tourism is one activity which helps to develop the economy of one country and El Salvador is not the exception because if a tourist visits one place he/she found someone in that place who can speak his/her languages and this fact will help to develop the tourism because tourist can feel comfortable if there is someone who can understand him/ her, so the researcher will explore how both languages English/ French help to propel the tourism in our country, researchers have decided to do research on sun and beach route in El Salvador which is consider as the star one.

Even though, El Salvador has so many beautiful places, in recent years the sun beach areas have developed the most, helped by external promotions in the last years as the nomination made by National Geographic who place it in the top 25 of places to visit in 2008¹ or the nomination of Lonely Planet who set El Salvador in the top 10 of better places to visit in 2010²; there are many factors that in last five years have increased the level of recommendation as a tourism place to visit by making this El Salvador has improved not only in infrastructure but also provide a large fields to work in tourism what benefits people who speaks a second language.

¹ Tsui, B. (2008). *The World's 25 Best New Adventures for 2008*. National Geographic Adventure. Retrieved from <http://www.nationalgeographic.com/adventure/adventure-travel/index-08.html>

²The top 10 countries for 2012. *Lonely Planet*. Retrieved from <http://www.lonelyplanet.com/malaysia/travel-tips-andarticles/15809>

CHAPTER I: CONCEPTUAL FRAMEWORK

1.1 OBJECTIVES

1.1.1 GENERAL:

- To diagnose how the learning of English and French languages helps to propel local tourism during the years 2013 and 2014 in the sun and beach route in El Salvador using the nonprobability sampling to strength the importance of languages on tourism field.

1.1.2 SPECIFIC:

- To identify how the learning of English and French has helped to propel local tourism during the years 2013 and 2014 in the sun and beach route in El Salvador.
- To determine which are the languages most used in sun and beach route in El Salvador by surveying hotels manager according to the quota sampling to verify whether English or French are the most used.
- To analyze how the beach and sun route has increased thanks to the foreign language speakers during the years 2013 and 2014.

1.2 JUSTIFICATION

The following research tries to identify how the learning of English and French languages helps to propel local tourism during the years 2013 and 2014 in the sun and beach route in El Salvador. And also seeks to identify the areas that are increasing thanks to the human resources that the University of El Salvador, especially the major of Modern Languages is graduating every year.

Nowadays, tourism in our country has increased a lot becoming into an international tourist destination competing with other countries that have many years in the business, and this is a very important part to develop the economy of one country. It is said that learning a foreign language can offer more and better opportunities to find a job but also by speaking a second language many aspects of the language itself are learnt in the process like the culture and to communicate our ideas with others in different words. It is important not to forget to sell a good image as a country because, in the way a place is sold the more tourists will be visiting our country and this will create a better environment to invest in the field and by consequence there will be more formal works. With this research, the researchers want to know how the students of the Modern Languages major of Foreign Languages Department of the University of El Salvador can contribute to increase the tourism in our country.

By making emphasis on the foreign languages speakers the researches want to see how important this population is to the tourism field to promote the beautiful places that the country has like the sea, the mountains, volcanos and the rich cultural places that are promoting, and also the extraordinary warm people that live in this country all this call the attention of north American, European and Asian people, although, people are aware about the different language, they take the risk and visit us. Additionally, to speak the language that tourism speaks increase the exchange of merchandises and the possibilities of being recommended, by doing this, the people in the local areas where the tourism takes place has the opportunity to get

maybe a temporary job and for the luckiest one get a job with a multinational tourism enterprises, but what really matters in this process is how the local people in small towns profit the opportunity they get some money by speaking a foreign language and how students of foreign languages take advantages of the increasing the tourism in our country.

Finally, it is important to recognize that thanks to the learning of foreign languages speakers we help to increase the interest about our country and to know more about our culture and our beautiful places that this country can have and to learn to communicate with tourists to help to increase the economy of our country during the years 2013 and 2014 the tourism has increased a lot showing good profits from it.

1.3 DELIMITATION

In the following study, the research was limited to managers of hotels that are located in three important areas of the sun and beach route in El Salvador, which are La Libertad, La Paz and Sonsonate, because it is important to know how managers considered that a foreign language speaker is necessary to propel the tourism field and how it can help to offer their clients a better experience and information in his/her establishment by using a foreign language like English or French.

Moreover, the researchers will investigate how the tourism places of the sun and beach route translation from (ruta turistica sol y playa MITUR) has increased during the years 2013 and 2014 and if it is due to the use of the foreign languages such as English or French.

The researchers will be focused in the local tourism in El Salvador, his history, and how foreign languages speakers become part of this business. The main tourist destination to investigate will be the sun and beach route, which is one of the most important routes that the country offer to the world, beaches like Costa del Sol, El Tunco, Salinitas, Tamanique, Los Cobanos will be visited by the researchers, these beaches that are according to the Ministry of Tourism the most visited beaches by international and national tourists, because in these places tourists can find a diversity of hotels that have an excellent infrastructure to receive them, so this element is very important to take it into account in the research.

At last, the researches will identified which are the most used languages in this field in order to provide more tools to the students of the foreign languages department of the national university.

CHAPTER II: THEORETICAL FRAMEWORK

2.1 The history of tourism

Talking about history of tourism first it is necessary to define the concept of tourism, the etymological word comes from Latin “Tornus” which means the action of movement and return. Nowadays we have a different definition according to Mathieson, A. and Wall, G.³ tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs. Tourism as mention before it is an activity that one person does in a moment of his/her life, however, it is necessary to know more about how and when this activity is consider as tourism itself, for this reason it is important to deepen more about its history.

The first people by doing this activity are the Egyptians that began to develop the commerce and the need to travel to sell their products, then the first travels that are register in the history are the ones done by the queen HATSHEPSET in the seek for the incense tree; the next one is the ancient Greece who gave so much importance to this activity and as an example the Olympic games that were done every four years in Olympia, and the religious holidays that took place in the cities of Athens and Delphos. All this activities focused many people in one place by giving the proper attention to all of them. Besides in Rome where the evolution of tourism took place as we currently know it, they loved to enjoy their free time and they lived it good, they developed the pathways and they began to provide necessary information about the provinces they had by writing the name of the city, the builder, the date of construction, and the distance to the next province, all of this marked at

³ Mathieson, A. and Wall, G. (1982). *Tourism: Economic, Physical and Social Impacts*. New York: Longman House.

the beginning of each town. At that time the Roman Empire, by its expansion of territory and religious, too. It became very famous to travel for medical purposes, because at that time the thermal baths for health were very famous, also the Romans had a travel itinerary, a good system of vial communication and people who was possessing a high hierarchy into the Romans society, they had leisure time to do many travels. In middle age, the crusades were another activity to generate tourism because people needed to travel from one place to another. The romans saw the need to have better places to give to the visitors, that is why they created the proper infrastructure for the develop of tourism like the restaurants, the lodging and the proper houses to gather all the visitors, all of this was created due to the popular demand that the tourists have during the peace in Rome.

In our times, the history of tourism was marked by two different ages, the first one was on the 1880's, in which takes place the Industrial revolution and this brings the creation of the train engine that reduces the long journeys, the tourism began to see green light, moreover, it is important to recognized the work of Thomas Cook who helped to improve the activity of tourism, in July 5th, 1841, Thomas Cook⁴ organized the first travel by train from Leicester to Loughborough and it is the beginning of the modern era of tourism, and he also started to do more travels and he founded the first "Cook's Travel Agency", and its first travel was to Glasgow in which was a very important event to people at that time.

The second age was on the 1990's, a different stage was produced all of the important countries around the world began to include in the politics agenda the word tourism as a remarkable business, a new type of tourism was created and new products and destinies were promoted at the end they realized that tourism is a good business to every country and they recognized as well that it as an important source of development, a key to increase their economy.

⁴ Scranton, P., Davidson, J. (2007). *The Business of Tourism: Place, Faith, and History*, University of Pennsylvania Press, page 9, 10, 11.

2.2 The history of the tourism in El Salvador

The tourism in El Salvador has four different stages that marked the history of tourism in El Salvador, this business has around 90 years of providing many good benefits to our country, but it had been through many changes to get to the highest point that is in today. All began in 1924 thanks to the president at that time Dr. Alfonso Quiñonez, who realized about the importance of this business that is why he began to create institutions that help to develop the local tourism, for example the first institution was the “Junta Nacional de Turismo”. In 1939, the government decided to create a new institution in every department focused on the care and maintenance of the public yards, the tourism zones and the highways. By the time of 1947 a big national assembly was done with the main purpose of gathering the private enterprises and the local government to create new ways to propel the tourism because it was a duty as Salvadorians, as a result in 1948 they began to build recreation grounds called “Turicentros” all around the country for the Salvadorian families. Moreover, in 1960 they began to create laws in favor of the tourism where they began to offer financial credits to the entrepreneurs for helping to create more tourist attractions.

In the 1970s was consider as the golden era⁵ because El Salvador lived a stable economy thanks to the good production of cotton, coffee and more goods, however at that time the tourism was not considered a profitable business in spite of that, it was in that moment when four hotels were built in San Salvador Camino Real, Ritz, Alameda y Terraza and also it began to work the mountain hotel Cerro Verde all this thanks to the interest of the private enterprises to invest in this field. By the time of 1975 the country was in the map of the tourism field and an important event took place in the same year for the first time in Latin America the Miss Universe contest was done in the country recording in places like Los Chorros and Puerta del Diablo. This event was an important promotion to the country and as a result for the

⁵ CORSATUR, (1998), *Revista Unidad de Estadísticas o Investigaciones*, ad 20.

first time of his existence El Salvador saw how the numbers of visitors increased to 35% and by 1975 it reached the number of 293,000 tourists. Thanks to this event the tourism field kept in the third place of incomes in 1977 and 1978 during this years the tourism industry was very important and began to promote what we have, furthermore, the international airport of Comalapa was built and more hotels were built as well as the hotel Siesta and President.

Unfortunately, all the progress that was reached with bigger efforts were gone due to the rumors of war that began to appear in 1979 giving as a result the civil war that began in 1980 and last until 1992. The consequences to the country were terrible in all the ways first the country was consider a dangerous place to visit and all of the number of visitors were reduced reaching the lowest levels in years, second all the infrastructure was destroyed and as the biggest consequence many humans lost and the economy was destroyed, making big efforts to rebuilt the country again.

When the war was over the country began to rise from the ashes, the government decided to implement new ways to rise the tourism field again, for those reasons the government created a second institution to help to increase the number of visitors and also it began to promote a new line of tourism that according to the website USA Today⁶ *El Salvador was the first country in central America to build a tourism industry around its former civil war.* The name of this route is the *route of peace* that shows a little bit of the history around the civil war, this new kind of tourism is part of the efforts to propel the tourism one again, by 2004 the tourism was included again in the priorities of the local government and that is why another institution was created with the main purpose to propel the local tourism. Nowadays the name of El Salvador is in the map of the tourism again and the ministry of tourism in El Salvador is working very hard to give a good image of our country, to promote

⁶ Mendez, D. (2006). *El Salvador turns civil war history into tourism draw.* USATODAY Associated Press. Retrieved from http://usatoday30.usatoday.com/travel/destinations/2007-01-02-el-salvador-tourism_x.htm

the different beautiful places that El Salvador can offer to the tourists, and all the efforts are reflected on the number of tourists that arrive every year to El Salvador.

2.3 Creation of institutions of tourism

In El Salvador, the first institution that was in charge to develop some recreations grounds for the Salvadorian people was the Instituto Salvadoreño de Turismo (ISTU), it was created on December 13th, 1961. The first duty was assigned in 1963 and was to regulate the Classification of the Hotels by categories 1 to 5 stars as established, the ISTU was responsible for determining all those categories. Nowadays it is on charged to care the public yards, and the aquatic parks as well as to give the best to the Salvadorian people.

