

Name of Faculty	:	Faculty of Hospitality & Tourism
Name of Program	:	Diploma in Hotel & Tourism Management (DHTM)
Course Code	:	1DHT05
Course Title	:	English for Hospitality and 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 language base 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				Total Marks
L	T	P		Theory Marks		Practical Marks		
			C	SEE	CIA	SEE	CIA	
3	0	0	3	70	30	0	0	100

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 Chapter 1: Taking Phone Calls Chapter 2: Giving Information Chapter 3: Taking Reservations Chapter 4: Apologizing Chapter 5: Receiving Guests	9	20%	CO1
2	Customer Service Skills Chapter 6: Polite Requests and Responses Chapter 7: Instructions Chapter 8: Asking for Information Chapter 9: Asking and Explaining Chapter 10: Asking and Comparing	10	22%	CO2
3	Providing Information and Assistance Chapter 11: Presenting Information Chapter 12: Recommending Chapter 13: Dealing with Requests Chapter 14: Describing Food Dishes Chapter 15: Dealing with Complaints (1)	9	20%	CO3
4	Hospitality Operations Chapter 16: Describing Jobs and Workplaces Chapter 17: Explaining and Instructing Chapter 18: Taking an Order on the Phone Chapter 19: Asking for Clarification Chapter 20: Dealing with Phoned Requests	9	20%	CO4
5	Guest Services and Farewells Chapter 21: Giving Directions Indoors	8	18%	CO5

Chapter 22: Giving Directions Outside Chapter 23: Offering Help and Advice Chapter 24: Dealing with Complaints (2) Chapter 25: Paying Bills Chapter 26: Payment Queries Chapter 27: Farewells Chapter 28: Answering Personal Questions			
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Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	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'Keeffe, 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'Keeffe, 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