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**“Study and Analysis for the creation of an English Language Training
Program for Taxi drivers in the city of Cuenca”**

**Graduation Work prior to obtaining the degree in International Studies -
Bilingual Mention in Foreign Trade**

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DEDICATION

I dedicate this work to all the people who have been part of my life in this academic journey and have helped me achieve my goals; foremost, to my mother who is the primordial promoter of my dreams and never stopped believing in me, and my family and friends who were always there for me when I needed them.

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ABSTRACT

The arrival of foreigners from many countries to the city of Cuenca creates different conflicts, such as the language differences that can create misunderstandings with the new members of society. That is why this work has the purpose of analyzing the feasibility of creating a project to help the taxi drivers of the city of Cuenca learn English, in order to provide a better service to foreigners who come to our city either for tourism, or to stay permanently.

This thesis begins by analyzing different migratory theories that help us to better understand the concept of immigration, and then to examine the migratory movement into the city of Cuenca, whether of retired foreigners or foreign tourists. Later, a diagnosis is made of the need for taxi drivers to learn the English language. This diagnosis is achieved through surveys and interpretation of data to define the characteristics that the training should have.

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INTRODUCTION

This thesis has the objective of analyzing the feasibility of creating an English language training program for the taxi drivers of the city of Cuenca, to more appropriately satisfy the communication needs of foreigners arriving in Cuenca to retire or to visit the city temporarily.

According to El Universo newspaper in 2013 the number of foreign migrants in Cuenca reached 5000 and according to the Municipal Tourism Foundation for Cuenca in 2014, five hundred eighty-one thousand tourists visited Cuenca with an average daily expenditure of \$74.00, generating \$64.491 million dollars of income, and in 2015 this figure rose to one hundred ninety seven thousand and eighty two foreigners.

This fact is due to the publicity that has been made about the city through different means such as the International Living magazine, where Cuenca is promoted as the number one place to retire thanks to its spring climate and affordable cost of living.

The arrival of these foreigners creates various situations that society is not ready to face, such as the difference in language, which prevents accurate communication. Taxi drivers are often the first to feel the impact of dealing with foreign people and frequently have found themselves at an unexpected crossroad. This is why they have considered attending a training program.

This analysis seeks an interaction between the two cultures so as to reach a middle point in which they can communicate in a more open and constructive way, considering the English language as an integrating factor, taking into account that English is used worldwide.

The first chapter will analyze the concept of immigration and migratory theories that try to describe the factors which cause people to leave their homes and migrate to foreign countries seeking a better life, and will try to understand the reason for the existence of an immigration movement of foreign retirees to Cuenca as well as the movement of tourists.

The second chapter will cover surveys conducted with taxi drivers in the city of Cuenca to define the need for English language in their work and their availability to

learn the language and attend training courses, detailing schedules, and weekdays of preference, topics to be discussed, and course selection.

The third chapter will create a tentative program analyzing and tabulating data to adapt to the characteristics in order to create a model of tentative management that gives the general guidelines for experts in the subject of pedagogy to carry out a study and training program to help Taxi drivers learn English effectively.

Chapter 1: Analysis of the Presence of Foreigners in the City of Cuenca

1.1 Immigration

Immigration is defined as the process by which non-nationals enter a country in order to establish themselves in it (International Organization for Migration, 2016, p.1). Authors such as Tizón García (1993) extend this concept and point out that to achieve a status of emigrants or immigrants, the transfer from one country to another or from one region to another must imply that the latter is quite different and distant, and that the movement encompasses a time long enough to live in another country, and to establish routine activities of everyday life (p. 30). Nevertheless, in spite of these precisions, the application of the concept has, beyond its legal utility, an infinity of variables whose objective categorization can be different for each person.

Amparo Micolta in his article “Theories and Concepts Associated with the Study of International Migration” cites Joaquin Arango (1985, p.7-26) who points out that in spite of the large number of registered studies there are important shortcomings, conceptual ambiguities, and measurement difficulties that make it difficult to understand the nature of migration¹. Moreover, in the existing literature on the subject, there is a rupture between theory and reality (2005, p.60).² This fact is due to generalizations or appreciations based on figures which are fall short of providing a realistic view of the circumstances and complexity of migrant lives.

In Ecuador, according to article 9 of the Law of Foreigners, published by the Official Register No° 454 on November 4th, 2004, the immigrant is considered to be a legal alien and a conditional resident in the country in order to settle there (Valenzuela, 2014, p.1)³. This concept is ratified in the definition of the Ecuadorian

¹ Arango, J. (1985). E.G. Ravenstein’s Migration Laws 100 Years later.

² Micolta, A. (2005). Theories and Concepts Associated with the Study of International Migration. Social Work Magazine No.7, 60.

³Valenzuela, O. (s.f.). Migrant Foreigners. Accessed on June 12th 2016, from <http://www.derechoecuador.com/articulos/detalle/archive/doctrinas/derechoconstitucional/2014/01/10/los-extranjeros-inmigrantes>

visa, which establishes the concept of "immigrant" when their stay implies permanence, while the temporary stay is categorized as "non-immigrant" (Consulado Virtual Ecuador, 2016, p. 1)⁴.

When acquiring an address in Ecuador, the immigrant can participate in business and labor activities once he obtains his/her visa in the corresponding category. The domicile not only allows the immigrant to legally establish his/her in the new destination, but also grants him/her residence in consideration of his/her real or presumptive intention to establish him/her permanently in the host country, thus becoming a member of Ecuadorian society with all the corresponding rights and obligations. The status of immigrant is specified at the time of receipt of the Ecuadorian identity card, this being the document that testifies to his/her legal status as an immigrant in the country (Valenzuela, 2014 p.1)⁵.

1.2 Migratory Theories

International migration is a major global activity. Throughout history, people and ethnic groups of multiple nationalities have moved in search of better living conditions, on dangerous voyages and journeys that have often jeopardized their survival and caused major social transformations both, in their origin and destination countries.

Being a global occurrence, the transcendence of migration has resulted in the need to study its causes and possible effects on other broad issues such as economics and intercultural relations, to name a few. To this end, theories have been developed in the field of sociology and social sciences that aim to establish explanations for this behavior based on various factors such as economics, history, or even psychology.

⁴ Ecuador's Virtual Consulate. (2016). Accessed on June 12th 2016, from]
<http://www.consuladovirtual.gob.ec/web/guest/visas>

⁵ Valenzuela, O. (s.f.). Foreign Migrants. Accessed on June 12th 2016, from
<http://www.derechoecuador.com/articulos/detalle/archive/doctrinas/derechoconstitucional/2014/01/10/los-extranjeros-inmigrantes>

Andrés Tornos globally outlines migratory behavior and the importance of predicting its occurrence in the countries where these migratory movements are directed:

At the end of the nineteenth century in England, the geographer Raven carefully proposed the first outline of the causes of migration, pointing out that this behavior emerges from the contexts of poorer economic and social conditions and is directed towards those places in which better conditions are expected. What we all must see clearly: they simply come and this forecast is absolutely necessary, not out of curiosity, but because a modern state has to anticipate the social services it will have to offer, the administrative structures that will be provided to them, and the human and economic resources it will have to offer to the new arrivals, both in the border and in the different areas of their insertion (work, municipalities, etc.) (Tornos, 2006, p.2)⁶.

