



# **RQF LEVEL 3**



# HOTAE302 TOURISM

Applied English for Tourism Industry

**TRAINEE MANUAL** 





# APPLIED ENGLISH FOR TOURISM INDUSTRY



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#### **KIGALI-RWANDA**

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i

#### FOREWORD

Welcome to the world of Technical and Vocational Education and Training (TVET) in the hospitality and tourism sector. In an era of constant evolution and growing demand for skilled professionals, the importance of specialized training cannot be overstated. As the global hospitality and tourism industry continues to flourish, the need for competent individuals equipped with relevant knowledge and practical skills has become crucial. This collection of TVET training manuals serves as a comprehensive resource for those seeking to embark on a fulfilling career or further their expertise within the hospitality and tourism sector. Developed with meticulous attention to detail and in collaboration with industry experts, these manuals offer a wealth of knowledge, practical insights, and hands-on training exercises.

The manuals cover a wide range of topics, ranging from essential foundational concepts to specialized areas within the industry. Whether you are interested in hotel management, culinary arts, event planning, travel and tourism, or any other facet of this vibrant sector, you will find invaluable guidance within these pages. At the heart of the TVET approach is the belief that learning should be both practical and relevant. These manuals have been carefully crafted to ensure that they reflect the real-world challenges and requirements of the hospitality and tourism industry. They are designed to empower learners with the skills, competencies, and confidence needed to excel in their chosen field.

Furthermore, the manuals adopt a learner-centered approach, encouraging active participation, critical thinking, and problem-solving. Throughout each module, learners are encouraged to engage in practical exercises, case studies, and interactive activities that simulate real-world scenarios. This hands-on approach allows learners to apply theoretical concepts and develop the necessary skills that are highly sought after in the industry.

We understand that education is a lifelong journey, and these manuals have been designed to cater to learners at various stages of their professional development. Whether you are a student taking your first steps in the industry, a working professional seeking to enhance your skills, or an instructor guiding aspiring individuals, you will find the manuals to be a valuable asset.

ii

I would like to express my sincere appreciation to the authors, industry experts, and educators who have contributed to the creation of these TVET training manuals. Their dedication and expertise have ensured that the manuals are of the highest quality and relevance.

I encourage you to embrace the opportunities presented within these pages, to explore the dynamic world of hospitality and tourism, and to unlock your potential in this exciting industry. By investing in your education and acquiring the skills offered in these manuals, you are taking a significant step towards a rewarding and successful career.

Best wishes on your journey of discovery and growth in the hospitality and tourism sector.

Dipl.-Ing. Paul UMUKUNZI

**Director General/ RTB** 

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# TABLE OF CONTENT

Author's Note Page (Copyright)i
Forewordii
ACKNOWLEDGEMENTS iv
Coordination Team v
TABLE OF CONTENT vi
ACRONYMSvii
INTRODUCTION1
UNIT 1: USING THE VOCABULARY RELATED TO TOURISM INDUSTRY3
Topic 1.1: Pronouncing vocabularies by following rules with basic tourism industry9
Topic 1.2: Respecting listening rule to tourism industry vocabularies 22
Topic 1.3: Describing materials and equipment related to tourism industry 35
UNIT 2: USING COMMUNICATIVE POLITE EXPRESSIONS RELATING TO
UNIT 2: USING COMMUNICATIVE POLITE EXPRESSIONS RELATING TO TOURISM INDUSTRY 49
UNIT 2: USING COMMUNICATIVE POLITE EXPRESSIONS RELATING TO TOURISM INDUSTRY 49 Topic 2.1: Polite expressions of tourists' reception depending on the circumstances 53
<b>TOURISM INDUSTRY 49</b> Topic 2.1: Polite expressions of tourists' reception depending on the
TOURISM INDUSTRY49Topic 2.1: Polite expressions of tourists' reception depending on the circumstances
TOURISM INDUSTRY
<b>TOURISM INDUSTRY</b> 49Topic 2.1: Polite expressions of tourists' reception depending on the circumstances
<b>TOURISM INDUSTRY</b> 49Topic 2.1: Polite expressions of tourists' reception depending on the circumstances
<b>TOURISM INDUSTRY</b> 49Topic 2.1: Polite expressions of tourists' reception depending on the circumstances53Topic 2.2: Using of politeness formulas to meet the needs of customers and colleagues62Topic 2.3: Using expressions related to tourism industry72UNIT 3: WRITING DOCUMENTS RELATED TO THE RUDIMENTARY TRADE 8691

# ACRONYMS

- **RQF:** Rwanda Qualification Framework
- RTB: Rwanda TVET Board
- TVET: Technical and Vocational Education and Training

#### **INTRODUCTION**

Welcome to the training manual on Applied English for the Tourism Industry, designed for learners pursuing TVET level 3 in Rwanda. This manual is a comprehensive guide to English for tourism and is structured into three units. These units include Using the vocabulary related to the tourism industry, using communicative polite expressions related to the tourism industry, and writing documents related to the rudimentary trade

Before starting a learning unit, a trainee must do a self-assessment activity, which must be retaken at the end of the learning unit. Moreover, this manual consists of various activities and tasks such as discovery, problem solving, guided practice, and application regarding the focused topics that can be carried out under the guidance of a trainer or self-directed in a logical sequence.

Finally, trainees must sit for a formative assessment at the end of the learning unit in order to monitor their learning and provide ongoing feedback to both trainers and trainees. Let us get started!

#### Units:

- Unit 1: Using the vocabulary related to tourism industry
- Unit 2: Using communicative polite expressions relating to tourism industry
- Unit 3: Writing documents related to the rudimentary trade

## **UNIT 1: USING THE VOCABULARY RELATED TO TOURISM INDUSTRY**

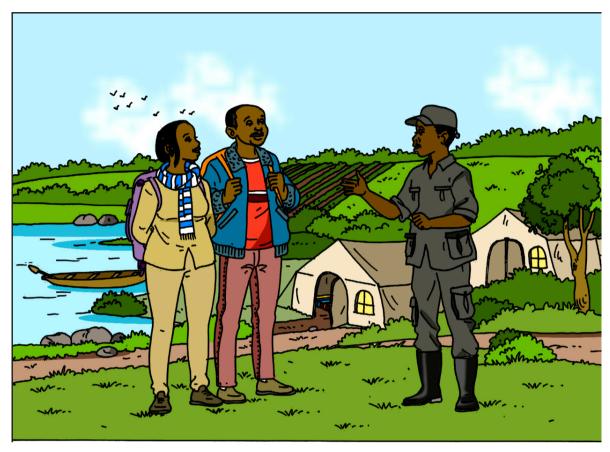


Figure 1:Vocabulary related to tourism industry

#### Unit summary:

This unit describes the knowledge, skills, and attitudes required to use the vocabulary related to tourism industry. At the end of this unit, trainees will be able to pronounce basic tourism industry vocabularies with a focus on sounds, spelling and word stress. They will also be able to listen to tourism industry vocabularies, and describe materials and equipment related to tourism industry.

#### Self-Assessment: unit 1

#### 1. Look at the illustration above and answer the following:

- a. What do you see in the photo?
- b. Name four things you see
- c. What do you think this unit will be about?
- d. What topics might be covered?

#### 2. Fill in the self-assessment below.

There are no right or wrong ways to answer this survey. It is for your own use during this course. The trainer will read a skill that is listed in the left column. Think about yourself: do you think you can do this? How well? Read the statements across the top. Put a check in column that best represents your situation. At the end of this unit, we will take this survey again.

My experience	I don't have any experience doing this.	know some a experience		I have a lot of	l am confident
Knowledge, skills and attitudes			experience with this.	in my ability to do this.	
Define 'word stress'					
Recognize phonetic symbols and identify their sounds					
List and explain the rules for determining word stress					
Explain basic spelling rules of basic tourism industry vocabularies					

My experience	l don't have any	l know	l have some	I have a lot of	l am confident
Knowledge, skills and attitudes	experience doing this.	a little about this.	experience doing this.	experience with this.	in my ability to do this.
Identify examples of spelling rules in basic tourism industry vocabularies					
Spell basic tourism industry vocabularies correctly.					
Articulate basic tourism industry vocabularies based on phonetic symbols: vowels, consonant and diphthongs.					
Comprehend tourism industry vocabularies					
Explain professional terms used in recording customer request/inquiry.					
Pronounce the difficult words used in English conversations.					
Recall importance of transport in tourism success.					

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Describe the relationship between tourism and transportation					
Differentiate purpose of the tour or types of the activities					

# Key Competencies:

Knowledge	Skills	Attitudes
1. Recognize phonetic symbols	1. Spell basic tourism	Build teamwork spirit
and identify their sounds	industry vocabularies	
	correctly.	
2. Describe the relationship	2. Articulate basic tourism	Behave politely while
between tourism and	industry vocabularies	asking questions.
transportation	based on phonetic	
	symbols: vowels,	
	consonant and	
	diphthongs.	
3. List and explain the rules for	3. Comprehend tourism	Listen carefully
determining word stress	industry vocabularies	
4. Explain basic spelling rules of	4. Pronounce the difficult	Demonstrate empathy
basic tourism industry	words used in English	
vocabularies	conversations.	
5. Identify examples of spelling	Differentiate purpose of	Be details oriented
rules in basic tourism	the tour or types of the	
industry vocabularies	activities	
6. Explain professional terms		
used in recordings.		
7. Recall importance of		
transport in tourism success.		
8. Define 'word stress'		



# Discovery activity



: Answer the following questions

- a) How many sounds does English language have?
- b) Give an example for each and spell that example.
- c) Everyone has at least one English word that is very difficult or hard to pronounce. Write down five words that are difficult to you to pronounce.

# **Topic 1.1:** Pronouncing vocabularies by following rules with basic tourism industry

# Activity 1: Problem Solving



# (1) Read comparatively the following words

/ʊ/	/uː/
Pull	pool
Full	fool
Could	cool
Soot	suit

## (2) Read comparatively the following words

/1/	/i:/	/aɪ/
Fill	feel	file
Pill	peel	pile
Live	leave	live
Sit	seat	site

# **Key Facts**

• Pronunciation of basic tourism industry vocabularies

✓ Sounds

**English pronunciation sounds** 

Did you know that English has:

#### 26 letters (A-Z)

😒 5 vowels

21 consonants

#### 44 pronunciation sounds

20 vowels sounds

24 consonant sounds

We're going to look at each pronunciation sounds in more detail with examples. The 44 pronunciation sounds (or phonemes) can be written with phonetic symbols.

#### Key terms

A **phoneme** is defined as the smallest class of sounds that leads, in a specific language, to differences in meaning. For example, in English, /l/ and /r/ are two phonemes because replacing one with the other produces words with different meanings, as is apparent with 'royal' and 'loyal.'

A **grapheme** is a kind of symbol that represents a sound **(phoneme)** in writing. A grapheme can consist of just one letter or a group of letters, and these have specific names

**Voiced sounds** are those that make our vocal chords vibrate when they are produced. **Voiceless sounds** are produced from air passing through the mouth at different points.

#### Consonants

Phoneme	IPA	Graphemes	Examples	Voiced?
	Symbol			
1	b	b, bb	bug, bubble	Yes
2	d	d, dd, ed	dad, add, milled	Yes
3	f	f, ff, ph, gh, lf, ft	fat, cliff, phone, enough, half,	No
			often	
4	g	g, gg, gh,gu,gue	gun, egg, ghost, guest,	Yes
			prologue	

5	h	h, wh	hop, who	No
6	dʒ	j, ge, g, dge, di, gg	jam, wage, giraffe, edge,	Yes
			soldier, exaggerate	
7	k	k, c, ch, cc, lk, qu	kit, cat, chris, accent, folk,	No
		,q(u), ck, x	bouquet, queen, rack, box	
8	1	١, ١١	live, well	Yes
9	m	m, mm, mb, mn, lm	man, summer, comb,	Yes
			column, palm	
10	n	n, nn,kn, gn, pn, mn	net, funny, know, gnat,	Yes
			pneumonic, mnemonic	
11	р	р, рр	pin, dippy	No
12	r	r, rr, wr, rh	run, carrot, wrench, rhyme	Yes
13	S	s, ss, c, sc, ps, st, ce,	sit, less, circle, scene, psycho,	No
		se	listen, pace, course	
14	t	t, tt, th, ed	tip, matter, thomas, ripped	No
15	v	v, f, ph, ve	vine, of, stephen, five	Yes
16	w	w, wh, u, o	wit, why, quick, choir	Yes
17	Z	z, zz, s, ss, x, ze, se	zed, buzz, his, scissors,	Yes
			xylophone, craze	
18	3	s, si, z	treasure, division, azure	Yes
19	t∫	ch, tch, tu, te	chip, watch, future, righteous	No
20	ſ	sh, ce, s, ci, si, ch,	sham, ocean, sure, special,	No
		sci, ti	pension, machine,	
			conscience, station	
21	θ	th	thongs	No
22	ð	th	leather	Yes
23	ŋ	ng, n, ngue	ring, pink, tongue	Yes
24	j	y, i, j	you, onion, hallelujah	Yes

\rm Vowels

Phoneme	IPA	Graphemes	Examples
	Symbol		
25	æ	a, ai, au	cat, plaid, laugh
26	еі	a, ai, eigh, aigh, ay, er, et,	bay, maid, weigh, straight, pay,
		ei, au, a_e, ea, ey	foyer, filet, eight, gauge, mate,
			break, they
27	е	e, ea, u, ie, ai, a, eo, ei, ae	end, bread, bury, friend, said, many,
			leopard, heifer, aesthetic
28	i:	e, ee, ea, y, ey, oe, ie, i, ei,	be, bee, meat, lady, key, phoenix,
		eo, ay	grief, ski, deceive, people, quay
29	I	i, e, o, u, ui, y, ie	it, england, women, busy, guild,
			gym, sieve
30	аі	i, y, igh, ie, uy, ye, ai, is,	spider, sky, night, pie, guy, stye,
		eigh, i_e	aisle, island, height, kite
31	α	a, ho, au, aw, ough	swan, honest, maul, slaw, fought
32	00	o, oa, o_e, oe, ow, ough,	open, moat, bone, toe, sow, dough,
		eau, oo, ew	beau, brooch, sew
33	σ	o, oo, u,ou	wolf, look, bush, would
34	٨	u, o, oo, ou	lug, monkey, blood, double
35	u:	o, oo, ew, ue, u_e, oe,	who, loon, dew, blue, flute, shoe,
		ough, ui, oew, ou	through, fruit, manoeuvre, group
36	JI	oi, oy, uoy	join, boy, buoy
37	ลซ	ow, ou, ough	now, shout, bough
38	ə	a, er, i, ar, our, ur	about, ladder, pencil, dollar, honour,
			augur
39	eə <sup>r</sup>	air, are, ear, ere, eir, ayer	chair, dare, pear, where, their,
			prayer
40	a:	а	arm
41	3: <sup>r</sup>	ir, er, ur, ear, or, our, yr	bird, term, burn, pearl, word,
			journey, myrtle

42	<b>э</b> :	aw, a, or, oor, ore, oar,	paw, ball, fork, poor, fore, board,
		our, augh, ar, ough, au	four, taught, war, bought, sauce
43	Iðr	ear, eer, ere, ier	ear, steer, here, tier
44	Ω9r	ure, our	cure, tourist

#### ✓ Spelling Vs pronunciation

English spelling and British English pronunciation sounds are not as logical as other languages because:

 most English pronunciation sounds can have more than one spelling (e.g. me, three, beach)
 SAME pronunciation sound - DIFFERENT spelling

some spellings can have more than one pronunciation sound
 (e.g. egg, he, the)
 SAME spelling - DIFFERENT pronunciation sound

- some letters in English spellings are silent in pronunciation (e.g. the 'k' in *knife* is silent)
   SILENT letters are not pronounced
- and some words have pronunciation sounds that are not in the spelling (e.g. there is a 'y' sound after the 'n' in *new*)
   EXTRA sounds are not in the spelling

#### √ Stress

#### What is word stress?

In some languages, each syllable in each word is pronounced with the exact same stress.

English is not one of those languages. English has its own rhythm, complete with its own vocal music. This means that one part of a certain word is said louder and longer than other parts of the same word. It is something that is completely natural for English speakers, but something English as Second Language students can learn from learning the correct way to

pronounce new words, practicing their conversational skills, and by learning the rules for using word stress.

