

25.16 Certificate in English for Tourism Professionals (CETP) - Memo No: 25/07

The Board of Management recommended the following concept paper for approval of the Senate:

Certificate in English for Tourism Professionals (CETP)

Communication skills play a key role in one's social and professional life. In the global world, effective communication in English serves two main purposes: first, the demand for communicative competence prevalent in global business which is growing widely in the 21st century being influenced by the international markets and global partnerships.

Communication skills in English relevant to tourism environment deals with three major products in the tourism industry known as Attractions, Accommodation and Transport. Attractions include both man-made and natural attractions. Owners of these products need to communicate or inform their potential customers appropriately in order to market them. Accommodation includes hotels, restaurants, and guest houses. Hosts have to inform about the accommodation at the destination, the range of products, the prices and other relevant information. Transport provides an essential link between the origin of journey and the destination, the mode of transport, and the facilities for the movement of holiday makers. Since, travelers are much concerned about their safety, the means of transport should be equipped with appropriate communication systems; fast and easy information flow to ensure safety.

Based on the three major products of tourism industry, the service executives are expected to fulfil the aims and objectives of tourism industry for its overall development and the country as a whole. Hence, a "Certificate in English for Tourism Professionals" is launched to equip the service executives with necessary communicative skills and competences as required by the industry.

About the Course:

Before the commencement of the course, a placement test will be held. Candidates will be admitted to the course based on the satisfactory score at the test. Those who pass at the final examination of the preliminary test with a merit will be eligible to follow the Intermediate Level, and those who pass the intermediate level to the advanced certificate/Diploma level.

Course Objectives: To develop the communication skills and competences of the service executives in the English-speaking environment of the tourism industry.

Learning outcomes: At the end of the course, the students will be able to

- communicate effectively both in writing and orally in a variety of situations related to the tourism industry.
- acquire vocabulary, grammar, idiomatic expressions and abbreviations, etc. relevant to tourism industry and use them effectively in tourism contexts.
- comprehend diverse accents of both native and non-native speakers of English and respond to them appropriately in different contexts of the tourism industry.
- read and interpret a variety of tourism related texts accurately and respond unambiguously.

Target group: Persons interested in working for tourism industry, students following tourism and hospitality management programs, and those already employed in the tourism industry.

Duration: 65 hours (6 months) with one month internship.

Entry requirement: an ordinary pass in English at the GCE O/L examination or one year work experience in the tourism sector.

Course fee: Rs. 30,000

Learning methods

- Lectures
- Pair work
- Role-plays
- * Group discussion
- * Presentation

Mode of teaching: Online/blended

Assessment criteria:

- Oral tests: 30%
 - Listening tests: 10%
 - Final examination: 60%
- Total marks: **100** marks

Certification

Certificate in English for Tourism Professionals (CETP)- Preliminary and Intermediate -will be awarded to those who have successfully completed the course obtaining minimum of 40% of marks in all three components of the examination, i.e., Oral, Listening and the Final examination.

Key to Grades

- Above 80 marks: Distinction
- From 65 to 79: Merit
- From 50 to 64: Credit
- From 49 to 40: Ordinary pass
- Below 39: Failure

Course content (Preliminary)

	Topics
I	SPEECH Candidates will be able to demonstrate their oral skills effectively in the following areas: 1. Social exchanges: greetings, welcoming tourists, forms of address and introduction, leave taking and telling the time. 2. Social arrangements: suggestions, invitations, accepting and rejecting/declining. Recommending a hotel/ place of interest and giving necessary instructions and advice for health, driving, personal safety, food, etc.

	<p>3. Social expressions:</p> <ul style="list-style-type: none"> • Introductions • Expressing gratitude and pleasure. • Making polite requests/ refusing, accepting, offers, etc. • Granting permission • Complaining and apologizing • Invitations • Agreeing/disagreeing • Giving opinions • Weather forecast • Making suggestions • Making suggestions • Showing directions • Tour guiding • Booking hotels: check-in/check-out • Describing destinations/hotel facilities • Enquiring about desires and preferences • Dealing with interruption, asking for clarifications and complaints in a polite manner • Expressing regret, dissatisfaction and anger • Like and dislike on situations of positive and negative • Telephone etiquettes
<p>II</p>	<p>Listening</p> <ul style="list-style-type: none"> • Getting personal details of clients • Listening to weather forecasts • Listening to telephone conversations • Understanding clients' complaints
<p>III</p>	<p>Reading</p> <ul style="list-style-type: none"> • Scanning maps, guides, time tables, floor plans, diagrams, brochures and promotional literature to extract information. • Reading information from letters, reports, the Internet and e-mails, telexes and faxes, brochures or tourist leaflets. • Reading extracts, summaries and selecting information from a variety of sources on the location, history, climate, background and general/ tourism interest of a city/resort/ site in Sri Lanka. • Scanning information from a variety of extracts as instructed in the rubric to specific client criteria or situations. • Understanding common catering terms, menus and dishes.

IV	<p>Writing:</p> <ul style="list-style-type: none"> • Filling forms • Writing promotional literature such as brochures, leaflets, advertisements, etc., on a variety of tourism topics including advantages of specified travel/holiday products, special offers, etc. • Writing memos, faxes, minutes, agenda, notices, travel timetables, travel plans, taking telephone messages, advertisements, etc.
V	<p>Linguistic competence:</p> <ul style="list-style-type: none"> • Be verb • Nouns; countable/uncountable • Adjectives/ adverbs • Present /present continuous. present perfect /present perfect and continuous
VI	<ul style="list-style-type: none"> • The past/past continuous/ passive: present and past • The future using intent to and about to • The modals: can/could, will/would. may/might, must/ have to, ought to • Correct use of adjectives; especially descriptive adjectives • Adverbs; adverbs of frequency- time adverbials <p>Vocabulary: Candidates must be able to understand and use vocabularies related to tourism industry: E.g. en suite, hand baggage, inbound, in flight, etc.</p> <p>Abbreviations: specialized vocabulary, idiomatic expressions and the abbreviations commonly used in the travel & tourism: E.g. R.O: Rooms Only, B&B: Bed and Breakfast; P.P: Per person; Pax: Passengers etc.</p> <p>Phrasal verbs: E.g. to break down, check-in/out, to put up</p> <p>Idiomatic expressions: Block booking (group reservation) Bucket shop (agency selling discounted tickets) Bond/bonded (guarantee of protection) Caterers (company providing prepared food)</p>

Recommended books

- Eastwood, J. (1980). *English for Travel*. Oxford: Oxford University Press.
- Hall, Eugene J. (1976). *The Language of Tourism in English*. New York: Regents Publishing Company, Inc.
- Kruse, Benedict and Bettijune Kruse. (1982). *English for the Travel Industry*. New York: McGraw-Hill.
- Keith, Paul Henderson. (2006). *English for the Hotel and Tourist Industry*. Oxford University Press.
- Jones, L. (1983). *Welcome! English for the Travel and Tourism Industry*. Cambridge University Press.
- Murphy, R. (1994). *Intermediate English Grammar*. Cambridge University Press.
- Travel magazines, newspapers