Tornos warns of the importance of being able to adapt the institutional and social structures of a country against the imminent possibility of migratory influx, hence the need to be able to determine, on the basis of a model, which theoretical patterns allow a better understanding of its causes and how to approach the presence of an immigrant population in terms of insertion in the economic and social dynamics of the destination country.

These models, or migratory theories, would then correspond to all those explanations that aim to determine the causes that motivate a human group or isolated individuals to move from their normal environment of life and migrate to new destinations. There are multiple theories and schools of thought that seek to explain the reasons for migratory movements, from explanations based on macroeconomic

⁶Tornos, A. (28 de Febrero de 2006). *Humanisms and Theories of Migration*. Accessed on June 12th 2016, from <https://web.unican.es/campuscultural/Documents/Aula%20de%20estudios%20sobre%20religi%C3%B3n/2005-2006/CursoTeologiaHumanismosYteorias2005-2006.pdf>

analysis to those that give prominence to the will or motivation of the individual. The following are some of these ideas according to the categories proposed by Tornos, in order to be able to grant an adequate perspective about the migratory behavior related to the present study.

1.2.1 “Macro” Theories

These are theories that explain migration from the variables arising from economic indicators, such as per capita income or the gross domestic product of a country or region, added to other criteria such as political power and historical dominance over territory.

1.2.1.1 “Neoclassical-Macro” Theories

Derived from the previous theory, the neoclassical vision tries to find a self-generated balance through the balance of resources in exchange between two economies with disparate resources. According to this theory, migrations are directly proportional to an economic situation. These movements occur from countries that abound in labor power but have no capital, to those that have no much labor force but greater volume of available capital (Tornos, 2006, p.4).⁷

In the second half of the twentieth century the neoclassical theory has a fundamental role in the study of migration, applying its principles to the factors of work, starting from two presuppositions: a) Man is sedentary by nature, for economic reasons, and b) On his decision to emigrate the emigrant acts in a rational way to maximize the advantages of the process (...). International migrations are due to the individual cost-benefit decisions taken to maximize his or her income. This happens because of the differences between wage rates between the country of origin and the country of destination. Labor flows go

⁷ Tornos, A. (28 de Febrero de 2006). Humanismos y Teorías de las Migraciones. Accessed on June 12th, 2016, from <https://web.unican.es/campuscultural/Documents/Aula%20de%20estudios%20sobre%20religi%C3%B3n/2005-2006/CursoTeologiaHumanismosYteorias2005-2006.pdf>

from low-wage countries to high-wage countries, as a result migration exerts downward pressure on the wages of the destination countries and upward pressure on the sending countries until equilibrium is reached. In this sense, the emigration rate rises when the wage gap grows (Massey, 2005, p.59-76).⁸

1.2.1.2 “Historical-Structural” theory

This theory affirms that emigration from a country is directed towards those nations that could have disturbed the economy of the countries of origin, as can be historically exemplified in the case of the relationship between India and England, or of the South American countries in relation to Spain, or that of Mexico in relation to the United States.

The advantage of this historical-structural theory over the "macro" neoclassical theory (...) is that the neoclassical does not have a reason about why the emigrants choose one country over another to emigrate, while the historical-structural one affirms that the migrants do so towards countries that have disrupted their economies (Tornos, 2006, p.6).⁹

1.2.2 “Micro” Theories

These are all theories that emphasize the decision power of the individual. In the case of micro neoclassical theory, the determining factor of migration focuses on financial themes. Another variant of the economic theme is the theory of the New Economics of Migration, which is based on a decision-making system of the extended family group and on chain migration processes influenced by the previous migrations

⁸ Massey, D. (1998). *Worlds in motion. Understanding International Migration at the End of the Millennium*. Clarendon Press. Oxford. Cited by: Micolta, A. (2005) Theories and concepts associated with the study of international migrations. *Social Work Magazine* No. 7.

⁹ Tornos, A. (28 de Febrero de 2006). *Humanisms and Theories of Migration*. Accessed on June 12th 2016, from <https://web.unican.es/campuscultural/Documents/Aula%20de%20estudios%20sobre%20religi%C3%B3n/2005-2006/CursoTeologiaHumanismosYteorias2005-2006.pdf>

in the family nucleus or nearest kin.

1.2.2.1 “Push–Pull” Factor Theories.

Micolta defines this theory as a model that is based on a series of elements associated to both, the place of origin and the place of destination. It involves a series of factors that push to leave the place of origin when comparing it with the most advantageous conditions that exist in other places that exert a force of attraction (pull), generating in this way an expulsion dynamic or push and pull (Micolta, 2005, p.60).¹⁰

Push factors can be: high demographic pressure, lack of access to land, low wages, low living standards, lack of political freedoms, repression, etc. Factors of attraction to the potential destination (pull) are those opposed to the previous ones, that is: political freedom, high incomes, access to real estate, and high living conditions in general. This model highlights the personal motivations of migrants who, after an evaluation of the costs and benefits of migration, will opt for the most advantageous alternative.

The decision to emigrate is analyzed based on an instrumental rationality that induces a free choice between the opportunities offered by the market inside and outside the country. From this perspective, migrations are considered functional, contributing to the balance of the system and profitable for both, countries and migrants. International migration is seen as a form of investment in human capital. Thus people make an investment in money that they hope to recover, choose to go where they can get employment according to their abilities, and thus maximize their income. As a result of this population movement, the supply of labor declines and wages increase in countries with scarce capital, while in the richest the supply increases and wages fall, which leads to a balance (Massey, 2005, p. 5-76).¹¹

Micolta notes that the criticism of this model focuses on its historicity and

¹⁰ Micolta, A. (2005) Theories and concepts associated with the study of international migrations. *Social Work Magazine* No. 7. P. 60

¹¹ Massey, D. (1998). *Worlds in motion. Understanding International Migration at the End of the Millennium*, Clarendon Press. Oxford. Cited by: Micolta, A. (2005) Theories and Concepts Associated with the Study of International Migration. *Social Work Magazine* No. 7, pages. 59-76.

individualism, as well as not taking into account the social and political environments for these actions assuming that these would be the poorest people in the least developed countries, but the model fails to prove that it is not this social group who migrates necessarily, but also middle-class people.

The author adds that this model does not explain why migrants choose one destination and not others, and does not take into account that migrations are not individual, but social. Nevertheless, it is in each particular case that the applicability of the theory must be analyzed, since, as already noted above, the difficulties of quantification and analysis do not allow for generalizations, for example, this phenomena is difficult to define in the case of the middle class.

1.2.3 Migration and globalization.

The current migratory movements are framed within the context of a globalized world characterized by wide economic and social inequalities, in which political and ideological conflicts are added to intensify the circumstances that motivate great human displacements. Faced with the great opening of markets and the flow of information and goods existing in the world today, human labor is subject to restrictions both, on issues of human mobility and the impositions and limitations of labor markets in the countries of origin and destination.