A second institution began to work in 1996, the government created a strategy to decentralized the tourism in order to become more globally competitive, with the creation of the Corporación Salvadoreña de Turismo (CORSATUR). The main goal was to promote the local tourism around the world and also to give more energies to invest and propel this field. The CORSATUR is the first national administration of the tourist in Central America to get the quality certificate ISO 9001-2008 for the “Quality Management System⁷”.

Finally on May 24th 2004, is created the Ministry of Tourism (MITUR), this institution is leading in for tourism, which will correspond to identify and enforce the Policy and the National Tourism Plan.⁸ This institution is in charged to attract all the international tourist and develop plans to make the big companies to come and

⁷ Rendición de Cuentas. CORSATUR, Junio 2012 – Mayo 2013, Ministerio de Turismo, El Salvador.

⁸ Diario Oficial 1 de Junio de 2004.

invest in the country by offering the culture and beautiful places that El Salvador has and also it is in charged to rule the other two institutions as well.

2.4 Categories of the tourism ⁹

For tourists, El Salvador offers many different and interesting places to visit, even though the country is small but it has the enough to compete with other countries in the business of tourism. In recent years in order to promote what the country has, some routes were created to attract more tourists so they can know more about El Salvador are: City: Romero Tour, Archaeological Route, El Boquerón Route, Craft Route, Route Náhuat Pipil, Sun and Beach Rute, Coffee Route, Route of Flowers, Colonial and volcano Route, and Route of Pace.

2.4.1 City: Romero Tour

In this tour tourists can know more about the life of Oscar Arnulfo Romero who was Archbishop of San Salvador, who played an important role to put an end to the civil war that El Salvador surfed in the 80's, and his name is very famous around of the world, the time for this tour is around six hours.

This tour begins by showing the tourist the most remarkable places of Monsignor Romero like Center and Museum of Martyrs, the Board of Martyrs Chapel and Rose Garden. The Cathedral of San Salvador, sacred abode of the remains of Archbishop Romero, and the Museum of Word and Image, to see the exhibition of personal photographs of Monsignor Romero. But if tourists want to extend the tour to go for looking more places in San Salvador, they can go to the National Museum of Anthropology, MUNA, with an exposition dedicated to the memory of Monsignor Romero. Likewise, tourists can visit Santa Tecla, The sanctuary of Monsignor Romeo in the house of the sisters Chacón, steeped in memories close friendship

⁹ El Salvador Travel. (2013) Sitio oficial de Turismo de El Salvador. Retrieved from <http://www.elsalvador.travel/impresionante/>

with Bishop, and know the Paseo El Carmen, for a nice walk and tasting varied cuisine. Extending the tour also suggests visiting the historic center of San Salvador, specifically the Basilica of the Sagrado Corazón de Jesus, Church El Rosario and El Palacio Nacional.

2.4.2 Archaeological Route

It represents an approach to one of the most advanced cultures of humanity, in El Salvador, tourists can know more about the culture of the Maya world and it can be appreciated in the different ceremonial sites, it is a real trip to the past to something very interesting and cultural.

Some of the best places are Joya de Cerén, which is declared as a heritage site by UNESCO in 1993, in this place, tourists can appreciate the domestic architecture of the Maya and their beautiful ceramic crafts, and this Archaeological Park has a large museum guides and interpretive trails. As well as San Andrés that is a place of astronomical observations, and it has pyramidal structures and this is the current site of archaeological research in which there are some traces of a manufacture of indigo, where the habitants worked with. The site was buried by the eruption of Volcano Playon in 1658 and flooded by the waters of the Rio Sucio. And also the Tazumal that has the highest pyramid discovered in El Salvador with 24 meters of height. Other option for tourists is Santa Ana city which is very near of those places, and they can appreciate the Cathedral Neo Gothic constructed between 1905 and 1922, the most beautiful Theatre that in 2010 reached 100 years of having being built and decorating by exquisite details elaborated by renowned architects and Italian artists, his Municipal palace has a beautiful architecture, too. These as many other archaeological jewels are part of the rich culture that this country has.

2.4.3 El Boquerón Route

If tourists prefer to visit and to know more about the beautiful nature that El Salvador has they can find the mountain chain of volcanoes that belongs to the period understood between 5 and 2 million years. In the country, there exist six important volcanoes for their eruptive history, like the volcano of Santa Ana or Ilamatepeq, known internationally as The Lighthouse of the Pacific, the volcano of San Miguel or Chaparrastique, it has had at least 26 eruptions during the last 304 years, and others where it is possible to do different activities. Due to the height of these places, there is an excellent weather mostly during all year.

In some places of this route you can find different restaurants some of them have an infrastructure date from the last century, they are embellished by the former machinery of coffee that was used in the country. Others offer canopy where the adventure is experienced and also it will be able to enjoy a delicious cup of coffee of quality.

2.4.4 Craft Route

Interesting route that integrates different types of attractions, such as high mountains, craft villages, eco tourist sites, and charming town beautifully decorated with murals, area wide range of travel services such as hotels and restaurants, among others.

Some of the most visited are La Palma that possess a cool climate, well known mainly for their craftwork. Other is San Ignacio that has in its jurisdiction the highest point of El Salvador, which is Cerro El Pital where tourists can practice ecotourism activities or extreme tourism as: Rappel, mountaineering, camping, horseback riding, and mountain bike, or just relax in a pine forest on a hammock will be very restorative for their energies.

Another place to visit is Cihuatán which has the largest archaeological park in El Salvador, with over 4.5 kms² of extension, its name means "Lugar de Mujeres" to

be literally next to the silhouette of the sleeping woman outlined in The Hill Guazapa site where you can see “Los Patios de Pelota” sacred game of Mayan culture and enjoy the Museum “Guia y Señalización”, located 37 km from San Salvador.

2.4.5 Route Náhuat Pipil

Tourists can visit San Julián the area in which the balsam is cultivated and they can know more about its extraction with all its ritual the collection of the resin and its utilization by means of the skill of the “Balsameros”, in the plantations. And to know all the products that are elaborated from this tree and its derivatives: soaps, shampoos, ointments, sweets, honey, medicines, crafts and others. In the municipalities of Jayaque, Comasagua and Cuisnahuat, tourists can participate in the “pilgrimage” which are the holidays and traditional dances from the epoch of the colony. Abundances of color, drinks of corn (chicha: alcoholic drink made by corn) and traditional gastronomy.

Treks to lighthouse of the Pacific near to the volcano of Izalco is another option where there are different paths that are full of color and wild life with beautiful landscape images of the Izalco and people can have contact with wild species as deer of white tail and coyotes, for mentioning some of them. In this route is included the Coatepeque's Lake, that is on the list of 10th wonder of the modern world. Also the paths that cross coffee fields to come to the lake make it a unique experience, enjoying walks in boat, on the crater where thousands of years ago was an active volcano. It is important to mention that tourist can find a rural hotel, camping and restaurant, and typical gastronomy.

2.4.6 Coffee Route

There are different destinations that were created in order to show the tourists the history of the grain, the culture and legacy of the coffee. In this route they can develop different activities like go on a trek for impressive paths where it will be able to enjoy landscape scenes, that is why this route is also known as the tourism of adventure or extreme sports, because the visitors can practice inside forests of

coffee activities like: Rappelling, hiking, biking and among others. One of the attractions that combine the culture of the coffee with a touch of adrenaline is Portezuelo Park in the municipality of Juayúa, Portezuelo is a park in an estate of coffee that possesses hotel, restaurant and hiking, in which the visitors will be able to enjoy 600 blocks of coffee forest, where in addition it can realize extreme sports as games of high ropes, abseiling, motocross, flights in paragliding and wings delta.

Other destination recommended in the route is the Finca Nuevo Horizonte, placed in the Complex The Volcanoes in Izalco's municipality, with more than 12 years of investigation in the observatory of birds, it is possible to enjoy hiking, spectacular viewing-points, networks of mist, besides hotel and cafeteria with panoramic to the complex the volcanoes and towards the pacific ocean. In addition in different points of the route of the coffee, tourists will have the opportunity to know about the process that is behind this cup of coffee that so much people enjoy at any hour of the day, and will be able to taste in the same native land one of the best coffees of the world.

2.4.7 Route of the Flowers

Tourists can appreciate one of the most flourishing places that El Salvador can have, and it is next to the coffee forests where is always very cool. Tourists in this route have the opportunity to visit and know more about interesting places with culture, history and unique gastronomy and the most important is that they can have a direct contact with our natural resources. Some places that the tourists cannot forget to visit are Nahuizalco, Salcoatitán Juayúa, Apaneca, Ataco, all of them offer different activities to enjoy this route.

In Apaneca city, tourists can taste one of the best coffees of the world; Apaneca is also synonymous of exciting activities of tourism of adventure, since: canopy, tour in motorcycle, buggies, treks, camping, and paragliding among others. Also, Ataco offers to tourists a good environment to taste its typical foods and drinks at the same time tourists can enjoy folk music in his central square the evenings of

weekend. Others places to visit which are near to route of flowers are Ahuachapán, Tacuba, and Los Naranjos that are a good option as well.

2.4.8 Colonial and Volcano Route

This route is considered inside the tourism industry as the most important example of tourist regional integration since it allows to admire a simultaneous forms of beauty, like volcanoes and cities that were built during the epoch of the Spanish colony. This route offers almost everything for the people that are searching good climate, excellent landscapes to admire, and have direct contact with the nature.

2.4.9 Route of Peace

This route is the best option for the tourist that are looking to combine history and adventure at the same time, in this route they can feel not only the quiet of a beautiful mountainous area with many natural resources such as rivers, hills, caves, but also they will know a little bit the history of the civil war that took place in the 1980's. This is the only place in El Salvador where they can find museums, important memorial sites, and participate in their art events like the winter festival, camping in its peaceful plains, to do tours on horseback or mountain bike through beautiful landscapes, all in one place. The most remarkable place in this route is Perquín that it was considered as the capital of the revolutionary movement, and now is a city of peace and harmony, located at an altitude of 1230 meters which gives a cool climate. One of its attractions are: The Museum of the Revolution, Cerro Perquín, Historical and Cultural Tour to the guerrilla camp.

2.5 The tourism of Sun and Beach

Considerate as the star route because it offers more than 100 kilometers of beautiful beaches, perfect waves and sun all year long that makes an exquisite paradise for those who visits El Salvador. The tourists will have the opportunity to visit different types of beaches with magnificent waves where it is possible to practice

any type of sports thanks to the good climate. This route is the most developed in comparison with others and is because in recent years the investments in this route has been growing up so fast and this is reflected on the development of the beaches because in mostly all of them, the visitors can find any kind of hotels, restaurants and markets where they can enjoy a good experience. In addition, in some hotels they are well prepared to welcome the tourist with employees that speak more than one language to give a better service. In this route, the most visited places are La Libertad, La Paz and Sonsonate due to the affluence of tourists. Between the best beaches to practice the surf are: The Sunzal, el Tunco and beach La Paz, among others. Recently the tourists that loved the surf are searching the perfect waves that this country can offer.

Between the most visited beaches is The Sunzal which is considered by the international surfers among the best beaches of the world to practice surfing, snorkeling and skin-diving to little depth, at the sea floor that is rocky and they can observed the habitat of oysters, lobsters, corals in the summers months from November to April.

The Beach La Paz, is an inevitable target for the fans of the surfing, in this beach took place important championships of surfing where surfers from Central America, Latin America arrive to the country every year to try to win. Thanks to the different services as restaurants, housings, instructors of surfing and kayaking, more people arrive to enjoy this championship every year. Something very important, if tourists are lucky in open sea, they can observe many marine species as gilded dolphins, marlins, among others, from November to March it can be observed the migration of whales to North America as well.

In the beach El Tunco there is a variety of restaurants that offers delights of the sea and housing to surfers and tourists, and excellent restaurants with international kitchen and magnificent facilities that satisfies the most demanding tastes, there is also a workshop of tables in case the surfboard gets damaged, as well as tourist can rent and find instructors for this sport.

