

Aspiring To Professionalism in Tourism Language and Professional Skills



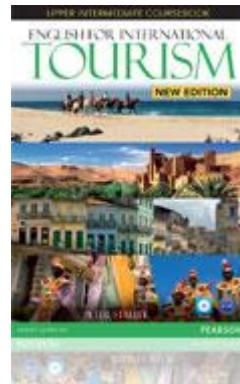
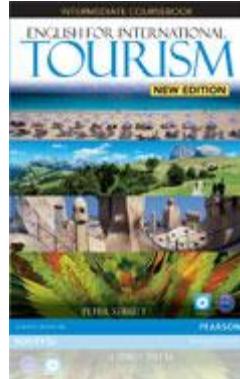
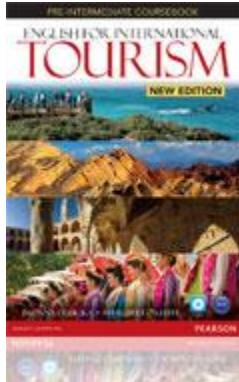
Iwonna Dubicka, Russian International Academy of Tourism, 11.04.2014

Aspiring To Professionalism in Tourism

What does the tourism professional need?

Knowledge:

- World
- Tourism
- Language



Communication skills:

- Language skills: RWLS
- Business skills: telephoning, e-mailing, presenting, etc.

Professional skills:

- Applying for a job
- Dealing with guests & customers (CS)
- Research skills
- Giving a tour
- Designing a package
- Promoting and selling
- Dealing with numbers

Knowledge for the tourism professional: world knowledge & language knowledge

**Arrivals grew by 5%
(52m) in 2013. unwto.org**



1

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World knowledge: tourism facts & figures

What are the world's top six tourist destinations?

Put the countries in order from 1 to 6.

China

France

Italy

Spain

Turkey

the USA

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Tourism facts & figures for 2013

- 1 How many tourist arrivals were there in 2013?
- 2 Which continent still receives the most visitors? What percentage?
- 3 Which region in Europe had the highest growth in 2013?
- 4 Which country is the 5th largest outbound market?
- 5 What's the growth forecast for tourism in 2014?

Source: UNWTO 2013, published 20 Jan 2014

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Tourism facts & figures for 2013

1 How many tourist arrivals were there in 2013?

1,087m

2 Which continent still receives the most visitors? What percentage?

Europe: 52%

3 Which region in Europe had the highest growth in 2013?

Central and Eastern Europe +7%

4 Which country is the 5th largest outbound market?

The Russian Federation, 26% growth

5 What's the growth forecast for tourism in 2014?

4% to 4.5%

Source: UNWTO 2013, published 20 Jan 2014

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World knowledge: destinations

WORLD MAP

WORLD MAP



4



5

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World knowledge: destinations

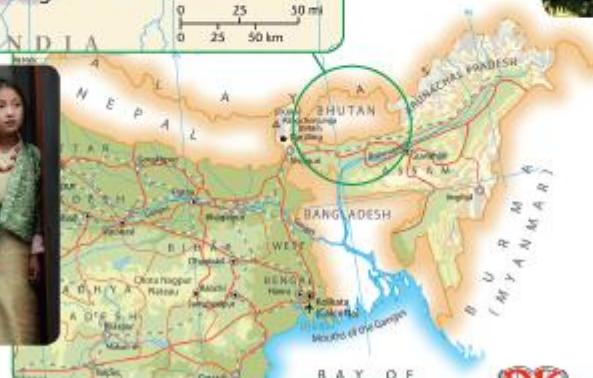
VISITOR CENTRES



BHUTAN

Reading

BHUTAN – THE HAPPIEST COUNTRY IN THE WORLD



1 What do you know about Bhutan? Compare your ideas with a partner.

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World knowledge and language: destinations & grammar



Although Bhutan may not be one of the richest countries in the world, it is officially one of the happiest. The government of Bhutan believes in promoting the nation's 'gross national happiness' (GNH). The King first used the phrase GNH in 1972 and his son, one of the

**Compare your country with Bhutan.
Think about size, climate, landscape,
pollution, transport and nightlife.**

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World knowledge: tourism terms



Student A

1 Dictate 5 acronyms to your partner e.g. an organisation, an airport, a currency, a hotel term etc.

DOB

B&B

FRA

VIC

MICE

Student B

**2 Listen and write the acronyms your partner dictates to you.
What do they stand for? Dictate 5 acronyms to your partner.**

