



# INTERNATIONAL CONFERENCE

## Language Learning for Professional Purposes in Hospitality and Tourism

November 15-16, 2019

Filoxenia Conference Centre

Nicosia, Cyprus

# Objectives

1. Support UNWTO Members in Education and Training
2. Professionalize the Tourism Sector
3. Enhance competency and efficiency in Tourism skills and capacities
4. Promote excellence in Tourism Education and Training
5. Recognize quality and proficiency in Tourism Organisations and Institutions



# UNWTO.ExecutiveEducation initiatives

## Tailor-made practical capacity building initiatives for tourism professionals

Taller Regional de la OMT  
"El Turismo y la participación comunitaria"

13-15 de noviembre 2019  
Cancún, Quintana Roo - México

UNWTO Sub-regional Capacity Building Course  
**Tourism Marketing: from Product to Experience**  
Accra, Ghana · 12-17 October 2017



THEMIS World Tourism Organization

UNITED ARAB EMIRATES MINISTRY OF ECONOMY

الإمارات العربية المتحدة وزارة الاقتصاد

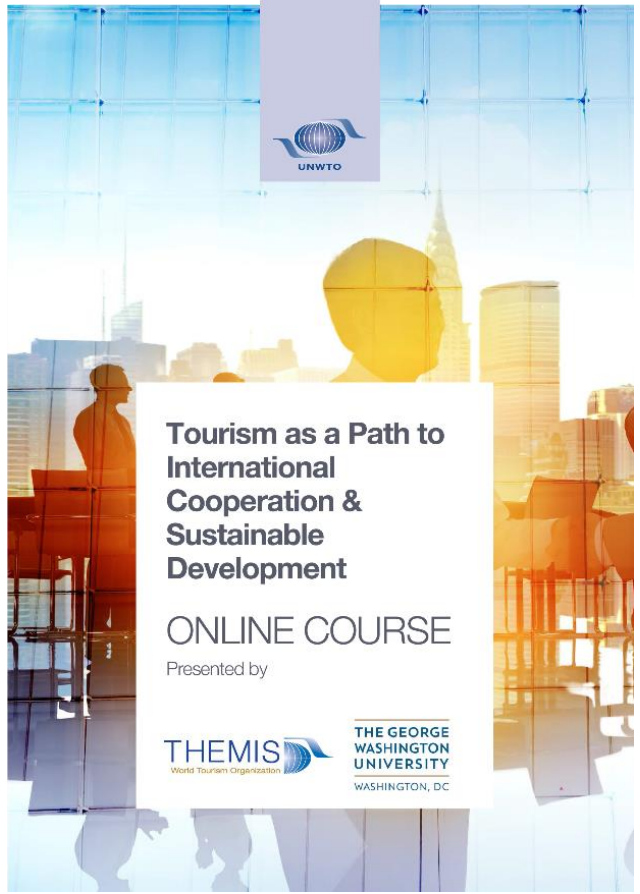
EMIRATES HOST TOURISM CAPABILITIES DEVELOPMENT PROGRAMS

**UNWTO / UAE Executive Training Course and Conference on Digital Marketing in Tourism**  
Dubai, United Arab Emirates  
19 - 21 November 2017

**Register Now**  
Dubai, UAE  
(Nov. 2017)

# Partnerships in Education

## Education & Training programmes with UNWTO.TedQual Network Centres



UNWTO

**Tourism as a Path to International Cooperation & Sustainable Development**

ONLINE COURSE

Presented by

**THEMIS** THE GEORGE WASHINGTON UNIVERSITY  
World Tourism Organization WASHINGTON, DC



UNWTO

2017 INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT

**UNWTO Silk Road Training and Capacity Building Programme**

**ONLINE Course #1:**  
Strategic Tourism Planning and the Silk Road  
19 October - 2 November 2017

**ONLINE Course #2:**  
Project Management and the Silk Road  
3 - 17 November 2017

**ONSITE Course**  
20 - 29 November 2017 - Madrid / Valencia, Spain

THEMIS UNIVERSITAT DE VALÈNCIA  
World Tourism Organization

UNWTO

UNWTO

UNWTO

UNWTO



UNWTO  
World Tourism Organization

UOC  
Universitat Oberta de Catalunya



UNWTO  
World Tourism Organization

UNIVERSIDAD ANHANGUÁ  
UNIVERSITY IN BANG MAUNG

## Quality Assurance for Tourism Education and Training programmes



AFRICA

AMERICAS

ASIA & THE PACIFIC

EUROPE

MIDDLE EAST

## Quality Assurance for Tourism Destination Management Organisations

**UNWTO**  
QUEST

Uruguay  
**Punta del Este**  
Julio 2018



#UNWTOQUEST  
Sistema de Certificación para OGDs



Certified in 2018

**UNWTO**  
QUEST

Argentina  
**Córdoba**  
Septiembre 2018



#UNWTOQUEST  
Sistema de Certificación para OGDs



Certified in 2019

**Tourism** comprises the activities of persons **travelling to and staying in places outside their usual environment for not more than one consecutive year** for leisure, business and other purposes.

The usual environment of a person consists of a certain area around their place of residence plus all other places they frequently visit.

