



ENGLISH FOR TOURISM & HOTEL MANAGEMENT: 2011



COURSE OBJECTIVE: The course is designed to develop the communicative performance of tourism and hotel staff in their dealings with clients and other contacts and relationships in the field, in an international context. It is also intended to enable them to use standard tourism and hotel terminology with appropriateness of linguistic context and style.

STUDY ACTIVITIES

As well as formal classroom teaching, study activities include role-play, case studies and simulations, video-and audio-recorded simulations.

COMMUNICATION SKILLS

The focus of the course is on practical and effective communication in:

- Meetings and discussions
- Negotiations
- Making presentations
- Dealing with numerical data
- Telephoning
- Socialising and entertaining
- E-mail, fax, letter and report writing
- Cross-cultural awareness

SPECIFIC FUNCTIONAL CONTENT

The course covers the following functional areas:

- Introductions and greetings.
- Giving personal information.
- Giving instructions, directions and commands.
- Offering and requesting.
- Expressing opinions: agreeing and disagreeing.
- Giving advice, suggestions and recommendations.
- Dealing with complaints: explaining & apologising.
- Expressing need and obligation.
- Discussing schedules, timetables and deadlines.
- Making and changing appointments.
- Socialising & entertaining, ordering meals and drinks.
- Describing past actions and relating past to present.
- Comparing: similarity/difference/advantage/disadvantage.
- Discussing future plans: forecasting and hypothesising.
- Presenting and manipulating numbers and graphs.

SPECIFIC LEXICAL CONTENT

Subject to needs analysis of the participant's requirements, the course may include vocabulary extension in these areas, subject to specialisation and need:

- Enquiries and reservations
- Reception
- Hotel services
- Food service
- Local tours
- Complaints
- Checking out
- Tour operation - Contacts
- Tour operation - planning
- Negotiating
- Conferences
- Risk Assessment

Special emphasis is placed on the relevant vocabulary, register and grammatical structures that are used in the field of tourism, and the client is given the opportunity to practise using the language that he or she has acquired by means of seminars, group sessions and communicative practice activities.

DURATION / TIMETABLE / PROGRAMME

Course duration is normally for 1 or 2 weeks (2 weeks is preferable). The programme is highly intensive and includes 25 contact hours plus 5 to 10 self-access study hours plus 7.5 hours social English over lunch per week plus optional evening social activities (such as restaurants, tours, wine tasting).

We would recommend that students either do a **combination course**: 1:1 in the morning, giving the students the opportunity to work on individual and specialised needs; the afternoon focus is on communication in an international context in a minigroup of maximum 4 people.

Alternatively, a closed group, whereby students from the same organisation come and work on common goals and needs.