



Tourism

Communication Skills in English for Tourism (Level /A2/B1/B2)

“Through our team of tailored teachers and our official Certificate you will achieve your professional objectives”

Pre-intermediate (A2) – Intermediate (B1)- Upper-intermediate (B2)

egc teaches pre-work students to communicate accurately in English, within the context of a career in tourism.

Tourism is divided into three levels: **Provision, Encounters, and Management**. Each of these levels develops the vocabulary, language, and skills that students will need to communicate effectively with customers and colleagues, whether working in an administrative or managerial role.

Tourism 1 (Provision) addresses the areas of tourism related to the creation, promotion, and selling of typical tourism products, such as flights and package holidays.

Tourism 2 (Encounters) presents students with the English they need for face-to-face contact with tourists and holidaymakers.

Tourism 3 (Management) covers the language needed to discuss and work with tourism issues at a basic managerial level.

The '**Customer Care**' is a useful training manual for customer care practice, which can be related directly to specific jobs in tourism. Students develop all the skills through project work with our teachers who are specialized in Tourism and encourage the students to take an active role in the learning process.

Some topics which are included in the Tourism course:

1 What is tourism?

Facts and statistics about your country, job skills

2 World destinations

Different destinations - different customers, favourite places

3 Tour operators

The personal touch, tour operators in your country, package holidays

4 Tourist motivations

Old and new tourism, reasons for travel, passenger survey, the changing face of tourism

5 Travel agencies

Identifying needs, local travel agency evaluation, presenting a product, the sales process, the impact of the internet

6 Transport in tourism

Exceeding expectations, transport in your country

7 Accommodation

Local accommodation, taking reservations over the phone, unusual accommodation

8 Marketing and promotion

Local tourism promotion, learning from customers, analysing product

9 The airline industry

Carbon offset schemes, revolution in the skies, the air travel route map

10 Holidays with a difference

Ability and suitability, cultural trips, cultural differences

11 Reservations and sales

Putting on the pressure, taking a booking, handing over tickets

12 Airport departures

Care and control, airport fact-file, working in airports

Principal's characteristics

- Authentic and up-to date information in every course, written and checked by industry insiders
- Clear and straightforward structure, with each unit containing a menu of learning outcomes, and an end-of-unit checklist with 'Can do' tick boxes
- Teaches English in context, so students practise the language and skills they need for the job in real work situations
- Real-world profiles from genuine professionals in the 'It's my job' section offer authentic and engaging insights into the industry
- Extra facts, figures, quotations, and specialist terminology included in the top margin of unit pages
- Additional activities and tests in the Teacher's Resource Book make the course suitable for mixed-ability classes

- Our Teachers provide specialist background to the industry for every situation, as well as industry tips
- Project work in the Student's Book, additional activities on the Student's website, and a Key words list of essential vocabulary at the end of every unit provide extra opportunities for revision

EGC: - offers IELTS tests at 14 locations across the country. Tests take place around 3 times per month. Registrations take place in person, by post or online. Processing takes place at one of the British Council offices in Barcelona, Bibao or Madrid.