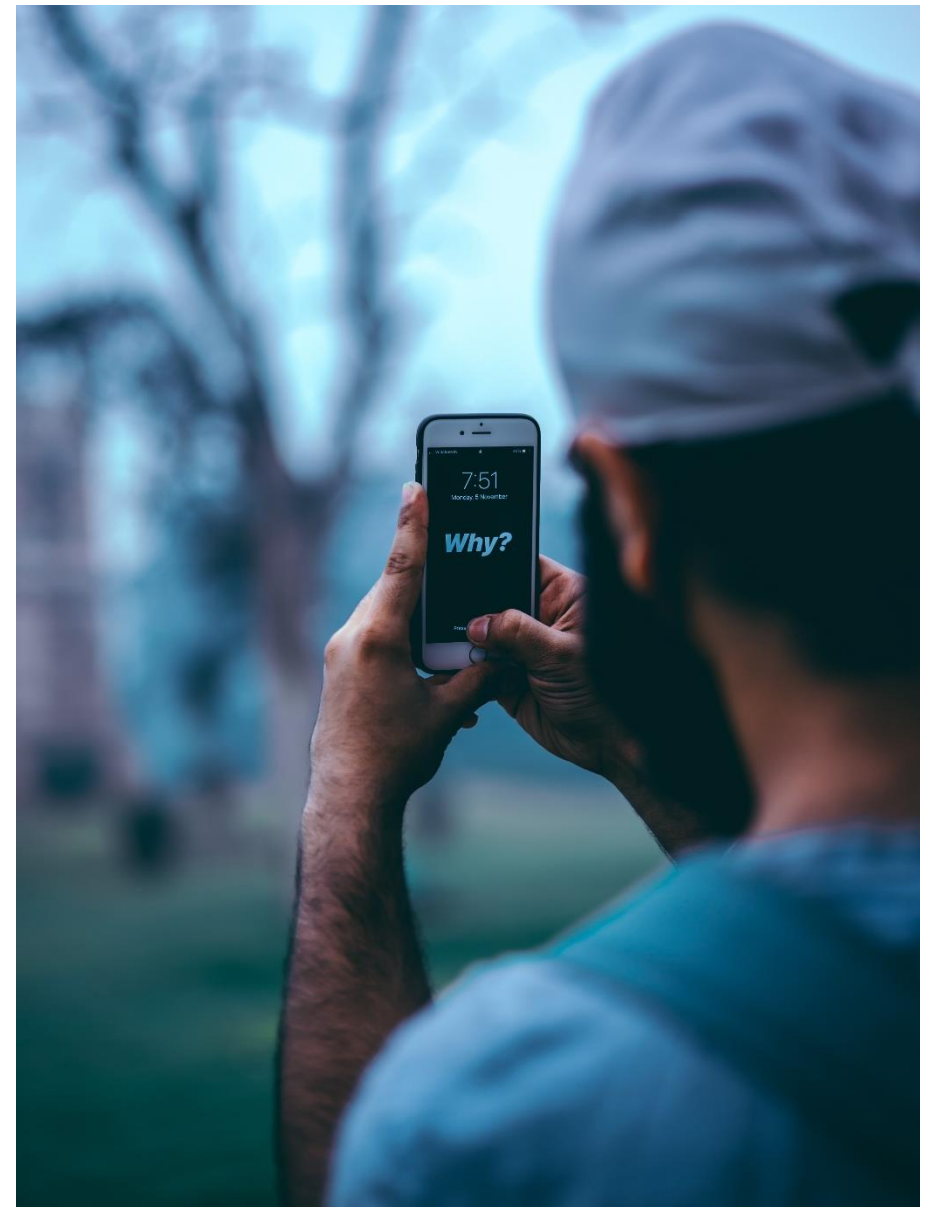
A **tourist** refers to any person **travelling** to a place other than that of their usual environment **for less than 12 consecutive months** and whose **main purpose of trip is other than the exercise of an activity remunerated from within the place visited.**







