

English for International Tourism

Salahaddin University- Hawler

College of Economic And Administration

Tourism Organizations Administration

Fourth Year- First Semester

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Chapter One: Careers in Tourism

Unit Objectives

- **Language Focus:** Question forms

- **Vocabulary:**

* Jobs and Duties

* The Word Skill

* Action Verbs

* Pronunciation: Question forms

- **Professional Practice:**

* Write a CV/Resumé

* Write a Cover Letter

* Attend an Interview

* Apply for a Job



Jobs in Tourism

- Match the pictures on p. 6 with these sectors of the travel industry.

Airlines Hotels and Accommodation Ferry and Cruise Companies Catering Car Hire



Vocabularies

Airlines= air companies

Hotels and accommodation= housing/ lodging

Ferry and cruise companies= ship/ voyage/ journey

Catering= cooking/ cuisine

Car hire= rent a car/ rental

- **Answer the questions below:**

1. What sector of the travel industry most appeals to you?
2. Think of two jobs in each sector.

Answer:

- Airlines: flight attendant, check- in clerk, pilot
- Car hire: customer service representative, rental location manager, reservations agent
- Ferry and cruise companies: cruise director, purser, cabin/chief steward
- Hotels and accommodation: manager, housekeeper, receptionist
- Catering: waiter, chef, cook, food and beverage manager

- 3- Which of these jobs interest you the most?

Jobs in Tourism

- What is your idea of a good job? Stability- Salary- Commission
- Put the following ideas in order of importance.

Ideas:

- a chance to travel
- teamwork
- flexible working hours
- job stability
- responsibility for other staff
- friendly colleagues
- a good salary
- long holidays
- opportunity to meet people
- benefits (commissions- cheap holidays)

Job Advertisements

- Read the following job advertisements title, which job do you find the most/ the least attractive?

1. Conference Event Coordinator= event specialists/ event planners
2. Night Auditor= handles both the duties of the front desk agent and some of the duties of accounting
3. Travel Sales Consultant= meets with clients to discover travel requirements and offer suitable travel options
4. Resort Reps= holiday reps/ hospitality specialists who typically work at hotels

Conference Event Co-ordinator

Conference Consultants is a dynamic events management organization which provides creative, exciting and affordable solutions for conferences and exhibitions.

We are currently looking for a hard- working person to join our staff.

The successful applicant will be responsible for organizing special events. This person will have excellent customer service and management skills and be prepared to work under pressure.

An excellent salary package and company car will be offered to the right candidates.

Night Auditor

This is a chance to become a part of a well- established international five- star hotel.

We are looking for a Night Auditor for a busy hotel front office. Reporting to the front office manager, you will be skilled at supervising staff, handling guest queries and complaints, maximizing room occupancy and producing the daily business figures.

You are well- presented and patient with a friendly, helpful personality. This position has unlimited potential and will suit someone looking at his/her career in the long term.

Travel Sales Consultant

Leading travel agency is seeking a travel sales consultant to sell holidays and other travel products.

Good telephones, IT and numeracy skills are a must.

The job involves booking package tours, making hotel reservations and arranging car hire as well as designing individuals holidays for the independent traveler. You will be caring, have an outgoing personality and be able to put others first.

Resort Representative/Reps

If you enjoy being in foreign places but don't like being on the road the whole time, then being a resort representative is a great job for you. You will need to be enthusiastic, energetic, possess excellent communication skills and be good at dealing with emergencies and making decisions on your own. There is the opportunity to earn commission from selling excursions to boost your basic salary.

4. Read the job advertisement again. Answer the following questions

1. **Involve Selling?** B (maximizing room occupancy), C, D
2. **Requires management skills?** A, B
3. **Means working abroad?** D
4. **Offers extra financial benefits?** D
5. **Involves making arrangements?** A, C
6. **Needs excellent telephone skills?** A (excellent customer services skills), C

Vocabulary

Duties

- Which verbs do not go with the nouns?

1. Events (arrange organize make)
2. Emergencies (handle deal with book)
3. Room occupancy (maximize boost produce)
4. Tours (posses book organize)
5. Staff (supervise design join)
6. Individual holidays (book arrange supervise)

Vocabulary

Management

Communication

be skilled at + verb+ -ing

Computer/ IT

skills

She **is skilled at supervising** students.

Telephone

Organizational

People

- Success in business depends on **skilful** (UK)/ **skillful** (US) management.

- A highly **skilled** chef can earn a lot of money.

- Being a porter is a relatively **unskilled** job.

Practice:

Complete these sentences with words from the previous vocabulary box

1. Dealing with difficult members of the public requires good communication skills.
2. Designing a good computer reservations system demands up-to-date computer skills.
3. She's done a large number relatively unskilled job. She's been a chambermaid, a cleaner and a waitress.
4. He has to co-ordinate the work of several departments so he's skilled at organizing schedules.
5. If you work in a call center it's essential to have excellent telephone skills.
6. Conference interpreting is a highly skilled occupation.