#### **4** A few things to remember:

- A word can only have one stress. In a very long word you can have a secondary stress, but it is always a <u>much smaller</u> stress.
- **Only vowels are stressed, not consonants.** The vowels in English are a, e, i, o, and u. The consonants are all the other letters.
- There are many exceptions to the rules. The word stress rules in English are complicated. Remember that there are exceptions to every rule. Use a dictionary to check the word stress of new words. Soon, you will know English well enough to add word stress naturally.

It is important that you stress the right syllables, so people can hear and understand your words.

#### Word stress rules

#### 1. Two-Syllable nouns and adjectives

In most two syllable **nouns** and **adjectives**, the first syllable takes on the stress. Examples:

- o SAMples
- o CARton
- o PURple
- o RAIny
- o CHIna
- о НАРру

#### 2. Two-Syllable verbs and prepositions

In most two syllable verbs and prepositions, the stress is on the second syllable.

#### **Examples:**

- o reLAX
- o reCEIVE
- o diRECT
- o aMONG
- o aSIDE
- o **beTWEEN**
- o deCIDE

#### More about word stress on two-syllable words

- About 80% of two-syllable words get their stress on the first syllable.
- There are, of course, exceptions to this rule, but very few nouns and adjectives get stress on their second syllable.
- Verbs and prepositions usually get stress placed on the second syllable, but there are exceptions to this too.

**Note**: There are many two-syllable words in English that can be pronounced in two different ways. The stress change also changes the part of speech of the word.

#### **Examples:**

- PREsent = a gift (noun); non past or future (adjective)
- preSENT = to give something to someone (verb)
- OBject = something you can see and touch (noun)
- obJECT = to disagree with something (verb)

#### 3. Three-Syllable words

For three-syllable words, look at the word ending (the **suffix**), using the following as your guide:

15

4. Words ending in er, ly

For three-syllable words ending with the suffixes **er** or **ly**, the stress is placed on the first syllable.

#### **Examples:**

- $\circ$  ORderly
- o Sllently
- o LOvingly
- o MAnager
- o GARdener
- o Easier

#### 5. Words ending in consonants and in y

If there is a word that ends in a **consonant** or in a **y**, then the first syllable usually gets the stress.

#### **Examples:**

- o RARity
- $\circ$  OPtimal
- o GRAdient
- GEnorous

#### 6. Words with various endings

Take a good look at the list of suffixes below (suffixes are word endings).

The stress is going to be on the syllable right before the suffix. This applies to words of all syllable lengths.

#### Examples:

• **able**: ADDable, DURable, LAUGHable

- o ial: differENTial, SOcial, fiNANcial
- o cian: muSIcian, phySIcian, cliNIcian
- o ery: BAkery, SCEnery
- o **ian**: coMEdian, ciVILian, techNIcian
- **ible**: reSIstible, imPOSsible, TERRible
- o ic: arCHAic, plaTOnic, characteRIStic
- o ics: diaBEtics, paediAtrics, TOpics
- **ion**: classifiCAtion, repoSItion, vegeTAtion
- o ia: MEdia, bacTERia, vicTORia
- o ient: inGREdient, PAtient, ANcient
- **ious**: mySTERious, reLlgious, VARious
- o ish: SELfish, ENglish, PUnish
- o osis: hypNOsis, diagNOsis, osmosis
- 7. Words ending in ade, ee, ese, que, ette, oon

Words that use the suffix **ade**, **ee**, **ese**, **eer**, **que**, **ette**, or **oon** have the primary stress actually placed on the suffix.

This applies to words of all syllable lengths.

#### **Examples:**

- **ade**: lemoNADE, cruSADE, arCADE
- **ee**: aGREE, jamborEE, guaranTEE
- **eer**: sightSEER, puppeTEER
- ese: SiamESE, JapanESE, chEESE
- **ette**: cassETTE, CorvETTE, towelETTE
- **que**: unIQUE, physIQUE
- o **oon**: baLOON, afterNOON, carTOON
- 8. Stress on the second from the end syllable

You put stress on the second syllable from the end of the word with words ending in **ic**, **sion**, and **tion**.

#### **Examples:**

- $\circ$  iCONic
- o GRAPHic
- o hyperTENsion
- o teleVIsion
- o nuTRItion
- o revelAtion

#### 9. Stress on the third from end syllable

You put stress on the third from end syllable with words that end in cy, ty, phy, gy and al.

Examples:

- o geOGraphy
- o Allergy

#### 10. Word stress for compound words

#### A. Compound noun

A compound noun is a noun made out of two **nouns** that form one word. In a compound noun, the most stress is on the stressed syllable of the first word.

#### **Examples:**

- SEAfood (sea + food)
- ICEland (ice + land)
- TOOTHpaste (tooth + paste)
- FOOTball (foot + ball)
- BAsketball (basket + ball)

18

#### **B.** Compound adjectives

A compound adjective is an **adjective** made of at least two words. Often, hyphens are used in compound adjectives. In compound adjectives, the most stress is placed in the stressed syllable of the second word.

#### Examples:

- o ten-MEter
- o rock-SOlid
- o fifteen-MInute
- o old-FAshioned

#### C. Compound verbs

A compound verb is when a subject has two or more **verbs**. The stress is on the second or on the last part.

#### Examples:

- Matilda loves bread but de TESTS butter.
- Sarah baked cookies and ATE them up.
- Dogs love to eat bones and love to DRINK water.

#### D. Noun + compound nouns

**Noun** + compound Nouns are two word compound nouns. In noun + compound noun, the stress is on the first word.

#### **Examples:**

• AIRplane mechanic

#### 11. Proper nouns

Proper nouns are specific names of people, places or things. For example: Jeniffer, Spain, Google.

The second word is always the one that takes the stress<sup>1</sup>

#### Examples:

- North DAKOTA
- Mr. SMITH
- Apple INCORPORATED

# **Activity 2: Guided Practice**



#### Listen to the teacher say each word below. Then underline the stressed syllable:

- 1. guarantee
- 2. introduce
- 3. visitor
- 4. about
- 5. telephone
- 6. hotel
- 7. animal
- 8. hairdresser
- 9. tourism
- 10. historical

<sup>&</sup>lt;sup>1</sup> Sipacio et.al (2016) Oral Communication in Context



#### **Activity 3: Application**

# $\underbrace{\overset{\flat}{=}}$ Task: Correct the spelling mistakes in the paragraph below.

George new that he shouldn't drink alchohol on a Wedsday night, especially since his governnet proffesor had schedualed an important exam on Thrusday. However, he beleived he would loose his friends if he didn't go out with them. The pressure to fit in with his peers was worst then the fear of bad grades. To be popular among his friends, one had to be either a musclar athelete or a wild and crazy drinker. George realy could not concieve how it was posible for a student to consume huge quanities of liquor and still suceed in school. Maybe the drinkers were just more briliant than he was.

He didn't even enjoy the passtime of spending ours in a bar trying to persue a temperary feeling of excitement and "fun." Somehow he expected the cheif of campus security to catch him and the university administration to expell him. But George didn't posses enough courage to express his opion to his friends. He was certian they would tell him to mind his own buisness. Also, he did't want to be seperated from his friends. So he planed to meet them at a local restaraunt, have a few drinks, leave early, take some asprin, and spend a few ours studing for the exam.

# **Topic 1.2: Respecting listening rule to tourism industry vocabularies**

#### **Activity 1: Problem Solving**



Have you ever met a tourists and had a conversation? Was it easy to get their messages?

Which word was new for you? How did you get its meaning?

**Key Facts** 

#### • Listening to tourism industry vocabularies

#### ✓ Active Listening' in tourism context

Active listening involves listening with all senses. As well as giving full attention to the speaker, it is important that the active listener is also seen to be listening otherwise the speaker may conclude that what they are talking about is uninteresting to the listener.

Interest can be conveyed to the speaker by using both verbal and non-verbal as maintaining eye contact, nodding your head and smiling, agreeing by saying 'Yes' or simply 'Mmm hmm' to encourage them to continue. By providing this 'feedback' the person speaking will usually feel more at ease and therefore communicate more easily, openly and honestly.

Before acquiring Active skills, you have to practice Assertive Communication skills, i.e., *A communication style in which a person stands up for their own needs and wants, while also taking into consideration the needs and wants of others, without behaving passively or aggressively.* So, an important communication skill that helps you interact well with others is listening. You need to be able to listen

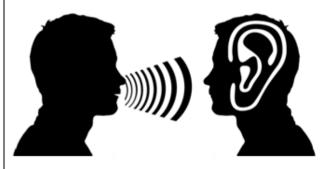
carefully to what your employer tells you to and to what your colleagues say in a meeting.

You must listen to clients' concerns, and express to them that you have understood them. People respond well to others when they feel they are being heard. Possessing listening skills is one of the most important requirements **for holding a job in hospitality management**. That may not seem obvious at first, but when you think about everything involved in restaurant and hotel management, this statement makes perfect sense.

**Hospitality** is defined as **kindness to strangers and as a relationship process**. The best definition focuses on the relationship and process aspects, because anyone working in the hospitality business knows that it takes ongoing attention and consideration to properly serve people in a way they appreciate.

Being a good hospitality worker means being able to identify the needs of customers. This often comes down to being a good listener. A good listener pays attention when people talk and doesn't assimilate the information with pre-conceived notions. A good listener is able to separate the important information from the rest of what is said and use that information to improve service. In other words, good listening skills can be considered both a motivational and customer service tool.

## Importance of active listening in tourism



As a restaurant or hotel worker, for example, you have several goals to always keep in mind.

• Keep customers satisfied with service and hospitality.

- Find creative solutions to potential problems.
- Be responsive to customer needs.

It is important that the manager also learns to listen to his or her staff. **A commercial cook**, **patisserie or gourmet chef**, **or a hotel manager** must develop a team of people that work well together. The staff must have the same vision and the same commitment to customer service as the manager.

The hospitality business is fast-paced and demanding. The more the staff works like a team, the smoother the operation. Hospitality is all about creating customer satisfaction in a highly competitive and fast-paced environment by motivating employees to provide great service.

Active listening is a skill is a powerful tool in modern, multicultural working environment, in the world of globalized business which is today, more than ever, colored by the multicultural differences. After all, all humans start listening first than speaking... While very often an onus has been put on speaking and writing ability, listening has somehow been neglected.

## Listening skills

Being a tourism employee requires you to be a good listener. By pinning your ears back to your guests, you will get better understanding of what they want to convey. It becomes more vital when they speak in different languages, as you have to know non-verbal communication too. The following are some tips for being a good listener

- Use appropriate body language to show you are listening (eye contact, sit upright, nod head, etc.)
- Listen to the speaker without interrupting
- Repeat what the speaker has said to make sure you have understood correctly
- Ask questions for clarification when you do not understand something
- Avoid being distracted by noises, mobile phones (turn it off!), what other people are doing, etc.

- Avoid being distracted by the mannerisms, speaking style, clothing of the person speaking
- Truly listen without thinking about how you are going to respond until the person has finished speaking
- Be aware of your own attitude and avoid being judgmental

It's all about food, accommodation and drinks. It's all about tourists, travelling, attractions and customer service. Basically, **hospitality and tourism is all about helping people enjoy themselves when they are out and about.** 

Jobs in hospitality and tourism are all **about providing friendly, efficient and attentive customer service.** Consequently, excellent communication skills, patience and a friendly nature are essential for you to thrive in these industries. You really have to want to work in this sector to do it well. It is a lot more difficult to be friendly and helpful if you are not enjoying yourself.<sup>2</sup>

#### 🖊 Basic Professional terms in tourism

There are thousands of words used in tourism. Let us practice these few general words related to tourism for listening comprehension purposes.

#### Vocabulary

- 1. Accommodation: the place where tourists/visitors stay. For example, a hotel.
- 2. Adventure: an exciting or very unusual experience. participation in exciting undertakings or enterprises: the spirit of adventure. a bold, usually risky undertaking; hazardous action of uncertain outcome.
- 3. Coast: the part of the land adjoining or near the sea
- 4. **Cruise**: A sea-based trip taking a pre-planned route that involves visiting several ports.
- 5. **Beach**: a strip of land covered with sand, shingle, or small stones at the edge of a body of water, especially by the sea between high- and low-water marks.

25

<sup>&</sup>lt;sup>2</sup> Miller, R. T. (2019). English orthography and reading

- 6. Booking: an act of reserving accommodation, a ticket, etc. in advance.
- 7. **Brochures**: a promotional material that advertises a destination, sightseeing attraction, or tour activity
- 8. Camping: a holiday spent in a tent or camper van.
- 9. Crowded: full of people, leaving little or no room for movement; packed.
- 10. Ecotourism: tourism that does not cause damage to the natural environment
- 11. Departure: the action of leaving, especially to start a journey.
- 12. Destination: the place designated as the end, as of a race or journey
- 13. Entrance fee: a sum of money which you pay before you go into somewhere such as a cinema or museum, or park.
- 14. Excursion: a short journey or trip, especially one taken as a leisure activity
- 15. Flight: the action or process of flying through the air
- 16. **Exhibition**: a public display of works of art or items of interest, held in an art gallery or museum or at a trade fair.
- 17. **Heritage**: objects and characteristics that are valued because of their cultural or historical significance
- 18. Guided tour: a tour of a historic site or place of interest conducted by a guide.
- 19. **High season**: the most popular time of year at a resort, hotel, or tourist attraction, when prices are highest
- 20. **Low season**: the time of year when fewer people visit a place or use a service, and prices are at their lowest level
- 21. Leaflet: a printed sheet of paper containing information or advertising and usually distributed free.
- 22. **Holiday**: an extended period of leisure and recreation, especially one spent away from home or in travelling.
- 23. **National park**: an area of countryside, or occasionally sea or fresh water, protected by the state for the enjoyment of the general public or the preservation of wildlife.
- 24. Nightlife: social activities or entertainment available at night in a town or city.
- 25. **Package tour**: a holiday organized by a travel agent, with arrangements for transport, accommodation, etc., made at an inclusive price.

26

- 26. Atmosphere: the envelope of gases surrounding the earth or another planet.
- 27. Resort: A place where many people go to relax on holidays
- 28. **Foreign**: located outside a place or country and especially outside one's own country
- 29. Seaside: a place by the sea, especially a beach area or holiday resort.
- 30. **Self-catering**: self-contained holiday accommodation which has facilities for guests to prepare their own meals.
- 31. **Sightseeing**: he activity of traveling around a city or region to see the interesting places that tourists usually visit
- 32. Nature reserve: a tract of land managed so as to preserve its flora, fauna, and physical features.
- 33. Souvenirs: a thing that is kept as a reminder of a person, place, or event.
- 34. Rafting: the sport or pastime of travelling down a river on a raft.
- 35. Sites: an area of ground on which a town, building, or monument is constructed.
- 36. **Ruins:** the physical destruction or disintegration of something or the state of disintegrating or being destroyed
- 37. To spend: pass (time) in a specified way or in a particular place.
- 38. **Tourist office**: an office where visitors to a place can get information about what to see and do, especially while on holiday, or an official organization that runs these offices.
- 39. Travel agency: an agency that makes the necessary arrangements for travelers.
- 40. **To be worth:** sufficiently good, important, or interesting to be treated or regarded in the way specified.
- 41. Trip: a journey or excursion, especially for pleasure
- 42. **Mainland**: a large continuous extent of land that includes the greater part of a country or territory, as opposed to offshore islands and detached territories.
- 43. **Vacation**: a leave of absence from a regular job or an instance of leisure travel away from home.
- 44. Island: a piece of land surrounded by water

#### Vocabulary Practice

Listening Comprehension: Recording: Transcript

#### Thomas needs a holiday. He goes to the travel agency. Listen

Travel Agent	Good morning .How can I help you?
Thomas	I would like to go away for a holiday - somewhere in the sun.
Travel Agent	Have you any particular destination in mind?
Thomas	Spain, I think.
Travel Agent	Mainland Spain or one of the islands?
Thomas	The Canaries would be nice. Yes, I would like a hotel beside a beach.
Travel Agent	OK. Here are a few brochures about the Canaries, with information
	about hotel accommodation and self-catering apartments too. When
	would you like to travel?
Thomas	I would like to go for a week in June. Is that high or low season?
Travel Agent	I'm afraid it's the start of the high season.
Thomas	OK. Thanks very much. I will have a look at the brochures and think
	about it.

