

## Teaching Business English and ESP: Hotel and Tourism English

### Hotel and tourism success

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#### Aim

To practise language associated with basic hotel and tourism promotional strategy.

#### Level

Upper-intermediate

#### Pre-lesson

This activity is appropriate for any staff who would like to review lexis for strategizing hotel and tourism services.

#### Procedure

- Have the students brainstorm about typical products and services from their hotel or tourism jobs. From the group, list about five examples on a flipchart or whiteboard. Then ask for two to three ideas of a basic strategy to promote them.
- Distribute worksheets. The students can work in pairs or groups to complete the worksheet. Monitor as they work together. If they are unfamiliar with any of the words, have them ask each other for help first, then look in a dictionary and lastly, ask you for any further explanation.
- Check answers by pairs or groups exchanging their worksheets. After the check, also provide a photocopied answer key or show it on an OHP.

#### Suggested answers

1. aim  
2. focus  
3. create  
4. pay  
5. handle  
6. offer  
7. know  
8. keep  
9. identify  
10. reflect
2. a rates  
b focus/pay attention  
c competition  
d unique  
e repeat business  
f aim  
g in favour of  
h identify  
i elements  
j guest history  
k reflect  
l create  
m handle

- 3     A     rates  
       B     competition  
       C     handle/deal with/take care of  
       D     repeat business  
       E     shows  
       F     offer
- 5     a-2  
       b-1  
       c-4  
       d-5  
       e-3

- Focus on exercise 4 and 6 for class input. In pairs students can compare their strategy, concept and phrase examples. Then elicit examples from each pair to formulate a general tip list for guest success with about five items.

### Tips

- You or the participants can bring in sample hotel or tourism brochures – or download their company website pages. Students identify key concepts and phrases used for strategizing successful services. They can compare the descriptions in pairs or groups and then report to the whole class on the key focus along with three to four highlighted services.
- In pairs the participants can organize a mini-presentation with their success tips and key guest/customer service for their particular branch of tourism. Allow 10-15 minutes to prepare and then each pair gives a five minute talk.