

CONCEPT NOTE

**Department of English Language Teaching
Faculty of Arts
University of Colombo**

Advanced Certificate in English for Tourism and Hospitality Management

ACETHM

1. Introduction

Department of English Language Teaching seeks the permission of the Faculty Board of the Faculty of Arts, University of Colombo to offer an Advanced Certificate Course in English for Tourism and Hospitality Management.

The course is expected to commence in December, 2022.

2. The Need

In the hotel and tourism industries, English language skills are both a daily requirement and essential for career advancement. In order to function successfully in English, employees need an understanding of the English language as well as an awareness of how to use the language effectively and appropriately. This is a skills-based course developed to assist anyone who wishes to improve their ability to communicate effectively in the context of a career in tourism and hospitality management.

3. Objectives

The objectives of this Advanced Certificate Course are as follows:

At the end of the course, participants will be able to:

- communicate confidently in English within the context of a career in tourism and hospitality management.
- plan tour commentaries and conduct guided tours in English.
- create promotional material including brochures and advertisements on tourist attractions in English.
- learn vocabulary, expressions, and grammar needed to communicate effectively with customers and colleagues, whether working in an administrative or managerial role.

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4. **Target Groups**

School leavers and individuals who wish to work in travel, tourism, hospitality industries and state and private sector employees already in the field who wish to expand their career prospects and anyone interested in improving their competence in English language in order to be more successful in a career in tourism and hospitality management.

5. **Admission Requirements**

To be admitted as students of this course, candidates should possess any one of the following qualifications:

- a) G.C.E. O/L or equivalent qualification

OR

- b) Completion of NVQF Level 3

AND

- c) Receiving a score between 51 percent and 79 percent in the selection test

An applicant whose application for admission to the Advanced Certificate is accepted is required to register for the Advanced Certificate not later than the prescribed date and shall pay the required fees to the University. The registration lapses at the end of its period of validity. When the registration lapses the student may renew registration for a further period subject to the registration fees applicable, where the student is still eligible to be in the Advanced Certificate programme.

6. **Medium of Instruction:** English

7. **Course Fee:** Rs. 30,000

8. **Course Duration:** 04 months [64 contact hours]

9. **Teaching Methodology**

The course will comprise lectures, discussions, self-study, pair work, group work. The participants are required to maintain an 80% attendance and complete all the assignments.

10. **Evaluation**

The assessments will comprise of:

- (a) Three continuous assessments – mid-term assessments

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(b) An end of course assessment - final examination

Continuous assessment –midterm assessments

- Individual written assignment: Describe a festival/event/ attraction (15%)
- Individual oral assignment: Produce a guided commentary on a festival/event/ attraction (15%)
- Individual listening assignment (10%)

End of course assessment - final examination

- Final examination (60%)

The grading scales of the Faculty of Arts shall apply to this course:

Range of Marks	Grade
80% +	A+
75% -79%	A
70%- 74%	A-
65% -69%	B+
60% -64%	B
55%-59%	B-
50% -54%	C+
45% -49%	C*
40% -44%	C- (fail)
35%-39%	D+ (fail)
30% - 34%	D (fail)
0% -29%	E (fail)

Notes: i. * - *minimum performance for a pass.*

The achievement structure will be as follows:

45% -69% of total marks - Pass

70% -79% of total marks - Merit Pass

80% - of total marks or above - Distinction Pass

A candidate shall present himself/herself for the final examination of the course leading to the Advanced Certificate on the first occasion on which the examination is held after the completion of the relevant course modules taken by that candidate. If he or she has been prevented from sitting the examination due to illness or any other reasonable cause, the department may permit him/her to sit on a subsequent occasion. In such cases where permission has been obtained, a candidate shall have two years respectively to complete the requirements for the award of the advanced certificate without penalty.

A student shall be deemed to have sat the first scheduled examination irrespective of the fact whether it has been actually sat or not, except in the case where the department is satisfied that he or she has been prevented from sitting the examination due to illness or any other reasonable cause.

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A candidate is deemed to have failed a particular assessment if he or she has scored less than 50% for that assessment. Candidates must repeat all assessments so failed and obtain a score of 50% or above.

A candidate who fails to pass an assessment in the first attempt shall be eligible to repeat this assessment within a maximum of two other subsequent occasions. Attendance will not be considered for the 2nd or 3rd attempt. Participants may carry the assignment marks to the repeated attempts. The pass mark will remain the same as described above. However, such a repeat candidate will not be eligible for Merit or Distinction Pass, although he/she might have secured the necessary marks.

A candidate who is unable to sit for the Course-End Examination due to medical reasons or any other valid reason which is/are acceptable to the department should support with necessary supporting documents to prove his/her case within 1 month of the examination. Such examination will not be considered as an attempt against the respective candidate. Nevertheless, such a candidate should sit for the course end examination at the subsequent attempt when it is held.