#### Questions

#### 1. What kind of holiday does Thomas want?

- a. A holiday in the sun.
- b. A skiing holiday.
- c. A long weekend.

# 2. Where does Thomas want to go?

- a. Greece
- b. Spain
- c. France

#### 3. How long does Thomas want to go away for?

- a. A week.
- b. Two weeks.
- c. A month.
- 4. When does the high season start?

- a. May
- b. June
- c. July

5. How many tickets does Thomas book?

- a. One.
- b. Two.
- c. None.
- The difficult words to pronounce

The list below contains some of the most commonly mispronounced words (mostly by foreigners) in English. Pronunciation is given in the International Phonetic Alphabet (IPA) and in a notation that uses just three IPA symbols ( $\exists$  as in "again" or "a book", æ as in "cat", and  $\land$  as in "but") and should be quite intuitive to read. The stressed syllable is indicated by a bold typeface.

- height /haɪt/ (haayt); the pronunciation is as if it were written "hight". The "e" is there just to confuse foreigners.
- fruit /fru:t/ (froot); the same situation as in the previous word; simply ignore the "i".
- o **subtle** /'sʌtl/ (**sʌ**-tl); "btle" simply doesn't sound good. Don't pronounce the "b".
- queue /kju:/ (kyoo); if you want to pronounce this word correctly, just think about the Q at the beginning; "ueue" is not pronounced at all.
- draught /dra:ft/ (draaft); this is just the British spelling of "draft", and is also pronounced the same. It is not spelled this way in all of the meanings of "draft"; for example, when it is a verb (i.e. when someone drafts something), it is spelled "draft" in British English as well.
- chaos /'keɪɒs/ (kei-oss); the pronunciation of this word is actually quite regular, but people tend to pronounce it as the same word in their own language, which usually differs from its English pronunciation.
- mishap /'mishæp/ (mis-hæp); the word is derived from "mis-happen", i.e. something unfortunate or unlucky.

- recipe /'rεsəpi/ (res-ə-pee); "cipe" in this case doesn't rhyme with "ripe"; it consists of two separate syllables.
- lettuce /'letis/ (let-iss); remember that lettuce doesn't grow on a spruce; and it also doesn't rhyme with it.
- womb /wu:m/ (woom), tomb /tu:m/ (toom); people tend to pronounce "o" as in "lot". Think about "tomb" as about "to"+"mb". "Mb" may sound nice in Swahili, but not so much in English, so the "b" is silent. The same applies to the other words in which "mb" is a part of the same syllable, such as numb /nʌm/.
- caveat /'kæviæt/ (kæ-vee-æt) (UK), /'kovi ot/ (kaa-vee-aat) (US); meaning "a warning", it is not so common in speech, but still appears in literature or official documents. Just remember that you can't eat a caveat.
- colonel /'kɜːnəl/ (kə-ə-nl) (UK), /'kɜrnl/ (kər-nl) (US); is there a kernel inside a colonel? Well, at least in pronunciation, there is.
- comfortable /ˈkʌmfətəbl/ (kʌm-fə-tə-bl) (UK), in US also /ˈkʌmftəbəl/ (kʌmf-tə-bl);
   if you "come for a table" to a furniture shop, it will hopefully be comfortable,
   although it doesn't rhyme with it.
- lieutenant /lef'tenant/ (lef-ten-ant) (UK), /lu'tenant/ (loo-ten-ant) (US); the American pronunciation poses no problem here; just notice the British one.
- hyperbole /hai'p3:bəli/ (haay-pə-ə-bə-lee) (UK), /hai'p3rbəli/ (haay-pər-bə-lee) (US); don't confuse this word with a hyperbola, a geometrical shape. Hyperbole is a form of exaggeration, and it doesn't rhyme with a bowl.
- antipodes /ænˈtɪpədiːz/ (æn-tip-ə-deez); a word describing two points which are directly opposite to each other on a sphere. For some reason, it doesn't rhyme with an "antipode", which is the singular form of it and which does rhyme with words like "mode" or "code".
- gauge /geId3/ (geydzh); this word is especially useful to guitarists that speak about string gauges (i.e. how thick they are). It is pronounced as if the "u" were not there.
- Greenwich / grɛnɪtʃ/ (gren-itch); you probably know this word from the Greenwich Mean Time (GMT) time standard. Just remember that there is no green witch in Greenwich.

- Yosemite /joʊ'sɛmɪti/ (yoh-sem-it-ee); Yosemite National Park is well known around the Globe. Although there certainly is at least one mite somewhere in the park, there is none in the name.
- paradigm /'pærədaım/ (pær-ə-daaym); the pronunciation is quite natural, but some people are 'digging' this word a little bit too much. There is no 'dig' sound inside it.
- elite /ɪ'liːt/ (ih-leet); elite people are certainly not a "lite" version of the population.
   Don't rhyme them with it.
- debris /'dɛbriː/ (deb-ree) (UK), /də'bri/ (də-bree) (US); this word has retained its original French pronunciation, so the final "s" is not pronounced.
- infamous /'infamas/ (in-fa-mas); although the word is just "famous" with the prefix
   "in-" stuck in the front, it is not pronounced so.
- facade /fə'sɑːd/ (fə-saad); this word, meaning the front of a building, originates in French, and the pronunciation is still close to the French one.
- awry /əˈraɪ/ (ə-raay); this word shares a common root with "wry", which means (among others) "abnormally bent or turned". Awry means also "with a turn or twist to one side" or also "away from the expected or proper direction" (for example in "Our plans went awry").
- **quay** /ki:/ (**kee**) (UK), in the US also /keɪ/ (**kei**) or /kweɪ/ (**kwei**); quay is the part of a harbour where ships can dock; it is therefore one of the 'key parts' of a harbour.
- niche /ni:ʃ/ (neesh) (UK), /nɪtʃ/ (nitch) (US); this word, meaning a shallow recess or simply a nice place or position, is also often used in the marketing business to describe a particular field of interest.

Traveling can make even the best storyteller speechless. Get ready for a little vocabulary lesson where you'll learn some travel words that describe your wander-lusting perfectly.

#### Have you ever tried to explain a travel experience and been at a loss for words?

Travel does that to us. It entangles us in its beauty, makes us feel some countless emotions we've never yet felt, and leaves us speechless and yearning for more. There are some travel words that describe these beautiful things perfectly.

#### The thing is, they are words with no English equivalent<sup>3</sup>.

1. Resfeber

**Definition**: The nervous feeling you get before a journey.

2. Eleutheromania

Definition: An intense and irresistible desire for freedom

3. Fernweh

**Definition:** Feeling homesick for a place you've never been.

4. Trouvaille

**Definition:** Something lovely discovered by chance.

5. Hygge

**Definition:** The cozy feeling of **relaxing with friends** while having a meal or drinks.

6. Sonder

**Definition:** The realization that each random passerby is living a life as vivid and complex as your own.

7. Onism

**Definition:** The awareness of how little of the world you'll experience.

8. Livsnjutare

**Definition:** One who loves life deeply and lives it to the extreme.

9. Waldeinsamkeit

Definition: The feeling of being alone in the woods.

10. Meraki

**Definition:** Putting a part of yourself into what you're doing.

11. Numinous

**Definition:** The powerful, personal feeling of being overwhelmed and inspired.

12. Dérive

**Definition:** A spontaneous journey where the traveler lets the spirit of the landscape and architecture move them.

13. Forelsket

**Definition:** The euphoria you experience when you are first falling in love.

<sup>&</sup>lt;sup>3 3</sup> Seaton, A., & Mew, Y. (2007). Basic English Grammar for English Language Learners



# Activity 2: Guided Practice



Exercise: Choose the correct option to fill the gaps in the following sentences

- 1. On a \_\_\_\_\_ holiday your travel and hotel are arranged for you.
  - a. tour
  - b. package
  - c. resort
- 2. A \_\_\_\_\_ is a person or book that gives tourist information about a place.
  - a. trip
  - b. guide
  - c. touring
- 3. People often bring back \_\_\_\_\_ from holiday destinations.
  - a. souvenirs
  - b. postage stamps
  - c. postcards
- 4. Last year we went \_\_\_\_\_ in France.
  - a. for an itinerary
  - b. on a safari
  - c. camping
- 5. \_\_\_\_\_ accommodation is cheaper than most hotel accommodation.
  - a. Self-catering
  - b. Local
  - c. Crowded
- 6. Enjoy a \_\_\_\_\_ around some of the most beautiful islands of the Caribbean.
  - a. adventure
  - b. sightseeing
  - c. cruise
- 7. A \_\_\_\_\_ is a place where a lot of people go on holiday, often by the sea.

33

a. resort

- b. package holiday
- c. trip
- 8. Last year we went on a coach \_\_\_\_\_ round Austria and Switzerland.
  - a. guide
  - b. travel
  - c. trip
- 9. Organised tourism is now a major \_\_\_\_\_ around the world.
  - a. economy
  - b. industry
  - c. hobby
- 10. Ecotourism is tourism which has minimal impact on the \_\_\_\_\_.
  - a. environment
  - b. industry
  - c. city





# *Listen to the trainer's dictation carefully and then fill in the gaps in the text below using the same words.*

This offers safaris, trips to rain forests or national parks, or ......cruises in the polar regions. Sport tourism, particularly skiing, and adventure activities ....... rafting attract ...... and more young people, .....cultural tourism visiting historical or interesting cities is often..... opportunity to take a long weekend ...... Heritage tourism, visiting historical or industrial sites, language tourism, and health tourism to relieve stress, often in "health spas", are ...... alternatives. In recent years ...... people have started taking two holidays ...... year, with a package tour to a typical tourist resort, .... a winter skiing vacation or weekend break.

34

# Topic 1.3: Describing materials and equipment related to tourism industry

### **Activity 1: Problem Solving**



Have you ever made a tour in your life? What was the purpose, which means of transport have you used?

#### **Key Facts**

#### ✓ Equipment/ tools and materials according to

#### Mode of transportation

Transportation can be classified on a different basis. The most common classification is based on the way/medium on which the transportation takes place. The typical classification of transportation is Land-based, air-based, and water-based. All three types of transport systems meet the needs of people over the centuries. Descriptions of different modes of the transport system are given below.

#### Land Transport

Overland or surface transport, is different types of transportation systems operate and they can be further classified into road transportation and rail transportation.

#### 1. Road Transportation

This is the most common type of transportation that is used in all regions of the world. This is theprimary mode of transport for people belonging to different demographic profiles. Different types of surface transport systems are presented below.

Bus

- a. Intercity bus services
- b. Regular/Route/Scheduled Bus Services
- c. Motor Coaches
- d. Charter Services (using the bus on hire for a specific period)

35

e. Airport Transportation

#### Automobile

- a. Private cars
- b. Car Rentals/Rent-A-Car
- c. Taxi and Limousine Services
- d. Recreation Vehicles (modified vehicle with sleeping and some other similar facilities)
- e. Goods/freight/cargo vehicles

#### 2. Rail Transport

For the last couple of centuries, railways have been a significant form of transportation in many regions of the world. It is one of the mass transport modes of transportation and it is a relatively more environment-friendly as well as a highly economic form of transportation. **Three different trains run on broad gauge, meter gauge, and narrow gauge**. Broad gauge lines have laid on the pain area or lower altitude region whereas meter gauge and narrow-gauge lines have been laid onthe medium and high altitude regions/terrains. Types of rail transport are given below.

- a. Passenger and goods trains
- Luxury tourist trains (trains designed for tourism purposes. E.g. Palace on Wheels)
- c. Recreational trains (trains that can be used for recreational activities)
- d. Vintage rail services (rail services using the trains/routes that were in use many decades ago)

#### • Air Transport

Air transport represents the transportation for the use of varied types of aircraft. This is one of the fastest-growing transport forms in the world. Airlines provide transportation services using different aircraft with the help of airports and air navigation services. Passengers and cargo are transported in this mode of transportation. Details of air transportation are given below.

- Aircraft Manufacturers (E.g. Boeing and Airbus- manufacturer of aircraft)
- Airports (terminal and space with facilities and services for the starting and ending of air services) E.g. **Kigali International Airport.**

36

- Air Navigation Services and Air Traffic Control (The facilities and services that facilitatethe flying of aircraft)
- Airlines (Airlines consist of scheduled airlines which undertake regular air services with the help of a published timetable and non-scheduled air services which are provided by charter airlines)

#### • Water Transportation

Traditionally, water transportation is an essential mode of transport. For several centuries, sea- based water transportation was the most convenient form for facilitating the movement of peopleand cargo. Water transport is divided into Inland waterways and deep-sea navigation. Ships are the main carrying unit used in sea transportation. **Boats, ferries**, etc. are used in inland water transportation.

The following are some of the major water transport forms.

- a. Ocean Liners/Ship services
- b. Cruises (luxury tourist ships)
- c. Ferry Services
- d. Boat services

There exist strong linkages between each mode of transport. Most importantly, **some of the modes of transport cannot function without the support of the other transport services**. For instance, **air transport necessitates services of land transport for ensuring accessibility for passengers from different parts of the region**. Usually, rail transport is linked with road transport systems. In this regard, water transport is no different from it. Many airports have rail as well as road transport connectivity.

An airport must be connected to the city and other parts of theregion. Taxi services, commuter bus services to the city, bus service to other cities in the region, rail service linkage, etc. are very essential for the airports. For long or distance travel, air and water transportation are preferred to road transport.

#### Role of transport in tourism

As explained earlier, transport and tourism share an inextricable link, and the relationships are mutual and complementary. Indeed, transport is a fundamental element in the tourism system, as travel is the root cause of the tourism process.

Destinations must be easily accessible to tourists. The rate of accessibility is a key determinant in the success of destinations. International tourism thus gets increased significance by the proximity and accessibility of the generating countries.

The following are the major roles played by tourism transport in modern tourism.

- a. Facilitator of tourism growth
- b. Linking the destination with the tourism markets
- c. Providing mobility and access within a destination
- d. Act as the primary attraction
- e. Linking host destinations
- f. Providing mobility within tourist attractions
- g. Providing recreational travel options
- h. Determinant in tourist satisfaction
- i. Contributor in attracting tourists
- j. Major Contributor in tourism's socio-economic benefits

#### Purpose of the tour or Types of the activities

#### **Two Broad Classifications**

Personal

Business and professional

#### **o** Business and professional classifications

This category includes the activities of self-employed, and employees, as long as they do not correspond to an implicit or explicit employer-employee relationship with a resident producer in the country or place visited

• Personal classifications

This category includes all purposes of tourism trips that are not classified as business and professional.

- 1. Holidays, leisure and recreation
- 2. Visiting friends and relatives
- 3. Education and training
- 4. Health and medical care
- 5. Religion/pilgrimages
- 6. Shopping
- 7. Transit
- 1. Holidays, leisure and recreation purpose: Each main purpose is associated with a group of main activities undertaken during the trip.