# Language Learning in Tourism

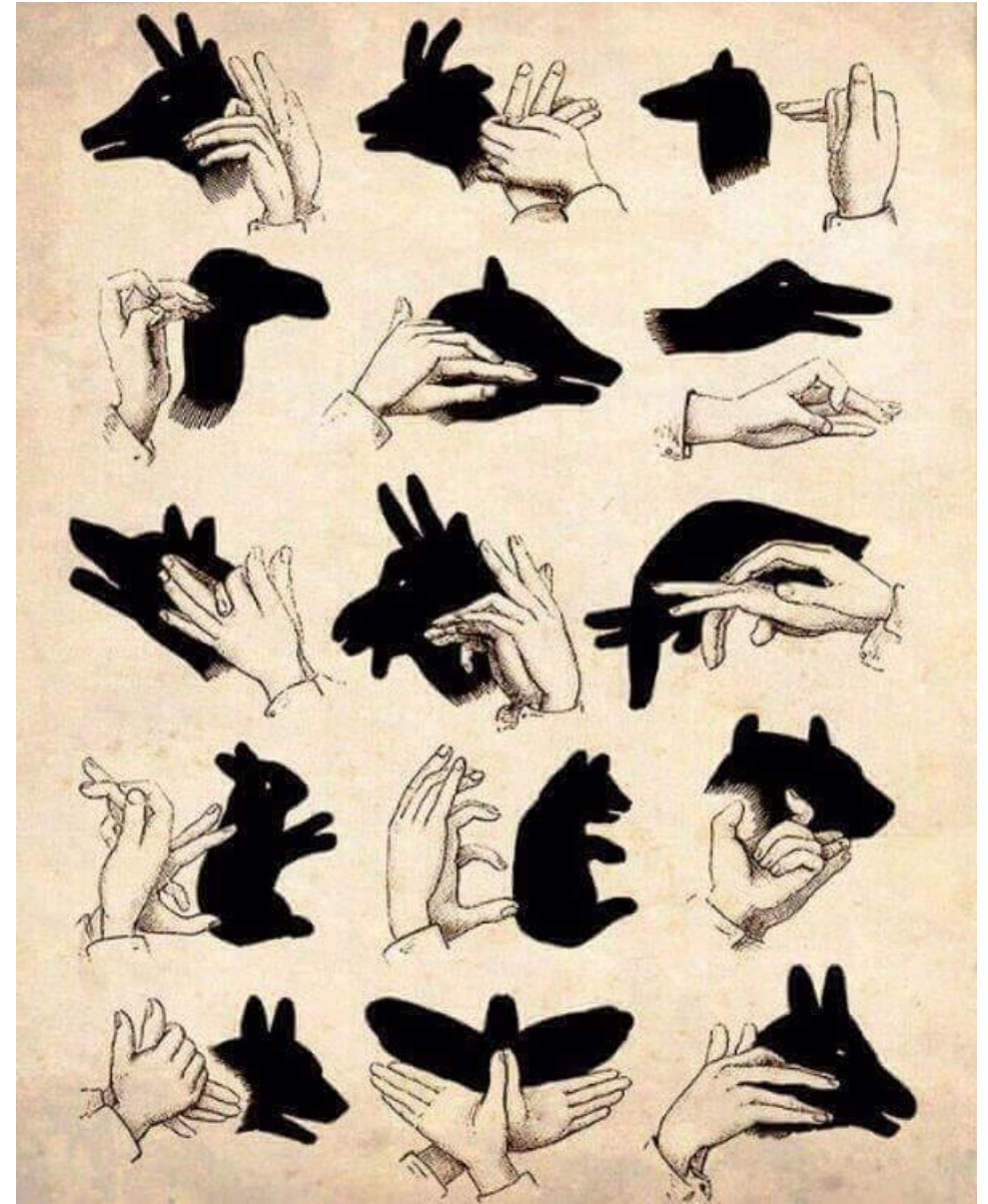


# Language Learning in Tourism



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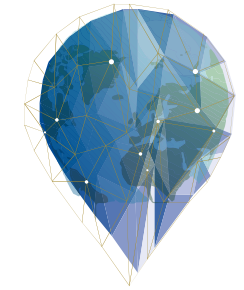