On the coast of El Salvador there is a beautiful gulf located in the border east of the country in the department of La Union which possesses waters shared with Honduras and Nicaragua, inside Salvadorian waters tourists can visit Meanguera's island, with many historical wealth for its reputation of having received crafts of all kinds in the time of the colony, it is possible to come to this island by boats that depart from the port of La Union. Also another beauty that this country have are the three zones of mangrove swamps that are: Estero de la Barra of Santiago, Estero de Jaltepeque and La Bahía de Jiquilisco, in these zones and in the bay you can practice sports as the aquatic ski, swimming, navigation, kayaking, snorkeling, handcrafted and fishing or other aquatic activities, as well as going sea out across its bocanas.

One of the advantages of this country is that from west to east you will find more than 45 beaches where you can enjoy the hot waters, revitalizing waves and the white foam of Pacific Ocean, with an impressive variety that goes from the black sand of volcanic origin up to beaches of golden sand of ground shells. As a plus, in five or six hours the tourists can see the impressive view of the Pacific Ocean and on the way they will find many restaurants with fresh products of the sea as: oysters, lobsters, shrimp, fishes, squids, octopuses, snails, among others, and it can be combined with a delicious drink of coconut, and everything served with the gentility and friendly of Salvadorian people. In addition to this route the tourists can feel comfortable to be able to find information and to communicate in a foreign language in this case, English in the most important beaches of the country and also the police of tourism are capable to attend any emergency in a second language as well, just to guarantee the best trip ever.

2.6 Economic impact of tourism in El Salvador

The Tourism has been increasing in the recent years; this sector represents the 10% in economy growth of a country for the Gross Domestic Product (GDP). The tourism minister Jose Napoleon Duarte stated that in the last 5 years El Salvador has surpassed their expectations. Making a comparison with the last two years. In

2013 El Salvador reported a growth of 17.2% what means to the country more than \$904.28 million. What actually is important to remark is that the El Salvador has more international tourists than national ones, the 82.5% in 2013 has been tourists from North America, South America, Europe, Asia, Africa and Central America and just 17.7% correspond to national tourists as you can see in the table below.

Tabla 9. Llegada de visitantes por regiones⁸⁵

	Año 1	Año 2	Año 3	Año 4	Crecimiento (1-4)	Participación año 4
Centro América	693.545	739.394	724.931	723.467	4,3%	56,95%
Norte América	376.051	344.978	402.266	467.499	24,3%	36,80%
Sur América	22.322	28.094	32.113	38.227	71,3%	3,01%
Europa y otros	27.972	38.291	42.755	41.234	47,4%	3,25%
Total	1.119.890	1.150.757	1.202.065	1.270.427	13,4%	100,00%

Fuente: Rendición de cuentas de CORSATUR, junio de 2012 a mayo de 2013

One of the most remarkable advantages of El Salvador is the seize, known as the country of the 40 minutes tour, what makes the tourists enjoy so many places in a short time instead of spending their time on the road, this factor is important at the moment to visit the country, at least the 90.30% of tourists surveyed claimed that they would visit El Salvador again and the 98.90% state that they would recommend El Salvador as a good place to visit. Moreover, in 2008 national geographic includes El Salvador in the top 25 places to visit and in 2010 Lonely Planet make El Salvador of the 10 better places to visit. Even though, the tourism takes place in holidays like Easter week or Christmas at least each tourist stay between 6-12 days making an investment of \$99.70 per day. Thanks to the demand, Tourism institutions are growing each year making affordable the tourism experience and training their employees to make unforgettable to the international tourists the visit to El Salvador.

In addition this is an excellent source of incomes to every Salvadorian family according to an article published in a local newspaper¹⁰, where the ministry of

¹⁰ Linares, V. (2014). *Proyectan más inversiones: Turismo genero 47,221 empleos formales a mayo*. Diario el mundo, page 10. Retrieved from <http://issuu.com/elmundocomsv/docs/mundo240714>

tourism José Napoléon Duarte explained that *this field has generated 47,221 formal works until May 2014*, also he add that *another important element is that the salary in this field is higher than the average wage in the country that is why the efforts to invest more in this field are increasing every year*. All this elements are an excellent opportunity to improve the lives of many Salvadorian people, and this numbers are real proof that this field will keep growing every year if they take advantage of it.

2.7 The tourism and the languages in El Salvador

It is well known that the marketing and the business are much related with the languages if you want to expand your business and sell your product to other borders you need to use the native language of the place where you are going to sell it. As a country, it is a must to sell the beauties that it has and for that reason the languages play an important role according to the tourism assessor Lic. Claudia Cerna, she explained that *if we want to sell the product we need to sell the experience in the language spoken* and is for that reason that the main languages they use to sell the experience of being in El Salvador are English, French, German, and Italian; she mentioned that *is a must for all the employees that work in the ministry of tourism to speak a second or third language due to the need to offer better services to the tourist as much as in the inside of the ministry like in the outside of it*.

In spite of this affirmation the country is not fully bilingual even though most of the people are aware of the need to speak a second language, but only a little percentage of the population are studying another language, some of them are doing it like fun, some others just because they have to do it since the primary school until the high school, and only few people see an extra language as a key for living. As an example of the lack of human resources at least in the English area without mentioning the other languages, the researchers can mention that according to a survey that was done by *English first*, that appear on an article in the local

newspaper¹¹, they classify the country with a poor level of English between sixty countries tested around the world, giving the position number fifty-three of sixty with the 45.29%. They calculated the English ability of thousands of adults using different methods on the internet. Even though the country is improving every year according to this survey it is not enough to get to an acceptable level in comparison with other countries like Costa Rica that got the position number 37 according to the site EF (Education First) last year.¹²

This represents a disadvantage for all the economic sectors, mainly the tourism field and the sun and beach route, because it is necessary to take into account this factors to sell a good experience in the country. It is a must to provide the basic elements for the people that decided to visit the country and one weakness at the moment of promote this route will be the idiom. In order to improve this statistics is necessary that the workforce that is located in the most common tourism routes learn to speak the most basic parts of the language to sell the experience of being in El Salvador. Little efforts like speak a second language no matter which one and to translate their documents as brochures to give to the foreigners, are very effective at the moment of interacting with the visitors and that is why it is important to work hand by hand with this field to increase the numbers of visitors to our country.

¹¹ Mancía P. (2013). *El Salvador es de los países con niveles más bajos de inglés*, El Diario de Hoy. Retrieved from http://www.elsalvador.com/mwedh/nota/nota_completa.asp?idCat=47861&idArt=8330355

¹² EF. Education First. Índice De Nivel En Inglés (EF EPI). Retrieved from <http://www.ef.com/wwes/epi/>

CHAPTER III: METHODOLOGICAL FRAMEWORK

3.1 METHODOLOGY

The following research sought to identify how the learning of English and French helps to propel local tourism during the years 2013 and 2014 in the sun and beach route in El Salvador. First it was necessary to mention the kind of approach that was used to start this research; the researchers decided to use the quantitative approach which was considered a good option to deepen more in this research, it will help to obtain better results to this investigation because this method will help to have a better approach to the topic by using the statistic technique.

Also, the type of research that will be used is the exploratory study, because there is no other research with this topic so it helps to conclude that it is the first research based in this topic also the non-experimental transactional design will be used in this research that will help to select the necessary group of people to interview by using the survey as the instrument to obtain a better approach to this topic. The tourism institutions will be selected by the researchers because they will help to identify how foreign languages in this case English and French are important to develop the tourism in sun and beach route in El Salvador.

Including the design and the approach the researchers will create the instruments which will help to obtain better results, and this tool will be the survey as a unique instrument. This survey is made of closed-ended questions with the objective of gathering general information about the tourism establishment to reinforce the knowledge gained in the interviews.

One important point to mention is that the research will use the non-probability sampling because this research is based in an exploratory study and the most appropriate sampling technique for this research is the quota sampling with this technique the researchers can select a group of people through different criteria which the researchers are considered that it will be a representative sample for this

research. The criteria that will be used in this research are: the location of hotel, hotel with 8 to 10 years of foundation, the numbers of rooms that it has, also the demand that it has in the area of sun and beach route in El Salvador.

So the population that researchers will choose are the most principal beaches hotels in the country located in La Paz, La Libertad, and Sonsonate with a total of eight hotels from the sun and beach route, from this the researchers will obtain a sample of six hotels to explore the sun and beach route in the tourism field in El Salvador.

3.2 LIMITATIONS

It is important to mention all the things that happened when the researches tried to gather the necessary data to finish the final report. Different situations that took place when the researchers arrived at the hotels that were chosen in the sun and beach route located in La Paz, La Libertad and Sonsonate.

It was very difficult to arrive to this places, but one of the advantages of being a small country is that you can visit different places in one day, however the main issue was that in some hotels the managers refused to answer the survey because they claimed that the researchers need a special permission from the main offices before provide the necessary information.

In addition, some claimed that were so busy to answer the questions asking to return another day to provide the answers to the questions. Some others express that were not allowed giving any information due to the policy of the hotel.

Nevertheless, there were some other managers that were gladly to help and answer all the questions and even some others gave opinions, comments and suggestion related with the theme. At the end, gathering this information required many days but as a final result the researches got the information that wanted.

3.3 DATA GATHERING

In this report, the researchers have chosen the quantitative approach to obtain better results by using the statistic technique. The type of research was the exploratory study because it is the first research of this type, also the non-experimental transactional design was used in this research that will help to select the necessary group of people to interview.

The main instrument used were the survey divided into eleven closed-ended questions that were towards the managers of the beach hotels. Also to give more relevance to this research an interview with an assessor of the ministry of tourism were included to provide more elements that help to support this research.

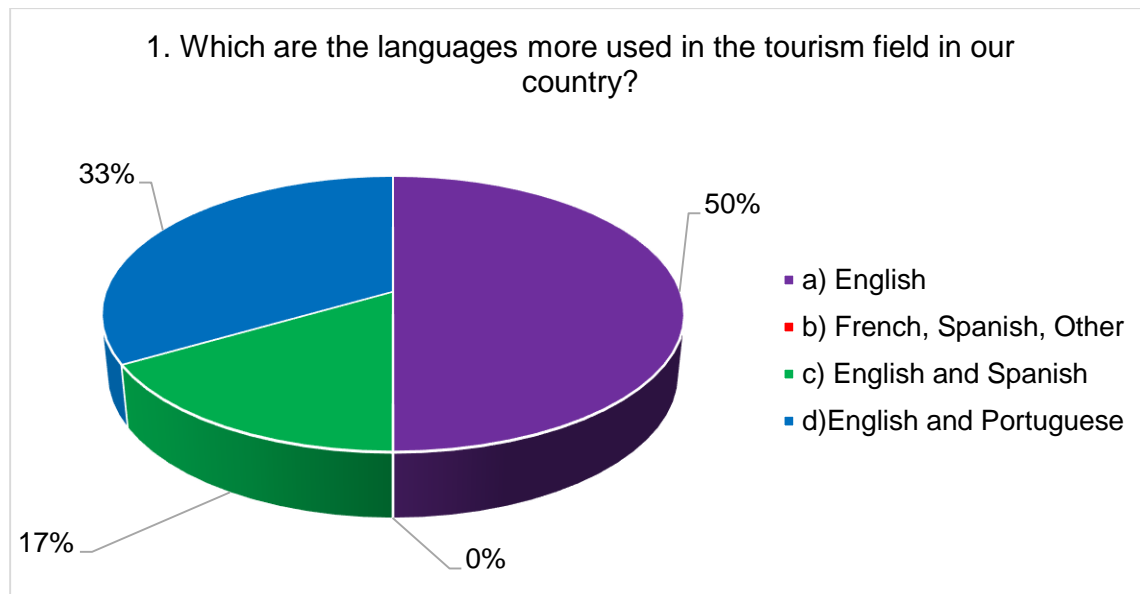
The hotels that were chosen to develop the surveys were eight hotels in three main beaches zones located in la Paz, la Libertad, and Sonsonate, this places were chosen because of the big affluence of tourist that this beaches have all around the year, from this the researchers will obtain a sample of six hotels to explore the sun and beach route in the tourism field in El Salvador.