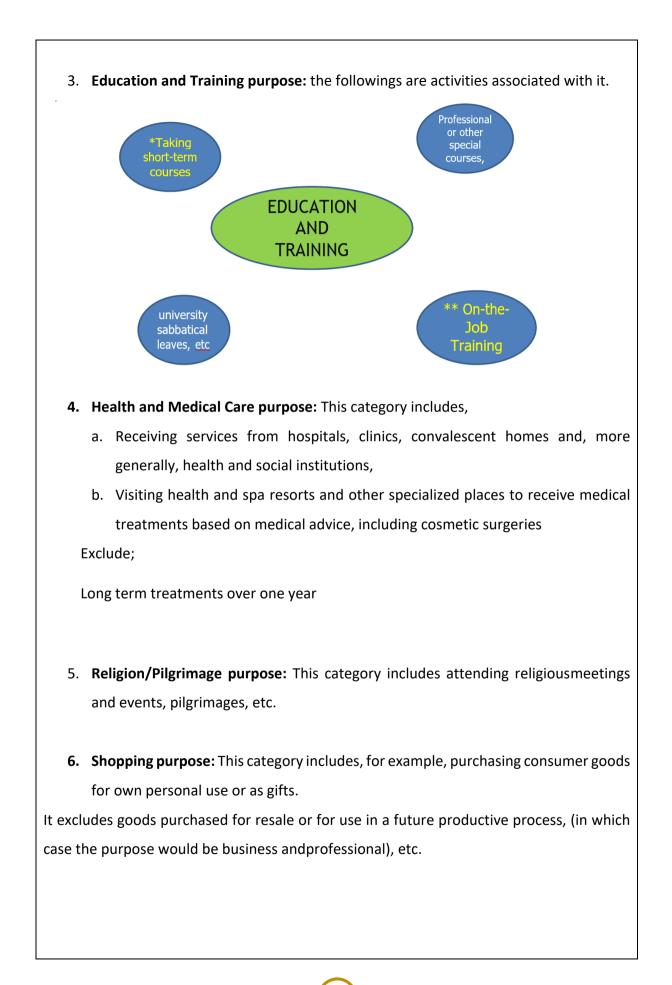


2. Visiting Friends and Relatives: Travel involving a visit whereby either (or both) the purpose of the trip or the type of accommodation involves visiting friends and / or relatives.

39

#### Includes activities such as:

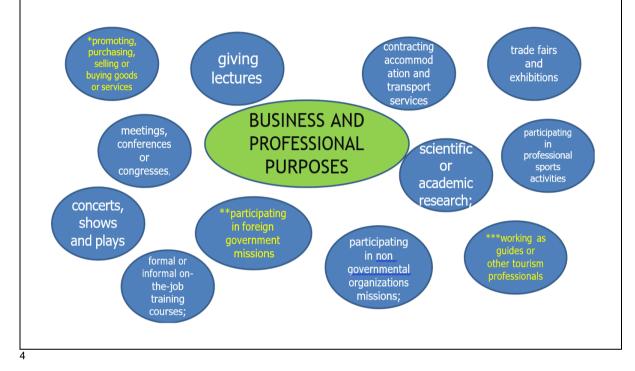
- a. Visiting relatives or friends
- b. Attending weddings, funerals or any other family event
- c. Short-term caring for the sick or old, etc.



#### 7. Transit

#### • Business and professional purposes:

This category includes the activities of self-employed, and employees, as long as they do not correspond to an implicit or explicit employer-employee relationship with a resident producer in the country or place visited.



# **Activity 2: Guided Practice**



Categorize equipment/ tools and materials used in tourism according to

- a. Mode of transportation
- b. Purpose of the tour or Types of the activities
- c. Explain how land transportation is significant in tourism.

<sup>&</sup>lt;sup>4</sup> Dileep, M.R. (2019). Tourism, Transport and Travel Management





In a group of four do the following:

- a. Discuss the roles of transport in the promotion of tourism
- b. Compare the transport used in tourism worldwide with the Rwandan tourism.

#### **Formative Assessment**

- I. Practice saying these sentences in two different ways
  - a. Please go and check the cattle / kettle.
  - b. Have you got a pain / pen?
  - c. They are talking about **plans / planes.**
  - d. That's a picture of a well / whale.
  - e. Please go and greet the men / man.

# II. Identify the diphthong sounds in each word and tick ( $\checkmark$ ) the correct box.

Words	/aʊ/	/aɪ/	/eɪ/	/eə/	/ɪə/	/oʊ/	/ɔɪ/	/ʊə/
Flight								
Town								
Play								
Pair								
Deer								
Slow								
Tour								
Тоу								

# III. Listen to the trainer's dictation (recording) carefully and then answer the following questions:

#### 1. Tourism does NOT include:

- a. Travel for pleasure.
- b. Travel for culture.
- c. Travel for business negotiations.

#### 2. Which is correct?

- a. Tourism today is more organised.
- b. Tourism today is less organised.
- c. In the past, people travelled more.

#### 3. Which is correct?

- a. A few countries depend on tourism.
- b. A lot of countries depend on tourism.
- c. National economies don't depend on tourism

#### 4. What is a package holiday?

- a. Travel and accommodation.
- b. Travel only.
- c. A special offer.

#### 5. Which is correct?

- a. Mass tourism no longer exists.
- b. There are now many types of tourism.
- c. Tourists always prefer crowded holiday resorts.

#### IV. Identify different types of land transportation that are significant in tourism



#### English pronunciation sounds

English has:

26 letters (A-Z)

5 vowels

21 consonants

#### 44 pronunciation sounds

20 vowels sounds

24 consonant sounds

#### ✓ Spelling v pronunciation

English spelling and British English pronunciation sounds are not as logical as other languages because:

most English pronunciation sounds can have more than one spelling
 (e.g. me, three, beach)

**SAME** pronunciation sound - **DIFFERENT** spelling

some spellings can have more than one pronunciation sound
 (e.g. egg, he, the)

SAME spelling - DIFFERENT pronunciation sound

some letters in English spellings are silent in pronunciation
 (e.g. the 'k' in *knife* is silent)

SILENT letters are not pronounced

and some words have pronunciation sounds that are not in the spelling
 (e.g. there is a 'y' sound after the 'n' in *new*)

**EXTRA** sounds are not in the spelling

✓ Word stress

**A few things to remember:** 

- A word can only have one stress. In a very long word you can have a secondary stress, but it is always a <u>much smaller</u> stress.
- Only vowels are stressed, not consonants. The vowels in English are a, e, i, o, and
   u. The consonants are all the other letters.

There are many exceptions to the rules. The word stress rules in English are complicated. Remember that there are exceptions to every rule. Mode of transportation in tourism industry

- Land: road and rail transportation
- Air Transport
- 📥 water



At the end of every unit, you should:

1) Re-take the self-assessment you did at the beginning of the unit.

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Define 'word stress'					
Recognize phonetic symbols and identify their sounds					
List and explain the rules for determining word stress					
Explain basic spelling rules of basic tourism industry vocabularies					
Identify examples of spelling rules in basic tourism industry vocabularies					
Spell basic tourism industry vocabularies correctly.					

My experience	l don't have any	l know	l have some	I have a lot of	l am confident
Knowledge, skills and attitudes	experience doing this.	a little about this.	experience doing this.	experience with this.	in my ability to do this.
Articulate basic tourism industry vocabularies based on phonetic symbols: vowels, consonant and diphthongs.					
Comprehend tourism industry vocabularies					
Explain professional terms used in recordings.					
Pronounce the difficult words used in English conversations.					
Recall importance of transport in tourism success.					
Describe the relationship between tourism and transportation					
Differentiate purpose of the tour or types of the activities					

# 2) Fill in the table and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.

# UNIT 2: USING COMMUNICATIVE POLITE EXPRESSIONS RELATING TO TOURISM INDUSTRY



Figure 2:Communicative polite expressions relating to tourism industry

#### Unit summary:

This unit describes the knowledge, skills, and attitudes required to use the communicative polite expressions relating to the tourism industry. At the end of this unit, trainees will be able to use polite forms of communication with tourists through model verbs in polite forms, use politeness formulas for agreeing, expressing wishes, handling complaints, disagreeing, promising, apologizing, congratulating, and offering condolences to meet the needs of customers and colleagues, and use expressions related to the tourism industry when wavering: surprise, anger, and fear.

# Self-Assessment: Unit 2

#### **1.** Look at the illustration above and brainstorm on the following questions:

- a. What do you see on the picture?
- b. What is happening?
- c. Describe the boy in the picture.
- d. What do you think this unit will be about?

#### 2. Fill in the self-assessment below.

There are no right or wrong ways to answer this survey. It is for your own use during this course. The trainer will read a skill that is listed in the left column. Think about yourself: do you think you can do this? How well? Read the statements across the top. Put a check in column that best represents your situation. At the end of this unit, we'll take this survey again.

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to do this.
Define modals;					
Identify modal					
verbs;					
Complete the					
sentences using					
correct modals;					
Show politeness					
when					
communicating					
with others					
Use modal verbs in					
constructing a					
dialogue; and,					
Appreciate the					
value of modal verb					

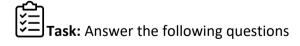
My experience	I don't have any	l know a little	I have some experience	I have a lot of	l am confident
Knowledge, skills and attitudes	experience doing this.	about this.	doing this.	experience with this.	in my ability to do this.
in real life by					
composing an					
informative essay					
Distinguish					
between formal					
and informal					
language registers.					
Identify polite					
requests and					
expressions in the					
tourism related					
situations.					
use politeness					
formulas to meet					
the needs of					
customers and					
colleagues					
respond to a guest					
using polite					
expressions					
Use tourism					
expressions for					
communicative					
purposes.					
Express oneself					
when wavering					
fear, surprise,					
anger, and					
condolences.					
Identify tourism					
expressions used in					
professional					
situations.					

# **Key Competencies:**

	Knowledge		Skills		Attitudes
1.	Define modals;	1.	Use tourism expressions for communicative purposes	•	Exhibit the value of modal verb in real life by composing an informative essay
2.	Identify modal verbs;	2.	Use politeness formulas to meet the needs of customers and colleagues	•	Show politeness when communicating with others
3.	Distinguish between formal and informal language registers.	3.	Use modal verbs in constructing a dialogue; and	~	Respect others.
4.	Identify polite requests and expressions in the tourism related situations.	4.	Complete the sentences using correct modals;		Developing sense of confidence
5.	Identify tourism expressions used in professional situations.	5.	Express oneself when wavering fear, surprise, anger, and condolences		
•		6.	Respond to a guest using polite expressions		

fr <sub>Steps:</sub>

# Discovery activity



- 1. What are good manners?
- 2. How do you show good manners at home and at school?.
- 3. A friend helps yu explain a diffiuclt word in a lesson. What will you say to them?

# **Topic 2.1: Polite expressions of tourists' reception depending on the circumstances**

# Activity 1: Problem Solving

Task: Directions: Construct your own sentences using the following modal verbs. Note that your examples should fall in tourism industry.

- a. can
- b. may
- c. shall
- d. should

## **Key Facts**

# ✓ Use model verbs in polite forms What Are Modal Verbs?

Modal verbs are helping verbs that are used along with main verbs to represent the ability, possibility and probability of a subject to do an action and emphasize the necessity of an action.

#### **Examples of Modal Verbs**

#### 📥 May

"May" is a modal verb most commonly used to express possibility. It can also be used to give or request permission, although this usage is becoming less common. Examples:

- a. Cheryl **may** be at home, or perhaps at work. *possibility*
- b. Johnny, you **may** leave the table when you have finished your dinner. *give permission*

53

- c. May I use your bathroom? request permission
  - Using "May" in Present, Past, and Future

Most modal verbs behave quite irregularly in the past and the future. Study the chart below to learn how "may" behaves in different contexts.

Modal Use	Positive Forms 1. = Present 2. = Past 3. = Future	Negative Forms 1. = Present 2. = Past 3. = Future	Also use:
May possibility	<ol> <li>Jack may be upset. I can't really tell if he is annoyed or tired.</li> <li>Jack may have been upset.</li> <li>I couldn't really tell if he was annoyed or tired.</li> <li>Jack may get upset if you don't tell him the truth.</li> </ol>	<ol> <li>Jack may not be upset.</li> <li>Perhaps he is tired.</li> <li>Jack may not have been upset. Perhaps he was tired.</li> <li>Jack may not get upset, even if you tell him the truth</li> </ol>	might
May give permission	<ol> <li>You may leave the table now that you're finished with your dinner.</li> <li>SHIFT TO "BE ALLOWED TO"</li> <li>You were allowed to leave the table after you finished your dinner.</li> <li>You may leave the table when you finish your dinner.</li> </ol>	<ol> <li>You may not leave the table. You're not finished with your dinner yet.</li> <li>SHIFT TO "BE ALLOWED TO"</li> <li>You were not allowed to leave the table because you hadn't finished your dinner.</li> <li>You may not leave the table until you are finished with your dinner.</li> </ol>	can
May request permission	May I borrow your eraser? May I make a phone call? <i>Requests usually refer to the</i> <i>near future.</i>	NO NEGATIVE FORMS	can, might

## \rm 4 Can

"**Can**" is one of the most commonly used modal verbs in English. It can be used to express ability or opportunity, to request or offer permission, and to show possibility or impossibility.

54

Examples:

- a. I **can** ride a horse. *ability*
- b. We **can** stay with my brother when we are in Paris. *opportunity*
- c. She cannot stay out after 10 PM. permission
- d. **Can** you hand me the stapler? *request*

e. Any child **can** grow up to be president. *possibility* 

• Using "Can" in Present, Past, and Future

Most modal verbs behave quite irregularly in the past and the future. Study the chart below to learn how "**can**" behaves in different contexts.

Modal Use	Positive Forms 1. = Present 2. = Past 3. = Future	Negative Forms 1. = Present 2. = Past 3. = Future	Also use:
can general ability	<ol> <li>I can speak Chinese.</li> <li>SHIFT TO "COULD"</li> <li>I could speak Chinese</li> <li>when I was a kid.</li> <li>SHIFT TO "BE ABLE</li> <li>TO"</li> <li>I will be able to speak</li> <li>Chinese by the time I</li> <li>finish my course.</li> </ol>	<ol> <li>I can't speak Swahili.</li> <li>SHIFT TO "COULD"</li> <li>I couldn't speak Swahili.</li> <li>SHIFT TO "BE ABLE TO"</li> <li>I won't be able to speak Swahili.</li> </ol>	be able to
can ability during a specific event	<ol> <li>With a burst of adrenaline, people can pick up cars.</li> <li>SHIFT TO "BE ABLE TO"</li> <li>With a sudden burst of adrenaline, he was able to lift the car off the child's leg.</li> <li>SHIFT TO "BE ABLE TO"</li> <li>With a sudden burst of adrenaline, he will be able to lift the car.</li> </ol>	<ol> <li>Even with a burst of adrenaline, people can't pick up something that heavy.</li> <li>SHIFT TO "BE ABLE TO"</li> <li>Even the weight lifter, wasn't able to lift the car off the child's leg.</li> <li>SHIFT TO "BE ABLE TO"</li> <li>Even three men working together won't be able to lift the car.</li> </ol>	be able to
can opportunity	<ol> <li>I have some free time.</li> <li>I can help her now.</li> <li>SHIFT TO "BE ABLE TO"</li> <li>I had some free time yesterday. I was able to help her at that time.</li> <li>I'll have some free time tomorrow. I can help her then.</li> </ol>	<ol> <li>I don't have any time. I can't help her now.</li> <li>SHIFT TO "BE ABLE TO"</li> <li>I didn't have time yesterday. I wasn't able to help her at that time.</li> <li>I won't have any time later. I can't help her then.</li> </ol>	be able to

can	1. I can drive Susan's car	1. I can't drive Susan's	may
permission	when she is out of town.	car when she is out of	
	2. SHIFT TO "BE	town.	
	ALLOWED TO "	2. SHIFT TO "BE	
	I was allowed to drive	ALLOWED TO "	
	Susan's car while she	I wasn't allowed to drive	
	was out of town last	Susan's car while she	
	week.	was out of town last	
	3. I can drive Susan's car	week.	
	while she is out of town	3. I can't drive Susan's	
	next week.	car while she is out of	
		town next week.	
can	Can I have a glass of	Can't I have a glass of	could,
request	water?	water?	may
	Can you give me a lift to	Can't you give me a lift to	
	school?	school?	
	Requests usually refer to	Requests usually refer to	
	the near future.	the near future.	
can	Anyone can become rich	It can't cost more than a	could
possibility,	and famous if they know	dollar or two.	
impossibility	the right people.	You can't be 45! I	
	Learning a language can	thought you were about	
	be a real challenge.	18 years old.	
	This use is usually a	This use is usually a	
	generalization or a	generalization or a	
	supposition.	supposition.	

# \rm 🕹 Should

"**Should**" is a modal verb most commonly used to make recommendations or give advice. It can also be used to express obligation as well as expectation. Examples:

- a. You should focus more on your family and less on work. advice
- b. I really **should** be in the office by 7:00 AM. *obligation*
- c. By now, they **should** already be in Dubai. *Expectation*

• Using "Should" in Present, Past, and Future

Most modal verbs behave quite irregularly in the past and the future. Study the chart below to learn how "**should**" behaves in different contexts.