# Language Learning in Tourism

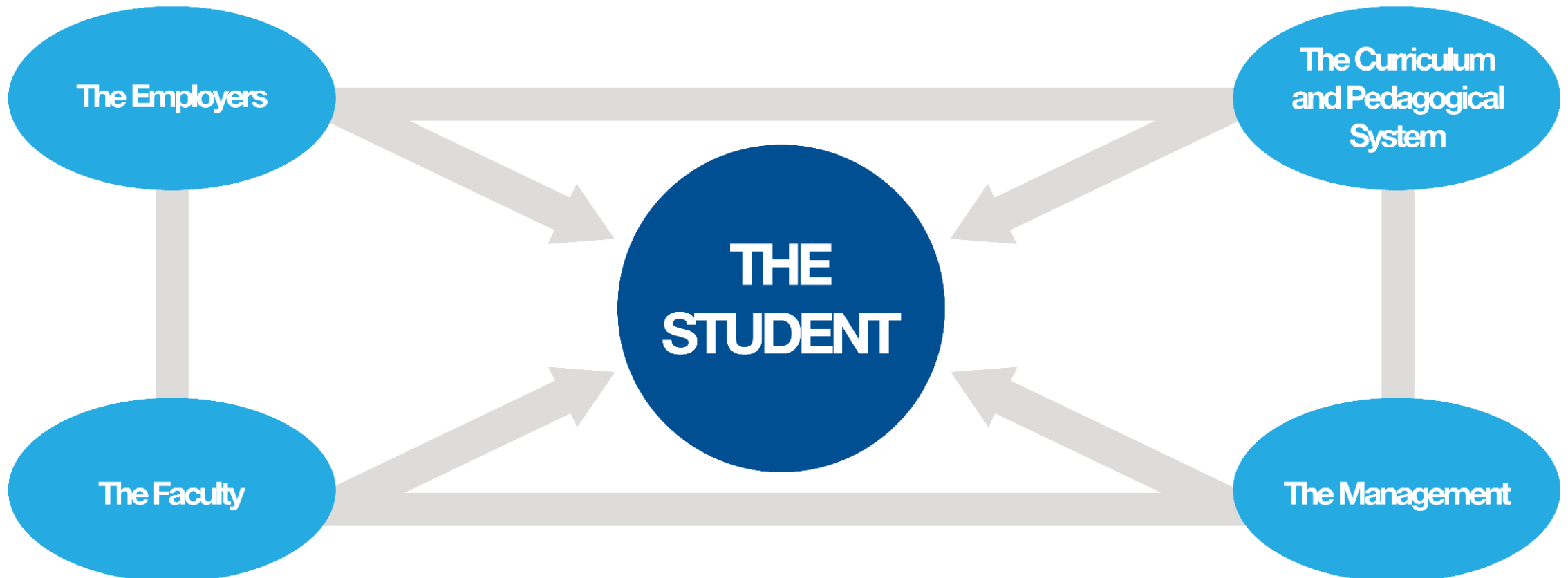




Maslow's hierarchy of needs

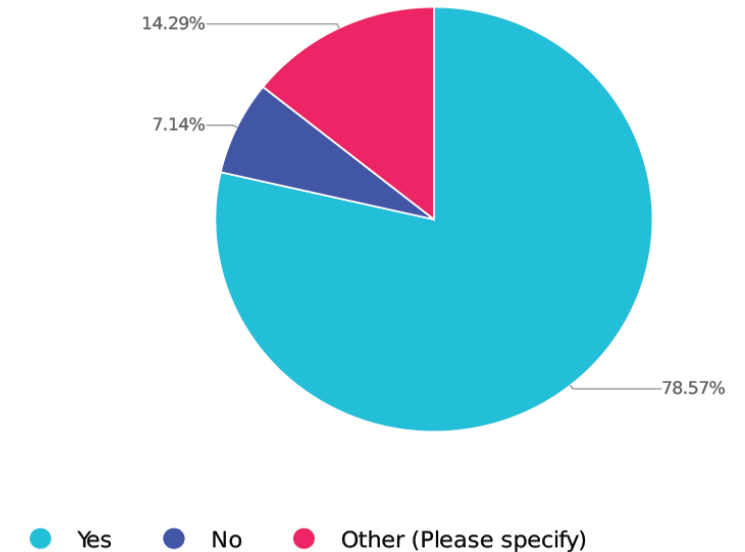


*Continuous improvement to foster the employability of graduate students and match the sector's needs.*



The results of this survey showed that foreign language teaching was offered by:

- (i) the E&T centre (78.57%), or
- (ii) the E&T centre was multi-lingual and taught subjects in various languages, or
- (iii) a certain level of some foreign languages was a requirement of entry.

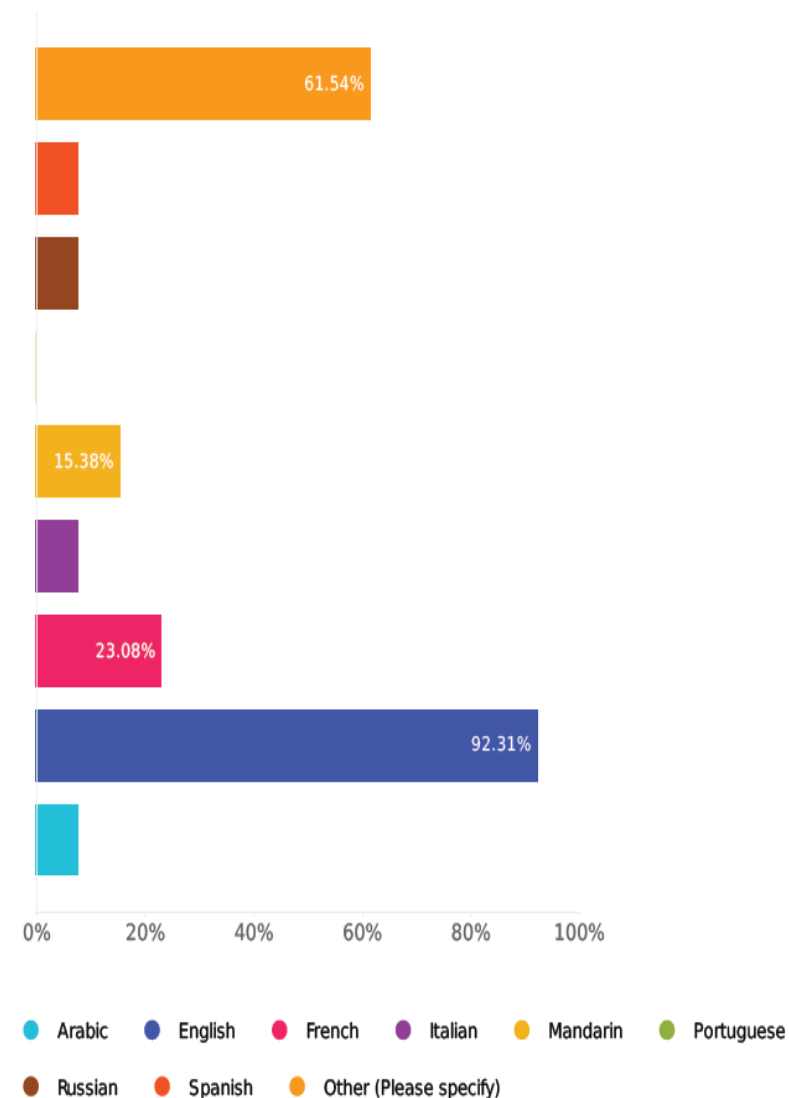


When asked **why** they taught foreign languages, responders indicated 3 main reasons:

- **professional development:** foreign languages training (FLT) empowers graduates and therefore gain competitiveness in today's global environment
- **employability:** FLT prepares graduates for work in any part of the world, and especially in tourism generating countries
- **bridging cultures:** FLT is a tool to bridge gaps between cultures using tourism, and to open minds

For all the responders, the languages taught were related to:

- the international language,
- the current and emerging markets in their country,
- their neighbouring countries, and
- their own languages.



