



## ■ Workplace English For The Travel And Tourism Industry – *Core Services*

### Course Objectives

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- Build communicative ability and take learners to a level at which they can use linguistic functions fluently in a variety of practical and social situations.
- Develop learners' skills to incorporate the essential language points into both oral and written communication.
- Empower learners with the confidence to express and convey fluently in the language.
- Develop a practical understanding of customer service.
- Acquire and practise the ability to function professionally in their roles as players of the industry.

### Course Content

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Functional and modular with a strong lexical component, learners attain skills through a balanced mix of language work and practice.

#### Parts of Speech (Elementary to Intermediate)

- a. Sentence essentials and the mechanics
  - b. Grammar essentials
  - c. Word skills/Extending vocabulary
  - d. Proof-reading/Punctuation
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#### The Guest/Tourist

- a. Being friendly and helpful
  - b. Dealing with enquiries
  - c. Asking questions
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#### Telephone Skills

- a. Getting and giving information
- b. Giving assistance
- c. Answering enquiries



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### Course Content *(cont'd)*

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#### Writing Skills

- a. Internal Operational Communication  
(memo, minutes, report)
  - b. External Operational Communication (letter, fax, email)
    - Responding to enquiries
    - Confirming bookings/reservations
    - Accurate Writing
    - Writing an apology
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#### Problem Solving

- a. Offering assistance
  - b. Dealing with complaints
  - c. Giving advice
  - d. Handling difficult customers
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#### Effective Customer Relations

- a. Non-verbal strategies
  - b. Active listening skills
  - c. Social skills
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#### Sales Techniques

- a. Managing visitors attractions (sights, history, folklore)
- b. Promoting and marketing the destination
- c. Making suggestions
  - Planning an itinerary/Planning a trip

### Course Methodology

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- 🍃 Mini Lectures
- 🍃 Brainstorming
- 🍃 Group Discussion
- 🍃 Communication Games
- 🍃 Role Plays/Drama
- 🍃 Experimentation
- 🍃 Case Studies
- 🍃 Peer Evaluation
- 🍃 Progress Check
- 🍃 Field Work (Optional)

### Who Would Benefit?

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Front-liners in the Travel and Tourism industry  
(Airlines, Tourism Agencies, Tour Operators, Tour Guides)

### Duration

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3 days, 8.30am to 4.30pm

### Number Of Participants

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Maximum 25

### Training Follow-Up

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Scheduled follow-up

### Certificates

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Upon completion of a satisfactory band of Progress Checks