3.4 ANALYSIS OF DATA

1- In the first question *“Which are the languages more used in the tourism field in our country?”* The result is with a 50%, of the people interviewed said that English is the language most used in the sun and beach route, this means that the country has a considerable number of tourists that are using this language to communicate in the zone, followed by the 33% that are using English and Portuguese especially in La Libertad coast, next the 17% claimed that are using only English and Spanish, and at the end is French, Spanish, and other, that obtain 0% of the result. All the gathered data give as a final result that English is the language most used in this field. It is not a surprise that English is still the dominant language in the business, and as a result the people in the coast need to speak at least the basic elements of the language to sell their vacation packages to the tourist they receive every year. On the other hand is English and Portuguese that is increasing their use in the beach route, especially in La Libertad where the use of Portuguese is more common and is increasing every year too according to the information provided by the people interviewed. Moreover, English and Spanish is in the third place, due to that Spanish it is the official language in the country and obviously the most tourists that receive this field specially on holidays are the local people, on the contrast, French and Spanish, is not use in the field according to data collected.

This information helps to identify that English is the language that the local people are speaking the most followed by Portuguese in the sun and beach route. Spanish is in the third place but this does not mean that they are using less the language, is because they are making the effort to speak a second language to promote this field. Also according to an interview made to a counselor of the Ministry of Tourism, English is the principal language used in this field by the staff in most of the beach hotels and also by the police of tourism.

Graphic 1

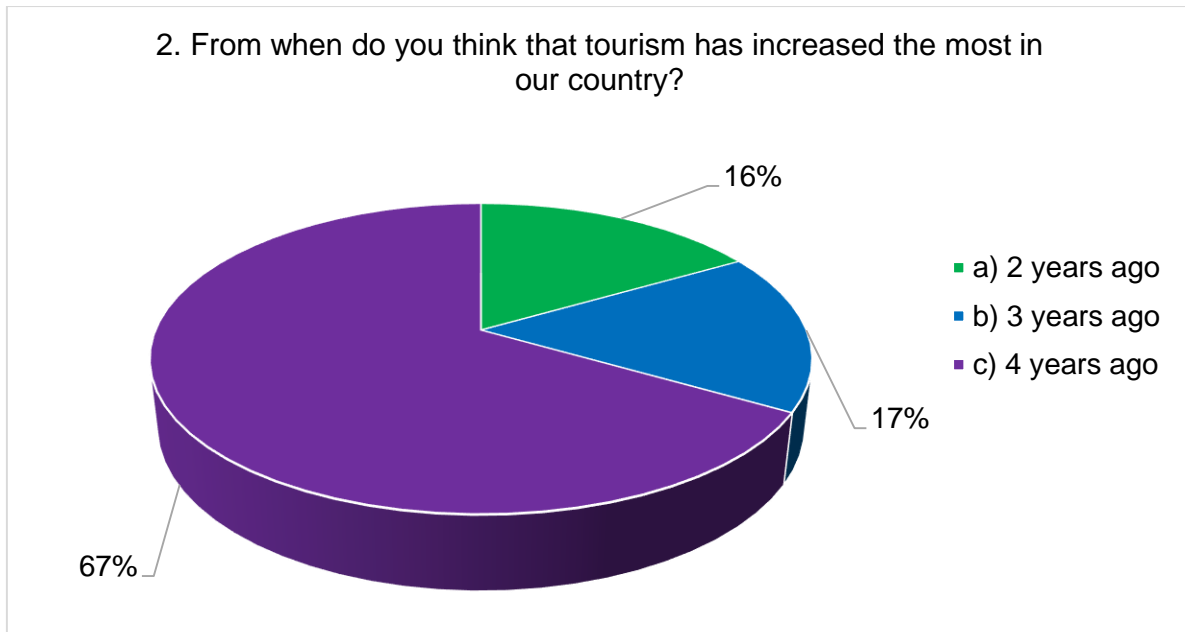


Source: Survey to managers of hotels in La Libertad, La Paz and Sonsonate in El Salvador from the sun and beach route, 2014.

2- In the question “*From when do you think that tourism has increased the most in our country?*” with the 67% of the people interviewed believe that the tourism has increased the most in the last four years, followed by the 17% that think that has increased three years ago, and only the 16% of the people believed that happened two years ago. In this case most of the people agreed that they had seen the growth in this field in the last four years due to the promotion that the ministry of tourism has done since they began to work to increase the international affluence of tourist to this coasts. Normally this field receive every year a considerable number of national tourist but they have seen that the foreigner tourist is increasing more each year too. The rest of the people that claimed that this field has increased in the last two or three years are taking into account the new surf route that is being promoted internationally, due to the excellent conditions that this coast are offering to the tourists that are seeking to practice this sport. All this opinions agreed with the information provided by Carolina Cerna the counselor of the ministry of tourism that confirm that this field has begun to grow since 2009 due to the implement of a new policy that seeks another way to generate incomes to the country and as a result

this route was created beginning in La Libertad beaches and expanding in all the littoral coast.

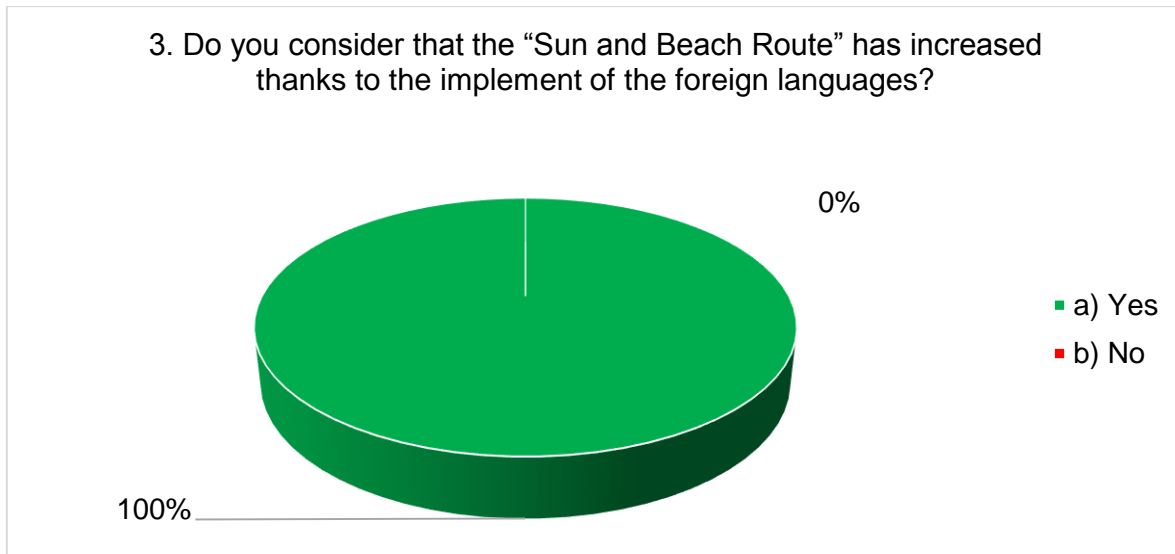
Graphic 2



Source: Survey to managers of hotels in La Libertad, La Paz and Sonsonate in El Salvador from the sun and beach route, 2014.

3- In the item that says *“Do you consider that the “Sun and Beach Route” has increased thanks to the implement of the foreign languages?”* the result brought out that the 100% of the people interviewed agreed that since they began to implement the foreign languages they have seen a significant growth and that is why they consider the main reason why this is becoming into a good business, not forgetting the excellent waves that are contributing to receive more international tourists every year. In fact the ministry of tourism agreed too and say that *“having people that speaks their language make easier to enjoy the tourism experience because it is not a limitation that they can face in the country”*; this could be the reason why they are deciding to come and visit El Salvador. All this opinions are also supported by the evident number of foreigners in the zone of La Libertad especially in el Tunco where you can see people of different nationalities sharing a good in their own language.

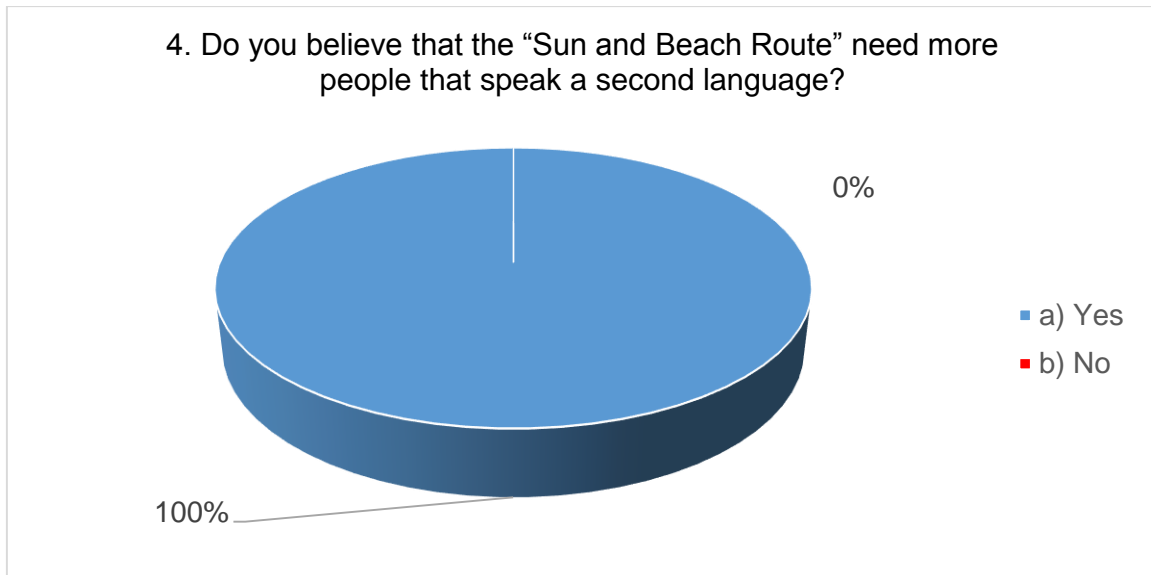
Graphic 3



Source: Survey to managers of hotels in La Libertad, La Paz and Sonsonate in El Salvador from the sun and beach route, 2014.

4- In the next question “*Do you believe that the “Sun and Beach Route” need more people that speak a second language?*” the 100% of the people surveyed said yes, assuring that more people that speak a second language they have, the better conditions and vacation packages they can offer to the visitors especially for the ones that is difficult to speak Spanish. For the counselor of the ministry of tourism the languages are fundamental too because they help to propel the local economy as well, they claimed that the people that are working in this field are not enough to cover the high demand that is increasing every year and they need also to expand the vacation offers to cover the expectative of the different type of tourist they receive that is why new routes are including like the tours in the open sea where the vacationists can develop different sports, where is a must to have bilingual people as well. They recognized that English is the language that are using the most right now, but also they are aware that only one language is not enough because right now the people that speak Portuguese is increasing so fast especially in the coast.