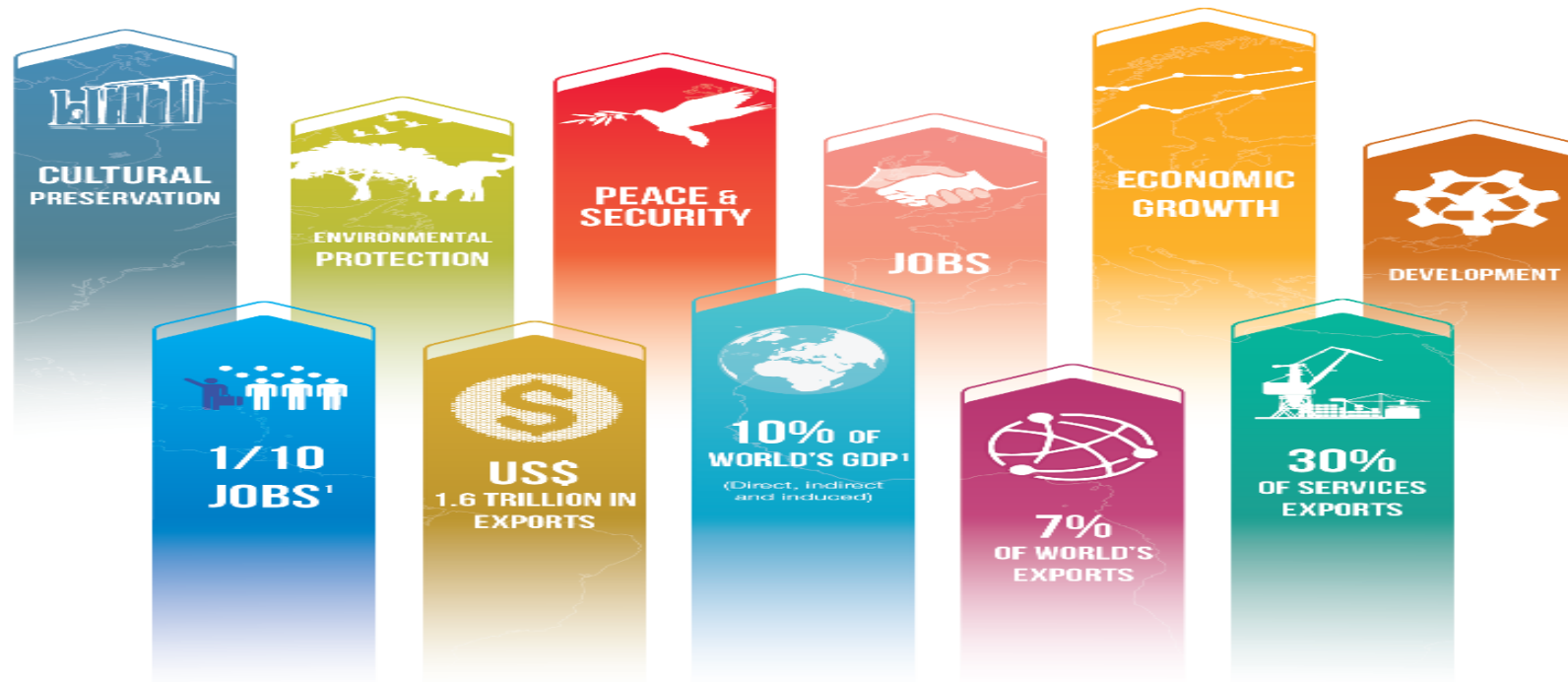
When asked about teaching methods, responders specified:

- Interactive lectures supported with online extra material
- in class face-to-face and technology enhanced learning
- demonstration and collaborative methods
- role playing
- problem-solving
- project-based
- laboratory-based
- subjects or extracurricular activities in a foreign language
- interaction with foreign students in their language
- foreign language day
- foreign language spaces
- Interactive and authentic learning exposure to tourism business field
- Ignatian pedagogy: context, experience, reflexion, action, evaluation



Independently of different methods used to reach or expect a good level of foreign language, all the universities and training centres found **imperative** for their students -and professionals- **to know foreign languages.**

