

Name of Faculty	:	Faculty of Hospitality & Tourism
Name of Program	:	Bachelors in Hotel & Tourism Management (BHTM)
Course Code	:	1BHT05
Course Title	:	English for Hospitality & Tourism Industry
Type of Course	:	Skill Enhancement (SE)
Year of Introduction	:	2023-24

Prerequisite	:	A basic proficiency in the English language, including conversational skills, comprehension, and the ability to communicate effectively in written and spoken English, is recommended as a prerequisite for this course. Participants should have a foundational understanding of grammar, vocabulary, and common expressions to ensure a solid languagebase for the course material. Additionally, prior knowledge or experience in the hospitality or customer service field would be beneficial but not mandatory.
Course Objective	:	Equip participants with essential language skills and strategies for excellent customer service in the hospitality and tourism industry. Develop proficiency in communication areas such as phone calls, reservations, guest reception, requests, instructions, information exchange, presenting, recommending, handling complaints, describing food, offering assistance, giving directions, payment queries, and farewells. Enhance professionalism, cultural awareness, and create memorable guest experiences.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Apply effective telephone communication skills, information provision, reservation handling, apology management, and guest reception techniques.
	CO2	Demonstrate the ability to use polite requests, responses, instructions, information gathering, and effective comparison techniques to provide exceptional customer service.
	CO3	Present information, offer recommendations, handle requests, describe food dishes, and effectively address guest complaints, employing critical thinking and problem-solving skills.
	CO4	Analyze job roles, workplace descriptions, procedures, order-taking on the phone, seeking clarification, and handling phoned requests to ensure smooth hospitality operations.
	CO5	Apply knowledge and skills in giving directions, offering assistance and advice, managing complaints, handling payments, bidding farewells, and addressing personal questions professionally and ethically.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
			C	SEE	CI A	SEE	CI A	
2	0	0	2	50	25	0	0	75

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P-Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Unit No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	Communication Basics Taking Phone Calls Chapter, Giving Information Chapter, Taking Reservations Chapter, Apologizing, Receiving Guests	6	20%	CO1
2	Customer Service Skills Polite Requests and Responses, Instructions, Asking for Information, Asking and Explaining, Asking and Comparing	7	22%	CO2
3	Providing Information and Assistance Presenting Information, Recommending, Dealing with Requests, Describing Food Dishes, Dealing with Complaints (1)	6	20%	CO3
4	Hospitality Operations Describing Jobs and Workplaces, Explaining and Instructing, Taking an Order on the Phone, Asking for Clarification, Dealing with Phoned Requests	6	20%	CO4
5	Guest Services and Farewells	5	18%	CO5

	Giving Directions Indoors, Giving Directions Offering Help and Advice, Dealing with Complaints (2), Paying Bills, Payment Queries, Farewells, Answering Personal Questions			
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Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analysis	Evaluate	Create
Weightage	20	35	20	10	10	5

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Suggested Learning Websites

Sr. No.	Name of Website
1	https://learnenglish.britishcouncil.org/skills/hospitality-tourism
2	https://oxfordonlineenglish.com/english-for-hospitality-and-tourism
3	https://cambridgeenglish.org/courses/english-for-tourism/
4	https://www.ted.com/topics/travel
5	https://tourismteacher.com/

Reference Books

Sr. No.	Name of Reference Books
1	"English for the Hotel and Catering Industry" by Rod Revell, Cambridge University Press
2	"English for Tourism and Hospitality Course Book with Audio CDs" by Hans Mol and Margaret O'Keefe, Pearson Education
3	"English for International Tourism: Intermediate Workbook" by Peter Strutt, Longman
4	"English for the Travel and Tourism Industry: Teacher's Book" by Hans Mol and Margaret O'Keefe, Pearson Education
5	"English for Careers: Tourism 1 Teacher's Resource Book" by Ian Badger, Pearson Education
6	"English for Tourism and Hospitality in Higher Education Studies" by David Bonamy, Garnet Education