

# Tourism-oriented Program

ESP series  
CCA 2023





## Why the TOP?

Colombia is 2<sup>nd</sup> in number of greenfield foreign direct investment projects in tourism behind Mexico, surpassing Brazil within the top 10 new investment destinations in Latin America and the Caribbean.

-UNTWO

Colombia has demonstrated a true commitment to responsible and sustainable tourism for all.

-UNTWO

U.S. citizens continue to be the main visitors of Colombia for tourism and business.

-The Tourism Review

Colombia offers the most unique cultural, geographic and natural appeal within the region.

-Forbes

Colombia treasures 10% of the planet's biodiversity.

-NatGeo



## People from different sectors of tourism and hospitality



**Tourist guides**

**Tourist/travel agents**

**Hotel receptionists**

**Restaurant and cafe employees**



**Tour operators**

**Entrepreneurs in the tourism industry**

**Hotel managers**



**Event planners**




Who is it for?



## Aiming at..



Helping professionals in the tourism and hospitality industry develop and improve their English communication skills.



Fostering the development of global skills and Intercultural competence necessary in the tourist industry to offer high quality services and memorable experiences.



# What makes it a unique learning experience?

Projects and communicative exchanges likely to be faced in the field

Awareness on sustainable tourism and global citizenship

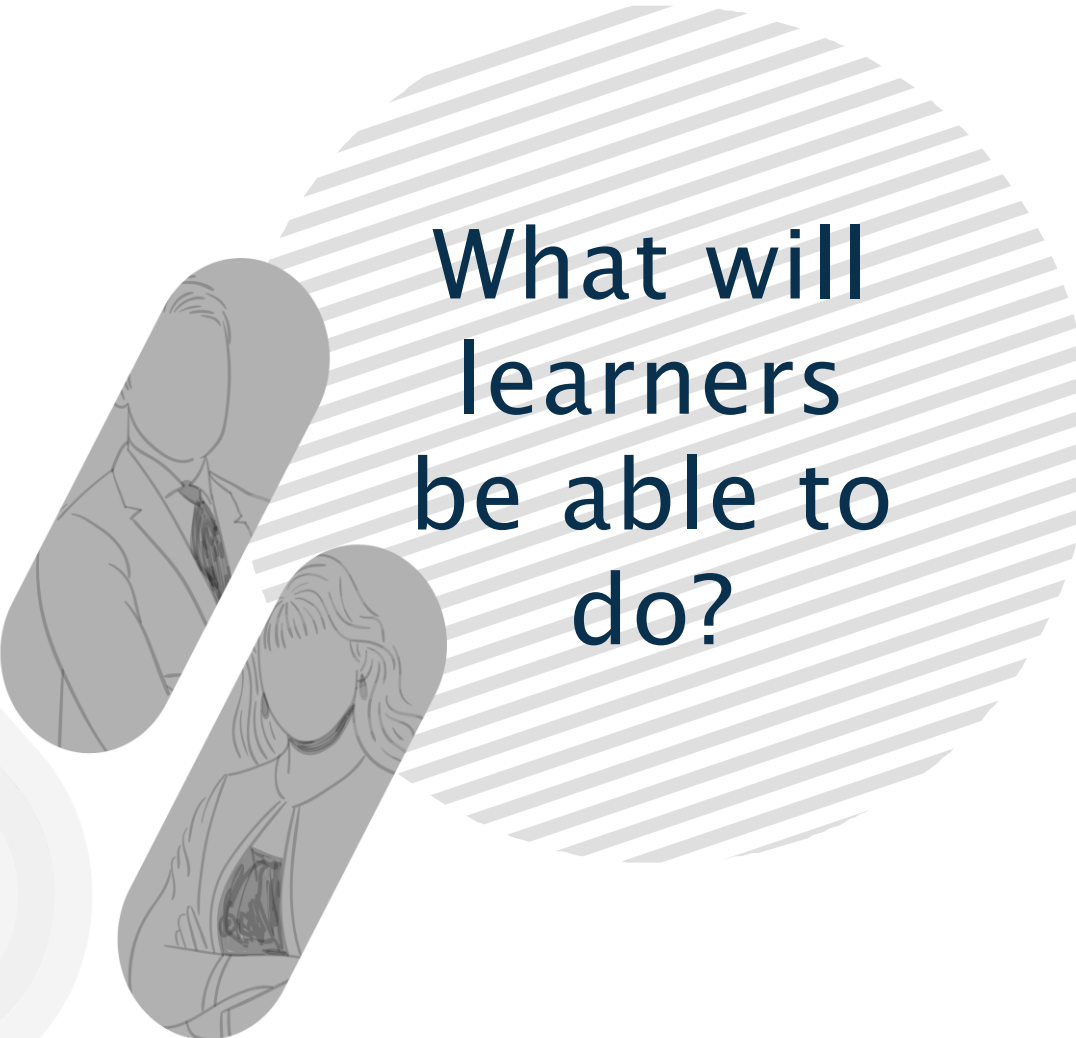
Emphasis on soft-skills: critical thinking, creativity, collaboration, initiative, etc.

Interactive glossaries for tourism-related vocabulary

Development of Intercultural competence

Authentic readings, videos and writing tasks

Adaptable to any 6-level program (A1-C1)



What will  
learners  
be able to  
do?

**Deliver clear and accurate information (places, events, historical facts, etc.).**

**Maintain effective phone calls.**

**Create video and graphic content to promote services.**

**Explain procedures and safety measures.**

**Maintain communication on the basis of intercultural competence.**

**Design and present a tourist Project/campaign.**



**Global  
Skills**

**Project-based  
Learning**

**Cooperative  
learning**

**Intercultural  
Competence**

**Meaningful  
Learning**

**Social-  
emotional  
Learning**

**Methodologies for  
effective and  
purposeful  
learning**

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YE★RS

Empoderando a los Colombianos con la fuerza transformadora del Bilingüismo y la Cultura.

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Somos una institución de formación  
para el trabajo y desarrollo humano

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Somos un



**American Spaces**

Un American Spaces es una designación del Departamento de Estado de Estados Unidos que promueve las relaciones entre Colombia y Estados Unidos.

Nuestros estudiantes aprenden en inglés, viven la cultura a través de expresiones artísticas, el acompañamiento gratuito para estudiar en Estados Unidos y nuestra biblioteca bilingüe presencial y virtual.



¿Conocen el  
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Somos parte de...



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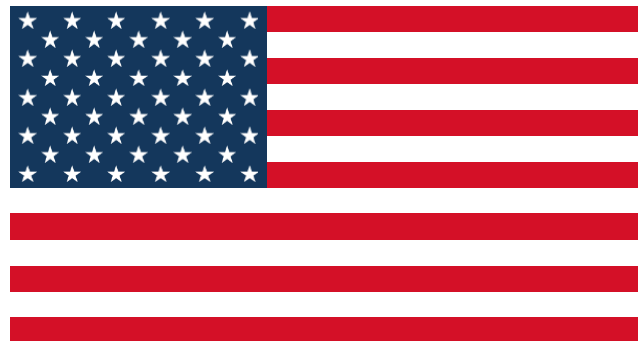


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