Modal Use	Positive Forms		Also
	1. = Present 2. = Past 3. = Future		use:
should recommendation, advisability	<ul> <li>Past 3. = Puture</li> <li>1. People with high cholesterol should eat low-fat foods.</li> <li>2. Frank should have eaten low-fat foods.</li> <li>That might have prevented his heart attack.</li> <li>3. You really should start eating better.</li> </ul>	<ul> <li>Past 3. = Future</li> <li>1. Sarah shouldn't smoke so much. It's not good for her health.</li> <li>2. Sarah shouldn't have smoked so much. That's what caused her health problems.</li> <li>3. Sarah shouldn't smoke when she visits Martha next week. Martha hates when people smoke in her house.</li> </ul>	ought to
should obligation	I should be at work before 9:00. We should return the video before the video rental store closes. "Should" can also express something between recommendation and obligation. "Be supposed to" expresses a similar idea and can easily be used in the past or in negative forms.	NO NEGATIVE FORMS	be supposed to
should expectation	<ol> <li>Susan should be in New York by now.</li> <li>Susan should have arrived in New York last week. Let's call her and see what she is up to.</li> <li>Susan should be in New York by next week. Her new job starts on Monday.</li> </ol>	<ol> <li>Susan shouldn't be in New York yet.</li> <li>Susan shouldn't have arrived in New York until yesterday.</li> <li>Susan shouldn't arrive in New York until next week.</li> </ol>	ought to, be supposed to

## \rm 4 Shall

"Shall" is a modal verb used to indicate future action. It is most commonly used in sentences with "I" or "we," and is often found in suggestions, such as "Shall we go?" "Shall" is also frequently used in promises or voluntary actions. In formal English, the use of "shall" to describe future events often expresses inevitability or predestination. "Shall" is much more commonly heard in British English than in American English; Americans prefer to use other forms, although they do sometimes use "shall" in suggestions or formalized language.

Examples:

- Shall I help you? suggestion
- I shall never forget where I came from. promise
- He shall become our next king. predestination
- I'm afraid Mr. Smith shall become our new director. Inevitability

Modal Use	Positive Forms	Negative Forms	Also use:
shall <i>future action</i> (British form)	I shall be replaced by someone from the New York office. I shall be there by 8:00.	I shall not be replaced after all. I shall not be there. I have a previous obligation.	will
shall suggestions	Shall we begin dinner? Shall we move into the living room?		should
shall <i>volunteering,</i> <i>promising</i> (British form)	I shall take care of everything for you. I shall make the travel arrangements. There's no need to worry.	I shall never forget you. I shall never give up the fight for freedom.	will
shall <i>inevitability</i> (British form)	Man shall explore the distant regions of the universe. We shall overcome oppression.	Man shall never give up the exploration of the universe. He shall not be held back.	

### • How to Use Modal Verbs in Sentences?

Given below are a few examples of how modal verbs can be used to indicate the possibility or probability of an action taking place.

Modal verbs are different from other verbs in a few ways:

- You don't add an "s" to form the **third-person** present tense. You wouldn't say he cans, she cans, etc.
- They also don't have **infinitive forms**. I'm canning, I'm woulding, etc. would not be correct.
- Modal verbs are followed by a base verb (the plain, dictionary definition of a verb, like *jump*, *help*, *sing*, *play*, or *read*).

# More Examples of Modal Verbs

# Example 1:

You **should** *stop* disrespecting customers.

- This example uses the modal verb "should."
- "Should" is used to express advice about disrespecting customers.
- The base verb "stop" follows the modal verb "should."

## Example 2:

You **may** *go* to your friend's party on Saturday.

- This sentence includes the modal verb "may."
- "May" is used to give permission to go to the party.
- The modal verb "may" is followed by the base verb "go."

## Example 3:

Can we swim at Grandma's house after school?

- In this example, we see the modal verb "can."
- Can is used to ask for permission to swim at grandmother's house.

59

The modal verb "can" is followed by the base verb "swim."

Remember that modal verbs are auxiliary verbs, or helping verbs, that are most commonly used to talk about possibility or necessity. You can also use modal verbs to ask for and give permission, describe ability, and give advice.

5



# Activity 2: Guided Practice

# Should or shouldn't to complete the following sentences in English.

- A: Can you come for a coffee after the meeting?
- **B:** No, I..... I'm sorry I have to go home.
- A: Do I have to pay for the meal now?
- **B:** No, you ...... You can pay when you leave.
- A: Should we phone to say we're going to be late?
- **B:** Yes, we ..... Here's my phone.
- A: Can we leave our luggage during the break?
- **B:** Yes, you ..... But don't leave any money.
- A: Do you think I should write about my education background?
- **B:** Yes, you ...... You can get a better job.
- A: My child is five. Do you have to buy him a ticket?
- **B:** Yes, you...... It costs half the price of an adult ticket.
- A: Do you have to get up early tomorrow?
- B: No, I ..... I can stay in bed.
- A: Can you speak English?
- **B:** Yes, I ..... I lived in London for 5 years.
- A: Should we leave him the message?
- **B**: Yes, we ..... He won't be worried about us.
- A: Should I study more on English grammar?
- **B:** No, you ...... You know it very well already.

<sup>&</sup>lt;sup>5</sup> Hughes, A. (2001). The Online English Grammar.



# Task: Identify the modal verb that best fits in each of the following

#### sentences.

- 1. My teacher (can/must) speak four languages.
- 2. (May/should) I use your mobile to call my mother?
- 3. (Can/May) you come to the prom with me?
- 4. My parents (shall/ought to) arrive soon.
- 5. Leonard (can/may) easily solve the problem.
- 6. (May/might) all your wishes come true in life.
- 7. You(should/ought) be punctual.

# Topic 2.2: Using of politeness formulas to meet the needs of customers and colleagues

# **Activity 1: Problem Solving**



Assume you're debating with a friend who the best football player in the world is. The friend picks the player you are not a fan of, and you disagree. Write down four expressions you may use while expressing your disagreement.

## **Key Facts**

✓ Politeness formulas for:

## 4 Handling complaints

A customer complaint is a gift. Are you surprised to hear that?

While most people view customer complaints negatively, it's refreshing to hear someone say the complete opposite. Indeed, if we look at complaints as a way for us to improve our customer service, then they certainly are gifts.

## • Acknowledge the Customer's Emotions

Acknowledge their complaints and feelings by listening actively and with an open mind.

Have patience, and try to understand how they're feeling. Words like *understand*, *appreciate* and *feel* will show you're sincere and genuinely (really) interested in listening to them, and that you care about their feelings.

Useful expressions:

# a. I understand that you're upset/unhappy about your + purchase/order/item.

b. I appreciate how you must feel about + the problem.

Example: I appreciate how you must feel about having waited 2 hours for your order.

# • Collect Information About the Problem

Get the customer to explain the problem, ask relevant and meaningful questions and gather the information you need to have a complete picture.

# Useful expressions:

# a. Please tell me the problem you're having with your + purchase/order/item.

Using the form of a question, and a modal verb such as *could* will help soften your tone and make you sound more diplomatic.

b. Could you please tell me exactly what happened when you...? Example: Could you please tell me exactly what happened when you turned this computer on?

# • Offer a Solution

If you can offer the customer a solution right there, you should do so. The verbs *going to* and *will* indicate certainty. Only use them if you're very sure.

# Useful expressions:

a. **I + will/am going to + give you** + a replacement/refund.

The phrasal verb *look into* is used when the problem needs to be investigated or examined more closely.

# b. I will look into + this/what's causing this to...

Example: I will look into what's causing the unit to shut off on its own.

c. I will + contact you/let you know/get in touch with you + tomorrow/when I have more info/after we take care of it.

Example: I will contact you tomorrow when I have more information about the problem.

# • Take Action to Correct the Problem

# **Useful expressions:**

- a. Let me + send/give + you + a replacement/refund.
- b. Let me find out what happened to your + order/item + and I will get back
   to you + shortly/later today/as soon as I can.

# c. I will have someone take care of it.

To *take care of* something means to handle, solve or deal with something. In this case, you're having another staff member work on the customer's problem to help find a solution.

# • Keep the Customer Updated

Be sure to keep them updated from time to time about the progress so they will feel reassured that you haven't forgotten their problem.

# Useful expressions:

a. I have an update for you regarding your + purchase/order/item.

Example: I have an update for you regarding your order. We have your replacement unit ready to be shipped out to you this morning. You should be receiving it in 2-3 days.

b. Right now, we're working on your + order/ item.

Example: **Right now, we're working on your** item. We just have a few more tests to run. Once everything's okay, we'll be in touch again.

c. We should be able to get your problem resolved (soon/in a couple of days/within this week).

# • Follow-up After the Problem Has Been Solved

# **Useful expressions:**

- a. I wanted to check if you received the help you needed.
- b. Did everything work out to your satisfaction?
- c. Is there anything else I can help you with?

# Politeness formulas for apology to the Customer

If the customer is unhappy, we should simply apologize. It doesn't matter who or what is at fault. You're apologizing for the fact that the customer found some aspect of your business unsatisfactory.

# **Useful expressions:**

- a. I'm so sorry for the inconvenience.
- b. I'm sorry to hear about your experience.
- c. Please accept my apologies.

# Politeness formulas for expressing wishes

# Use of I wish / if only:

There are three distinct types of I wish / if only sentences:

- 1. Wish, wanting change for the present or future with the simple past.
- 2. Regret with the past perfect.
- 3. Complaints with would + verb.

# Expressing a wish:

Form:

If only / I wish + <u>simple past</u>

Example:

If only I **knew** how to use a computer. (I don't know how to use a computer and I would like to learn how to use it)

Use:

- To express a wish in the present or in the future.
- The simple past here is an unreal past.
- When you use the verb to be the form is "were".

Example:

I wish I **were** a millionaire!

Expressing regret:

Form:

If only / I wish + past perfect

Example:

If only I had woken up early. (I didn't wake up early and I missed my bus.)

Use:

- To express a regret.
- The action is past.

# Complaining:

Form:

l wish / if only + would + verb

Example:

I wish you wouldn't arrive so late all the time (I'm annoyed because you always come late and I want you to arrive on time)

Use:

- To complain about a behavior that you disapprove.
- Expressing impatience, annoyance or dissatisfaction with a present action.

# Politeness formulas for disagreeing with others

The politest way to disagree with someone is to use one of these strategies when introducing your disagreement:

- $_{\circ}$   $\,$  show that you understand the other person's opinion
- apologize before introducing your disagreement

• pretend to be in the middle or unsure about your position

# **Useful expressions:**

- I see what you're saying but I think...
- I respect your point but from my perspective (or but in my opinion)
- o I take your point but that isn't the way I see it; instead, I think that...
- True, that is a fair point, but I have to say I disagree...
- o I understand where you are coming from but...
- There is some truth to what you're saying but don't you think that...
- o I'm sorry but I have to disagree with you on...
- o I'm not sure I agree with you on...
- o I don't think you and I have the same opinion on this issue.
- o l'm afraid l disagree.
- o l'm sorry but I don't agree.
- I don't see it that way.
- o I'm sorry but I disagree with you on this.
- I respectfully disagree.
- o I have a completely different opinion on that

# In a Polite Disagreement, Always Offer an Alternative Solution

To effectively argue for your position or opinion, it is best to finish your disagreement by offering an alternative or a suggestion. This is a solution-focused argument and can also soften the disagreement.

Here are some great expressions to use after expressing your disagreement:

- Instead, I think we should/could...
- My suggestion would be to...
- An alternative solution might be...
- I would recommend that we...
- How about we...
- What do you think about \_\_\_\_\_ instead?
- If you ask me, I think we should...

# Informal English for Disagreeing with Others

With close friends and family, we can use these more informal (and often direct) expressions to say we disagree. These would not be appropriate for the workplace unless you know your colleagues very well.

- No way!
- You must be joking!
- You can't be serious!
- I totally disagree.
- I don't think so.

# But what if...?

What if you talk and talk and talk but neither of you can agree with each other? This, of course, does happen at times. Perhaps you and your colleague or friend will never **see eye-to-eye** ( = agree on something).

We have the perfect expression for this situation. And it will help you end the disagreement in a polite, amicable way. If you cannot discuss it anymore or you cannot find an agreement, just say:

• Let's just agree to disagree.

Yes, if you agree to disagree then at least you find something to agree on!

Everyone wins.

# \rm Making Promises in English

When you need to make a promise in English, you can use these common phrases and expressions:

# Making promises:

- I promise that I will finish the job on time.
- I promise you that that's the truth.
- I swear I will never leave you.

- I swear I won't let you down.
- I assure you that I will return the book tomorrow morning.
- I assure you that I will be there on time.
- Believe me, I won't make you disappointed.
- **Trust me**, I can do it.

# **Useful Responses:**

- o Thank you.
- I believe you.
- All right. Keep your promise.
- I hope you will keep your words.
- Just let the time answer it.

# Politeness formulas for condolences

There are many good reasons for keeping your personal sympathy message short. It could be that the card has already expressed most or all of what you wanted to say. Or maybe you didn't know the deceased well, or at all. Whatever the reason, you can absolutely be brief and still come across as warm and caring.

# Examples

- o "We are so sorry for your loss."
- o "I'm going to miss her, too."
- "I hope you feel surrounded by much love."
- o "Sharing in your sadness as you remember Juan."
- o "Sharing in your sadness as you remember Dan."
- o "Sending healing prayers and comforting hugs. I am so sorry for your loss."
- o "With deepest sympathy as you remember Robert."
- "I was saddened to hear that your grandfather passed away. My thoughts are with you and your family."
- o "Remembering your wonderful mother and wishing you comfort."
- "It was truly a pleasure working with your father for 17 years. He will be deeply missed."

69

- "Thinking of you all as you celebrate your sibling's remarkable life."
- o "Thinking of you all as you celebrate your grandmother's remarkable life."
- o "We are missing Anne along with you. With heartfelt sympathy,"
- "Thinking of you and wishing you moments of peace and comfort as you remember a friend who was so close to you."
- o "Our family is keeping your family in our thoughts and prayers."
- "Holding you close in my thoughts and hoping you are doing OK."

**Writing tip:** If you knew the person who has passed but not the surviving family member(s) to whom you're sending your card, it might be helpful to mention your connection to their loved one (from school, through work, etc.).

# Politeness formulas for agreeing<sup>6</sup>

- I agree with you 100 percent.
- I couldn't agree with you more.
- That's so true.
- That's for sure.
- o (slang) Tell me about it!
- You're absolutely right.
- Absolutely.
- That's exactly how I feel.
- Exactly.
- I'm afraid I agree with James.
- $_{\circ}$   $\,$  I have to side with you on this one.
- No doubt about it.
- o (agree with negative statement) Me neither.
- (weak) I suppose so. /I guess so.
- $_{\circ}$  You have a point there.

<sup>&</sup>lt;sup>6</sup> https://7esl.com/restaurant-english/



## **Activity 2: Guided Practice**



In the following scenarios, choose the best response (1, 2, or 3), and then check your answers.

Scenario: You are one hour late to school. Your teacher notices you walking in and approaches you.

Teacher: "Kaliza / Kamari, you're late."

- 1. Sorry about that!
- 2. I'm very sorry. The bus was delayed, so it wasn't my fault.
- 3. I'm very sorry. The bus was delayed. I'll do my best to get to school early. It will not happen again.



When handling complaints, it is very important to acknowledge the customer's complaints and feelings by listening actively and with an open mind.

Words like **understand**, **appreciate**, **and feel** will show you're sincere and genuinely (really) interested in listening to them and that you care about their feelings.

Give two sentences for each.

# **Topic 2.3: Using expressions related to tourism industry**

# **Activity 1: Problem Solving**



Think about a moment or occasion when you were surprised by your friends. Write down three expressions that you think you might use to express surprise.

# **Key Facts**

• Expressions related to tourism industry

# ✓ Tourism expressions

This is a list of some common or uncommon English phrases, expressions, or idioms used by tourists that will assist you in developing your vocabulary in many modern tourism-related situations.