Listening

7- Listen to Louisa Smith talk about her job and decide which of the jobs on page 7 she does.

8- Listen again and answer these questions:

1. How did she get her present job? She got her job accidentally.
2. What does she do when she works “upstairs”? When she works upstairs, she is on the phone most of the time.
3. Who does she deal with when she works “downstairs”? She deals with people who have made an appointment, when she works downstairs.
4. What kind of questions do people ask her? People ask her questions like “could you book me a flight for Helsinki on 5th November?”.
5. What questions does she ask customers? She asks her customers questions such as “How long do you want to go away for?”.
6. What questions do people ask her at parties? At parties, people ask her questions like “whether I travel for free?!?”.
7. Which countries has she been to this year? She has been in two countries this year, she won a cruise for two to Malaysia and she has been to Boston for a week with work.

Unit 1, Exercise 7 (CD 1 Track 2)

Frank Louisa. Can you tell the viewers at home how you got your present job?

Louisa Well, it was an accident really. I went to Spain two years ago and when I booked my holiday I got this travel magazine with my tickets and stuff and I saw an advert for a job in there. It said things like 'Have you travelled a lot?' and 'Do you like working with people?' and so on. And I just thought 'Yes. That's me!' and applied.

Frank That's great. And what does a typical day involve?

Louisa If I work upstairs then I'm on the phone most of the time – answering questions, taking new calls, dealing with existing clients who may have queries. If I work downstairs then I deal with people who have made an appointment to see me or perhaps come in off the street because they've seen a notice in the window and they want to make an enquiry.

Frank What sort of questions do people ask?

Louise That depends. A customer may come in with a very specific question and ask something like 'Could you book me a flight for Helsinki on 5 November?' or 'How much is the cheapest flight to San Francisco?' or 'What's the weather like in Egypt in winter?' Other people may have been saving their money for years for a round the world trip and they want you to help them plan their whole holiday, so I have to ask questions such as 'How long do you want to go away for?' or 'How much money do you want to spend?' and things like that.

Frank I imagine that at a party or something that if people find out what you do they must ask you lots of questions.

Louisa Yes, they do. They ask me whether I travel for free or what countries I go to on holiday. They think it's a great life.

Frank And what countries have you been to lately?

Louisa Well, this year I've been quite lucky. I won a cruise for two to Malaysia and I've been to Boston for a week with work and I'm going to Rio next month.

Int Very nice. It does sound like a good life.

Language focus Question forms

- **Yes/ No questions**

All these questions use an auxiliary as the first word in the question and require a positive (yes) or negative (no) answer:

- Can you drive? Yes, I can.

Are you available straightaway? No, I'm not.

- Did you pass the exam? Yes, I did.

Do you have any previous experience? No, I haven't.

- Have you read our brochure? Yes, I have.

Will you be free during the summer? No, I won't.

Grammar

1. **Yes/ No questions begin with an auxiliary and lead to a short positive or negative response.**

- Is it Friday today? No, it isn't.

- Are you free this evening? Yes, I am.

- Can you come with us? Yes, I can.

- Do you know where it is? Yes, I do.

- Does it open late? Yes, until midnight.

- Will we take a taxi? Yes, probably.

Grammar

2. We use open questions when we want more information than just a simple answer. These questions begin with a Wh- word or How.

- What is available at a reasonable price?
- Where would you like to go?
- What time is the flight?
- Who is the group leader?
- How much does it cost?
- What kind of holiday are you looking for?
- When will you be free?
- Which terminal does it leave from?
- How many people are going?
- How long does the flight cost?
- How soon will we arrive?

Language focus Question forms

- How/ Wh- questions

We use these question words when we want more information than a simple yes or no. the question word is placed before the auxiliary verb.

- **What** do you do in you free time?

- **Why** do you want to work for us?

- **Where** would you like to work?

- **Whose** bag is this?

- **What** time would I have to start?

- **How** did you find out about the job?

- **What kind of** job are you looking for?

- **How soon** will you let me know?

- **Who** is in charge of staff training?

- **How much** time do I spend abroad?

- **When** can you let me know?

- **How many** days holiday are there?

- **Which** part of the course did you like?

* Now listen to the questions. What do you notice about the intonation at the end of the sentences?

Practice 9: Complete these questions with the correct question word. Then match the questions to the answers below. P.9

[I was a receptionist I'm most fluent in Spanish Just a week As soon as possible Spanish, French and a little Arabic I'd like to work for an airline I like meeting people Mrs Young's]

1. **What** was your last job? *I was a receptionist.*
2. **What** languages can you speak? *Spanish, French and a little Arabic.*
3. **Which** language do you speak the best? *I'm most fluent in Spanish.*
4. **What kind of** job are you looking for? *I'd like to work for an airline.*
5. **How long** did you stay in Mexico? *Just a week.*
6. **Why** did you choose to study tourism? *I like meeting people.*
7. **When** will I be able to start? *As soon as possible.*
8. **Whose** responsibility is it to supervise staff? *Mrs Young's.*

Speaking 10: Find out the following information from your partner.