Globalization and the limitations imposed on the transfer of people from the South to the North, the amalgam of crises that coincide with time (politics, the productive and cultural model) make up the scope of modern migration. Hence, another way of understanding them has to do with the worsening of the divergences in the international distribution of income, on the one hand, and the evolution of North / South demographic trends, with their consequent effects on labor markets. On the other hand, the withdrawal of national barriers and freedom of movement and capital are coinciding with a wave of political initiatives aimed at protecting borders and restricting freedom

of movement in international labor markets (Abad, 2002, p).¹²

1.2.4 “Meso” Theories

According to Tornos (2006), "this word comes from the Greek and means *the middle*". These theories are not limited to thinking of macroeconomic figures (large scale), but are also not limited to small magnitudes (personal and individual decisions to emigrate), but instead is made up of the social environments that mediate between macro factors and individual people, which environments, according to these meso theories, are decisive when making the decision to immigrate (p.9).¹³

1.2.4.1 Labor Market Segmentation Theory

This theory does not point to macroeconomic determinants or to individual determinants in which the migrant has a leading role in decision making, but focuses on specific social contexts the characteristics of which influence the labor market by improving the living conditions of a younger segment of society which can opt to avoid insertion in the secondary sector of the labor market as its labor force is replaced by immigrants willing to take on the hardest and lowest paid jobs. This is the case in countries such as Spain or the United States of America, where the labor force in the secondary sector is provided by the migrant population of Latin America.

1.2.4.2 Social Capital Theory

Social capital is understood as the value acquired in social relations, through which personal influences can be used to be inserted either in the labor market or in the social environment depending on the different objectives. Likewise, in the context of

¹² Abad, L. (2002). Contradictions of globalization: Migrations and interethnic coexistence after September 11. From Migrations Magazine Number 11.

¹³ Tornos, A. (28 de Febrero de 2006). *Humanisms and Theories of Migration*. Accessed on June 12th, 2016, from <https://web.unican.es/campuscultural/Documents/Aula%20de%20estudios%20sobre%20religi%C3%B3n/2005-2006/CursoTeologiaHumanismosYteorias2005-2006.pdf>

migration, there is a chain of personal relationships that guarantee the success of immigration. This theory is of particular interest for the present study as it exemplifies, at least from an operational perspective, the situation of immigration of North American expatriates to the city of Cuenca, a situation that nevertheless presents multifaceted factors that cannot be forced to conform with any single theory since there are multiple factors on an economic order that, at the same time, constitute important parallel causes of this behavior.

The theories (...) of social capital indicate that the decisive factor to migrate in significant quantities is the establishment of relationship networks between origin countries and destinations, networks mainly made up of a few pioneer immigrants who then attract and help to accommodate others. This point of view confirms the studies done on the information and support networks that exist between the immigrants and their relatives and acquaintances from the countries of origin. Those who help immigrants to come and fit in are other immigrants (Tornos, 2006, p.11).¹⁴

1.2.4.3. Cumulative Causation Theory

This theory posits the generation of a tendency to self-reproduce on the part of the migrations due to factors of social influence, and economic benefits and prestige among the beneficiaries of the emigrants in their countries of origin. It emerges from the theory of social capital and adds to it the element of information which influences the decision making of the potential migrants. In contrast, both, this theory and the Social Capital Theory, seem to apply to the situation of the Ecuadorian migrant in the United States or Europe.

¹⁴ Tornos, A. (28 de Febrero de 2006). *Humanisms and Theories of Migration*. Accessed on June 2016, from <https://web.unican.es/campuscultural/Documents/Aula%20de%20estudios%20sobre%20religi%C3%B3n/2005-2006/CursoTeologiaHumanismosYteorias2005-2006.pdf>

1.3 Reasons for migratory movement into the city of Cuenca

Cuenca has begun to stand out at the international level as a destination for foreign immigrants for approximately ten years. Articles published in international journals such as *International Living*, *Lonely Planet* and *Outside Travel Abroad*, have repeatedly positioned Cuenca as the city that has the best conditions to offer foreign immigrants a living space for their retirement. In 2009, 2010, 2011, 2013 and 2014, the aforementioned international media highlighted Cuenca among the first destinations for retirees.

This promotion in digital and print media was well received, as shown by the growth figures of the immigrant population, which mostly originate from the United States of America. According to *El Universo* newspaper, in 2013 the number of foreign migrants in the city of Cuenca has reached 5000.¹⁵ According to the theory of social capital, this migratory movement increases through the influence of information and support networks, which have generated large volumes of data and contacts for potential migrants to have the necessary support to begin their journey.

The figures for receptive tourism have increased significantly in the last decade having 581,000 registered tourists during 2014, out of which 32% was of receptive tourism. (Municipal Tourism Foundation for Cuenca).¹⁶

1.3.1 Retired Foreigners

In order to understand the behavior of foreign immigration to the city of Cuenca it is necessary to observe the conditions that have motivated the movement of a segment of population, mainly retirees, coming from North America. Given the fact that this is a group of retirees, the approaches to theories that point to the attractiveness of a labor market with better opportunities are discarded, since the majority of retirees do not assume a productive role, nor do they enter the Ecuadorian labor market. Exceptions

¹⁵ *El Universo*. (12 de Abril de 2013). *There are 5000 foreigners living in Cuenca. 95% are from the USA*. Accessed on August 1st 2016, from <http://www.eluniverso.com/2013/04/12/1/1447/ya-son-5000-extranjeros-viven-cuenca-95-ellos-eeuu.htm>

¹⁶ *Data provided by the Municipal Tourism Foundation for Cuenca. (2016)*

are limited to the case of investors who, if they were to engage in any kind of work, would be considered self-employed.

Both, the media and various studies carried out locally and internationally focus on the positive aspects involved in choosing Cuenca as a place of retreat. Among the most important factors are the low cost of living, the opportunities of the real estate market, the offer of health services, and the city's scenic charms, along with its cultural life and quality services.

On the other hand, the financial crisis affecting the most vulnerable sectors of the American population, including the elderly and retired people, must be taken into account. For such a population it is increasingly difficult to survive on their pensions and have to maintain themselves at a low purchasing power level. This resulting impoverishment of American society is possibly the main cause of the immigration of US retirees to Ecuador, because the low cost of living allows them to significantly optimize their resources and, in addition, maintain a lifestyle that they otherwise could not sustain in their country of origin.

The most important expenditure items incurred by the foreign population in the city of Cuenca are property expenses, food, health insurance and medical expenses, transportation in and out of the city, and other minor items such as recreational activities or technical and professional services.