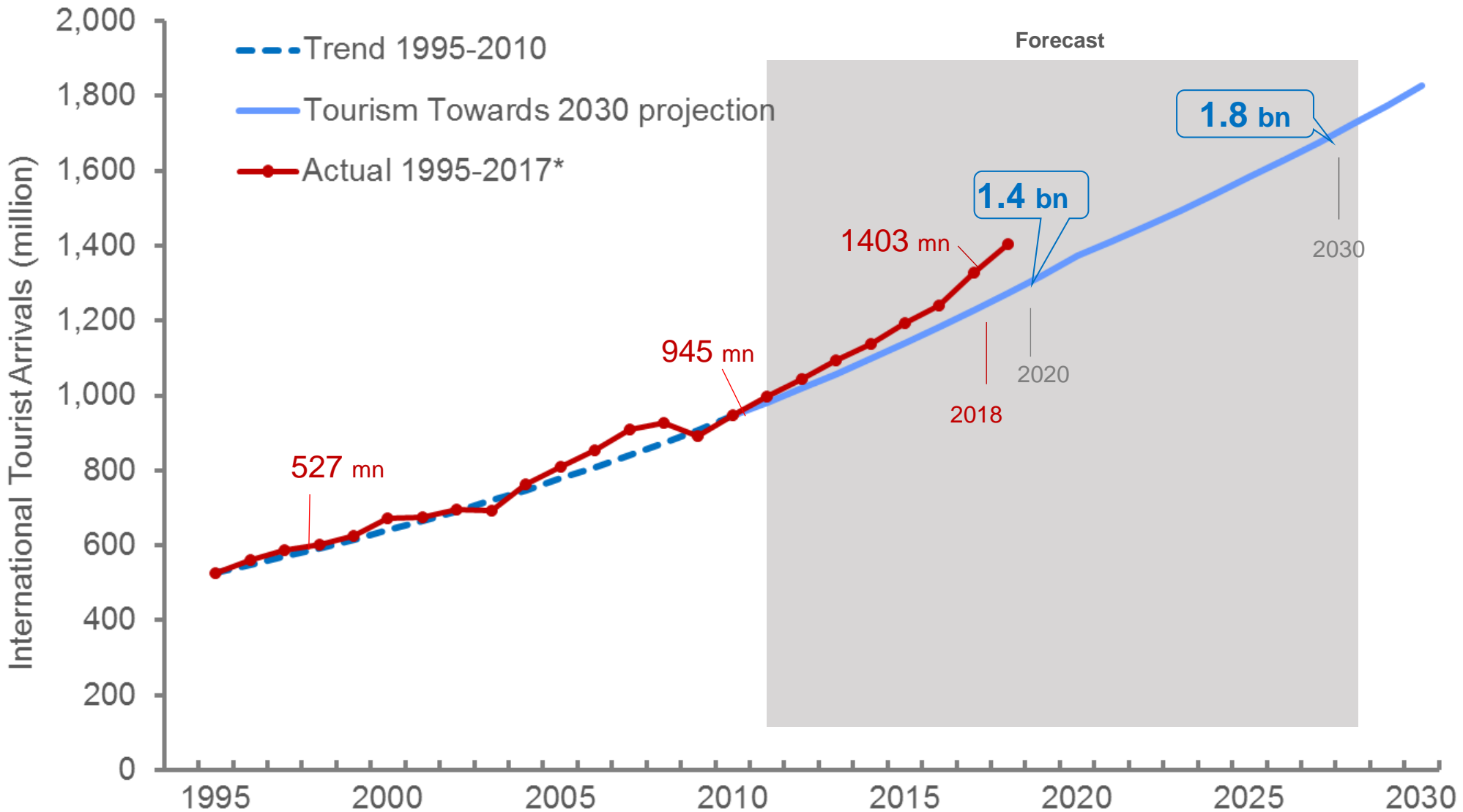
## WHY TOURISM MATTERS?



**Tourism is more than you imagine**

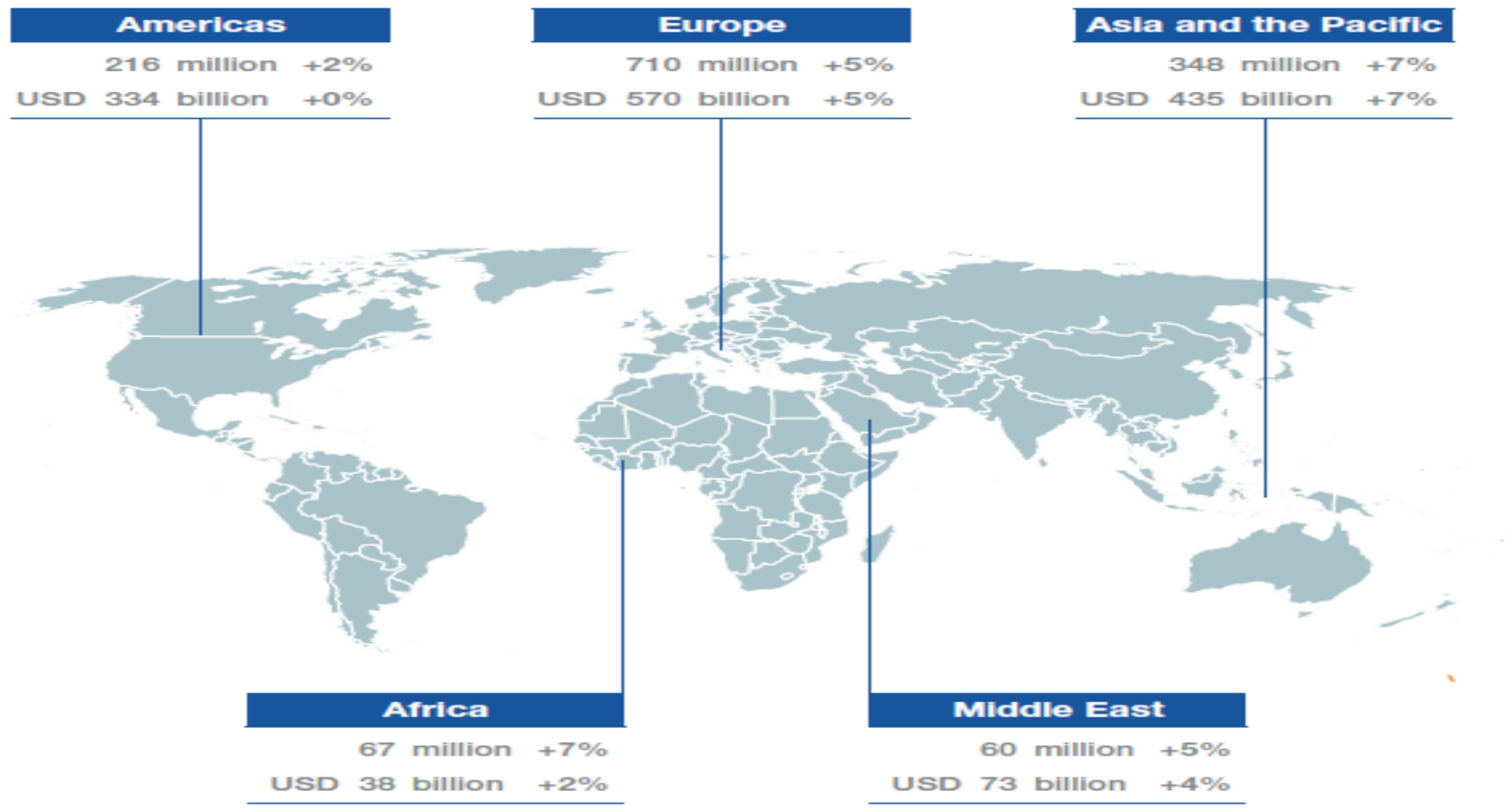
<sup>1</sup> Source: World Travel & Tourism Council (WTTC)