- Date of birth
- Place of birth
- Work experience
- Languages
- Countries visited
- Professional skills
- Hobbies
- Ambitions

Exercise 11 (CD 1 Track 3)

There's a lot of advice on CVs and a lot of it differs so it's hard to say exactly what the perfect CV is. I'd say a good CV should cover no more than two sides of A4 paper and be divided into clear headings. The first section should include personal details: name, address, telephone number, email and things. Some employees like to see a photo, too. You can always phone the company and find out.

Next comes education and qualifications starting with the most recent things. The third section deals with work experience- again starting with the most recent job. I think it's important here to be brief so use bullet points and action verbs. You don't need to use complete sentences as long as it's very clear what you have done.

Following this is the section on professional skills, show the employer your abilities, including your ability to use IT and foreign languages.

Finally, detail your interests. An employer likes to know what kind of person you are and things like team sports, for example, show this.

Perhaps the most important thing is to show how you meet the criteria in the job advertisement. Make it easy the employes to ask you to an interview.

Presentation is also important. Good quality paper and a clear typeface make a difference. And once you've written your CV check your grammar and spelling carefully. Then put it in a good quality large envelop so you don't have to fold it.

Curriculum Vitae

1. What makes a good CV?
2. How long should it be?
3. What should it contains?

Listening

Are these statements true or false? Correct any false statements.

1. A CV should be no longer than two pages.
2. You should always include a photograph.
3. You put the most recent experience first.
4. You should write in full sentences.
5. An employer is not interested in your hobbies and interests.
6. You should adapt your CV to the job description.
7. You should use good quality stationary.
8. You should make sure there are no grammar and spelling mistakes.

Read Michel Blanc's CV on p. 11 and answer these questions.

1. How does he describes his qualifications in English?
2. In what sector of the tourism industry has he worked?
3. What experience has he had?

Professional practice Writing CVs

Use “action” verbs to describe your experience. They attract attention and demonstrate that you are an “action” person. What are these typical action verbs in your language?

Achieving my goals.

Introducing my career.

Co ordinate with my colleagues.

Manage your priorities.

Create a good work atmosphere.

Organize your duties.

Developing my career.

Plan your work.

Directing my staff.

Research about a good job.

Establish your own business.

Set up your goals.

Implement a successful plan.

Supervise your team.

Writing 14

Draft your own CV and show it to a partner. Ask him/ her to evaluate it using these check points.

- Does it look good?
- Does it list experience starting from the present?
- Is it too long/ too short?
- Is the contact information clear?
- Does it provide a good basis for an interview?

Cover Letter

15- A short cover letter should always accompany your CV.

* Organize the following advice into two categories, dos and don't's:

	Dos	Don'ts
	Type your letter of application	Use interesting colored paper
	Point out professional skills that you have acquired	Write at least two pages
	Emphasis how you believe you meet the employer's needs	Repeat what is already on your CV
	Tell the employer that you will call in to discuss your application.	

Practice 16

- Use these phrases to complete the cover letter on page 12.

1. I am writing with reference to
2. Please find enclosed
3. I have experience of
4. I am confident
5. I am available
6. I look forward to hearing

Exercise 17

Student A: You have applied for one of the jobs on page 13 and been asked to attend an interview. Submit your Cv and cover letter. Use the following advice to help you prepare for your interview.

During the interview:

- Sit comfortably; do not lean forward, or back or cross your knees
- Be positive
- Pause before you reply to show that you are thinking clearly about the question
- Distinguish between questions that need short answers and longer responses
- Ask questions about the company and the requirements of the job
- Find examples from your experience to back up your answers

Possible Questions

- What kind of company is Global Tours?
- How many people does it employ?
- What kind of work is available?
- What are the promotion prospects?
- What is the starting salary?
- What benefits are there?

Student B

- Interviewing Procedure:

1. Read the candidate's CV and cover letter before the interview
2. Welcome the candidate and put him/ her at ease
3. Start with some small talk about a subject of interest to you both
4. Give the candidate some brief information about Global Tours
5. Ask the candidate questions about recent experience and qualifications
6. Find out about the candidate's strengths/ weaknesses/ motivations
7. Allow opportunities for the candidate to ask you questions
8. Thank the candidate and say when you will contact him/ her

Professional Practice Interview Questions

- Some Typical Interview Questions:

1. Can you tell me about yourself?
2. What are your strong/ weak points?
3. Why do you want to work in the travel industry?
4. Do you have any previous work experience?
5. What do you see yourself doing five years from now?
6. What kind of salary are you looking for?
7. When would you be willing to start?