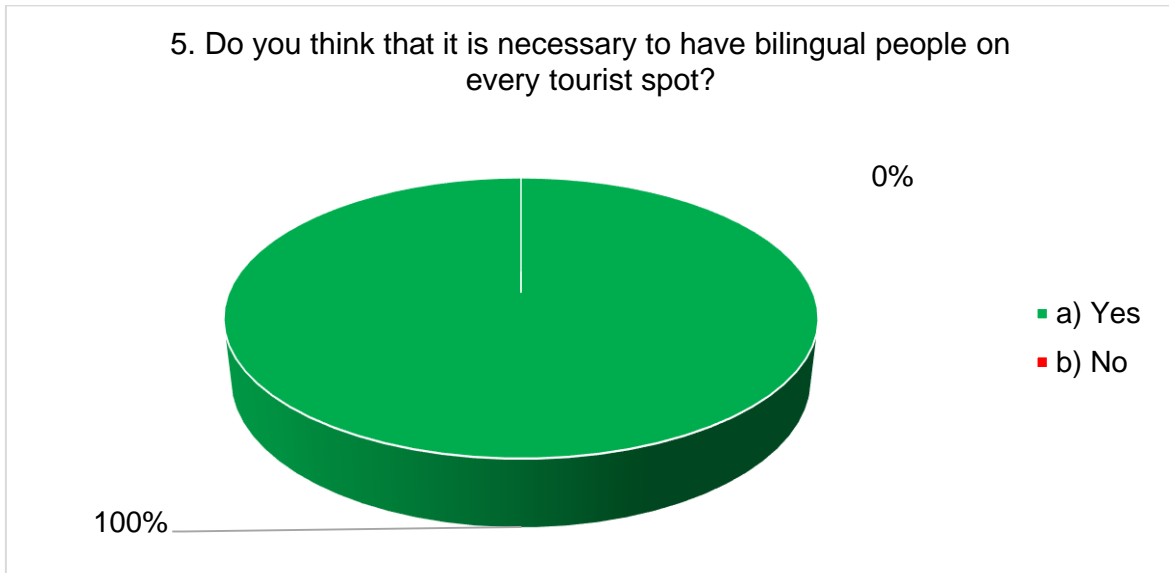
Graphic 4



Source: Survey to managers of hotels in La Libertad, La Paz and Sonsonate in El Salvador from the sun and beach route, 2014.

5- In the question “*Do you think that it is necessary to have bilingual people on every tourist spot?*” the 100% of the people asked say yes, this people assured that is important to have bilingual people in all of the places that are involved with the tourism, from the head of the ministry, to the hotel staff, to the supermarkets, the restaurants and the most important the police that according to the ministry of tourism are receiving trainings related to the most important elements of the language in case of any emergency, and also the people of “pueblos vivos” are taking classes too to improve the experience in the countryside as well. Fortunately, everybody is willing to learn a second language because they know that is important to increase this field no matter if it is Portuguese, English or any other but the main point is to help to develop the local economy of the country.

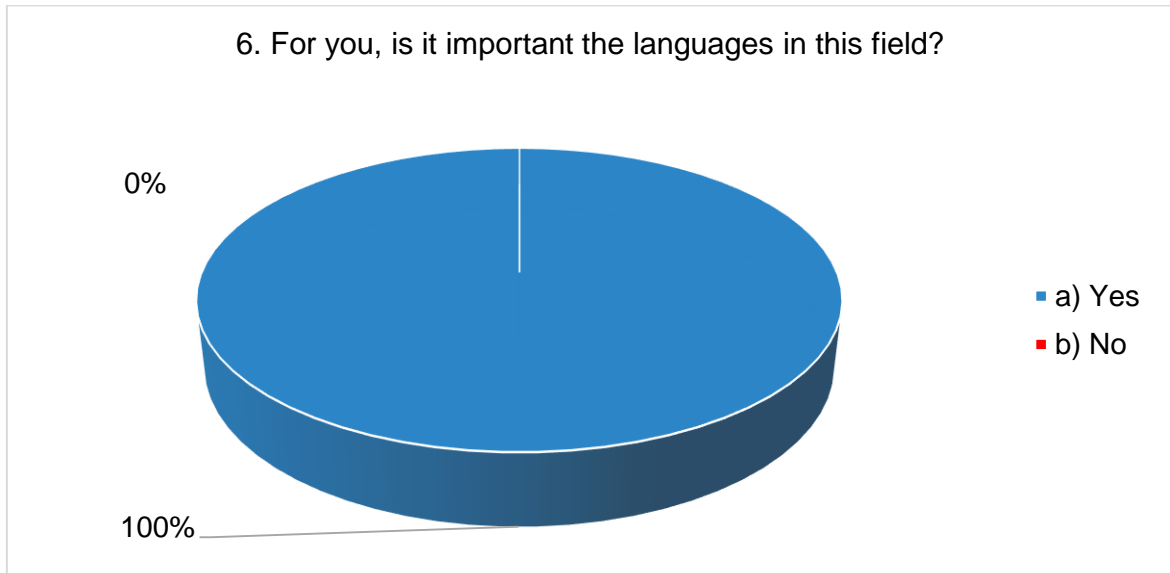
Graphic 5



Source: Survey to managers of hotels in La Libertad, La Paz and Sonsonate in El Salvador from the sun and beach route, 2014.

6- In the question “*For you, is it important the languages in this field?*” the 100% of the people surveyed said yes and also Claudia Cerna agree with this item, they claimed that when you do not know how to sell your vacation packages on the language of the tourist this will be a barrier to make the business because everything needs to be clear to avoid future inconvenience especially the foreigner tourists that are more exigent because they will spend their time and money to have the best experience of their lives. In addition in the ministry of tourism need people that speak more than one language due to they are participating around seventeen or twenty fairs around the world to promote all the tourist destination to attract investment to the country.

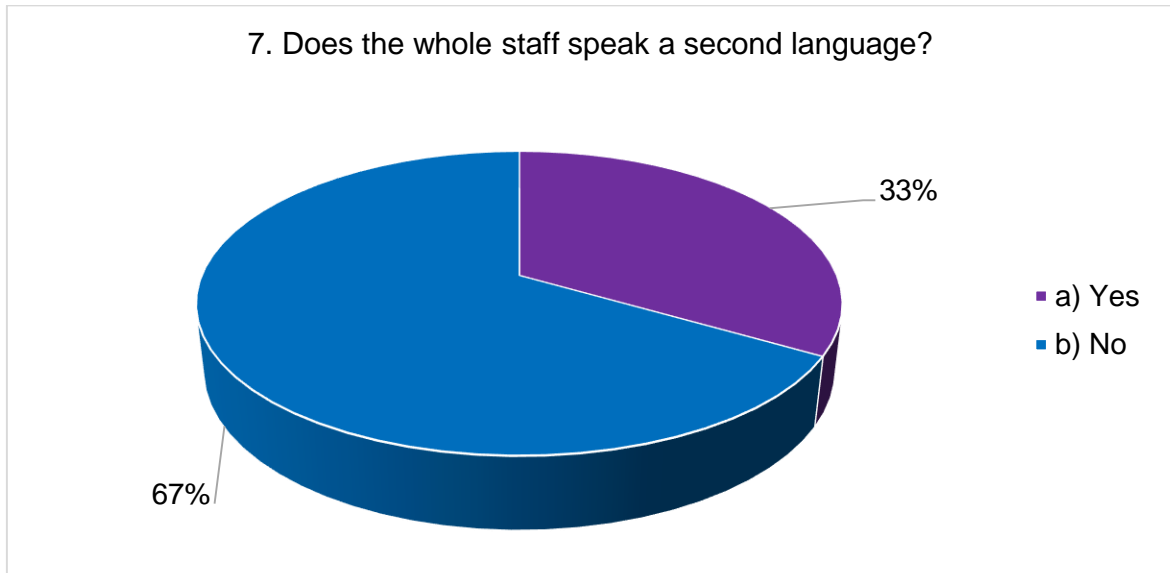
Graphic 6



Source: Survey to managers of hotels in La Libertad, La Paz and Sonsonate in El Salvador from the sun and beach route, 2014.

7- In the item “*Does the whole staff speak a second language?*” the 67% of the people claimed that not everybody speak a second language, in the contrary with the 33% of them said yes. According to the results not everyone that works on a tourist spot speak a second language normally between two to four people can speak a another language, they said that sometimes is not necessary because the people that works on the hotels are not often in touch with the visitors but when is necessary to speak with them they try to do it by their own, this is a contrast to the information provided previously because they assure that the languages are an important but not everyone in the hotel does. This could be a problem especially when the visitors cannot speak Spanish and even more when the people that can speak another language are out. However, the people that said yes confirm that the languages played an important part in the business this people said that the employees speak one or even two languages and this is excellent for them because increase the opportunities to expand their business.

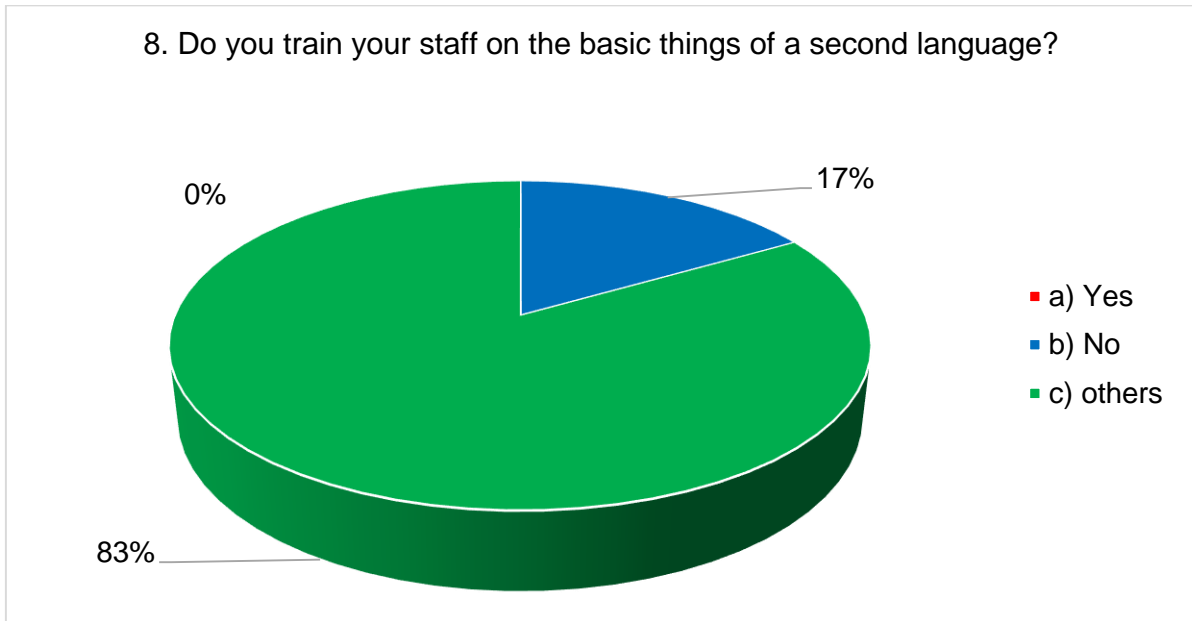
Graphic 7



Source: Survey to managers of hotels in La Libertad, La Paz and Sonsonate in El Salvador from the sun and beach route, 2014.

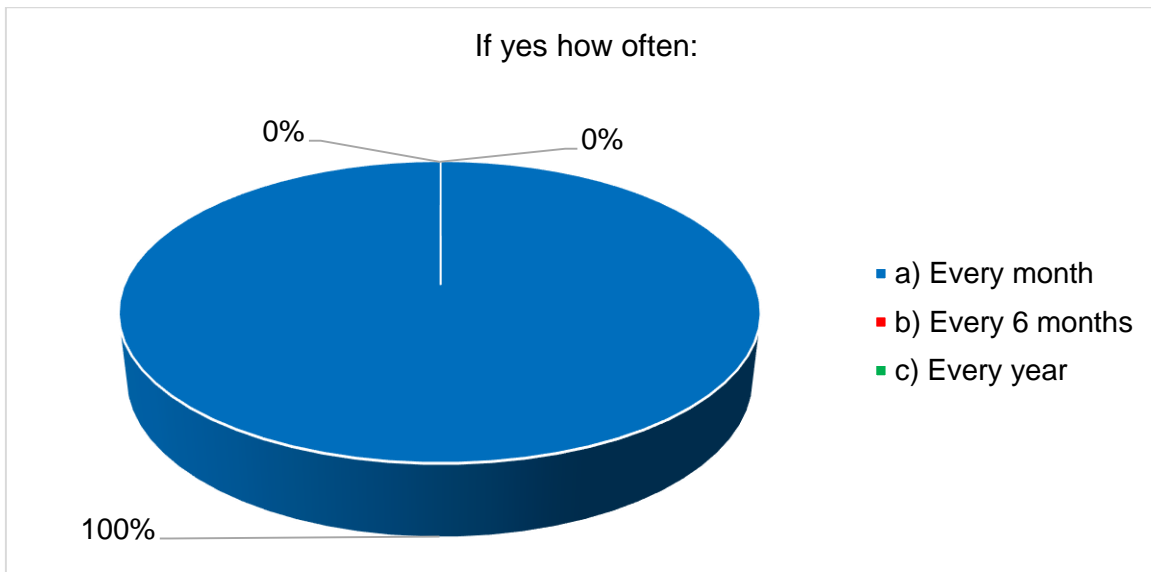
8- The next question is “*Do you train your staff on the basic things of a second language? And If yes how often?*” the results brought out that the 83% do train their staff but not in a second language, in the meantime the 17% of them said that they do not train their people in anything. Unfortunately in this item 100% of the people agreed that they train the staff every six months but not to support their knowledge on any language, instead of that they train the people on human resources management, so they can perform a better job. On the other hand, the rest of the people do not consider to train their staff not even on a second language nor on human resources management and this is a lack of interest from the companies to train their people even though it is a main issue how to treat their guest. Clearly, for them is not important to train their staff not even when they claim before that the languages are needed in this field as a consequence they might not get the results that they want.