UNESCO

WST

P/W

TWN

ES

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World knowledge: tourism terms

Student A

- ✓ **Date Of Birth**
- ✓ **Bed & Breakfast**
- ✓ **Frankfurt airport / France**
- ✓ **Visitor Information Centre**
- ✓ **Meetings Incentives Conferencing & Events**



Student B

- ✓ **UNESCO**
- ✓ **Western Standard Time**
- ✓ **Per Week**
- ✓ **Twin room**
- ✓ **España/Spain**

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Content-based vocabulary development

What's in the pot at pre-intermediate?

- World tourism**
- Jobs in tourism**
- Visitor centres**
- Package tours**
- Hotels**
- Food & beverage**
- Nature tourism**
- Air travel**
- Hotel operations**
- Marketing**



Aspiring to careers in tourism: Professional Skills & good business practice



2

Professional skills:

Applying for jobs: writing covering letters



Write a covering letter. Include this information:

- why you want to work for the company
- mention any relevant qualifications and experience
- mention your main qualities & skills
- say you are interested in an interview

Professional skills

Applying for jobs: job interviews



Practice answering typical questions:

- What do you know about our company?
- Are you good at working in a team?
- What are your strengths and weaknesses?
- Do you have any experience in ...?
- What would you like to do in five years' time?
- Why should we hire you?
- When can you start?

Professional skills: Dealing with hotel guests

Which skills do students need for dealing with guests?

HOTEL OPERATIONS 9

PROFESSIONAL SKILLS CHECKING OUT



Professional skills: Dealing with hotel guests

Checking out & dealing with complaints



Checking out

- Greet the guest
- Enquire about their stay
- Deal with any complaints
- Offer assistance
- Thank the guest

Active listening, LEARN:

- Listen actively
- Empathize
- Apologize
- React by giving a solution
- Notify a supervisor

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What are the key professional skills for tourism students at the pre-intermediate level?

- 1 Checking and confirming details**
- 2 Writing covering letters**
- 3 Dealing with enquiries**
- 4 Giving city tours**
- 5 Dealing with complaints**
- 6 Meeting customers' needs**
- 7 Structuring a presentation**
- 8 Dealing with difficult passengers**
- 9 Checking out**
- 10 Negotiating**



Communication skills: Functionality & Creativity



3

Listening skills: DVD-ROMs

Movie Tourism in New Zealand,



Research task

Find out about **movie tourism** in a country of your choice.

- Which films/TV series have been made there?
- What is special about the film locations?
- What kind of movie tours are on offer?
- How is movie tourism marketed?

Functionality and Creativity

Speaking skills: role-plays

Student A



You are a **tour guide**. Plan a **one-day tour of your local area**. Explain to a representative of UNESCO why one of the historic buildings should be a **World Heritage site**.

- Include five surprising facts about the building.
- Tell an interesting anecdote.
- Be prepared to answer any questions.

CASE STUDY DESIGN A PACKAGE

CASE STUDY MENU

Aim: To redesign a one-week musical package tour.

- 1 Read about an Austrian tour company and its musical package tours.
- 2 Listen to feedback on tour products from customers and employees.
- 3 Read about and analyse a competitors' tour package in Austria.
- 4 Plan a more competitive package tour.

Europa Cultural Tours

- 1 Read about the tours offered by Austrian tour operator Europa Cultural Tours (ECT). The company was successful in the past but is now losing money. Why do you think this is? Compare your ideas with a partner. Think about ...

- 1 Organization: length of tours, activities and tour guides.
- 2 Products: classical or too commercial?
- 3 Price: too high/low?
- 4 Target market: seniors/families/couples/singles?



What is Austria famous for?

Functionality and Creativity

Speaking skills: case study & project

Tourism values

adventure activities, family holidays, **friendly people**, good food,
history and culture, luxury resorts, **natural beauty**, nightlife,
transport, sustainable tourism, **solo travel**, safety and security,
unspoilt beaches, value for money, **warm weather**



What are your country's key tourism values?



Functionality and Creativity

Speaking skills: case study & project

Create a TV/radio commercial to promote the Isan region in Thailand.

