

Catedra: Idioma IV

Guía Teórica – Práctica -

Introducción:

Bienvenidos estudiantes en estas clases vamos a seguir trabajando temas relacionados al marketing y a la promoción, específicamente el tema referido a los gráficos y estadísticas.

A través de los gráficos y estadísticas, se pueden realizar análisis sobre la evaluación de un producto, atractivo, o simplemente referidos al impacto de una decisión o estrategia. Mediante el análisis y el uso de gráficos se pueden realizar informes los cuales me clarifiquen la situación de un atractivo determinado o de un producto.

Contenidos a Trabajar (a qué Bloque / Módulo pertenecen):

Los contenidos a desarrollar forman parte de la unidad N°1. Los mismos son:

- Terminología específica
- Formato de reporte.

Objetivos:

- Interrelacionar la teoría vista en otras materias con la práctica mediante la resolución de ejercicios en el idioma Inglés.
- Desarrollar un reporte con soporte estadístico, en el cual se interrelacione la situación que está atravesando el turismo en la actualidad.

ACTIVIDADES PROPUESTAS

Describing changes and consequences.

1) Listen to Melvyn Pryer's presentation and complete the sentences.

- 1 The global tourism industry _____ at _____ around six per cent per year.
 - 2 Since 1990, the number of international tourist arrivals _____ from 439 million to around a billion, or about 6.5 per cent annually.
 - 3 Before that, from 1950 to 1990, the figure _____ from 25 million to 439 million.
 - 4 Last year, they _____ by a record number.
 - 5 In Europe, established destinations like France, Spain, and Italy _____ by newer destinations.
 - 6 Tourism in Asia – both as a destination and a generator of tourists – _____
 - 7 Since 1990, the number of tourist arrivals in Asia _____ nearly 400%.
 - 8 That's something that _____ in the 1980s. At that time, people _____ growth to come from Europe and America.
 - 9 The Internet has _____ a revolution in the tourism and travel industry.
 - 10 On the one hand, it has _____ a new type of independent consumer.
 - 11 What _____ that the industry can reach customers directly.
 - 12 ... as _____ the role of the retail agent
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2- Read the sentences in 1 again. Answer the questions.

- 1 Which sentences describe current trends?
- 2 Which sentences describe result or consequence?
- 3 Why are different tenses of the verb *rise* used in 2, 3, and 4?
- 4 Explain the two different tenses used in 8.
- 5 Look at the listening script on p.127. Find other examples of current and past trends, and identify the tenses used.

3- Write complete sentences from the notes. Change the form of the verbs if necessary

- 2 low-cost airlines / emerge / late twentieth century
- 3 currently / more and more people / take / short-haul flights
- 4 number of flights by jet aircraft / increase / sharply / 21st century
- 5 increase in air travel / lead to / worries about environmental impact
- 6 Internet / mean / more people book online / nowadays
- 7 as / result / number of specialist tour operators / increase / last twenty years
- 8 underwater leisure cities / not appear / yet

4- Grammar:

In order to describe charts and graphs, we will use different tenses. The tenses mostly used are the followings.

Tense	How to make	When is it used	Signals words
Present simple	Verb or he/she/it + -s	<ul style="list-style-type: none"> - Talk about facts - Habits - Schedules (trains, buses) 	Every day, never, always, usually, often
Present continuous	Am/is/are + verb + -ing	<ul style="list-style-type: none"> - Something is happening at the moment 	Right now, at the moment.
Present Perfect	Have/has + past participle	<ul style="list-style-type: none"> - Something happened in the past and you can still see the result. - Something started in the past and is still going on. 	For, since, already, just, yet, now, ever, never
Past simple	Verb + -ed (Regular verbs) Catch → caught (irregular verbs)	<ul style="list-style-type: none"> - Something happened in the past. (closed past) 	Yesterday, last year, in 2006, last summer
Past continuous	Was/were + verb + -ing	<ul style="list-style-type: none"> - Something happened at a certain point in the past - Something that was happening while something else happened (combination past simple) 	While, when
Past Perfect	Had + past participle	<ul style="list-style-type: none"> - Something happened in the past before another action in the past. PP for the earlier events. 	After, before, for, since

5- Writing a report:

A report is a structured written presentation directed to interest readers.

Its function is to give an account of something, to answer a question or to offer a solution to a problem.

An effective report is:

- Appropriate to its purpose and audience
- Accurate
- Logical
- Clear and concise
- Well organised with clear section headings.

Report structure

One important advantage that a report has over other written communication is that it follows a standardised format. This enables readers to find and focus on specific parts of information. Most reports are modelled on the following structure (modified where necessary).

1. Transmittal document
2. Title page
3. Table of contents
4. Abstract/Executive Summary
5. Introduction
6. Discussion
7. Conclusions
8. Recommendations
9. Bibliography.

Report writing procedure stage 1: Planning

Define the purpose:

- Read the brief carefully
- Identify key words
- Make sure you know what's really being asked

6- Taking into account the report's layout that you have in the previous exercise, you will have to write a report about COVID-19 and Tourism.

Evaluación:

- Participación en foros.
- Realización de actividades propuestas en la guía.
- Entrega de reporte