

Certificate in English for Hospitality and Tourism Management

OVERVIEW

The Certificate in English for Hospitality and Tourism Management is specifically designed to provide students with a range of communication skills to prepare them for practical language skills for working in the Tourism and Hospitality sector. The Lessons are based on real-life situations of tourism and hospitality contexts

PROGRAMME OBJECTIVES:

This programme aims to help students and professionals to improve their English communication skills in a local and international tourism and hospitality context. It gives students a more comprehensive understanding of the tourism and hospitality sector as well as equip them with useful soft skills when dealing with clients.

ASSESSMENT METHODS:

70% Coursework & 30% Examination

NUMBER OF MODULES:

2

DURATION COMPONENTS:

Classroom Training Hours: 30 Hours Per Module

MODULE SYNOPSIS:

CE101 English for Hotel Services

This module aims to equip students with practising English language skills used in hotel services. Students will be able to use English for successful interaction with clients, for example, suggesting tourist attraction and tradition, hotel services and facilities, food and beverage information for customers.

Upon completion of this module, students will be able to

- understand how communication can be used effectively to enhance customer service and problem-solving/handling customer complaints
- expand listening skills when listening for information and keywords
- develop their communication skills and mastering vital phases in the hotel/resort services/field of hospitality
- improve the use of the English language confidently in term of fluency
- use grammatical structure precisely and widen their existing vocabulary
- demonstrate an up to date knowledge and understanding of communication skills in delivering excellent customer service

PROGRAMME OUTCOMES:

Upon completion of the programme, the students will be able to:

- understand the importance of effective communication skills when dealing with clients.
- improve their communication skills in delivery Good Customer Services
- enhance their communication skills to the delivery of reliable and effective service
- apply these communication skills within the job role, in realistic situations

AWARDING BODIES:

Global School of Technology and Management

TOTAL CONTACT HOURS:

60

CE102 English for Tourism Management

The English language plays a very crucial role as the predominant tool for communication in the tourism industry. Nowadays, the role of English is essential for the tourism industry as a means to communicate, negotiate, and execute transactions with tourists by tourism employees. Since the tourism industry is one of the fastest-growing businesses worldwide, it also plays an essential role in the Singapore economy.

This module is explicitly designed to raise students' interest and understanding of travelling and tourism business and the importance of using English to communicate and provide services in the tourism business. Students will also learn the history, culture and tradition related to the tourist attractions in Singapore and other countries

Upon completion of this module, the students will be able to:

- understand how communication can be used effectively to enhance customer service and problem-solving/handling customer complaints
- efficiently provide information on international tourism history, cultural activities and tradition related to tourist attractions
- manage or attend field trips using the English language confidently and fluently