# 🖊 Verbs and Phrasal Verbs

<u>To get off to a flying start</u> (a holiday)- to start well: to start badly <u>To know a place like the back of your hand</u>: to know a place extremely well <u>To push the boat out</u>: to spend more than usual <u>To set foot in</u>: enter/visit a place <u>To go like a bomb</u> ( a destination): be bought in large numbers <u>To travel with a crowd</u>: to travel in a group <u>To be all Greek to someone</u>: not understanding with when travelling <u>To wind dow:</u> to relax <u>To foot the bill</u>: to pay for, to stand the expense of <u>To dub a restaurant</u>: to give it a name that describes it in one way : to label it <u>To take a toll on your wallet</u>- to have a bad effect on your wallet <u>To be eschiewing a destination</u>- to deliberately avoid a destination To be a hallmark of a great hotel- an idea, method, quality that is typical in a particular hotel

To break a journey- to stop somewhere for a short moment

To look/work a treat- ( for a place) to look very good

To work well

To hop on the subway- to get on it after suddenly deciding to do so

To snap a photo- to take a photo

<u>To jump/climb/get on the bandwagon-</u> to start travelling somewhere where a lot of people are already travelling

<u>To travel for the "likes"-</u> to travel for the "likes" you will get on your destination on social media

<u>To flock to a place</u>- to go to a place because something interesting/exciting is happenning there

To embrace your destination- to try new foods, talk to the locals

To span the globe- the distance between one side of the globe and the other

<u>To twist someone's arm</u> ( to go on a journey)- to persuade someone to go on a journey

<u>To have a head for heights</u>- to be able to go to high places without feeling sick or afraid

<u>To relive your holiday</u>- to keep sharing photos on social media even after you go back after the holiday

You are not at the Ritz!- the Ritz is a hotel in a Piccadilly (London) which has made a name for excellence of its cooking and accommodation

To take a rain-check- to keep an invitation open

Something is not all it is cracked up to be- it is not good as people say it is (a hotel, arestaurant)

<u>To get away from it away</u>- to have a relaxing time in a place that is very different from where you work and live, so that you can forget your problems

To push the boat out-to spend more than usual

To cath the sun-to be sunburned/burnt by sun

To be off grid- to be on holiday

There are no flies on something- flawless ( about a place)

To foot the bill- to pay for, to stand the expense of

To jet off- to travel by plane to many different places

To take a wander- to take a stroll

To be nestled in the mountains ( a resort)- to be surrounded by mountains

To span the globe- the distance between one side of the globe and the other one

Pay least, board last- passengers with cheaper tickets will be thelast to hop on the aircraft

To splash each other in the water- to hit something/somebody and to scatter in a lot of small drops

To spend money like water- to spend much money

The world is somebody's oyster- do/go whatever/wherever you want

To catch somebody's eye- to draw somebody's attention

To have a ball- to have a good time

To make yourself at home- to be comfortable, feel at home

#### Noun Phrases

On the big/expensive side (travel, journey)- more expensive than you want it to be.

Rough and ready (accommodation)- crude and lacking in sophistication

On the shoestring – with little money to spend

A bird's eye view-a general view from a high position

Home-body- somebody who doesn't like travelling

Land of milk and honey- utopia, a perfect place where there is plenty of goods

Cheap as dirt (a hotel, a meal)- very cheap

From China to Peru- all over the world

Citizen of the world- cosmopolitan person

At one's door-very close to the place where one lives/stays

Short-haul- a journey over a short distance especially by car

<u>Shoulder-season</u>- between peak and off-peak season (spring and autumn) when fares tend to be relatively low

Outbound travel- a travel that implies moving away from a town, country

Low-key staff- not intended to attract a lot of attention

<u>Free stop over policy</u>- allowing travellers to explore a place for up to seven nights without paying an additional fee

<u>Stop over buddies</u>- locals will help traveller spot the best hidden places/gems of an area

<u>A nap-room</u>- a room which allows travellers to use the bed, eye wash, toothbrush or just chill out in a plane

<u>Etiquette faux-pas</u>- embarrasing mistake related to etiquette ( in a hotel, restaurant)

Frequent flier- someone who is flying frequently

<u>Vacation shaming</u>- work environments where colleagues and bosses indirectly discourage employees from taking time off

<u>Jet-lag</u>- the tired and confused feeling that you can get after flying a long distance, especially a distance in time between the place you left and the place you arrive at.

<u>An El-Dorado</u>- an imaginary country where the traveller can make a fortune without any effort

<u>A fly in the oitment</u>- something/ someone that spoils your plans and causes troble <u>The highways and byways</u>-all the roads from the most important to the least important ( in an area)

<u>Mexican standoff-</u> when two groups cannot agree on what to do next (when they travelling)

<u>The Venice of the North</u>- there are three cities in north of Europe which boast they are compared to Venice: Bruges, Amsterdam and Stockholm

<u>Travel hacks</u>- shared experiences that make your travel experiencee easier and more enjoyable

Top-notch- of the highest quality/category

<u>Hipster holiday</u>- which follows the latest trends and fashion especially those outside the cultural mainstream

<u>Bleisure traveler</u>- professionals who are refraining the all-wok and no-fun kind of business type by mixing them with vacation time

<u>Busman's holiday</u>- a holiday in which somebody is doing the same thing he does when he works

One for the road (Amer.)- to have one last alcoholic drink somewhere before you leave

To get two of something, one of the present time and one for later

Hot spot- a place that is very popular for a particular type of entertainment

Life in the fast lane- fast, high-pressure lifestyle

On the go- very active

<u>Step-on guide</u>- a guide which is offred to you when you are on the bus/coach <u>Blue-Flags awarded</u>- a certification issued by the Foundation for Environmental Education (FEE) that a beach, marina or sustainable boating tourism operator meets its strigent standards

Wanderings- journeys to places where do not stay for long

Bag and baggage- all movable belongings

Bed and board- sleeping accommodation

<u>A destination on the top of trends</u>- modern and responding to the latest tastes <u>An unspoiled view</u>- a view that has not changed in ways that make it less beautiful

Inner-city- the central part of a city where people live

<u>Culture-hungry traveler</u>- a traveler who is eager to know as more as possible about the culture of a certain place

<u>Travel buzzwords</u> (used in tourism)- words/phrases from one special area of knowledge that people think is very important

Far-off land/country/place- distant land/country/place

Indian summer- a period in late autumn when the weather is ususlly warm

Spick and span (a room) - very clean, neat

On the spur of the moment-without previous thought or plan

# ✓ Expressions when wavering:

#### Fear

Here are some expressions and phrases that you can use to talk about fear.

A terrifying ordeal: If something is a tarrying ordeal it is a very frightening experience

It was such a terrifying ordeal. I'm glad that it's over.

**Send shivers down my spine**: When something sends shivers down your spine, it terrifies you.

I watched a horror movie yesterday. Some of the scenes and the sound effects were so frightening that they sent shivers down my spine.

**Give me goose bumps**: Goose bumps are the little bumps that your skin gets when you are frightened or cold.

I can't watch horror films. They give me goose bumps.

# Make the hairs on the back of my neck stand up

If something makes the hairs on the back of your neck stand up, they scare you.

# Scare the hell out of me

If something scares the hell out of you, they frighten you.

I don't like to watch horror films because they scare the hell out of me.

# Afraid or Scared – General Sentences

Fear is a universal emotion that all of us are familiar with. Here are a few sentences that you can use to talk about fear.

I get scared really easily.

I'm afraid of the dark.

I can't watch horror films. They scare me.

I had a terrifying experience last week.

I get scared when I'm at home all by myself

# \rm \rm surprise

Here we have a list of common expressions that are commonly used to express surprise and disbelief.

That's a surprise. Wow! What a surprise! This is such a nice surprise. I must say it surprises me. I'm completely surprised. That's very surprising! I find that very surprising. How very surprising. I find it extraordinary. That's incredible! It's unbelievable. Wow, man! That's awesome. Really? Oh my gosh / Oh my God. My goodness. I had no idea. I never expected it. I didn't have a clue about this.

# disbelief:

You're kidding! / No kidding! / Are you kidding? You're joking! / You must be joking! You're not serious. / Are you serious? I don't believe it. I don't believe a word of it. I can't believe it. That's hard to believe. I find it hard to believe. I can't believe my ears. I can't believe my eyes. You don't believe it. Do you? Seeing is believing. It can't be true. Oh no! That's not true. I don't trust you. That's impossible. Oh, really? Is that so? I don't think so. I can't think of it. You don't say. Oh, come on! Don't make me laugh.





# Work in pairs and find the meaning of the following tourism expressions and phrases:

- To know a place like the back of your hand:
- To push the boat out:
- To set foot in
- To snap a photo
- To flock to a place
- To embrace your destination
- To twist someone's arm
- To push the boat out
- To catch the sun

To be off grid



# **Activity 3: Application**



Match the following vocabulary words with their meanings.

S/N	Expression/phrase	Meaning
1	Step-on guide	a journey over a short distance especially by
		car
2	Short-haul	with little money to spend
3	Top-notch	a guide which is offered to you when you are
		on the bus/coach
4	A nap-room	of the highest quality/category
5	On the shoestring	a room which allows travellers to use the bed,
		eye wash, toothbrush or just chill out in a plane

# **Formative Assessment**

# I. Fill in the blanks with the correct modals

- 1. I \_\_\_\_ arrange the flowers for the bouquet. (may/can)
- 2. According to the weather forecast, it \_\_\_\_ snow heavily tomorrow. (may/shall)
- 3. I \_\_\_\_ visit the local grocery store soon. (shall/can)
- 4. You \_\_\_\_ be punctual. (should/ought)

# II. Use the following expressions in a sentence in order to make a promise.

80

- a. I promise that .....
- b. I swear ....
- c. I assure you that.....
- d. Believe me, I .....
- e. Trust me, I .....

# III. Match the following vocabulary words with their meanings.

S/N	Expression/phrase	Meaning
1	To get away from it away	a perfect place where there is plenty of goods
2	To jet off	which follows the latest trends and fashion especially those outside the cultural
3	To make yourself at home	to be comfortable, feel at home
4	Land of milk and honey	to travel by plane to many different places
5	Hipster holiday	to have a relaxing time in a place that is very different from where you work and live, so that you can forget your problems



# **Points to Remember**

 Modal verbs are helping verbs that are used along with main verbs to represent the ability, possibility and probability of a subject to do an action and emphasize the necessity of an action.

# • Examples of Modal Verbs

# \rm May

**"May**" is a modal verb most commonly used to express possibility. It can also be used to give or request permission, although this usage is becoming less common. Examples:

Cheryl may be at home, or perhaps at work. possibility

\rm 4 Can

"**Can**" is one of the most commonly used modal verbs in English. It can be used to express ability or opportunity, to request or offer permission, and to show possibility or impossibility.

Examples:

I can ride a horse. ability

 Should "**Should**" is a modal verb most commonly used to make recommendations or give advice. It can also be used to express obligation as well as expectation. Examples:

You should focus more on your family and less on work. advice

#### Shall

"Shall" is a modal verb used to indicate future action. It is most commonly used in sentences with "I" or "we," and is often found in suggestions, such as "Shall we go?" "Shall" is also frequently used in promises or voluntary actions.

Examples:

• I shall never forget where I came from. promise

# ✓ Expressions when wavering:

# \rm Fear

some expressions and phrases that you can use to talk about fear.

A terrifying ordeal: If something is a tarrying ordeal it is a very frightening experience

It was such a terrifying ordeal. I'm glad that it's over.

**Send shivers down my spine**: When something sends shivers down your spine, it terrifies you.

I watched a horror movie yesterday. Some of the scenes and the sound effects were so frightening that they sent shivers down my spine.

**Give me goose bumps**: Goose bumps are the little bumps that your skin gets when you are frightened or cold.

#### surprise

That's a surprise. Wow! What a surprise! This is such a nice surprise. I must say it surprises me. I'm completely surprised. That's very surprising!



# At the end of every unit, you should:

1) Re-take the self- assessment you did at the beginning of the unit.

My experience	I don't have any	l know a little	I have some experience	I have a lot of experience	l am confident in
Knowledge, skills and attitudes	experience doing this.	about this.	doing this.	with this.	my ability to do this.
Define modals;					
identify modal verbs;					
complete the sentences using correct modals;					
show politeness when communicating with others					
use modal verbs in constructing a dialogue; and,					
appreciate the value of modal verb in real life by composing an informative essay					

Dictinguish hotwoor			
Distinguish between			
formal and informal			
language registers.			
Identify polite			
requests and			
expressions in the			
tourism related			
situations.			
use politeness			
formulas to meet the			
needs of customers			
and colleagues			
respond to a guest			
using polite			
expressions			
Use tourism			
expressions for			
communicative			
purposes.			
Express oneself when			
wavering fear,			
surprise, anger, and			
condolences.			
Identify tourism			
expressions used in			
professional			
situations.			
Situations.			
			1

2) Fill in the table and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.

# UNIT 3: WRITING DOCUMENTS RELATED TO THE RUDIMENTARY TRADE



*Figure 3:Writing documents related to tourism* 

### Unit summary:

This unit describes the knowledge, skills, and attitudes required to write documents related to the rudimentary trade. At the end of this unit, trainees will be able to take clients' orders using correct grammatical sentences, write basic professional documents related to the trade, and read texts related to tourism industry by respecting punctuation rules.

# Self-Assessment: unit 3

1. Look at the illustration above and do the following:

What are they doing?

What do you think this learning unit will be about?

2. Fill in the self-assessment below.

There are no right or wrong ways to answer this survey. It is for your own use during this course. The trainer will read a skill that is listed in the left column. Think about yourself: do you think you can do this? How well? Read the statements across the top. Put a check in column that best represents your situation. At the end of this unit, we'll take this survey again.

My experience	l don't have any	l know a little	l have some	l have a lot of	l am confident
Knowledge, skills and attitudes	experience doing this.	about this.	experience doing this.	experience with this.	in my ability to do this.
Make a reservation.					
Deal with clients' problems.					
Make comments on food.					
Use expression for getting the bill.					
Practice ordering food from a menu in a restaurant.					
Use restaurant vocabulary accurately and effectively.					

My experience	I don't have any	l know a little	I have some	I have a lot of	l am confident
Knowledge, skills and attitudes	experience doing this.	about this.	experience doing this.	experience with this.	in my ability to do this.
Participate in common tourism services situations and interactions.					
Fill in different professional documents related to tourism.					
Write a quotation letter.					
Record main information of a client on any type of form used in tourism.					
Define reading fluency .					
Read appropriately tourism related text fluently with punctuation usage.					
Determine proper usage of punctuation marks in reading tourism texts.					
Handle complaints					
Show empathy to the clients					
Be trustworthy					
Be well-organize					
Manage time.					
Demonstrate team spirit.					

# Key Competencies:

	Knowledge		Skills		Attitudes		
1.	Determine proper usage	1.	Use restaurant	≻	Handle complaints		
	of punctuation marks in		vocabulary accurately				
	reading tourism texts		and effectively				
2.	Define reading fluency	2.	Read appropriately		Show empathy to the		
			tourism related text		clients		
			fluently with				
			punctuation usage.				
3.	Fill in different	3.	. Participate in common	≻	Be trustworthy		
	professional documents		tourism services				
	related to tourism		situations and				
			interactions				
		4.	Write a quotation letter.	>	Be well-organize		
		5.	Record main information	≻	Manage time.		
			of a client on any type of				
			form used in tourism.				
		6.	. Demonstrate how to	≻	Demonstrate team		
			make requests and		spirit.		
			complaints				



# Discovery activity

**Task:** Answer the following questions:

- a. What is your favorite food or drink?
- b. Where do you have it from?
- c. How do we call people who serve food and dribks in a restaurant, hotel, or bar?
- d. Apart from serving, what else do they do?

# **Topic 3.1: Taking clients' orders**

# Activity 1: Problem Solving

**Task:** Answer the following questions:

- a. Does your school have a canteen?
- b. Have you entered there and order something to eat or drink?
- c. How did you order?
- d. How often do you eat out?
- e. What kinds of restaurants do you like to eat out at?
- f. What is your favorite kind of food?

# **Key Facts**

- Taking clients' orders
- ✓ Client's order for tourism services

Customer service is of vital importance to all organisations in the travel and tourism sector. Excellent customer service results in a high level of satisfaction and encourages customers to return and to recommend the organisation to others.