Graphic 8



Source: Survey to managers of hotels in La Libertad, La Paz and Sonsonate in El Salvador from the sun and beach route, 2014.

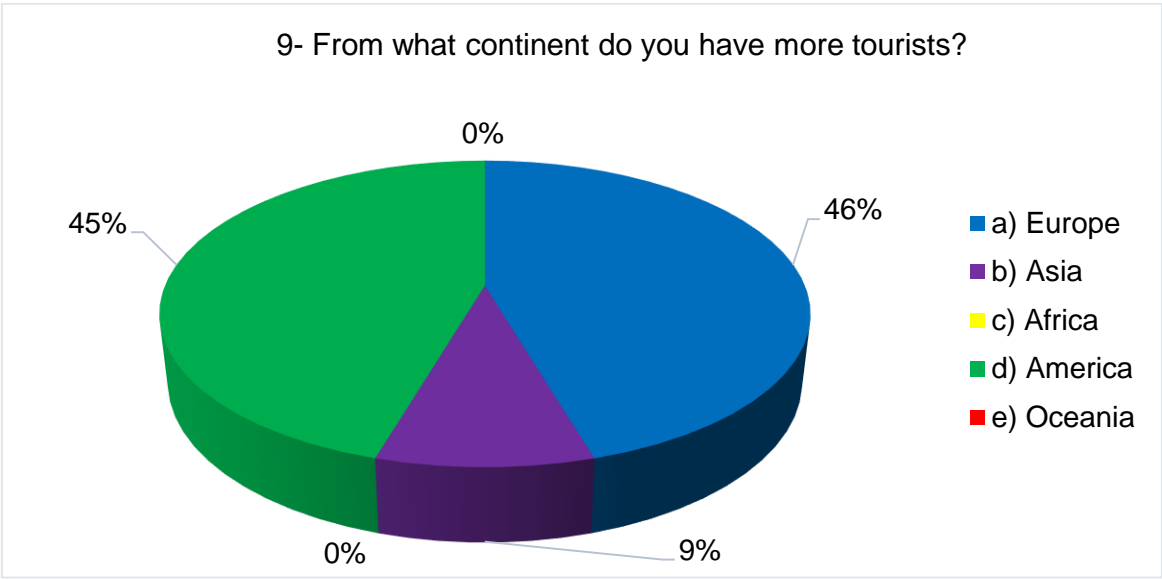
Graphic 8.1



Source: Survey to managers of hotels in La Libertad, La Paz and Sonsonate in El Salvador from the sun and beach route, 2014.

9- In the question “From what continent do you have more tourists?” the 46% of the people agreed that they received more tourist from Europe along the year, on the other hand only the 45% think that are receiving more people from America, followed by the 9% said Asia and at the end nobody mention that they are having tourists from Africa and Oceania. With all the gathered data most of the people agreed that they are receiving more European and American people, it is normally to see North-American people in the coast, but recently they have seen an increment of Brazilian tourists as well. La Libertad beaches are getting more popular in all the continent and that is why they consider that are having more visitors from this continents in this zone. Meanwhile, in La Paz the tendency change even though they are receiving tourist from the same continents as La Libertad they are receiving from Asia too during all the year. Also in Sonsonate they are receiving cruisers from Germany that increase the entrance of European tourist as well.

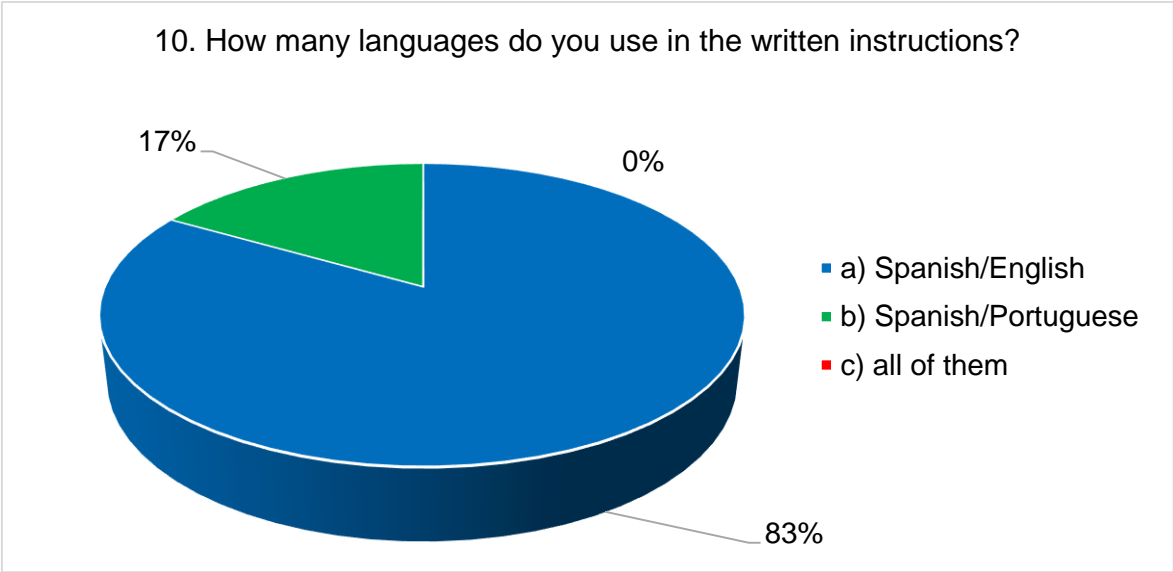
Graphic 9



Source: Survey to managers of hotels in La Libertad, La Paz and Sonsonate in El Salvador from the sun and beach route, 2014.

10- In the item “*How many languages do you use in the written instructions?*” the 83% of the managers affirmed that are using the written instruction in Spanish and English as usual from then only the 17% said that are using Spanish and Portuguese. Nowadays, the researchers can assured that the tendency has not changed, normally in all the business the basic instructions are in Spanish and English due to English is still the most spoken language all around the world and that is why it is the second language most spoken in the country too. On the other hand, is the rest of the managers that are using Spanish and Portuguese in the basic instructions, this is a surprise because they are the first ones in the sun and beach route to including this language. At the end, the affluent of Portuguese speakers is a good sign that the sun and beach route is expanding all around the world.

Graphic 10

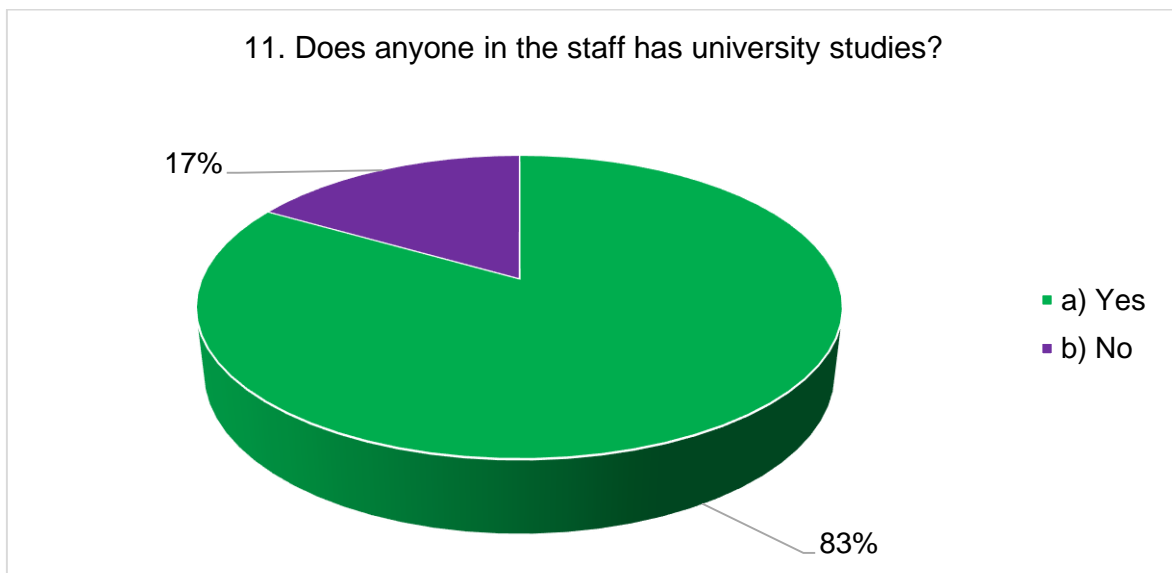


Source: Survey to managers of hotels in La Libertad, La Paz and Sonsonate in El Salvador from the sun and beach route, 2014.

11- In the questions “Does anyone in the staff has university studies? And If yes from which University do you have more employees?” the 83% of managers claimed to have people with university studies working in their hotels, followed by the 17% that said no. according to all the data collected most of the people have university studies and from them the 83% has studied or are currently studying on a private university, and it is because of the flexible schedules, some of the employees have the permission to continue studying a major as long as they fulfill their hours. In the same way, only the 17% of them said that are studying in the national university.

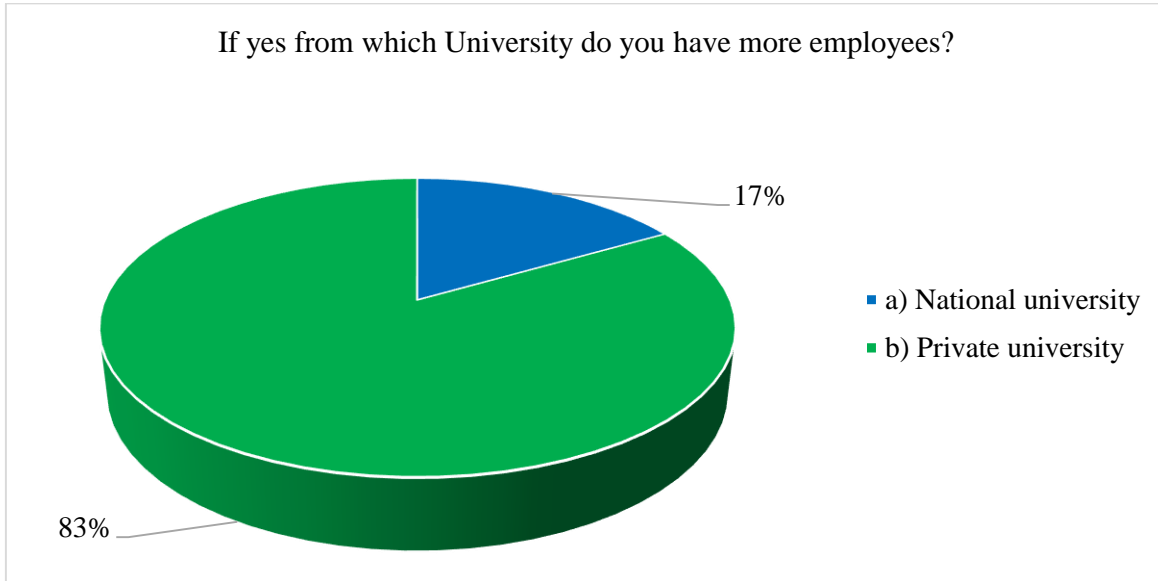
On the contrast, just a little percent claimed not to have anyone with university studies, some of them are not aware of the reasons why they do not continue with their studies. This information is very useful to the researches because is a proof that in this field are good work opportunities.