Course Title	Advanced Certificate in English for Tourism and Hospitality Management (ACETHM)		
Course Code		Theory hours	64
No. of Credits		Practical hours	
		Tutorial hours	
Pre-requisites	Students need to have scored between 51% and 79% in the selection test conducted by the DELT.	Independent learning hours	
		Assessment	
		Total	
Course Type	Advanced Certificate Course		
Course Description			
This course is ideal for students, studying at upper-intermediate level, who will need to use English in work situations. It aims to equip the participants with the specialized language and skills they need to communicate effectively within the tourism, hospitality and leisure industry. The core language skills are developed through a wide range of communicative tasks, which give participants the opportunity to enrich their vocabulary, build confidence and improve fluency.			
Learning outcomes			

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<p>On completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. communicate confidently in English within the context of a career in tourism and hospitality management 2. plan tour commentaries and conduct guided tours in English 3. write articles, brochures, blog posts, and advertisements in English 4. learn vocabulary, language, and skills needed to communicate effectively with customers and colleagues, whether working in an administrative or managerial role 	
Course contents	Aligned Learning Outcomes
<p>1. Arrivals</p> <ul style="list-style-type: none"> ● Use different expressions for welcoming ● Greet and make introductions ● Carry out a car hire dialogue ● Write about travel information 	1, 3, 4
<p>2. A place to stay</p> <ul style="list-style-type: none"> ● Understand reports describing guests' perceptions of hotels ● Register different types of arriving guests ● Tell guests where different hotel facilities are in the building ● Give accurate information about hotel services and facilities ● Understand people talking about hotel staffing 	1, 4
<p>3. Tourist information services</p> <ul style="list-style-type: none"> ● Understand and describe different ways of giving tourist information ● Give directions in spoken and written forms ● Make recommendations in spoken and written forms 	1, 2, 4
<p>4. Rural tourism and holiday representatives</p> <ul style="list-style-type: none"> ● Understand what rural tourism is ● Understand rural accommodation grading systems ● Check campers into a campsite ● Write a welcome text describing rural tourism in a region ● Give a simple weather forecast ● Understand people talking about the work of holiday representatives ● Talk about different skills and qualities holiday representatives need ● Prepare and give a welcome meeting talk to new groups ● Understand texts talking about tipping when on holiday ● Produce a leaflet giving advice on holiday health, safety and tipping 	1, 2, 3, 4
<p>5. Eating out</p> <ul style="list-style-type: none"> ● Understand articles about food tourism and local food ● Use basic vocabulary to talk about the ingredients and preparation of different dishes ● Describe local dishes to a customer in a restaurant ● Write an introduction to the food of one's country / region ● Deal with simple problems in a restaurant 	1, 2, 3, 4
<p>6. Attractions and events</p>	

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<ul style="list-style-type: none"> ● Talk about visitor attractions in general ● Write descriptions of built attractions ● Describe festivals and events ● Discuss different ways of bringing attractions to life 	1, 2, 3, 4				
<p>7. On tour</p> <ul style="list-style-type: none"> ● Explain arrangements ● Make written notes to help with commentaries and presentations ● Give a guided commentary ● Deal with problems on tours 	1, 2, 3, 4				
<p>8. Checking out</p> <ul style="list-style-type: none"> ● Understand somebody talking about front office duties ● Respond to common hotel guest problems effectively ● Understand the check-out procedure in a training manual ● Check a hotel guest out following standard procedures ● Write a short report summarizing feedback on hotel services 	1, 2, 4				
Methods of teaching and learning					
Lectures, discussions, self-study, pair work, group work					
Assessment methods					
Assessment Method					Weight
Individual written assignment: Describe a festival/event/built attraction					15%
Individual oral assignment: Produce a guided commentary on a festival/event/built attraction					15%
Listening assignment					10%
Final examination					60%
Prescribed Text(s):					
Core reading:					
Walker, R. and Harding, R. (2007). <i>Tourism 2. Encounters</i> . Oxford, Oxford University Press.					
Recommended reading:					
Wyatt, R. (2007). <i>Check Your English Vocabulary for Leisure, Travel and Tourism</i> . London: A&C Black Publishers Ltd.					
The graduate attributes incorporated into this unit are:					
Unit Code	Ability to communicate	Ability to work in teams	Critical appraisal skills	Ability to generate ideas	Cross-cultural outlook
	Students will present information and ideas in oral and written forms of the language.	Students will exercise team responsibility and leadership through hands-on participation.	Students are expected to use critical appraisal skills in their written and oral communication.	Students will be encouraged to share their ideas and opinions.	Students are expected to develop the skills and attitudes to understand and successfully interact with people from

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					different environments and cultures.
The subject-specific attributes:					
Ability to					
<ul style="list-style-type: none">• communicate effectively in English within the context of a career in tourism and hospitality management.					