# 1.4 billion arrivals in 2018, 2 years ahead of forecast

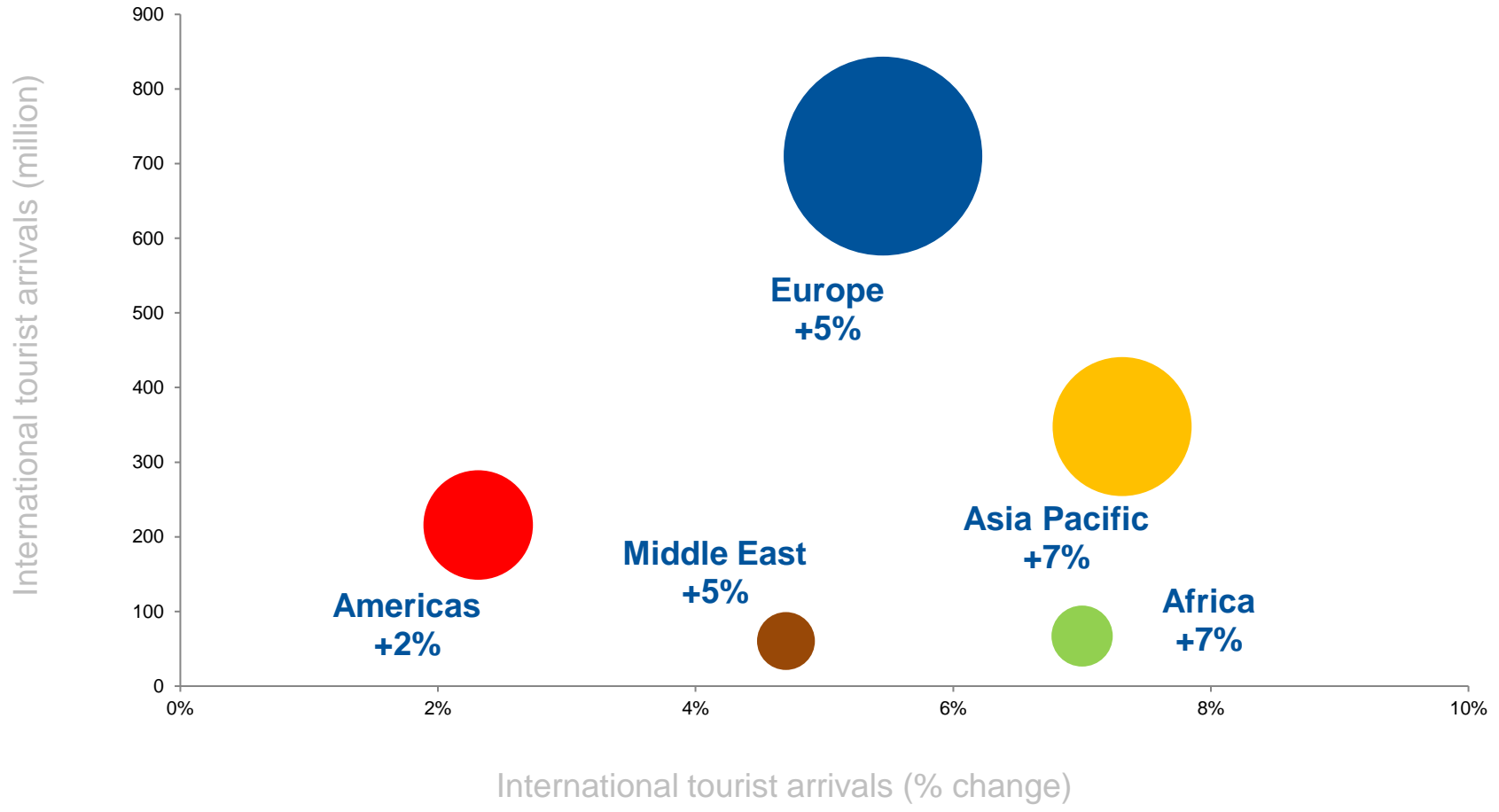


Source: World Tourism Organization (UNWTO), January 2019

# Growth common to all world regions

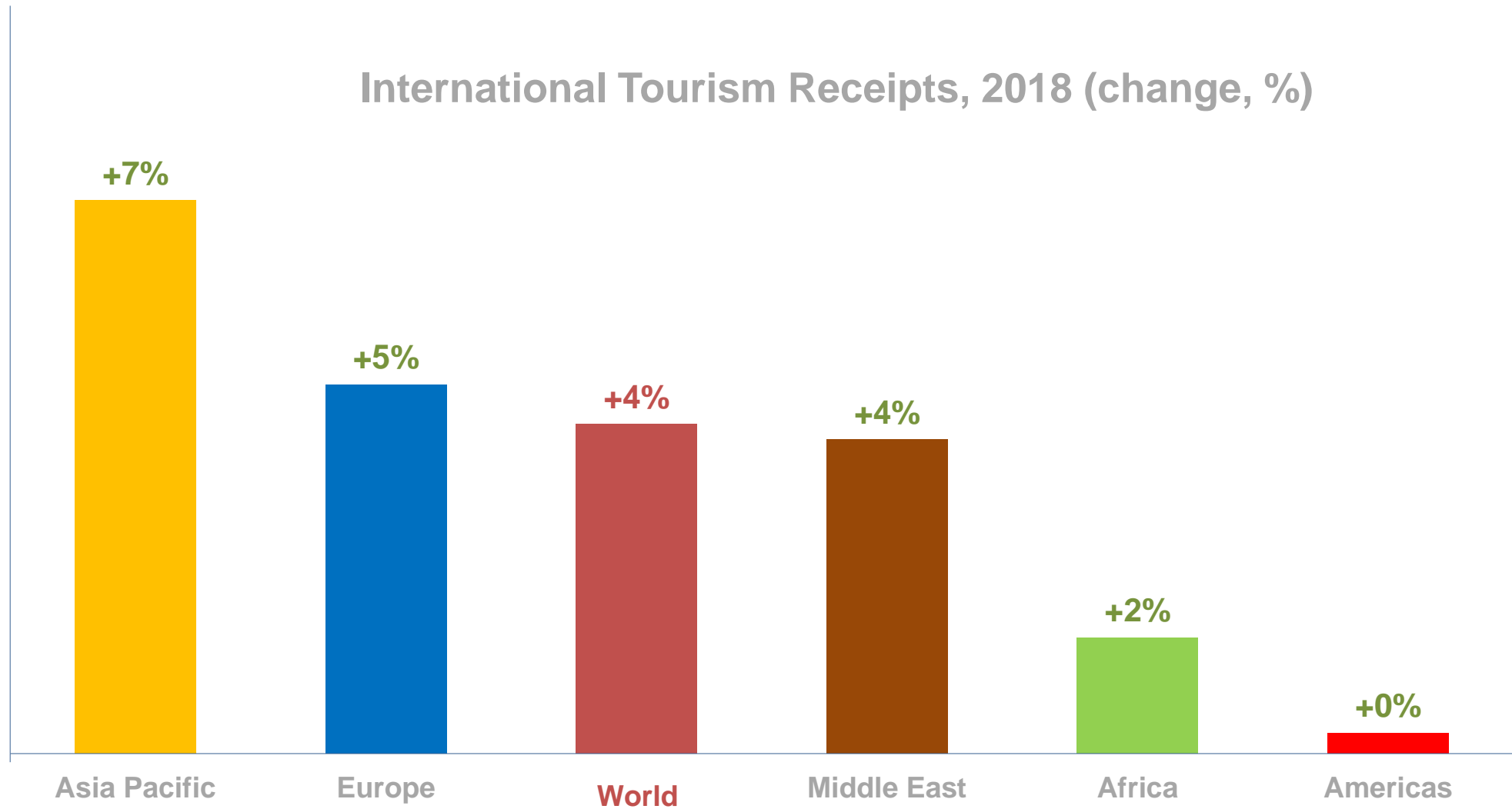


# Africa and Asia led growth in arrivals



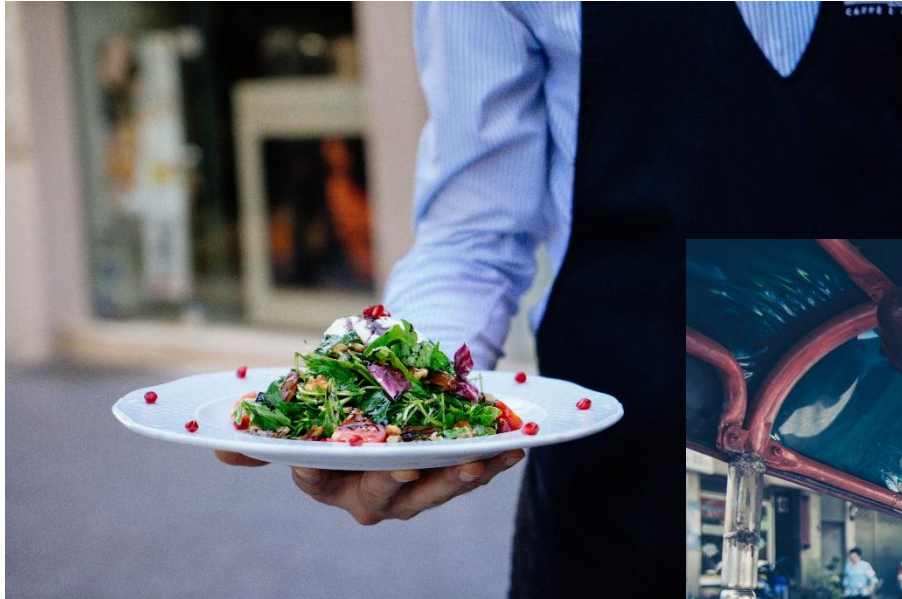
Source: World Tourism Organization (UNWTO), August 2019

# Asia and Europe stronger in earnings





# Language Learning in Tourism





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# THANK YOU!



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