Graphic 11



Source: Survey to managers of hotels in La Libertad, La Paz and Sonsonate in El Salvador from the sun and beach route, 2014.

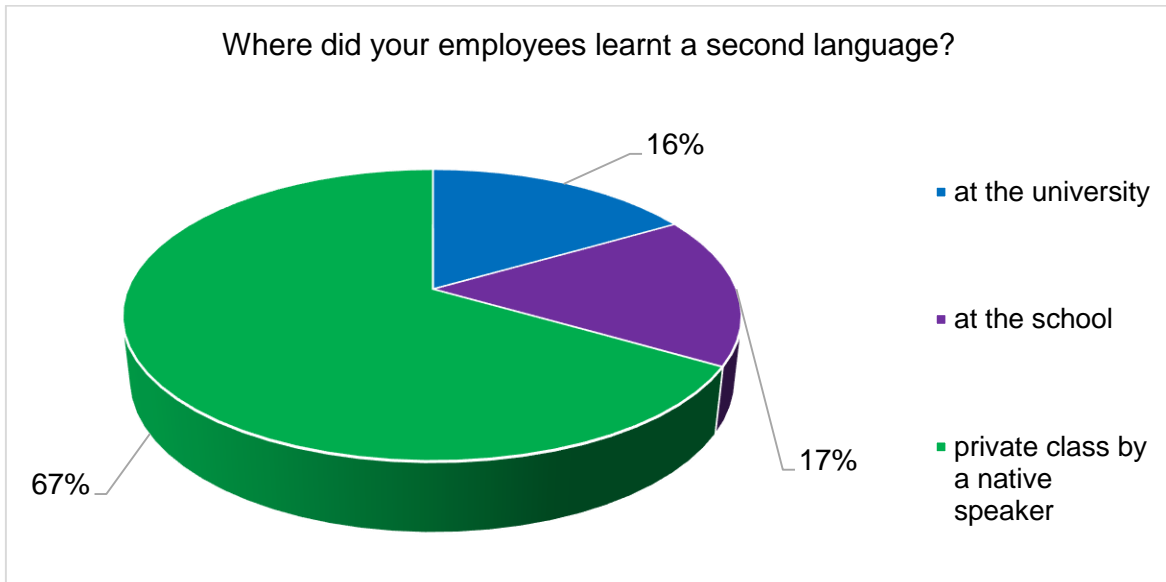
Graphic 11.1



Source: Survey to managers of hotels in La Libertad, La Paz and Sonsonate in El Salvador from the sun and beach route, 2014.

In the next question “*Where did your employees learnt a second language?*” the 67% of the people interview answered that they learnt the basic elements of the language on a private classes by a native speaker, followed by the 17% that affirmed to learned it at the elementary school, at the end only the 16% said that learned at the university. All the data collected give as a conclusion that most of the people learnt the most important things of a language thanks to the help of a native speaker, this is the case of English in La Libertad where the tourists want to help the local people by giving free classes to everyone interest on learnt it. On the other hand, there were people that claimed to know the basic elements of the language thanks to what they learnt on the elementary school, this is a positive option because it means that the English teachers on the school are given good tools to the children. Finally, there is the people that claimed to learn a second language at the university, even though they do not confirm if it is in the private or the national university where they learnt it. As a conclusion, it is more the people that learned a second language by their own rather than at the school or the university.

Graphic 11.2



Source: Survey to managers of hotels in La Libertad, La Paz and Sonsonate in El Salvador from the sun and beach route, 2014.

CONCLUSIONS

By the end of this research, there are some conclusions that it is important to consider in order to ameliorate not only the learning of foreign languages but the tourism knowledge in the Major of Modern Languages of the Foreign Language Department of the University of El Salvador, and are the following:

- English continue to be the most used language in the tourism field especially in the sun and beach route which is visited not only for national tourists but international in most of the cases North American and South American, however modern languages students do not receive any guideline in English but French.
- The second most used language in tourism field especially in the sun and beach in El Salvador is Portuguese; surfers from Brazil and Portugal visit Salvadorian beaches due to quality of waves, moreover, El Salvador promote local and international surfing contest that led to the increasing of that field.
- Local institutions that work in tourism field in the sun and beach route do not teach a second language even though they recognize the importance of speaking a language, in most of the cases employees learnt to speak a second language by their own in private institutions.
- Employees of local tourism institutions in the sun and beach route have university studies in private universities however in majors not related to the tourism field.

RECOMMENDATIONS

Based on the research there would be some recommendations to take into account to help to propel not only local tourism in the sun and beach route but to improve the profile of Modern Language students of the Foreign Language Department at the University of El Salvador to provide more tools to contribute to tourism development in the country, so by the end of the Major in Modern Language students could find a job in tourism field.

- University authorities should take into account that tourism is increasing every year and that it is a big field of opportunity to modify or improve the “pénsum” in some majors to provide a variety of fields to work for students who are learning a second language or in related fields.
- Foreign Language Department of the University of El Salvador could take into consideration recent increase on tourism field to improve the curricula in Major of Modern Languages to capacitate students to become part of tourism field.
- The French and the Tourism’s teacher have to establish relationship with the Tourism Ministry to promote activities that enrich the knowledge shared in the classroom to increase the students’ interest to work in tourism fields.
- Local institutions that work in tourism fields especially in the sun and beach route have to promote the learning of foreign languages in their employees or at least to provide workshops or seminar for their employees to improve the level of a second language to provide a better experience for tourists who speak a foreign language.

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Annexes

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



Topic: “How the learning of English and French helps to propel local tourism during the years 2013 and 2014 in the sun and beach route in El Salvador.”

Objective: To gather evidence about how the learning of English and French languages helps to propel the local tourism in our country specifically the “*Sun and Beach Route*”.

Instructions: Circle the appropriate answer of the following questions about how the learning of foreign languages helps to propel the local tourism of our country, be honest.

1- Which are the languages more used in the tourism field in our country?

- a) English b) French c) Spanish d) Other

2- From when do you think that tourism has increased the most in our country?

- a) 2 years ago b) 3 years ago c) 4 years ago

3- Do you consider that the “*Sun and Beach Route*” has increased thanks to the implement of the foreign languages?

- a) Yes b) No

4- Do you believe that the “*Sun and Beach Route*” need more people that speak a second language?

- a) Yes b) No

5- Do you think that it is necessary to have bilingual people on every tourist spot?

- a) Yes b) No

6- For you, is it important the languages in this field?

- a) Yes b) No

7- Does the whole staff speak a second language?

a) Yes

b) No

8-Do you train your staff on the basic things of a second language?

a) Yes

b) No

If yes how often:

a) Every month

b) every 6 months

c) every year

9- From what continent do you have more tourists?

a) Europe

b) Asia

c) Africa

d) America

e) Oceania

10- How many languages do you use in the written instructions?

a) Spanish/English

b) English/French

c) all of them

11- Does anyone in the staff has university studies?

a) Yes

b) No

If yes from which University do you have more employees?

a) national university

b) private university

If not where did your employees learnt a second language?

a) academy

b) at the university

**Thank you,
Have a nice day!!!**

Interview with: Lic. Caroline Cerna (Tourism Counselor of Minister of Tourism (MITUR))

The languages are a very essential part of the tourism they need to work together in this field to sell right the product, for that reason everywhere we sell the beautiful places that we have we try to produce the material in the right language of the country we go, for example if we go to Germany we have the material in German if we go to France then it is in French if we go to Italy we try to carry the material in Italian and so on, because we are competing with different tourist destinations and this leads you to adapt it to the market conditions because at the end you are selling a destination, an experience to someone that is choosing what to do on their free time and that is why they become exigent and very selective because they are going to spend their free time and also their money just to get a good experience.

We as a sellers of our country we need to know what they are looking for. For example nowadays the tourists are looking for a different experience, for example to keep in touch with the culture, here in El Salvador we teach the people to make pupusas and they are willing to try it and is good to see that they try and enjoy the new experience. It is important also to mention that we are not only receiving people from America but also from other continents like china that is the result of many years of effort because is a relation that little by little began to see the positive effects and as a reward a group of 50 people visit the country last year, all this made us to prepare or to create the proper environment with all the needs that they might have for example the people of Taiwan they drink the orange juice hot or others are used to drink tea during the whole day and we as a hosts need to assure them that it will be exactly as they are used to, in order to reach the expectatives that they have and also a satisfaction of the experience that they are going to live in our country. Also it is important to guarantee a good experience by showing them our culture, our history and our people because we as a Salvadorians we are unique even though we are

very close with Honduras and Guatemala we are very different because there is always one thing that makes us unique.

How do you think that the contest of the 8th wonder of the world helps to the promotion of El Salvador as vacation spot?

For us is very important to do this kind of activities because we always try to be on the map to promote what we have and this type of contest help us to show that we are an excellent option to make tourist. Many people when we say El Salvador they do not have an specific idea of what we are or what we can offer but when they come and see, they are amazed about the beautiful places that we have and for the excellent level of infrastructure that we have, too; other important reason is that we are a very complete vacation spot because you can go and visit different places in 1 day for example we had have a very special guests for the main purpose of showing the country and prove that we have very beautiful places, in 1 day we go to have breakfast at the Boquerón volcano they go and climb it and then we go towards Joya de Cerén to know a little bit about our Maya's culture and then we go to the Libertad's port to have lunch or dinner and to enjoy what the beach can offer us. In addition you have 3 types of tourism 3 types of totally different places to visit but you can combine it easily. for all of this makes our country the perfect tourism destination giving them the advantage of having everything very close, you do not lose time on the highways nor the tourist they spend their time on living the experience of the country, enjoying the places. When they are on the road they have different landscapes to see you can enjoy watching the mountains with the coffee trees around, that is something very unique in our country, or a lake of a volcanic crater, that very few people can have all this encourages the tourist to choose this destination. This contest was the strategic door of marketing because winning the second place puts us in the map and with this is how we open the international exhibitions last year also we promote the surf events that every year take place in our country those are worldwide events and are part of the sportive tourist, they came around 180 competitors of different parts of the world the first year we prove

that the El Salvador have good waves the second one we took a different way and brought a better championship the third one we continued with the same strategy and people come to El Salvador for the excellent waves that we have and all this type of events lets us to propel the local economy of our country, currently we are competing with 7 countries to be the most important venue of America the American routes every important ministers of tourist, the chief of every international airway participate and we are trying to win so they can see that we have the capacity to be the place to have this big event. Every year from the 2010 more and more companies decided to come for example we have Iberia, spirit, and Aeroméxico, the main idea of this event is to propel the local economy of our country and to promote what we can offer as a country. Moreover we have “Pueblos Vivos” and this program lets us develop the national touristic offer that is more focused on the future growing of the international market, recently the PNUD (Programa de las Naciones Unidas para el Desarrollo) and Spain give us a prize for the local economic development, because it recognized the group work of every individual to promote a place this is how we try to export what we have.

Do you think that the tourist in El Salvador has been growing up faster in the last 5 years?

yes because in 2009 happen something that really change the global economy we got into a period of economic crisis and this force us to find other ways to propel the local tourism as well as the local economy, as an example we create a mechanism to see how many Salvadorian people do tourist in our country and the this brought a result of 6 million people were doing local tourist and this means a development of the local economy because everyone at least consume a lunch or a coffee in every place we go. And also this represents good numbers because at least we have grown up approximately 5% every year. Nowadays we can say that the incoming tourist that comes by plane or by car and it is equal now. Because it was normal to have visitors from Guatemala or Honduras because they are close but now we are having tourist arriving to our country by plane as well.