The skills needed by an employee of a travel and tourism organisation are developed in this unit. Aspects such as personal presentation, teamwork and communication skills are all exceptionally important to the provision of excellent service.

# The importance of providing excellent customer service in travel and tourism organisations

- Customer service: first impressions; organisational efficiency; speed and accuracy of service; consistency; products and services offered; meeting customer needs; offering information and advice; dealing with complaints; dealing with problems; meeting and exceeding customer expectations
- Importance to the organisation: keeping existing customers satisfied; increasing customers' loyalty; ensuring repeat business; enhancing an organisation's image; providing an edge over the competition; increasing sales and usage by attracting new customers; the consequences of poor customer service for the customer, the staff and the organisation
- Importance to the customer: meeting individual customer needs; exceeding customers' expectations; safe and secure environment for internal and external customers
- Importance to the employee: a happier working environment; job satisfaction; job security; higher self- esteem; possibility of promotion
- How travel and tourism organisations adapt customer service to meet the individual needs of customers
  - *Different types of customer*: individuals. e.g. leisure, business; groups
  - Individual needs: products and services; stated; unstated; special needs.
     e.g. medical conditions, mobility; customers with cultural and language needs; other needs.
     e.g. relating to age, gender, socio-economic group, family circumstances

# customer service skills required to meet customer needs in travel and tourism contexts

- Communication skills: face to face; telephone. e.g. call centre; building rapport; effective listening; questioning; developing a dialogue; non-verbal communication; written communication.
- *Presentation*: of self. e.g. hygiene, dress, personality, appearance; of working environment

- **Teamwork**: e.g. motivation, team roles, delegation of tasks, lines of authority; benefits of teamwork to colleagues, customers and the organization.
- Business skills: completion of documentation eg tickets, forms; use of IT eg email, computerised reservations system (CRS), internet; business standards eg accuracy, legibility, business conventions
- Complaint handling: listening; questioning; empathising; understanding the problem; taking control of the situation; agreeing solutions; follow up
- Selling skills: building rapport; establishing customer needs and expectations; product knowledge; features and benefits; overcoming objections; closing the sale

# Be able to apply customer service and selling skills in travel and tourism situations

- Customer service: providing information and advice; providing assistance; dealing with complaints; dealing with problems. e.g. overbookings, lost property; making sales; after sales advice; product knowledge.
- Situations: verbal (face-to-face, telephone); non-verbal (written, electronic); holiday sales e.g. accommodation reservations, flight bookings, ticket sales, excursion sales; requests for information (flight and journey details); requests for advice, priority seating and flight upgrade; complaints (flight delays, poor quality accommodation).

# Taking order

Ordering taking is a skillful art for any waiter. After proper greeting and seating a waiter needs to wait for the guest to take order. Let us see how to take order in a restaurant through step by step instruction.

# Step 1: Observe your guest

- Be observant and use proper timing
- Smile, make eye contact and try to anticipate when the guest is ready to order. E.g. when a guest closed the menu or look around, that is an indication that s/he is ready to order.

# Step 2. Approach to the table

• Approach the guest table with the smile and maintain eye contact.

For example: Excuse me Mr./Mrs./Ms.... or Sir/Madam, may I take your order please?

# Step 3: Suggestive selling

- Recommend your buffet to the guest by saying (*May I suggest our* (according to the meal period) *lunch buffet which consist of..... dinner buffet which consist of .....*
- If the guest prefers to order form a la carte menu, advise the guest of daily specials or other promotion.
- Offer suggestions accordingly by saying: (*Excuse Mr./Mrs./Ms. .....or Sir/Madam, would like to have an appetizer to start with? Mai suggest our...?* Or

Today's bar special is... (name of a cocktail/mocktail). / shall I bring you an iced tea or mocktail to start with?

# Step 4: Taking the order:

- During the ordering process, note down the number of guests and items ordered in a sequential order corresponding to the seats on your order pad.
- Take order from the lady first, follow by an older gentleman or a guest and the host last.

# Step 5: repeat the order:

After the guest has ordered, repeat the order back (from the order pad) to the guest by saying: (in a clear, confident and polite manner), *Excuse me Mr./Mrs./Ms...or Sir/Madam, may I repeat your order please, they are.....* 

# Step 6: before leaving the table

• When the guest has acknowledged the order, thank the guest politely and collect all menu.

### ✓ Expressions used to take order

### Expressions for staff/waiter/waitress

- o Can I take your order, Sir/ Madam?
- Are you ready to order?
- Can I take your order?
- Are you ready to order yet?
- What would you like to start with?
- What would you like for a starter?
- Anything to drink?
- Do you want a salad with it?
- How would you like your steak?
- Do you want vegetables with it?
- Why don't you try the pizza?
- Can I start you off with anything to drink?
- May I get you anything to drink?
- What would you like for dessert?
- Do you want a dessert?
- What would you like to drink with your meal?
- Would you like any wine with that?
- Can I get you a drink while you're waiting?
- Would you like any coffee?
- Would you like an appetizer?
- Can I get you anything else?
- Would you like to order anything else?
- Would you like to try our dessert special?
- What did you want to order?
- Would you like coffee or tea with your dessert?
- Would you like dessert after your meal?
- What would you like to drink?
- Would you like to see our dessert menu?
- Would you like to finish your evening with us with some dessert?

### **Expressions for customer**

- Could you bring us the menu, please?
- Yes, can I see the dessert menu please?
- No, thanks. I am full after the meal.
- The menu, please.
- What's on the menu?
- Do you have a set menu?
- Could you bring us the salt/ pepper/ ketchup/ vinegar, please?
- o I'll have the soup as a starter.
- o I'll have the steak for the main course.
- That's all, thank you.
- May I have some water, please?
- May I get an order of barbeque wings?
- That'll be all for now.
- Yes, please. May I get a glass of lemonade?
- I would like a Coke.
- I would like to order my food now.
- We'd like to order a cheeseburger and some fries.
- We'll have the chicken with vegetables and the vegetable pasta, please.
- o Just some water, please.
- Let's have four coffees, please.
- We would like two coffees and two teas.
- We'd like a little longer, please.

### If there are problems with the order, the waiter/ waitress can say

- o I don't think we have anymore steak left. I'll check with the kitchen.
- o l'm sorry, but the king prawn soup is finished.
- Sorry, the hamburgers are off.

### Dealing with problems

### Customer

- Excuse me, but I didn't order this.
- I'm sorry, but this is cold.
- Can I change my order please?

- o I'm sorry, but can I change my order?
- o I am sorry, but I think I ordered waffles.

# Staff/ the waiter/ waitress

- $\circ$  Let me take it back for you.
- I am so sorry!
- I am sorry that I misheard you.
- Let me change it for you.
- I am so sorry, Sir!
- o I'm so sorry. I'll change it for you straightaway.

# Asking about the menu

- Is this served with salad?
- What do you recommend?
- Does this have any seafood in it?
- Is that shrimp in the soup?
- Is the soup a shrimp soup?
- What is in this chicken dish?
- o Is there anything you recommend?

# Making Comments on Food

- What a wonderful dinner!
- I especially like the wonderful chicken dish.
- I really love this meal.
- $_{\circ}$  My salad is very soggy.
- The vegetables are kind of mushy.
- My fish has good seasoning but is a little dry.
- The cake is too sweet for me.

# Getting the bill/ check

# When you want to pay, you can say

- Could I have the check, please?
- Can I have the check, please?
- We'll take the check.

- Can I have my bill?
- Can we have the bill, please?
- Could we get the bill?
- Could I have the bill, please?
- I am ready for my bill.
- Could we pay please?
- $\circ$  I am ready to pay the bill.
- o I would like my check, please.

# Sometimes, you may also want to say

- Do you accept credit cards?
- Can we have separate checks?
- We're going to split the bill.
- Are you paying together?

# Practice of the expressions in conversation<sup>7</sup>

# Being Seated at the Restaurant

Waiter: Good evening. Welcome to Emma Restaurant.
John: I booked a table for two for 7.30 under the name of John Thomas.
Waiter: Yes, Mr. Thomas. Please come this way.
Waiter: Here is your table.
John: Thanks for your help!

# Ordering

Waiter: May I get you anything to drink?
John: Yes, please. May I get 2 glasses of orange juice?
Waiter: Sure. Would you like an appetizer?
John: I'll have the tomato soup to start.
Lisa: I'll have the shrimp soup.
Waiter: Would you like to order anything else?
John: That'll be all for now.

98

<sup>&</sup>lt;sup>7</sup> https://7esl.com/restaurant-english/

Waiter: Let me know when you're ready to order your food. Waiter: Here is your potato soup, Madam.

Lisa: But I ordered shrimp soup!

Waiter: I'm so sorry. I'll change it for you straightaway.

Lisa: I would appreciate that.

John: Excuse me. Could you bring us the menu, please?

John: We'd like to order a cheeseburger and some fries.

Waiter: Sorry, the fries are off. Why don't you try the steak? It is excellent

John: I'll trust your taste and take one order of that.

Waiter: Do you want a dessert?

Lisa: The chocolate mousse cake sounds great.

Waiter: Would you like coffee or tea with your dessert?

John: Just some water, please.

Waiter: Can I get you anything else?

Lisa: That's all, thank you.

# **Making Comments on Food**

Lisa: John, is your steak OK? John: The steak tastes wonderful! Lisa: How is your cake? John: My cake is too sweet for me. Lisa: So is mine. I think they put too much sugar in cakes. John: The food here is usually good, so I think that we should mention this to the waiter.

Lisa: You're right. Maybe they can bring us some better food.

# Getting the bill/ check

Cashier: Can I help you?
John: Yes, could I have the bill?
Cashier: Of course. Here you are.
John: Thank you. I am ready to pay the bill.
Cashier: Of course, Sir. How would you like to pay, cash or card?
John: By cash, please.
Cashier: That will be \$80, please.
John: Here you are.
Cashier: Thank you



### **Activity 2: Guided Practice**

∰ Task:

Listen to the recording and answer the following questions:

- a. What do they order first?
- b. What kind of wine do they order?
- c. What appetizers do they order?
- d. What is the waiter's favorite appetizer?
- e. How do they order the chicken wings?
- f. Are they ready to order their main entrees?
- g. What else do they order to drink?
- h. What will the server be right back with?



Task:

Make two group (A= 1 waiter/waitress, B= 2 clients). Use the menu provided by your trainer to role play through ordering a meal by using the learnt expressions. You should switch roles a number of times.

# Topic 3.2: Writing basic professional documents related to the trade

#### **Activity 1: Problem Solving**



Differentiate the following tourism related documents:

- a. Reservation form
- b. Quotation letter
- c. Invoice
- d. Registration form

#### **Key Facts**

#### • Writing basic professional documents related to the trade

#### ✓ Reservation form

Reservations can help people acquire what certain products or services that they need ahead of time. Which is why it writing reservation forms are a must if one wishes to reserve something such as a venue for a particular occasion.

#### The Different Types and Purposes of Reservation Forms

Here are a few examples of reservation forms that any person may use:

- Hotel reservation forms are the kind of forms that are utilized by those who would like to have hotel rooms and facilities booked ahead of time for certain events.
- Party reservation forms are made use by people to book a party which usually involves a large number of people at a certain venue. These forms can help specify what the theme of the party is, as well as the time and date.
- **Restaurant reservation** forms are used by people to ensure themselves that they acquire a spot at specific restaurants they would like to dine in. These

are mostly used in restaurants that have a high reservation rate due to its popularity.

## The following information must be included:

- The type of reservation being made
- Name of the client
- Date of when the form was made
- The reservation date
- o Details of the reservation such as the method of payment
- The amount of deposit required

#### Instructions for writing in a reservation form

- Be sure that you are specific as possible with your information. You are going to have to properly state your full name, along with the names of other members of your group in the event you are reserving for more than one person.
- Always be certain that you provide the correct contact details. This is very important as there may be sudden changes regarding your reservation in which you will need to know about.
- Provide details on what you would like reserved. If you know exactly as to what you would like, then state it properly in your reservation form. A good example would be through the use of restaurant reservation forms wherein you specify which part of the restaurant you would like to dine in, as well as the type of meals you would like to have prepared ahead of time.

Here is Sample of hotel reservation form on next page.

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* All rates are Restaurant in		ax and daily	buffet breakfast s	erved in the	e <u>CaféSuiss</u>		
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		or / Execut	ive, Single / Doul	ole room(s)	for the follo	wingnights	
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with the special Dates: Arrival Family Name: Company Address	al rate.  : :		Departure: Given name:			- - 	
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with the special Dates: Arrival Family Name: Company Address Airport Pick u Your Fax:	al rate.  : : up: Yes, or No :		Departure: Given name:			- - 	
with the special Dates: Arrival Family Name: Company Address Airport Pick u Your Fax: Non Smoking	al rate. : : up: Yes, or No : room?		Departure: Given name: Flight Detail			- - 	
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#### ✓ Quotation letter

A quotation letter is a formal letter written to quote the price of a particular product or service. A quotation letter is sent by a seller or service provider when the customer requests a quotation letter.

A quotation letter can be used for various purposes. It can be used to evaluate the approximate cost and expenditure involved in the purchase of an item or multiple items and also for reimbursement provided by the company for a particular product or service.

#### How to Write a Quotation Letter?

- A request for a quotation is an enquiry about the prices and availability of the products or services.
- The main reason behind requesting a quotation letter is to evaluate if the particular product or service can be afforded or is well within the budget of the buyer.
- Before you send a quotation request, ensure that you know perfectly well about what you need.
- List out clearly the product/service and the quantity required along with the specifications, if any.
- In case you are not sure about something, you can ask the distributor/manufacturer to provide details regarding the same.
- Check for the availability of the required quantity of products/services and enquire about the shipping cost as well.
- Be sure to let your receiver know that you are expecting a response from their side within a particular date.

Sample Quotation Format: Requesting a Quotation for the Bulk Purchase of Products

Recipient's email id: name.256@email.com

Subject: Request for a Quotation for the Bulk Purchase of Products

Dear Sir/Madam,

Following our discussions with your Sales and Marketing Manager, we are pleased to inform you that we would like to purchase the following products from your company.

<sup>&</sup>lt;sup>8</sup> Cited from: *https://www.sampleforms.com/hotel-booking-form.html* 

S.	Product	Required Specifications	Quantity
No.			
1.	Dell Inspiron 14 2-in-1	11th Generation Intel Core i3-1125G4	25
	Laptop	Processor (8MB Cache, up to	
		3.7GHz)	
2.	HP Chromebook	4 GB/64 GB EMMC Storage/Chrome	40
	MediaTek Kompanio	OS	
	500	11.6 inch	
3.	IdeaPad Slim 3i	10th Generation Intel Core i3, 256 GB	45
		M.2 2242 SSD, 15.6 inch	
4.	ASUS ZenBook 14	Intel Core i5-1135G7 11th	25
		Generation, 14-inch	

We would be open to having a deal as we would like to buy these products in large quantities, if you have offers on bulk purchases. Kindly send us a quotation for the above-mentioned products so we can discuss and proceed with the order. Hope and trust that you will quote the most favourable terms and prices. We expect a reply from you by the 15<sup>th</sup> of January, 2022.

Please feel free to reach out to us in case you require any further clarifications. Looking forward to hearing from you.

Thank you very much

Sincerely,

STANLEY GEORGE Contact number: 99999 Email id: name.name@email.com

#### ✓ Invoice

The hotel industry thrives on its customer relationships and the profits made during their stay in their particular establishment. If you are a hotel business, you know how important it is to provide your guests with a clear, concise, and professional invoice,

so there is no miscommunication or misunderstandings when it comes to paying the bill.

The goal is to make the hotel guests happy, and offering a straightforward, fuss-free invoicing and payment system is one piece of that puzzle.

# How to Create a Hotel Invoice?

There are a few specific sections that every invoice must have. These include

- contact information
- o invoice reference numbers
- o due dates
- o costs.

There may also be additional sections that pertain to your specific industry. A hotel business, for example, may also include a section for extra amenities like *valet parking, room service, resort fees, and other hotel services purchased during the stay*.

Another possible section might list *the dates of check-in and check-out, the number of nights the customer spent at the hotel, the nightly rate, the total number of guests, and the hotel room number they stayed in.* 

Here are simple step-by-step instructions for how to create the invoice to reflect a customer's hotel bill.