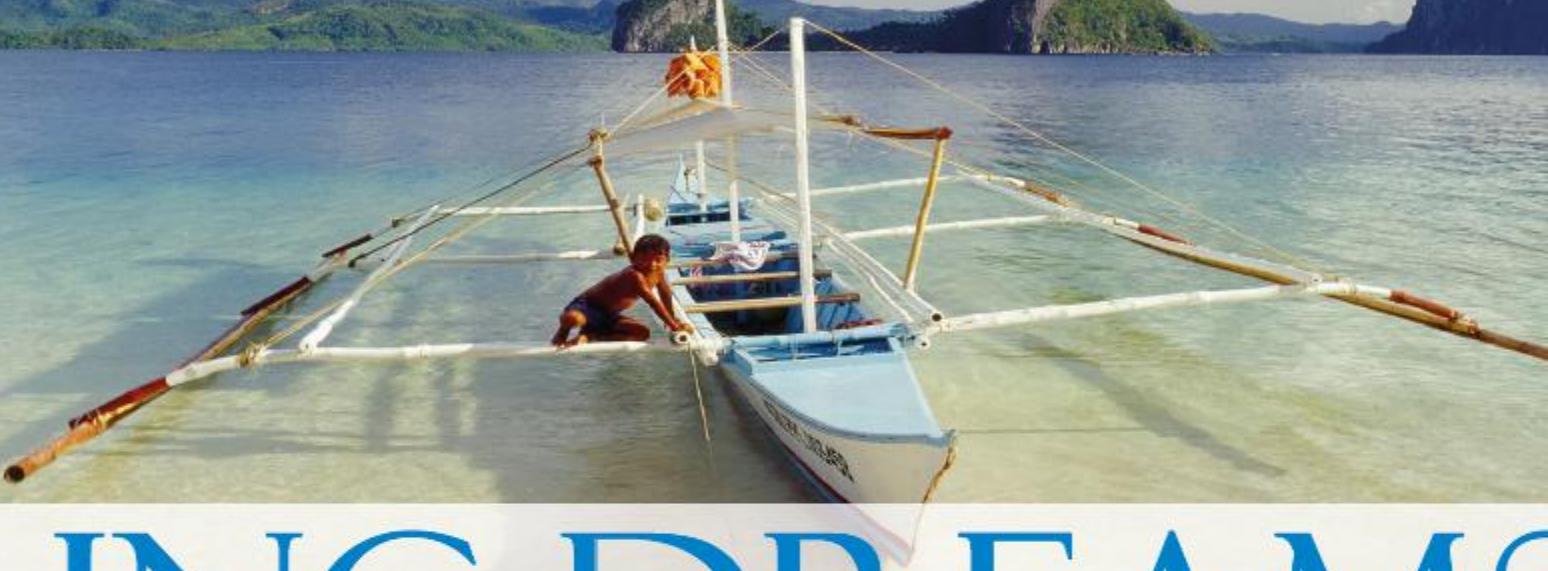
- 1 Brainstorm ideas.
- 2 The commercial should reflect **three tourism values** and target specific **market segments**.
- 3 Write a story board or script. Include a description of the characters, the music or sound effects.
- 4 Give your campaign a **marketing slogan**.



UNIT 10: KEY WORDS

advertisement bargain
campaign commercial
discount e-brochure flyer
market research/segment
marketeer negotiation
promote promotion slogan
social media print

See DVD-ROM Mini-dictionary



SELLING DREAMS

UNIT MENU

Grammar: tense review

Vocabulary: money matters, describing locations

Professional skills: marketing

Case study: design a tour

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What's in the new edition of EFIT?

- **Vocabulary lesson**
- **Grammar lesson**
- **Professional skills lesson**
- **Case study**



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Useful websites:

- ✓ **Quizzes on careers in tourism:** <http://discovertourism.ca/>
- ✓ **Travel dictionary:** <http://www.travel-industry-dictionary.com/>
- ✓ **World Tourism Organisation:**
<http://media.unwto.org/ru/press-release/2014-01-20/mezhdunarodnyi-turizm-prevyshaet-ozhidaniya-chislo-pribytii-v-2013-godu-voz>
- ✓ **Trade magazines:** <http://buyingbusinesstravel.com/>
- ✓ **BBC Travel photos and cultural knowledge:**
<http://www.bbc.com/travel/slideshow/20131121-seven-incredible-places-you-may-have-never-heard-of>
<http://www.bbc.com/travel/festivals>
- ✓ **BTEC National Travel and Tourism Books:**
<http://www.amazon.co.uk/BTEC-National-Travel-Tourism-Book/dp/043544588X>