According to data from the 2010 Population and Housing Census, the National Institute of Statistics and Censuses, INEC, there are 9,077 foreigners in Cuenca of more than 90 nationalities who are registered as permanent residents in the city (Ortega, 2012).¹⁷

More recent data collected from Coordination Zone 6 of the Chancellery in Cuenca reveals that in 2015 a total of 4848 residents of US citizenship were registered in the

¹⁷ Ortega, G. (2012) Immigrants from 92 countries live in Cuenca. Accessed on August 1st 2016, from <http://www.eltiempo.com.ec/noticias-cuenca/111953-9-077-inmigrantes-de-92-paa-ses-viven-en-cuenca/>

city of Cuenca (Chancellery of Cuenca, 2015).¹⁸

1.3.2 Foreign Tourism

As can be seen in the chart below, the movement of foreign tourists increased by 45% between 2010 and 2015, being the most represented nationalities those coming from Argentina, the United States, France, Spain, Germany, Canada, Peru, Colombia and Chile. Of the total number of tourists who visited Cuenca in 2014 32% represented receptive tourism and 68% national tourism. (Tourism Foundation for Cuenca, 2016).

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Table 1: Estimated Tourist Movement in the last five years

Year	National Tourists	Foreign Tourists	Total
2010	289,261	136,123	425,384
2011	315,212	148,335	463,547
2012	351,362	165,347	516,709
2013	376,820	177,327	554,147
2014	395,080	185,920	581,000
2015	410,969	197,082	608,051

Source: Municipal Tourism Foundation for Cuenca, 2016

It should be noted that 56% of the surveyed visitors were in Cuenca as tourists. These figures can be misinterpreted as, in several cases, immigrants begin their permanent residency procedures only after having traveled the country in order to identify possible places to settle permanently, and then proceed to return to their country of origin in order to plan for their definitive return or, in some cases, proceed

¹⁸ Data provided by Chancellery of Cuenca, Cuenca. (2015). Quoted on: Vintimilla, P. (2016). Analysis of the impact of the digital media that promote Cuenca as a residential destination for US retirees, period 2010-2015.

¹⁹ Data provided by Municipal Tourism Foundation for Cuenca, 2016.

to establish definitively while using a temporary visa.

Table 2: Visitor Profile

Outgoing Markets (Receptive Tourism)	Argentina, United States, France, Spain, Germany, Canada, Peru, Colombia, and Chile.
Outgoing Markets (National Tourism)	Guayaquil, Quito, Macha and Loja.
Occupation	57% Privately Employed 22% Independent Workers 21% Other Occupations
Academic Background	80% with advanced degrees
Purpose of Visit	56% Tourism 16% Visiting friends / family 14% Business 14% Other Purposes
Travel Group Size	2-3 people (family groups)
Type of Lodging	69% Hotels 26% Family homes 5% Other
Perception of Destination	46% feel their visit was satisfactory 70% consider returning to Cuenca

Source: Municipal Tourism Foundation of Cuenca, 2016

1.3.3 Tourism behavior on a local level

Regarding the demand generated by tourists, according to the data collected by the Municipal Tourism Foundation of Cuenca, in 2014, 581,000 visited Cuenca with an average daily expenditure of \$74.00 generating \$64,491 million dollars of income. It should be noted that of the average daily expenditure of each tourist, \$33.00 is spent on lodging (Tourism Foundation of Cuenca, 2016)²⁰.

Table 3: Data of Tourism behavior in 2014

Number of Tourists in 2014	581,000
Average Stay	1.5 nights
Daily Average Spending per Tourist	USD \$74.00
Average Lodging Cost	USD \$33.00
Income from Tourism	USD \$64,491,000

Source: Municipal Tourism Foundation of Cuenca, 2016

²⁰ Data provided by Municipal Tourism Foundation of Cuenca, Cuenca, 2016: s/n.

Chapter 2: Diagnostic of the Need for English Language among Taxi Drivers in the City of Cuenca

2.1 Transportation services in Cuenca

The services infrastructure in Cuenca, in the last decade, has had to adapt to the increasing influx of a foreign population that makes use of its various benefits. Among the services required immediately upon arrival to any destination are those related to transportation. Both, the tourist who arrives for the first time in the city, and the foreigner who seeks to establish him/her on a permanent basis, make use of these services immediately and frequently.

According to the website Cuenca High Life: Resources for Expat Living, retired foreigners spend an average of \$50 to \$350 per month on taxis and other transportation services. These figures reveal the frequent use of these means of transport by foreigners. This is reinforced by the need for additional help to facilitate visits to different types of services such as doctors, lawyers, facilitators for legal and travel procedures, and even for purchases (2015).²¹

The taxi service in Cuenca has a history of almost a century. In this time the drivers have been gathering in nuclei of legally organized unions, such as the Union of Cooperatives of Taxis of the Azuay and the Unitary Front of Taxi drivers of the Azuay. Currently there are around 3,700 taxi units circulating in the city of Cuenca forming legally constituted cooperatives (The Telegraph, 2014, p.1).²²

2.1.1 Issue

Having analyzed not only the increase in foreign tourism but also the growing presence of an English speaking population with permanent residency in the city of

²¹ Cuenca High Life. (2015). Cost of Living Survey shows that prices are rising – no surprise there – but it also reveals some new expat trends. Accessed on March 3rd of 2016, <http://www.cuencahighlife.com/cuencahighlifes-2015-cost-of-living-survey-reveals-some-surprises>

²² El Telégrafo. (2014). From \$25 thousand costs a quota in a taxi cooperative, Ecuador. Accessed on August 5th, from, <http://www.eltelegrafo.com.ec/noticias/regional-sur/1/desde-25-mil-cuesta-un-cupo-en-una-cooperativa-de-taxis>

Cuenca, the need arises for taxi drivers to be able to offer a quality service that, at the same time, is not hindered by the difficulties in working with people who lack knowledge of the Spanish language. Pavel Cabrera, training director for taxi drivers at EMOV, mentioned in an interview:

According to our analysis on the training needs of commercial taxi transportation, we have come to an agreement with their representatives and we can see that certain problems arise in the daily and frequent contact with foreigners, and at the moment the ability to communicate is at the root of the problem, thus leading to the need for training in the English language, so that they can improve the services that they offer (Cabrera, 2016).²³

One of the greatest difficulties, both, for the users of the service and for the drivers themselves, lies in the subject of communication. While it would be expected that every immigrant would make an effort to join the culture of the host country through at least a basic attempt to learn the local language, the purpose of the present work is to determine if the local population, in this case taxi drivers, may find it desirable or advantageous to incorporate English language skills to improve the results of their work.

Although Cuenca is a medium-sized city, the arrival of these foreigners creates new situations that society is not adequately prepared to face, such as the difference of language, which prevents a correct communication when living day by day and generates different types of relationships. The Tourism Foundation of Cuenca in 2015, through a report from its offices iTur, claimed to have attended more than 10,000 foreigners who sought to find out about the different events that exist in Cuenca. This fact demonstrates the growing need to be able to improve communication channels with visiting foreigners, as well as with those who have chosen to reside in the city.

