

*Eurospeak's **English for Specific Purposes: Tourism** course is suitable for students interested in a career in Tourism. Eurospeak's **ESP Tourism** develops the vocabulary, language, and skills that students will need to communicate effectively with customers and colleagues, whether working in an administrative or managerial role.*

A highly communicative course, Eurospeak's **ESP Tourism** provides students with realistic and communicative practice of the language skills needed in tourism. It exposes students to a variety of situations and accents and activities include dialogues, presentations, and interviews. It includes engaging activities to develop key interpersonal skills for tourism, such as teamwork, self-motivation, leadership, and organisation. Listening, reading, speaking, and writing activities throughout the course give realistic and communicative practice of the language skills needed for the industry. Students then develop these skills through project work, which encourages them to take an active role in the learning process.

The course is available in three levels: A2/B1, B2 and C1.

Eurospeak's **ESP Tourism** comprises 120 hours of training (4 weeks) and allows students to:

- ✓ Improve their general English
- ✓ Learn the professional language they need to communicate effectively in professional contexts.

On successful completion of the course, you will be awarded the Eurospeak **ESP Tourism** certificate.

Course Components

Language Development (60 hours – morning sessions)

Learners study the English language in a variety contexts and learn to use English with greater fluency, accuracy and confidence.

Module Objectives

- ✓ Improve the learners' knowledge and understanding of the English Language.
- ✓ Develop their own reading, writing, speaking and listening skills.
- ✓ Develop their ability to use English in a variety of contexts.
- ✓ Allow them to become more fluent and confident in their use of English.

Module Content

Depending on the learners' level of English. A2 to C1 options available.

Proficiency Objectives:

- ✓ A2 - Learners are able to deal with everyday situations with predictable content, produce brief everyday expressions about personal details, daily routines, wants and needs, requests for information and use simple sentence patterns to talk about themselves and other people, what they do, places, possessions etc.
 - ✓ B1 – Learners are able to enter unprepared into conversation on familiar topics, express personal opinions and exchange information on topics that are familiar, of personal interest or pertinent to everyday life.
 - ✓ B2 – Learners are able to participate in standard interaction likely to be encountered in social, professional or academic life, identifying speakers' viewpoints and attitudes as well as the information content.
 - ✓ C1 – Learners are able to participate in a range of discussions and interactions on complex points identifying subsidiary points, reasons and relevant examples and finer points of detail including implicit attitudes and relationships between speakers.
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English for Specific Purposes (60 hours – afternoon sessions)

Learners study the language and strategies they need to communicate effectively in professional contexts.

Module Objectives

- ✓ Develops the vocabulary, language, and skills that students need to understand the industry.
- ✓ Apply this knowledge to practical situations such as taking part in meetings, giving presentations, and socializing with colleagues.

Module Content – Tourism 1 (A2/B1)	Module Content – Tourism 2 (B2)
<p><i>Tourism 1 addresses the areas of tourism related to the creation, promotion, and selling of typical tourism products, such as flights and package holidays.</i></p>	<p><i>Tourism 2 presents students with the English they need for face-to-face contact with tourists and holidaymakers.</i></p>
<p>1 What is tourism?</p> <ul style="list-style-type: none"> ○ Facts and statistics about your country, job skills <p>2 World destinations</p> <ul style="list-style-type: none"> ○ Different destinations - different customers, favourite places <p>3 Tour operators</p> <ul style="list-style-type: none"> ○ The personal touch, tour operators in your country, package holidays <p>4 Tourist motivations</p> <ul style="list-style-type: none"> ○ Old and new tourism, reasons for travel, passenger survey, the changing face of tourism <p>5 Travel agencies</p> <ul style="list-style-type: none"> ○ Identifying needs, local travel agency evaluation, presenting a product, the sales process, the impact of the internet <p>6 Transport in tourism</p> <ul style="list-style-type: none"> ○ Exceeding expectations, transport in your country <p>7 Accommodation</p> <ul style="list-style-type: none"> ○ Local accommodation, taking reservations over the phone, unusual accommodation <p>8 Marketing and promotion</p> <ul style="list-style-type: none"> ○ Local tourism promotion, learning from customers, analysing product <p>9 The airline industry</p> <ul style="list-style-type: none"> ○ Carbon offset schemes, revolution in the skies, the air travel route map <p>10 Holidays with a difference</p> <ul style="list-style-type: none"> ○ Ability and suitability, cultural trips, cultural differences <p>11 Reservations and sales</p> <ul style="list-style-type: none"> ○ Putting on the pressure, taking a booking, handing over tickets <p>12 Airport departures</p> <ul style="list-style-type: none"> ○ Care and control, airport factfile, working in airports 	<p>1 Arrivals</p> <ul style="list-style-type: none"> ○ Cultural differences in greetings, points of arrival, greeting and introducing <p>2 A place to stay</p> <ul style="list-style-type: none"> ○ Welcoming guests, registration procedures, hotel services <p>3 Tourist information services</p> <ul style="list-style-type: none"> ○ Assessing customer types, tourist information centres, recommendations <p>4 Holiday rep</p> <ul style="list-style-type: none"> ○ Attitudes, tipping, resort representative, a welcoming talk <p>5 Eating out</p> <ul style="list-style-type: none"> ○ Food festivals, national dishes, food tourism, taking an order <p>6 Rural tourism</p> <ul style="list-style-type: none"> ○ Sensitivity to the environment, local people and rural tourism, information about the weather <p>7 Attractions and events</p> <ul style="list-style-type: none"> ○ Different cultures - different responses, describing a festival, bringing attractions to life <p>8 On tour</p> <ul style="list-style-type: none"> ○ Personal appearance, training, qualifications, tour guide to tour manager <p>9 Hotel entertainment</p> <ul style="list-style-type: none"> ○ Customers of all ages, working with kids, activities for different age groups <p>10 Specialized tourism</p> <ul style="list-style-type: none"> ○ Cross-cultural misunderstandings, special requests, disability access <p>11 Business travel</p> <ul style="list-style-type: none"> ○ Cultural awareness, business travel in your country, the needs of the business traveller <p>12 Checking out</p> <ul style="list-style-type: none"> ○ Quality standards, receptionist duties, solving problems, checking guests out

Module Content – Tourism 3 (C1)

Tourism 3 covers the language needed to discuss and work with tourism issues at a basic managerial level.

1 Tourism today

- Being managed and being a manager, the current state of tourism, challenges for tourism managers

2 NTOs

- Running meetings, assessing attributes of the UK, market research, national brand image

3 Managing tour operations

- Gaining the upper ground, developing a package for your area, a product development meeting

4 Hotel management

- Great places to work, major hotel corporations, success in the hotel trade

5 e-Travel

- Time management, online purchases of travel products, proactive marketing

6 Quality in tourism

- Giving and receiving feedback well, quality service programme, customer journey

7 The impacts of tourism

- How to behave in meetings, the impact of tourism in your area, global warming and tourism

8 Built attractions

- Built attractions in your country, theme park planning

9 Events management

- Teamwork, events management with tourism training courses, the job of events organiser

10 Sustainable tourism

- Dealing with difficult staff, ecotourism in your region, putting sustainability to work

11 Social tourism

- Planning a workshop, awareness access, opportunity, the benefits of holidays for young people

12 Tomorrow's tourism

- Security systems, an expert's view, scenario planning, presenting the future of tourism
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