

CONCEPT NOTE

DEPARTMENT OF ENGLISH LANGUAGE TEACHING (DELT)

**Faculty of Arts
University of Colombo**

Certificate in English for Tourism and Hospitality Management

CETHM

1. Introduction

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

The course is expected to commence in December 2022.

2. The Need

English is widely used in the field of tourism and hospitality management. In order to achieve professional success, those working in the field of tourism and hospitality management must be able to communicate effectively in English. This course aims to provide participants with essential English language skills to effectively communicate orally and in writing in a variety of contexts related to tourism and hospitality management.

3. Objectives

The objectives of this Certificate Course are as follows:

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

- communicate effectively in English within the context of a career in tourism and hospitality management.
- describe tourist attractions and services and facilities available to tourists in English.
- produce promotional material for hotels on their services and tourist destinations in English
- have a working knowledge of vocabulary, expressions, and basic English grammar required to interact with tourists.

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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 a student of this course, a candidate should possess any one of the following qualifications:

a) Grade NINE school leaving certificate

OR

b) Completion of primary education and certified work experience equivalent to a minimum of two years

AND

c) be at least 16 years of age

AND

d) Receiving a score between 21 percent and 50 percent in the selection test

6. **Medium of Instruction:** English

7. **Course Fee:** Rs.25,000

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

9. **Teaching Methodology:** Lectures, discussions, self-study, pair work, group work

10. **Evaluation**

- Individual oral assignment: Describe features and facilities in a tourist destination (15%)
- Individual written assignment: Produce a tour itinerary for a web page/brochure (15%)
- Listening assignment (10%)
- Final examination (60%)

Range of Marks	Grade
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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 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.

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

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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	Certificate in English for Tourism and Hospitality Management (CETHM)		
Course Code		Theory hours	64
No. of Credits		Practical hours	
		Tutorial hours	
Pre-requisites	Students need to have scored between 21% and 50% in the selection test conducted by the DELT.	Independent learning hours	
		Assessment	
		Total	
Course Type	Certificate Course		
Course Description			
<p>This course is intended for students, at pre-intermediate level, who will need to use English for a career in tourism and hospitality management. It aims to teach the basic communication skills needed to communicate in a variety of different work situations in the field of tourism and hospitality management. Special emphasis is placed on the relevant vocabulary, register and grammatical structures that are used in the field and the participants are given the opportunity to practice using the language that they have acquired by means of role-plays and group activities. The participants will also receive supplementary training in the essential English language skills of reading, writing, listening, and speaking.</p>			
Learning outcomes			
<p>On completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. communicate effectively in English within the context of a career in tourism and hospitality management 2. describe tourist attractions, jobs, services, and facilities in the field of tourism and hospitality management in English 3. produce documents to promote hotel services, itineraries, and tourist destinations in English 4. have a working knowledge of vocabulary, expressions, and basic English grammar used in the field of tourism and hospitality management. 			
Course contents			Aligned Learning Outcomes
<ol style="list-style-type: none"> 1. What is tourism? <ul style="list-style-type: none"> ● Understand articles describing the tourism industry ● Understand people talking about their jobs in tourism 			1, 2, 4

<ul style="list-style-type: none"> ● Describe job / work routines and skills ● Ask questions about personal profiles of tourism employees 	
<p>2. World destinations</p> <ul style="list-style-type: none"> ● Talk about tourist destinations and flows ● Understand and describe statistical charts and simple graphs ● Understand people talking about their favorite destinations ● Understand and produce descriptions of resources and features in tourist destinations 	1, 2, 3, 4
<p>3. Tour operators</p> <ul style="list-style-type: none"> ● Understand someone talking about package holidays ● Understand articles about package tours and tour operation ● Ask questions to get information about a package tour ● Produce a tour itinerary for a web page or a brochure 	1, 2, 3, 4
<p>4. Tourist motivations</p> <ul style="list-style-type: none"> ● Talk about purpose and reason ● Understand a simple passenger survey ● Describe past and current trends in tourism and tourist motivation ● Read articles about changes in tourist motivation 	1, 2, 4
<p>5. Travel agencies</p> <ul style="list-style-type: none"> ● Investigate a client's holiday needs ● Make suggestions and give advice to a new customer ● Make a report on travel agency quality and features ● Understand texts about travel agency work today 	1, 2, 3, 4
<p>6. Accommodation</p> <ul style="list-style-type: none"> ● Organise tourist accommodation into different categories ● Understand texts describing tourist accommodation ● Understand people talking about different accommodation ● Describe the location, services, and facilities of a hotel ● Take a hotel room reservation by telephone 	1, 2, 4
<p>7. Reservations and sales</p> <ul style="list-style-type: none"> ● Take a holiday booking from a client in a travel agency ● Understand basic ideas about Global Distribution Systems ● Ask for the meaning of travel abbreviations and codes ● Issue a ticket and check the booking details with a client 	1, 2, 4
<p>8. Airport departures</p> <ul style="list-style-type: none"> ● Describe airport facilities and services ● Respond politely to questions and requests ● Understand and participate in a variety of airport dialogues ● Give orders and stop people doing something 	1, 2, 4

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Methods of teaching and learning					
Lectures, discussions, self-study, pair work, group work					
Assessment methods					
Assessment Method					Weight
Individual written assignment: Describe resources and features in a tourist destination					15%
Individual oral assignment: Produce a tour itinerary for a web page/brochure					15%
Listening assignment					10%
Final examination					60%
Prescribed Text(s):					
Core reading:					
Walker, R. and Harding, R. (2007). <i>Tourism 1 Provision</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 different environments and cultures.
The subject-specific attributes:					
Ability to communicate effectively in English within the context of a career in tourism and hospitality management.					