# Add Your Hotel Address and Your Guest's Address

It is incredibly important to make sure your invoice clearly states the hotel name and/or the hotel owner and the hotel address so your customer can recognize where the invoice is coming from and what it is for without any hesitation.

Be sure to confirm that the address for your customer is correct. This might mean calling your customer to ensure you have the right address. You don't want to risk the billing invoice getting lost in the mail and causing a delay in payment.

#### • Create an Invoice Number

Simply put, the invoice number is essentially a tracking code for that specific invoice. It's a reference number for both you and your customer, should either one of you ever need to refer back to the invoice.

By having an invoice number listed and filing the invoice accordingly, you will always be able to access the invoice when it needs to be addressed for billing purposes or if the customer has a question about something.

#### • Add Your Invoice Date and Due Date

Don't forget about due dates! Dating your invoice is extremely important if you want to ensure that your customers pay on time.

First, select the invoice date. This is generally just the day that the invoice is created, unless your specific hotel business has different standards.

Next, choose the final invoice due date. All companies handle payment methods and policies differently, so depending on your own hotel business policies, the period in which payment is due could be within 14 days, 30 days, or another set due date. Whenever that deadline may be, it must be clearly conveyed to all parties at the beginning of the transaction to avoid any issues or a lag in payment.

#### • Calculate and Enter the Cost of Additional Amenities

There are a lot of additional costs that can rack up during a customer's stay at your hotel. This could include things like valet parking, room service, resort fees like pool towel service or cabana usage, mini bar drinks and snacks, hotel restaurant and bar purchases, Wi-Fi, resort spa treatments or fitness classes, airport transfers, pet fees, concierge assistance, room upgrades, and early check-in or late check-out.

#### • Enter Any Discounts Provided to Your Hotel Guest

Many hotels generate a lot of business when they offer specials on room rates, new-customer discounts, and even discounts for referrals. There should be a section on your invoice that reflects any promotional sale or discount that is included in the final price.

Discounts should always be made very clear on the invoice so your customers never have to question whether or not they received the correct credit for whatever promotion they were participating in.

# Add a Note Describing Your Work and Providing Any Additional Information

You may want to consider adding a section at the bottom of your invoice that includes additional information or notes for any of the line items on the invoice. For example, if there is a charge for a spa service, the note may reference what that service was. This section could also explain discounts in further detail or include an explanation for why you were charged for something specific that might seem out of the ordinary.

#### • Invoicing Tips and Best Practices for Hotel Businesses

Now that you know how to properly create a hotel invoice for your customers, you can add in these extras to really get the most out of your invoicing process.

#### **Provide Options for Payment**

People like options, so be sure to offer your customers multiple choices when it comes to payment. Some guests may choose to pay with cash, check, or credit card at the hotel front desk, but others may prefer to take care of things online from their desktop computer, laptop, or mobile device.

rom				Ννοι	CE
Your Name					
Your address					
11.					
0					
Customer name					
Customer address		I	nvoice #	0000001	
			oice Date	01/06/2023	ť
11.			Due Date	01/06/2023	ſ
Item Description		Unit Price	Qu	antity	Amou
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8 <b>-</b>	11.	0.00 🗘	0.	00 \$	0.0
otes		Tota			0.0
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	///.	Bala	ance Due		\$0.0

<sup>&</sup>lt;sup>9</sup> cited from: *https://www.waveapps.com/invoice-templates* 

#### Benefit of lost and found form

The biggest benefit is for your visitors, who don't have to come back to your venue to dig through boxes of lost treasures. Instead, you can send out a lost and found form after events and keep it on your website. This way, people can check with you first before they make the drive. It will also save you time spent looking for things that are definitely not there.

#### Sample of loss and found form

Lost and Found Ticket				
Facility Name	Today's Date			
Item Description				
Location found				
Name of finder				
Supervisor who received item(s)				
DISPOSITION OF PROPERTY				
Date item returned to owner				
Owner Name	Owner Address			
Owner Telephone				

#### ✓ Registration form

A hotel registration form is an important document for any hotel and its functioning. A registration form is a formal proof that a person has booked a particular room and therefore it needs to be provided to his/her on the particular date that he wants. The registration form is a confirmation that the room allotment is done.

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Telephone		Cell phone		
E-mail				
Date of arrival			Time of arrival	
Date of departure			Time of departure	
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<sup>&</sup>lt;sup>10</sup> Cited from: *https://conference.apnic.net/34/pdf/cambodiana-hotel-registration-form2.pdf* <sup>11</sup> Admin. (2022, October 26). Quotation letter format and samples.



#### **Activity 2: Guided Practice**



While writing an invoice, there are specific sections that every invoice must have. What are they?

# Activity 3: Application



## Read this scrambled quotation letter and rearrange it accordingly.

25 B, Pavilion Apartments Anna Nagar Chennai – 600023

21st August, 2021

Yours faithfully,

Subject: Enquiry about tourism marketing, nature interpretation and English courses

Respected Sir/Ma'am,

I request you to kindly send me the quotation letter as soon as possible so that I can start taking classes soon.

112

The Managing Director VITA Training Academy 39, Alangad Census Town

#### Paravur, Ernakulam – 683513

I would like to know the details about the fees and duration of tourism marketing, nature interpretation and English courses. It would be highly appreciated if you could provide me with a quotation of the fees applicable for each of the courses as I have to submit it to the management.

Thank you

Signature SHANU SHYAM

I have been working as a Manual Tester for four years. I am looking for short-term certificate courses to upskill myself and to suit the growing needs of my company. I came across your institute and found it to be highly promising and efficient

# **Topic 3.3: Reading texts related to tourism industry by respecting punctuation rules**

#### **Activity 1: Problem Solving**



Think about a textbook, articles, story, paragraphs, sentences, or passages you have read. Write down its topic, main ideas, and details that support the main idea



- Reading texts related to tourism
  - ✓ Texts related to tourism
    - Punctuation

A wide range of tourism-related texts provide trainees with enough opportunities to learn and practice essential reading skills. Each passage is followed by comprehension questions.

When you are reading, it is important to pay attention to the punctuation marks that are used as they can change the meaning of a sentence.

Here is a table with some common punctuation marks and a brief explanation of their use:

•	full stop	Used to end a sentence.
,	comma	Divides some types of sentence into clauses. Follows
		some discourse markers e.g. however, at first etc. Can
		be used before some conjunctions in the middle of a
		sentence such as 'and'.

;	semi-colon	Separates two clauses which are closely related in
		meaning. Can separate clauses which form part of a
		list.
:	colon	Often used before a list of clauses.
?	question mark	Used at the end of a question.
!	exclamation mark	Used after orders or warnings in direct speech.
"	inverted commas	Inverted commas show that what is written has been
	(also known as	directly spoken by someone.
	speech marks)	

## How does punctuation change mean?

Here are some more examples of how changing the punctuation can completely change the meaning...

115

Example 1:

#### a. When I sing well, ladies feel sick.

(My good singing makes ladies feel sick)

# b. When I sing, well ladies feel sick.

(My singing makes healthy ladies feel unwell)

Example 2:

### a. Watch out - man eating apes!

(the man eats apes)

# b. Watch out - man-eating apes!

(the apes eat men)

Example 3:

# a. We order merchandise and sell the products.

(We do 2 things)

# b. We order, merchandise and sell the products.

(We do 3 things)

Example 4:

### a. You will be required to work twenty four-hour shifts.

(You work for a short time)

b. You will be required to work twenty-four-hour shifts.

(You work for a very long time)

 Fluency

## • What is Reading fluency?

- > Fluency is derived from the Latin word 'fluens' which means 'to flow'.
- It is the ability to read with proper speed, accuracy, and expression. People in general, must be able to read fluently in order to understand what they are reading. This applies to both silent reading and reading out loud.
- When doing the latter, fluent readers are able to read phrases and add in proper intonation when needed. As such, their reading becomes smooth and expressive.

#### • Why Is Reading Fluency Important?

Reading fluency is important because it develops *comprehension and motivates readers.* It has been referred to as a bridge between reading phases such as early reading and later reading.

Early phases of learning reading fluency help learners to develop their oral language skills, as well as phonemic awareness. It also helps to teach the

principle of the alphabet and to improve complicated words. Practicing early reading fluency helps the student become familiar with more complex and highfrequency words, which then helps them to master a significant number of words.

Readers who do not sufficiently master reading fluency can become stuck in the middle of this bridge. Oftentimes, they will be able to decode words, but because they do not have the proper reading fluency, they will often lack the comprehension to enjoy or understand the reading process. This leads to students taking a dislike to reading and will often create reluctant readers who do not wish to participate in reading activities. This can have negative consequences for themselves and also for their families, both current and future, and their broader society.

When reading fluency problems are present and fluency skills are weak, they can stunt the development of vocabulary and comprehension, leading to a process referred to as the Matthew effect. The Matthew effect is based on a Biblical passage that states that the rich get richer and the poor get poorer.

A student's ability to master reading fluency often depends on being able **to identify a significant number of words by sight alone**. Since words are not referred to as sight words until the student learns to read them correctly, minimal reading practices and inaccurate practices have been shown to slow a student's development of reading fluency.

• Reading Fluency Skills

There are three main elements in reading fluency: accuracy, rate, and expression.

- 1. Accuracy:
  - Accuracy is the fundamental foundation of fluent reading. In order to master reading fluency, the reader must **be accurate in reading text**.
  - The main purpose of being able to read is to understand what is being read. In order to achieve this understanding, the reader must be able to read accurately.

# As simple as this sounds, it means that the reader must be able to identify specific words accurately.

#### 2. Rate

The rate refers to the speed at which a student can read the text. While rate is important, reading fluency goes beyond rate alone. Oftentimes, it is believed that faster reading is better reading, but this is simply a misconception. Reading at a quick rate does not signify that the reader will be able to comprehend the text that is being read. Fast readers may still be reading inaccurately. In fact, they may be reading so fast that they are unable to understand what they are reading. While fast reading is often associated with an overall proficiency in reading, it should not be regarded as the same as fluently reading.

#### 3. Expression

Expression is an important part of being able to read orally. It includes components such as tone, pitch, emphasis, volume, and rhythm. Expression also signifies the reader's ability to group words together into correct phrases. It's often thought that a good expression reflects better reading comprehension.

# Five elements of effective fluency instruction

- 1. Modelling of fluent reading
- 2. Development of sight vocabulary
- 3. Opportunities to apply word identification skills
- 4. Increasing amount of reading by offering plenty of practice opportunities
- 5. Focusing on expressive reading with appropriate phrasing

# Practice 1.

#### Read aloud the following text by respecting punctuation it embodies:

Tourist Boards promote tourism in their area through marketing and publicity. They monitor the standards of accommodation and tourist attractions, keep statistical information and assess future trends. Tourist Information Centre Assistants give visitors up-to-date information about places of interest in the area. They advise on places to stay and eat, forthcoming events and local transport details. The work involves dealing with personal callers, telephone enquiries and letters. Some jobs may be seasonal. Transport Companies provide the means of transport for passengers, i.e. aircraft, coaches, ships, car hire and trains. They need a wide range of staff, e.g. drivers, stewards and stewardesses, guides, behind-the-scenes service staff, etc.



## Activity 2: Guided Practice



There are three main elements in reading fluency: accuracy, rate, and expression. Differentiate them.





#### Read aloud the following text by respecting punctuation it embodies:

Tourist Boards promote tourism in their area through marketing and publicity. They monitor the standards of accommodation and tourist attractions, keep statistical information and assess future trends. Tourist Information Centre Assistants give visitors up-to-date information about places of interest in the area. They advise on places to stay and eat, forthcoming events and local transport details. The work involves dealing with personal callers, telephone enquiries and letters. Some jobs may be seasonal. Transport Companies provide the means of transport for passengers, i.e. aircraft, coaches, ships, car hire and trains. They need a wide range of staff, e.g. drivers, stewards and stewardesses, guides, behind-the-scenes service staff, etc.

#### **Formative Assessment**

	Vocabulary	Meaning
1	1. choice	a. a type of something
2	2. appetizer	b. best liked or most enjoyed
3	3. kind	c. prepared to do something
4	4. favorite	d. to request something
5	5. ready	e. an act of choosing between two or more options
6	6. order	f. a small dish of food eaten before the main meal

#### I. Match the words on the left with the meanings on the right.

# II. What are the key pieces of information you must consider when writing or filling out a reservation form?

#### III. Read fluently the following text and answer questions pertained to it:

Tour Operators organise hotel bookings, flights, transfer arrangements and sell the tour as a package, either direct to the public or through a travel agency. They employ Representatives or Couriers to look after tourists. The couriers make sure that the travel arrangements run smoothly and deal with problems and emergencies as they happen. An important part of this job is liaison with coach drivers, ferry staff, customs and immigration officers, and with hotel staff at stopovers about accommodation and meals. They organise social activities, suggest excursions and give commentaries when travelling. Their work is usually seasonal. Hours are long and they spend most of the trip in the company of clients.

#### Choose the correct letter per question.

#### Question 1.

- a. Tour operators only sell their packages to travel agencies.
- b. Tour operators only sell their packages to the public.
- c. Tour operators sell their packages to both travel agencies and the public.

#### Question 2.

- a. A courier makes all the travel arrangements but doesn't travel with the clients.
- b. A courier travels with the clients and solves any problems there may be.
- c. Couriers do most of their work by telephone and fax.

#### Question 3.

- a. Couriers never need to speak another language.
- b. It is probably useful if a courier can speak another language.
- c. Couriers don't need to speak the language of their clients.

#### Question 4.

- a. Couriers don't usually work all year round.
- b. Couriers never work all year round.
- c. Couriers usually work all year round.

# Question 5.

- a. It's probably hard work being a courier.
- b. A courier's job is easy.
- c. Couriers usually have fixed working hours.

# **Points to Remember**

• Step by step instruction of taking an order.

**Step 1: Observe your guest:** Smile, make eye contact and try to anticipate when the guest is ready to order. E.g. when a guest closed the menu or look around, that is an indication that s/he is ready to order.

**Step 2. Approach to the table:** Approach the guest table with the smile and maintain eye contact.

**Step 3: Suggestive selling:** Recommend your buffet to the guest by saying (*May I suggest our* (according to the meal period) *lunch buffet which consist of...... dinner buffet which consist of* 

**Step 4: Taking the order**: During the ordering process, note down the number of guests and items ordered in a sequential order corresponding to the seats on your order pad.

**Step 5: repeat the order:** After the guest has ordered, repeat the order back (from the order pad) to the guest by saying: *Excuse me Mr. /Mrs./Ms...or Sir/Madam, may I repeat your order please, they are.....* 

**Step 6: before leaving the table:** When the guest has acknowledged the order, thank the guest politely and collect all menu.

- Basic professional documents related to tourism.
  - Travel document
  - Invoice
  - 👃 Bills
  - Reservation forms
  - Lost and found forms
  - Registration forms
  - Quotation
- Reading fluency is the ability to read with proper speed, accuracy, and expression



At the end of every unit, you should:

1) Re-take the self- assessment you did at the beginning of the unit.

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	l know a little about this.	I have some experience doing this.	l have a lot of experience with this.	l am confident in my ability to do this.
Make a reservation.					
Deal with clients' problems.					
Make comments on food.					

My experience Knowledge, skills and attitudes	l don't have any experience doing this.	l know a little about this.	I have some experience doing this.	l have a lot of experience with this.	I am confident in my ability to do this.
Use expression for getting the bill.					
Practice ordering food from a menu in a restaurant.					
Use restaurant vocabulary accurately and effectively.					
Participate in common tourism services situations and interactions.					
Fill in different professional documents related to tourism.					
Write a quotation letter.					
Record main information of a client on any type of form used in tourism.					
Define reading fluency.					
Read appropriately tourism related text fluently with punctuation usage.					
Determine proper usage of punctuation marks in reading tourism texts.					
Handle complaints					

My experience Knowledge, skills and attitudes	I don't have any experience doing this.	l know a little about this.	I have some experience doing this.	I have a lot of experience with this.	l am confident in my ability to do this.
Show empathy to the clients					
Be trustworthy					
Be well-organize					
Manage time.					
Demonstrate team spirit.					

# 2) Fill in the table and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.

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