

ADD ON COURSE 2022-23		
ENGLISH FOR TRAVEL AND TOURISM		
Duration: 30 Hours	Department of English	Course code: ENG-TT
<p>Course Description: This 30-hour course is designed to provide learners with the essential language skills and cultural knowledge required to excel in the travel and tourism industry. Whether you are aspiring to work in a hotel, travel agency, airline, or as a tour guide, this course will equip you with the communication tools needed to succeed in various professional settings.</p> <p>Course Objectives: The primary objective of the "English for Travel and Tourism" course is to equip learners with the necessary language skills and cultural awareness to communicate effectively in the travel and tourism industry. By the end of the course, participants will be able to handle customer interactions, manage travel arrangements, conduct guided tours, and navigate cross-cultural communication with confidence and professionalism.</p>		
Module 1: Introduction to Travel and Tourism		02 Hours
<p>Overview of the Travel and Tourism Industry:</p> <ul style="list-style-type: none"> History and development of tourism. Key sectors: accommodation, transportation, attractions, travel agencies, and tour operations. <p>Key Vocabulary and Phrases:</p> <ul style="list-style-type: none"> Common terms used in the industry (e.g., itinerary, excursion, check-in/out). Basic phrases for interacting with tourists and clients. 		
Module 2: Customer Service Communication		06 Hours
<p>Handling Customer Inquiries and Complaints:</p> <ul style="list-style-type: none"> Techniques for active listening and empathy. Strategies for resolving conflicts and addressing complaints. <p>Providing Exceptional Service:</p> <ul style="list-style-type: none"> Role-playing exercises for different scenarios (e.g., over the phone, in-person). Phrases and expressions to ensure clarity and politeness. <p>Polite and Effective Communication Strategies:</p> <ul style="list-style-type: none"> Using positive language. Handling difficult or irate customers with professionalism. 		
Module 3: Guided Tours and Sightseeing		06 Hours
<p>Preparing and Delivering Guided Tours:</p> <ul style="list-style-type: none"> Structuring a tour narrative. Incorporating interesting facts and anecdotes. <p>Describing Landmarks, History, and Culture:</p> <ul style="list-style-type: none"> Vocabulary for architectural features, historical events, and cultural practices. Techniques for engaging storytelling and making information memorable. <p>Engaging Storytelling Techniques:</p> <ul style="list-style-type: none"> Using voice modulation, gestures, and eye contact. Encouraging audience participation and interaction. 		



Module 4: Travel Arrangements and Reservations	06 Hours
<p>Making and Managing Reservations:</p> <ul style="list-style-type: none"> • Vocabulary for booking flights, hotels, and car rentals. • Procedures for confirming, modifying, and cancelling reservations. <p>Handling Booking Issues and Changes:</p> <ul style="list-style-type: none"> • Phrases for explaining issues and offering solutions. • Writing formal and informal emails related to bookings. <p>Writing Emails and Documents for Travel Arrangements:</p> <ul style="list-style-type: none"> • Templates for booking confirmations, itineraries, and customer notifications. • Best practices for clear and concise communication. 	
Module 5: Emergency and Safety Communication	04 Hours
<p>Communicating Effectively During Emergencies:</p> <ul style="list-style-type: none"> • Key phrases for various emergency situations (e.g., medical, natural disasters). • Keeping calm and providing clear instructions. <p>Understanding and Explaining Safety Procedures:</p> <ul style="list-style-type: none"> • Vocabulary for safety protocols and equipment. • Role-playing evacuation and emergency response scenarios. <p>Handling Unexpected Situations:</p> <ul style="list-style-type: none"> • Strategies for dealing with lost luggage, missed flights, and other travel disruptions. <p>Providing support and solutions to distressed customers.</p>	
Cross-Cultural Communication	06 Hours
<p>Understanding Cultural Differences and Sensitivities:</p> <ul style="list-style-type: none"> • Awareness of cultural norms, taboos, and etiquette. • Adapting communication styles to different cultural contexts. <p>Communicating with International Clients:</p> <ul style="list-style-type: none"> • Techniques for overcoming language barriers. • Using simple and clear language to avoid misunderstandings. <p>Enhancing Intercultural Competence:</p> <ul style="list-style-type: none"> • Exercises for improving cultural awareness and sensitivity. • Case studies on successful cross-cultural interactions. 	
SUGGESTED READING:	
<ul style="list-style-type: none"> • "English for International Tourism" by Peter Strutt 	

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