²³ Cabrera, P. (12 de 10 de 2016). English Language Training for Taxi Drivers in Cuenca. (E. López, Interviewer)

2.2 Justification

In our globalized world, cultural shock, which can be brought about by the interaction between two different cultures, is an increasingly critical subject of study, since it defines the level of tolerance of people living within an established society. Interculturality is easier between people who share a symbolic system to convey their culture such as language than between people who lack it, so then such systems are created by chance to establish contact (Rich and Ogawa, 1982, 43-49).²⁴ This is why the present work was concerned, that is, the idea of creating a project for taxi drivers to learn English in order to provide better services to foreigners and to feel more comfortable with their day to day work. By optimizing their level of communication with foreigners who use their services, taxi drivers increase the possibilities of their services being requested more frequently by those who reside permanently in the city.

In addition, the tourist attractions the city offers elevates its quality by being able to offer a service that facilitates the stay and mobilization of foreign tourists, making the driver the primary promoter and vendor of tourism services in the city.

The proposal to be made seeks an interaction between the two cultures, to reach a middle ground in which they can communicate in a more open and constructive way, considering that according to Brooks Peterson, in his book *Cultural Intelligence*, a vendor who can interact with their customers in their native language has much more opportunity to convince them and close a sale (Peterson, 2004, p90).²⁵

2.3 General objective

²⁴ Rich A, y Ogawa, D. (1982). *Intercultural and Interracial Communication: An Analytic Approach*. En Gary R. (1998). *Communication and Conflicts. Reading in International Relations*. United States: Simon & Schuster Publishing.

²⁵ Peterson, B. (20004). *Cultural Intelligence*. United States: Intercultural Press.

To analyze the possibility of implementing an English language training program for taxi drivers in the city of Cuenca.

2.3.1 Specific Objectives

1. To determine, through documented research, the movement of foreigners into the city of Cuenca in the 2010-2015 period.
2. To diagnose the need for English language ability in the taxi drivers of the city of Cuenca through surveys and interviews.
3. Analyze the feasibility of executing and designing an English driver training program for taxi drivers.

2.4 Work Methodology

The present thesis has the direct support of the public company EMOV, which facilitated the data and information necessary for the analysis to be carried out in a practical and efficient manner.

In order to determine how a training course in English-language communication skills should be designed, it is necessary to start with a survey upon which to base the best strategy for its design.

The total of registered taxi drivers will be taken as a reference, which reaches an approximate figure of 3700. From this figure, the sample to which the survey should be applied will be calculated.

Additionally, once the results of the surveys have been determined, interviews will be conducted with the authorities of the Union of Taxi Cooperatives of Azuay in order to determine the applicability of the project. This step will allow the proposal to be designed in accordance to the needs of taxi drivers who have expressed an interest in receiving the training course.

2.4.1 Determining the sample

To determine the size of the population sample to which the survey should be applied, the following formula is used:

$$n = \frac{N \cdot a^2 \cdot Z^2}{(e^2)(N - 1) + a^2 \cdot Z^2}$$

In which:

n = sample size to be obtained

N = **3700** (population)

Z = **1,75** (equivalent to 92% level of confidence)

a = **50%** (positive or negative variance)

e = **8%** (degree of error)

Application of the formula:

$$n = \frac{3700 \cdot 0,5^2 \cdot 1,75^2}{(0,08^2)(3700 - 1) + 0,5^2 \cdot 1,75^2} = \mathbf{116}$$

From this operation it is concluded that the survey should be carried out with a total of 116 individuals applying a simple random sampling (Rodríguez, 2008).²⁶

2.4.2 Objectives of the survey

The survey questions will focus on the following issues related to the feasibility of implementing an English Language Skills training program:

- a) Need and relevance of the English language for their work.
- b) Personal disposition to learn.
- c) Available time and time preference.
- d) Preferred learning method.
- e) Topics to be covered in the training.

²⁶ Rodríguez, S. (2008). How to Determine the Size of a Sample Applied to Research. México. Accessed on August 8th 2016, from <http://www.monografias.com/trabajos60/tamano-muestra-archivistica/tamano-muestra-archivistica2.shtml>

2.5 Tabulation and interpretation of survey data

❖ Survey design

To this end, valuable cooperation was received from the Municipal Public Company of Mobility, Transit and Transportation (EMOV EP) of the city of Cuenca, the entity that in addition to providing information on the taxi cooperatives that are operating in the city provided criteria on previous experiences, and observations on the research topic of this project. Paúl Cabrera, civilian transit agent and mediator of the Training Area of this company, collaborated through an interview, contributing criteria that allowed the parameters to be obtained and established through the surveys (See interview in the Appendix).

In this way, the surveys were designed through a questionnaire consisting of eight questions focused on elucidating the need for taxi drivers to be trained in the English language, while seeking to determine the relevance of other fundamental aspects, such as availability for classes, the most appropriate methods for the teaching / learning process, and the topics to be addressed.

❖ Application of the Survey

The survey was applied to a total of 120 drivers, members of several taxi cooperatives in the city of Cuenca, including associations of El Vergel, Mall del Rio, and Plaza Milenium (Appendix 1).

View survey results in the Appendix.

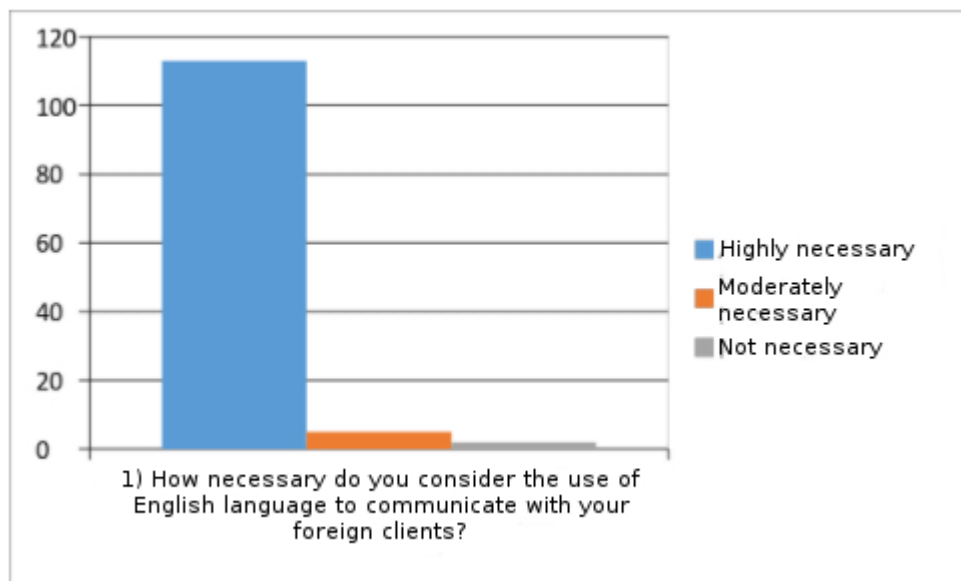
❖ Analysis and interpretation of data

1. Question N° 1

When asked about the need to use the English language in order to be able to communicate with clients at work, a total of 120 respondents considered that it

is highly necessary, 5 considered it to be moderately necessary, and two considered it unnecessary. The results clearly establish that the majority of the population interviewed feel the need to have the English language tool to facilitate their communication work with foreign clients.

