

INSTRUCCIONES GENERALES Y VALORACIÓN

Estructura de la prueba: la prueba se compone de un texto con preguntas. Lea todo el texto cuidadosamente y proceda a responder en lengua inglesa las preguntas en el papel de examen.

Puntuación: la calificación máxima total será de 10 puntos, estando indicada en cada pregunta su puntuación parcial.

Tiempo: 1 hora.

Shopping Tourism

Shopping is becoming an increasingly relevant component in tourism. Shopping has developed into a determinant factor affecting destination choice, an important component of the general travel experience and, in some cases, the most important motivation for travelling. So destinations have an immense opportunity to influence this new tendency in the market by developing authentic and unique shopping experiences that add value to their touristic offer while they reinforce their positioning. More importantly, shopping is one of the major categories of tourists' expenditure, representing a significant source of income for national economies both directly and through the many connections to other sectors in the economy.

Even the United Nations World Tourism Organization (UNWTO) has written a report about the keys for the success of shopping tourism. That report offers a summary of the importance and latest trends in shopping tourism, particularly in the emerging markets of China and Brazil, offering some practical criteria to help destinations to promote this. In fact, it is said that in the short and medium term shopping tourism will be consolidated as a key segment within the tourism industry, according to its influence in local economies and contribution to the consolidation of destinations and the creation of jobs

This report serves as a reference for the tourism industry, both for strictly economic terms and also for its social and cultural derivations, because shopping tourism has changed from being a complementary factor when travelling to being a major determinant in the tourists' decisions about their preferred destinations.

QUESTIONS

1. Are the following statements TRUE or FALSE? Copy the evidence from the text. No marks are given for only TRUE or FALSE.

- Shopping tourism has emerged as something really significant because on some occasions buying is the main idea to choose a destination.
- What tourists buy and spend in their trips does not really influence the general economy of a country.
- One of the characteristics of shopping tourism is that it does not contribute to develop the standard of living of the people who live in those destinations.
- The objective of shopping tourism is not only something related exclusively to money.

(Puntuación máxima 4 puntos)

2. In your own words and based on the ideas in the text, answer the following questions.

- In what sense is the UNWTO report important for rising economies?
- Why have people given so much importance to shopping tourism in the last few years?

(Puntuación máxima 2 puntos)

3. Find the words or phrases in the text that mean:

- huge (paragraph 1)
- origin (paragraph 1)
- foundations (paragraph 2)
- part (paragraph 2)
- primary (paragraph 3)
- favourite (paragraph 3)

(Puntuación máxima 1,5 puntos)

4. Complete the following sentences. Use the appropriate form of the word in brackets when given.

- If you _____ (be) going to travel to a shopping area, you _____ (have) to prepare a lot of money.
- Sometimes the travelers _____ visit these commercial cities _____ (be) not considerate with the environment.
- Shopping tourism is _____ (expensive) than other kinds of tourism, which is why my boyfriend _____ (hate) it.
- I _____ (go) to China last summer and I really _____ (buy) a lot of things.
- Have you ever _____ (visit) emerging countries such as India or China, where you can _____ (purchase) different kinds of objects?

(Puntuación máxima 2,5 puntos)

SUGGESTED ANSWERS

1.

a) **True.** "Shopping has developed into a determinant factor affecting destination choice, an important component of the general travel experience and, in some cases, the most important motivation for travelling."

b) **False.** More importantly, shopping is one of the major categories of tourists' expenditure, representing a significant source of income for national economies both directly and through the many connections to other sectors in the economy.

c) **False.** In fact, it is said that in the short and medium term shopping tourism will be consolidated as a key segment within the tourism industry, according to its influence in local economies and contribution to the consolidation of destinations and the creation of jobs

d) **True.** This report serves as a reference for the tourism industry, both for strictly economic terms and also for its social and cultural derivations.

2.

Key Ideas

- a) The UNWTO report is crucial for emerging countries because they refer to some tendencies in tourism and how these trends can influence not only the general economy of a country but also can be a significant aspect when creating new job and new social opportunities.
- b) Because in the last few years shopping tourism has turned out to be the main reason why people choose a destination when being a tourist and travelling to another country, which is something that was not so common a few years ago.

3. Synonyms

- a) immense
- b) source
- c) criteria
- d) segment
- e) major
- f) preferred

4.

- a) are-were / have-will have-would have
- b) who-that / are
- c) more expensive / hates
- d) went / bought
- e) visited / purchase

CRITERIOS ESPECÍFICOS DE CORRECCIÓN

PRUEBA DE ACCESO PARA MAYORES DE 25 AÑOS 2014

CRITERIOS ESPECÍFICOS DE CORRECCIÓN

ASIGNATURA INGLÉS

Tiempo: 1 hora

La prueba consistirá en el “análisis” de un texto de un idioma extranjero (inglés en este caso), del lenguaje común, no especializado. El alumno dispone de un texto con preguntas. A partir del texto propuesto, el estudiante responderá a cuestiones relacionadas con el texto, que serán planteadas y respondidas por escrito en el mismo idioma, sin ayuda de diccionario ni de ningún otro material didáctico. El texto contendrá alrededor de 250 palabras y su comprensión no exigirá conocimientos especializados ajenos a la materia de la prueba. La puntuación total del examen será de 10 puntos. Al comienzo de la prueba se incluirán unas instrucciones generales para la realización de la misma en lengua castellana. El resto de la prueba estará totalmente redactada en inglés, y el alumno usará exclusivamente la lengua inglesa en sus respuestas.

Valoración objetivos de cada una de las respuestas:

Pregunta 1: Hasta 4 puntos. Se trata de medir exclusivamente la comprensión lectora. El alumno deberá decidir si cuatro frases que se le presentan son verdaderas o falsas, copiando a continuación únicamente el fragmento del texto que justifica su elección. Se otorgará 1 punto por cada apartado. Se calificará con 0 puntos la opción elegida que no vaya justificada.

Pregunta 2: Hasta 2 puntos. Se pretende comprobar dos destrezas: la comprensión lectora y la expresión escrita, mediante la formulación de dos preguntas abiertas que el alumno deberá contestar basándose en la información del texto, pero utilizando sus propias palabras en la respuesta. Cada una de las preguntas valdrá un punto, asignándose 0,5 puntos a la comprensión de la pregunta y del texto, y 0,5 a la corrección gramatical de la respuesta.

Pregunta 3: Hasta 1,5 puntos. Esta pregunta trata de medir el dominio del vocabulario en cuanto a la comprensión se refiere. El alumno demostrará esta capacidad localizando en el párrafo que se le indica un sinónimo adecuado al contexto, de seis palabras o definiciones. Se adjudicará 0,25 por cada apartado.

Pregunta 4: Hasta 2,5 puntos. Con esta pregunta se pretende comprobar los conocimientos gramaticales del alumno, tanto en el plano morfológico como sintáctico. Se presentarán oraciones con huecos que el alumno deberá rellenar/completar. En algunos casos tendrán que usar la forma correspondiente de la palabra dada entre paréntesis mientras que en otros tendrán que completar la palabra que falta en el hueco. Se adjudicará 0,25 a cada “hueco en blanco”.