Now we can see that many cruisers arrived to El Salvador specific form Germany how this happen?

Yes, this is a new strategy to bring this type of tourist to our coast, many years ago we haven't seen this type of tourist, this is a strategy that have been prepared by the tourist minister and all his team to bring more cruisers like this we have been working for 4 or 5 years on a specific events to promote what we have. First we decided to invite executives of some companies like Royal Caribbean to they can see what we can offer, this is a very important part of the tourism because we need to work together all the institutions to provide the adequate climate to the visitors, we work with CEPA (La *Comisión Ejecutiva Portuaria Autónoma* de El Salvador), migration, the police and all together so this can be possible. This is a regional effort as well because we work with other institutions of the same regions to promote this coast because normally we do not have this type of routes because they chose the Caribbean or the Atlantic routes, for us this was a problem because we do not have Atlantic coast and that is why we decided to worked together to create the new brand "Centro America tan pequeña tan grande" where each country can decided what to offer and how to develop it. This is a new kind of tourist that we can offer and if the executives like they support it by bringing more routes to this part of the country remember that in this business we have to sell in a good manner what we have so this business work for us because if they do not see that we offer good conditions they just simple go away and never come back. In March we are going to have a new entrance of the Caribbean cruisers to ours coasts and now we are part of their route map.

You mention something about the international exhibitions in Europe how important are the languages there do you need people that speak a second language to work there?

Yes, it is extremely important because we need to know how to sell what we have because it is different when you only see a picture than when someone begins to

describe it you or tell you the story, that is when you begin to transmit the experience of that place consequently for us is absolutely important to have this type of people. In fact here in the ministry most of us speak a second language it is a duty because we need to know how to sell the experience.

In how many international exhibitions El Salvador is participating?

Every year we are participating around 17 or 20 exhibitions because we already choose the markets where we have seen good results we have an area of intelligence markets which give us information about how many tourists arrive from a determinate country, the fairs are one of the activity that we do, moreover another activity to promote tourism is “presentation of our country” to managers and tour operator to the markets in which we have a participation, all this can helps to create a close and personalized attention about what we can offer them, also we present a video with different pictures from El Salvador with this we make a journey for all the country by giving information about conditions, infrastructure, currency, climate of the country. Also in this fairs we have the participation of mangers who manage the commercialization of the product, because our job is giving a position of destiny about the wonderful things that can attract the attention of tourists but at the end the manager who goes with us can sell to the client a specific package if someone is interesting to do a combination of “Mundo Maya” and “volcano” for example. It is there when the business is generated also another strategy to develop it is an international and with a significance event to America and this can give to El Salvador an important position in the map of tourism.

The staff can speak only English or are they qualified in another language?

Yes, they can speak French, German, and Italian, ***those would be the most principal languages*** Yes, it is curious because people make a big effort to speak Spanish because they like it, and Spanish is a language that attract a lot of tourist, and they ask to try to speak Spanish, but basically only this languages they speak.

Then for you the languages in case of tourism it is important Yes, it is fundamental.

We saw how the languages is related to the tourism, Do you consider to work together with universities in this case the University of El Salvador having a major of Modern Languages to help to grow the promotion of tourism?

One experience that we have with some students of interchange from France, they specifically come to make their practices because it exist an agreements, they support us to translate the materials, also they gave request about improve the materials that we have like explaining something by adding a picture to show the final product. We have the studied the markets and tourists profiles to give the best that we have. Also we have developed some activities with some universities to develop the tourism for example we work with the Universidad José Matias Delgado and Universidad Tecnológica de El Salvador to redesign some tourists establishment because some managers do not have enough money to pay an architect so in this case we help them with the creation of graphic brochures to redesign a hotel, a bedroom, a bathroom, among others, so we can say that there are space to work together with the universities.

How do you believe that languages help to develop the local tourism?

Because he helped to develop the city and the countryside at the same time so the tourist can have different options to live the experience of El Salvador so this make us to have a qualified offer because tourist would like to have the same facility and treatment wherever they arrive, then if it becomes vital for the activities of promotion that we develop.

For you which are the areas more exploited thanks to the languages?

I think that sun and beach route is our start product because it have good conditions to tourist we can give them information in English that is made for the people that have their own business many of them are North American who have decided to create their business at the beach because they are fall in love of this place and the most important is that they know how to take care of tourists because they know exactly what they need, also we have spectacular sun all the 365 days of the year and if it rains, it is only for one moment, so this is a great advantage that we have.

What will be the second language that is more used here?

Here, English and Spanish are the most used languages.

Do we have French tourists?

Yes, and they like to speak in French but some of them speak Spanish, because both are Latin languages so this give also a facility to learn another language. We are a small institution, we are 2 institutions that work here in the ministry of tourism and the Salvadorian cooperation of tourism that has a responsibility to promote and sell El Salvador like a destination spot to the international markets, but we have a personal who can speak different languages, because sometimes the tourists come here to ministry to ask maps or information about how to arrive to different places and we need to give the information in the language that the tourist speaks and this is guarantee to him to have a good and adequate information, so for us is vital to have personal trained in the managing of the languages, and we are a small institution in human resources.

The police, are they trained in English or in any other languages?

No, the Politur is only in English.

What will be the benefits of be a bilingual country?

Yes, I believe that speak different languages can allows you to cover a greater number of people because you speak it to the people in his native language, and It takes away their fear if he understand well, but for us it could be an advantage, but one important thing that we never need to lose that it is our nature of be Salvadorian, our identity and our idiosyncrasy and it must be our priority.

Are there programs that teach languages in the places most visit by the tourist?

In fact they are permanent activities to work with annual cooperative plans to teach and this requires to redesigning or orienting to new fields. For example we can teach to a certain groups to specialize in English on 1area it could be the food the tourist guides and so on. And this training is for 1 year.

What are the most visited routes?

All of them, because each one has its essential attraction, for its climate it becomes an attractive to the tourist and also for the proximity of the places.

From what year the tourism has increased?

From the 2009 we have had positive growths around the 4% and this growth has been kept up to the date. This forces us to be designing new products to increase the offer, as a result the last year we did the launch of the Fonseca's gulf tour, that is a Tour in the islands, where people can do different activities or Lenca adventure tourism where they can visit Morazán's zone and La Union and the production of crafts in black mud the tourism of adventure with the canopying and this type of extreme experience that belong to the Paz route, so we create complementary products a little more specific for certain segments and types of tourism.

From which country we have had more tourist?

In general of Central America and North America, but the European people is increasing too.

How do you see the tourism in 5 years from now on?

The country has a lot of potential and it has a lot to offer, for example talking about Pueblos Vivos, it has generated an awareness on what the tourist activity can contribute to the country his contribution to the economic is very important, so through of awareness and conscience of tourism it can be an opportunity that the country possesses the necessary attractive in order to establish itself as a destination in the international markets, since El Salvador has a lot of potential we hope to continue in this way.

Is it possible to do community service with the University of El Salvador and the Ministry of tourism?

Yes, it could be possible to do activities that we can develop next to the director of the major. We all know that the English is the universal language use to speak when we go to those markets to promote our destinations, this makes every tourism provider or the enterprises dedicated to this field, like the restaurants, the transportation, the tourism operators, hotels and travel agencies to have employees who speak a second language, and we also have the case about people that lived in the United States or Canada that speak a second language and have decided to become entrepreneurs, by doing that, all the tourism offer is oriented to the market they come from, moreover, all the materials are in English. Speaking about “Pueblos Vivos” which is oriented to local economic development of municipalities, which is a new-brand alternative of tourism has led to municipalities to invest on seminars or workshops to qualify their tourism services, as an example when you go to a restaurant you get a bilingual menu the same happen with transportation, all the offer is already translate to a second language for the type of tourists we are receiving, It

is important to mention that we have two kind of tourist, one that bought a package with an agency, who has an itinerary with his tourism operator, they are looked after for the enterprise who already has people who speak English, in that case the role of the local entrepreneur seems as arm in the execution of the itinerary but who is in charged is the tourism operator representative who accompany the tourist during the trip, and we have the tourist that comes by his own, some of them make the effort to learn to speak Spanish but we also realize that the local entrepreneur make a great effort to learn to speak English, there was a seminar provided by USAID (*United States Agency for International Development*) which taught English to the entrepreneurs, where USAID assumed all the investment, maybe it was just some basic lessons because to speak a language take more time but they got the tools to understand it. Moreover, we have the case of some boatmen from the Fonseca Gulf that were qualify in English language because it was a limitation for the Fonseca gulf tour, we were receiving so many tourist that went across from Nicaragua to El Salvador so they were qualify to look after the tourist, of course it was some basic notions so they can perform their job in the best way. In addition, some shrimp cocktails sellers from the tourism complex in La Libertad received this type of seminars, too. We have identified some development factors in the development of our plan, so we try to provide as many tools as possible so we can consolidate the destinations, we would like to have the opportunity to teach languages to everyone in the municipalities but we have some limitations. We also have taught English to Politur, because they need to be prepared to handle any issue with tourist in their language; those are some of the projects we have been working for. Certainly, the knowledge of a second language is very important to sell a destination because we are aspiring to a different markets where they don't speak our language, we are participating in France, Italy, Germany, Netherland and now we are introducing our product in Czech Republic, so the language become a basic and elemental tool to sell the destination and to draw the tourist, another kind of tourism is the one which is mean to learn another language, this happen more in Antigua Guatemala, there are some specialist tourism operator who sell the experience to make tourism at the same time of learning another language in most of the time for the European market,

what's the best way to learn another language that being in a country where you must speak that language however, this kind of tourism is more oriented to youth people that spend two to three months in selected places as Antigua Guatemala, Cuba and also in El Salvador this kind of tourism has started to take place where we have specific institutions in charge of this kind of activities, we could be in touch perfectly with them, with majors teachers or major coordinators to see the possibilities that can exist.

Do you believe that the surf and beach tourism has increased thanks to the foreign languages speakers?

Yes absolutely, I was explaining you the comfort and facilities that we provide to tourists to communicate in a safety manner when they travel to an unknown place or if they travel alone, that's leads to want to be well inform, so the tourism, specially the European one, cares about the markets before travel to that country, so having people that speaks their language make easier to enjoy the tourism experience because it is not a limitation that they can face in the country they visit.

What is your favorite tourism route?

Actually I like all of them, being here have allowed us to become familiar with them, must of the time we don't realize how beautiful is our country, I have had amazing experiences.

What do you think about the international image of our country talking about the violence, robbery, murders?

It is a great challenge that we face, the tourism minister has a clear goal, to discuss with ambassadors of that countries and explain them that the image that is sell outside is wrong and it is not true at all. The violence is everywhere even in the big cities, as always "there are two sides of the coin" this lead us to work together to

build a strength relationship to change the image of El Salvador because at the end we hurt ourselves as a country. In 2011 we made a seminar with many international and Salvadorian journalists, that was an effort of this Ministry to make people realize about the damage that a bad note could generate in economic activity as tourism, they spend 3 month in the seminar, during that time they visited El Salvador tourism offer, they were educated about the security and there was a final project, they had to make a report which was supposed to be broadcasted in their country and the answer was good because the media broadcasted their projects but I was telling you we have a great responsibility to show a good image, the strategy of some countries is “we know we have problems but we won’t show them”.

The sun and beach route is consider as the star route, why do you believe it is consider like that?

We have 320 km of coast with warm water some of them with volcanic sand that make it very attractive to some people and it is where the tourism has increase the most as an example “El Tunco” La Libertad, the complex managed by the Tourism Ministry.

Are there plans for the zone of Costa del Sol?

On behalf of the Tourism Ministry, we are building an stadium for beach soccer which is one of the tourism attraction that is being developed there, it is an investment of the government, we as Ministry support this activities as example the beach soccer tournament that take place on Easter week, the statistics show that they are booked between the 80% to 100% at the height of the season.