Image 1: Need of the English language for taxi drivers to communicate with foreign customers according to the data obtained from the surveys

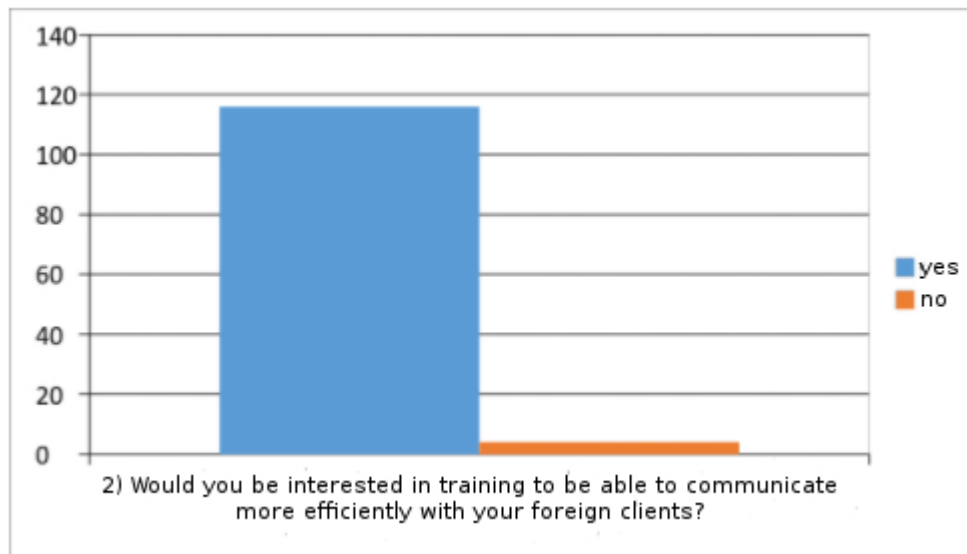


Created by: Estefanía López

2. Question N° 2

When asked if they would be interested in an English language training, out of 120 interviewees, 116 agreed that they would be interested in receiving training and only 4 of the interviewees gave a negative answer.

Image 2: Interest in receiving training to communicate more effectively according to the survey data

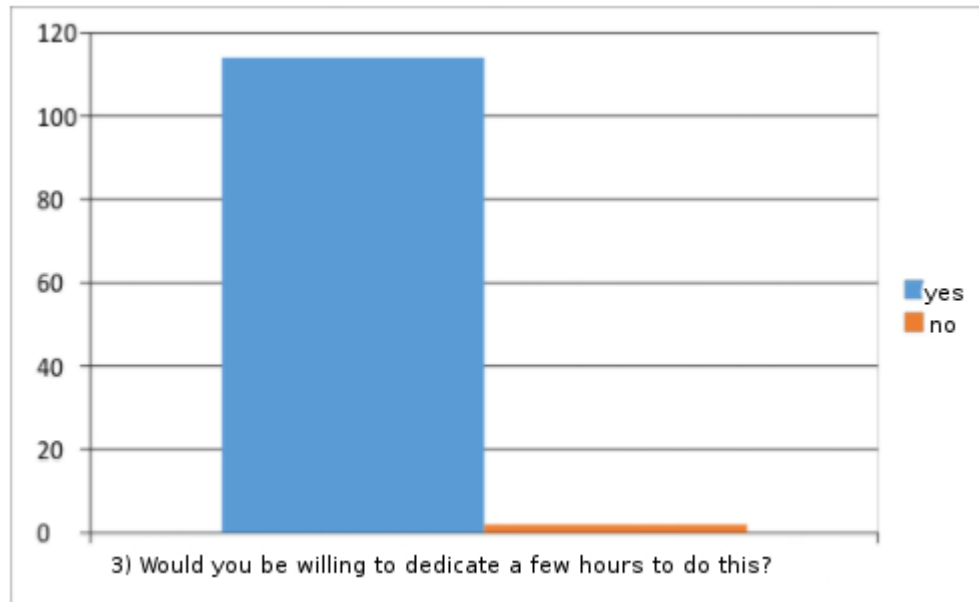


Created by: Estefanía López.

3. Question N° 3

The willingness to volunteer and devote time for their personal training in the subject resulted in 114 people who responded positively, 2 negatively, and 4 people who left their answer blank. The results indicated, therefore, that there is a high willingness to undertake a training process for the English language.

Image 3: Interest in dedicating hours of the week to an English language training according to the data obtained from the surveys



Created by: Estefanía López.

4. Question N° 4

The majority of the responses indicate a willingness to allocate 2 to 3 hours per week for training, with this selection being shared by 83 respondents. In a proportionately smaller number, 19 respondents said they would be willing to devote 1 hour per week, and 13 would be willing to be trained for 3 to 5 hours per week. A total of 5 respondents left the answer blank.

Image 4: Hours per week for the training from the data obtained in the surveys



Created by: Estefanía López.

5. Question N° 5

Regarding the method of learning or training the results were as follows: 50 respondents prefer a method of self-training through the use of didactic material, 14 respondents prefer a method of training through a website, 20 of the interviewees selected the method of training through a facilitator, 31 respondents chose a mixed method which includes all the others, and 5 left the question unanswered.

Image 5: Preferred method for training according to the data obtained from surveys

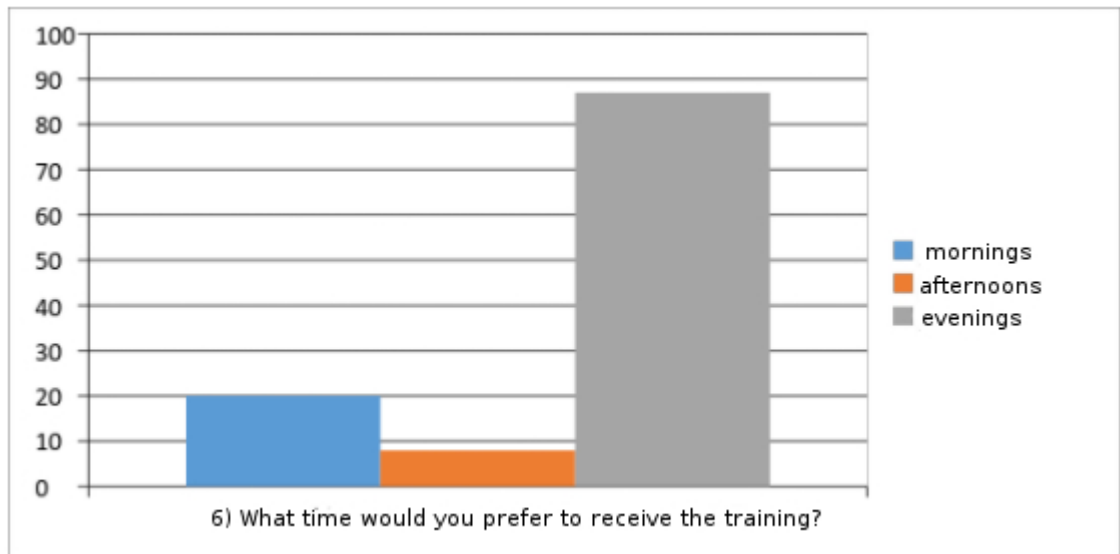


Created by: Estefanía López

6. Question N° 6

To the question regarding the training schedules, the respondents answered as follows: twenty of the interviewees prefer the morning schedule, 8 of the respondents are inclined for an evening schedule, 87 prefer a night schedule. Five respondents left the answer blank.