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Video websites:

- ✓ **Occupational videos:**

http://discovertourism.ca/en/interactive_zone/tourism_occupation_videos

- ✓ **Tourism marketing 2103, Vienna calling BCN:**

<http://skift.com/2013/03/11/the-best-tourism-marketing-videos-of-2013/>

- ✓ **National Geographic:**

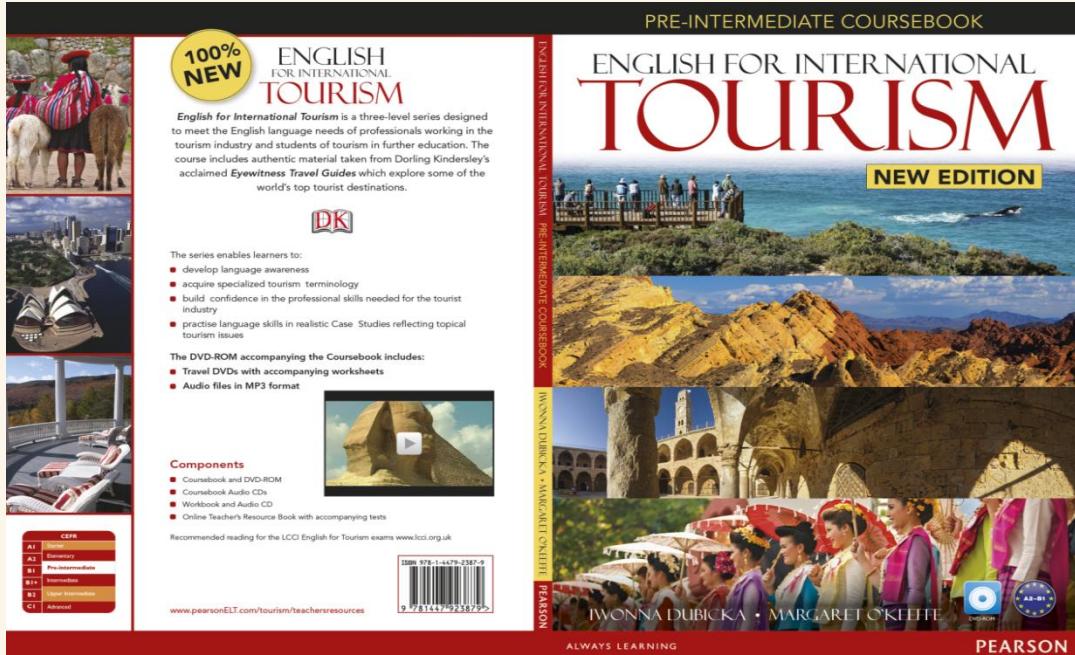
<http://video.nationalgeographic.com/video/sus-dest-geotourism>

- ✓ **TV comedy, *Come Fly With Me*:**

https://www.youtube.com/watch?v=919IA_Lj0Ko

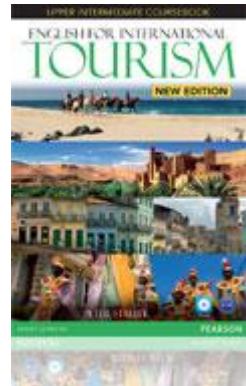
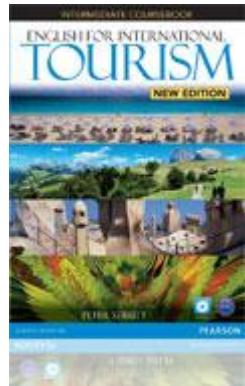
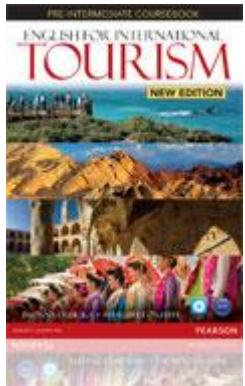


English for International Tourism



Pre-intermediate
By Iwonna Dubicka & Margaret O'Keeffe

**Intermediate &
Upper Intermediate**
By Peter Strutt



Thank you.

Q&A

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[www_eltcommunity.com](http://www_eltcommunity_com)

<http://www.pearsonelt.com/tourism/welcome>