Image 6: Schedule for receiving the training according to the data obtained from the surveys

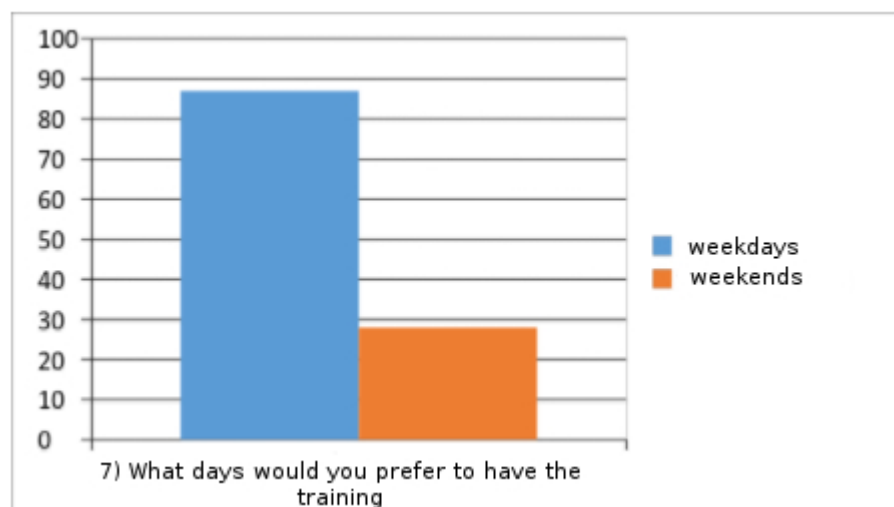


Created by: Estefanía López.

7. Question N° 7

Regarding the days chosen to receive the trainings, 87 interviewees indicated that they prefer the weekdays, while 28 indicated their preference for weekends. There were 5 blank replies.

Image 7: Preferred days to receive the training according to the data obtained from the surveys



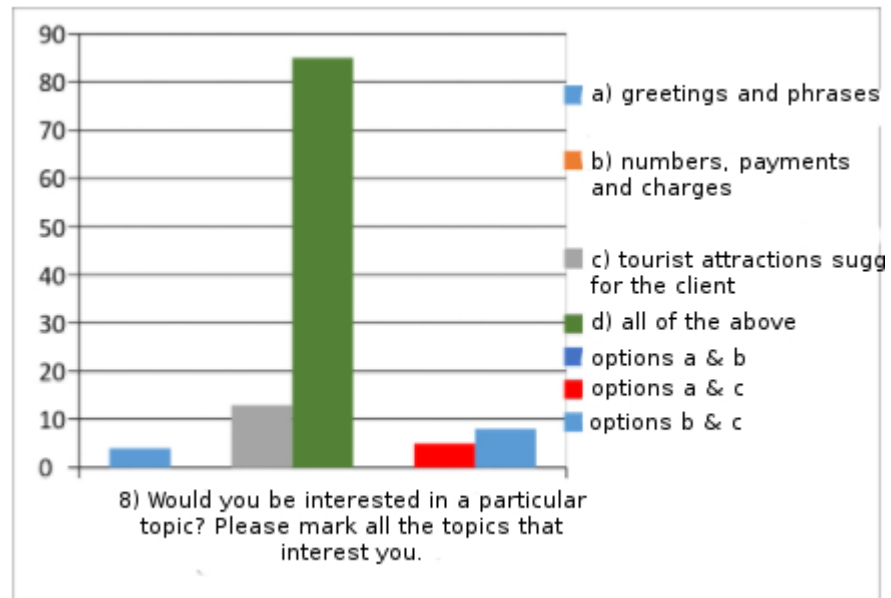
Created by: Estefanía López.

8. Question N° 8

Regarding the topics to be addressed, the interviewees expressed different interests, namely: 4 indicated their interest in greetings and phrases, no one was interested in numbers, payments, and collections, 13 interviewees chose the theme of tourist attractions and suggestions for the client, and 85 preferred a combination of all the themes already mentioned.

There were 3 additional options: the first, which links topics a) and b) was not selected by the interviewees, the sum of options a) and c) was selected by 5 respondents, b) and c) was selected by 8 participants, and 5 answers were left blank.

Image 8: Topics of interest to be addressed according to the data obtained from the surveys



Created by: Estefanía López

2.6 Conclusions

From the present analysis, it is possible to conclude that it is feasible to realize the proposal of this work and to carry out a training process for taxi drivers in the city of Cuenca. According to the opinions expressed by the interviewees, 94% considered the use of the English language necessary, and 96% of the interviewees agreed that they would be interested in receiving training in this language.

The mentioned training should be done during weekdays, preferably during night hours. The time allocated to the training sessions should be estimated at 2 to 3 hours per week, since 69% of the interviewees prefer to use this time for training, while 72% of the interviewees prefer to receive training at night or in the evening. The same percentage indicates that they prefer weekdays.

As for the methodology, it will be preferable to opt for a mixed method that emphasizes long-term self-training through the preparation of didactic material for personal use, or material available through a web page, since 41% of the interviewees prefer a method of self-training through the use of didactic material, while 26% prefer a mixed method that also includes the use of a web page and training through a facilitator. It is important to mention that Paúl Cabrera, during the interview, said:

The drivers were very attentive asking questions and showing great interest as the idea of creating an interactive CD came up so that they can be listening to it all the time and can become familiar with words in English especially in the subject of greetings, fares and routes, since they cannot attend classes on business days.

Regarding the topics to be discussed, 71% of those interviewed indicated an interest in a combination of all the issues raised, namely: greetings and phrases, numbers, payments and collections, tourist attractions, and extra suggestions for the clients.

Chapter 3: Tentative management model of an English language training program for taxi drivers

The constant transfer of people to and from different parts of the world has created the need to use a common language which is English, being used as an intermediate language, either for international negotiations between companies from countries that speak different languages, or even so that a tourist can request an address in a city where they do not speak their native language, making it a basic necessity for anyone who works directly with people from different parts of the world, such as taxi drivers.

Some Spanish cities, such as Barcelona and Madrid, have already seen this need and have tried to supplement it by creating a free online lesson program for English taxi drivers in their city²⁷. Without going too far, Quito, the Ecuador's capital, created an English language training program for 233 drivers to receive the 30,000 foreign visitors who came to celebrate the international event Habitat III, so that they receive excellent attention from the drivers.²⁸

After analyzing the movement of migration and tourism in Cuenca and having determined the need that the taxi drivers of Cuenca have for learning the English language, we propose the following tentative Training Program, the purpose of which is to create a model to follow, from which experts in pedagogy and institutions that carry out training programs can start, and then improve it by creating a training program from a more qualified perspective that can reach the taxi drivers of Cuenca more efficiently.

3.1 Proposal of the Tentative Training Program

Thanks to the analysis of the surveys conducted to taxi drivers I propose the creation of a manual with phrases and words that are frequently used when dealing with foreigners in their day to day work, as they do not have time to attend lessons

²⁷ The Newspaper of Barcelona. (2016) Taxi drivers in Barcelona will be able to learn English for free on the internet. Accessed on March 26th of 2017. <http://www.elperiodico.com/es/noticias/barcelona/los-taxistas-barcelona-podran-aprender-ingles-gratis-por-internet-5672005>

²⁸ Ministry of Tourism. (2016). Taxi drivers are trained to receive Habitat III. Accessed on March 26th of 2017. <http://www.turismo.gob.ec/conductores-de-taxi-se-capacitan-para-recibir-habitat-iii/>

regularly. The manual will have 8 chapters which will specify the word of frequent use, the English translation, and the way in which it is pronounced. For example:

Spanish	English	Pronunciation
Adiós	Good-bye	Gud BÁI
Buenas noches (despedida)	Good night	Gud NÁIT

The titles of the chapters will be the following:

1. Generalities

- ❖ Greetings and Farewells
- ❖ Pronouns
- ❖ Alphabet and Numbers
- ❖ Formal Interaction
- ❖ Dates, Days, and Hours
- ❖ Family, Toys, and Pets
- ❖ Common Words, Phrases, and Questions

2. From the Airport to the Hotel

In this lesson the student will learn the words and phrases commonly used related to the departure of tourists from the airport and his/her first trip through the city to his final destination, either a hotel or a place where he/she would stay permanently in the case of migrants.

3. Wandering through Cuenca

In this lesson, the student will learn the words and phrases commonly used regarding all the tourist attractions that the city of Cuenca has, its monuments, important parks, restaurants, etc.

4. Basic Services and Urgent Services

In this lesson, the student will learn the commonly used words and phrases related to all the basic services that a migrant may need such as water, electricity, internet and emergency situations that tourists and migrants may need, such as doctors, lawyers, police, etc.

5. Searching for an Address

In this lesson, the student will learn the commonly used words and phrases regarding where to find an address, which is of vital importance to taxi drivers as that is basically their job.

6. To Movies, Theater, or Cultural Entertainment

In this lesson, the student will learn the commonly used words and phrases related to when a foreigner or a migrant wants to go to a cultural event in the city, whether it be a play, a concert, or the movies.

7. Going back Home

In this lesson, the student will learn the commonly used words and phrases related to when the tourist is returning to his/her native country and must take an airplane or a bus, or a van to take him to his destination.

8. Examples

In this lesson, the student will learn dialogues that can be given in the previously studied situations, so that they can be ready beforehand.

In addition to the manual described above, a website should be created where taxi drivers can listen to different conversations in English and also practice what they have learned with teachers, who in this case would be the students from the

University of Cuenca's International Studies department, who could connect with them via the internet and talk to them for the time considered necessary, preferably on the nights when the taxi drivers have a little more time.

Duration: 6 months

Professors: International Studies Students

Students: 300 taxi drivers

General Conclusions and Recommendations

As a general conclusion we can say that one of the biggest difficulties facing the taxi drivers of the city of Cuenca, thanks to the current migration of English-speaking foreign retirees and the large tourist influx that the city receives, is communication, which creates an obvious need, so it has been determined that it is feasible to carry out an English language training program for taxi drivers, since they want to incorporate English communication skills to improve the results of their work.

This need could be taken into account and welcomed by state agencies that support this type of initiative in their programs for engaging with society. It is recommended that the program be carried out by experts in the area of education by developing an optimal training project that will effectively reach the city's taxi drivers.

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1 Survey

I give warm greetings. My name is Estefanía López, a student majoring in International Studies, with a mention in Foreign Trade, in the University of Azuay. I am currently completing my final thesis project entitled: Study and Analysis for the creation of an English language training program for taxi drivers in the city of Cuenca. To this end, I request your valuable assistance in answering the following questions.

1. How important do you think use of the English language is to communicate with your foreign customers?

- a. Very important
- b. Moderately important
- c. Not important

2. Would you be interested in training to be able to communicate more efficiently with your foreign customers?

- a. yes*
- b. no**

*If yes, please continue until the end of the survey.

**If you have answered "no", we thank you for your cooperation and request that you submit the survey form to the person in charge.

3. Would you be willing to devote a few hours of his time to this purpose?

- a. yes
- b. no

4. How many hours per week would you be willing to devote to the training?

- a. 1 hour per week
- b. 2 to 3 hour per week
- c. 3 to 5 hour per week

5. Which method would you prefer to use for the training? You can choose

more than one option.

- a. Self-training through written teaching material (non-attended courses, does not require attendance to classes)
- b. Self-training through a web page (audio and video) (non-attended, does not require attendance to classes)
- c. Training through a facilitator or teacher, with attendance to classes (In person)
- d. Mixed method with the presence of a facilitator and the support of a web page (partially attended)
- e. Other (please specify):

.....
.....
.....

6. At what time would you prefer to receive training?

- a. Mornings
- b. Afternoons
- c. Evenings

7. On what days would you prefer to receive the training?

- a. Weekdays
- b. Weekends

8. Would you be interested in addressing a particular topic? Please mark all topics that interest you.

- a. Greetings and common phrases
- b. Numbers and topics related to buying and selling
- c. Tourist attractions and suggestions for clients

d. Others:

We appreciate your valuable participation in this project.

2 Interview

Interview with Paúl Cabrera in charge of the various training sessions that are offered to taxi drivers in the city of Cuenca in the EMOV on 10/12/2016

Why do you think it is important for the drivers of the city of Cuenca to speak English?

-According to the analysis we have had in the training needs related to this mode of commercial taxi transportation, we agree with its representatives and we have seen that contact with foreigners is daily and frequent, and this is where certain problems arise at the moment when they attempt to communicate, and that is where the need for training in the English language arises, so that they can improve their delivery service.

It is different with other modes of transport, such as commercial goods transport and public transit systems which are not used by foreigners, or for example rural public transport which is also not used by them, however, the daily rounds of commercial taxis is very frequent.

What were the results after the training?

To be honest, the majority that would be between 80% to 85%, had a lot of interest in learning English, though there was some reluctance of people which could be because of their age range where they don't think having the fundamentals of the language is necessary; however, the other drivers were very attentive, asking questions and showing great interest as the idea of creating an interactive CD so that they can listen to it all the time to become familiar with words in English, especially in the subject of greetings, fares and routes, since they cannot attend classes on weekdays.

Do you think that this project should be promoted further?

Of course, recently we have been talking with them, we've called the taxi cooperatives and companies to see if they're interested in the possibility of more complete English classes of about 10 to 12 hours, which would be determined by professionals.