**Course Handouts**

**English for Hotel Industry**

***Branch : English Language***

***Speciality: Language and Communication***

***Module : ESP***

**Level*: Master 2***

***Presented by:***

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**Lesson 1 English for Hotel Industry**

**1-Course Description**

The present course describes the type of English needed for hotel learners. It highlights the basic principles of English for hotel industry as well as the appropriate methodology of achieving successful ESP courses for such a type of English learners.

**2-Course Objectives**

 The course aims at providing students with the necessary basic knowledge of English for hotel industry and preparing them for designing effective English for hotel industry.

**3-Course Content**

**3.1-Introduction**

English is a language spoken all over the world. Working in a hotel usually requires one specific skill: spoken English.

## 3.2- What is English for Hotels?

 English for Hotels is designed to help train the following hotel staff: hotel management, hotel reception, concierges, housekeeping, restaurant staff, tour guides, and most other hotel staff positions. It’s much more polite and formal, and there’s certain vocabulary that gets repeated a lot. There is a remarkable difference between hotel English and everyday English

## 3.3-Reasons for Learning Hotel English

 **The hotel industry is growing all over the world.** More and more job seekers are turning to hotels and tourism. That’s because there are plenty of jobs and the pay is often great. Plus, hotels are great places to work!

**A)-In the hotel industry, you get to work with fantastic people.** Hotel staffs are chosen for their energetic and pleasant personalities. Also, you can meet people from all over the world!

**B)-There is also lots of room to grow.** You can turn working in a hotel into a career where you can manage people and projects. That probably sounds better than working 9-5 in the same chair for the rest of your life!

**C)-Best of all, the hotel industry will always be around.** No matter what’s going on with other industries, people will always need hotels. People will always need places to rest when they’re not home.

 Of course, focusing on hotel English shouldn’t keep you from learning regular English. It may even give you more confidence!

 In fact, working in a hotel will require you to use all kinds of English: You may end up chatting with a visitor about where they’re from. You may talk to co-workers during breaks. You may have to tell people about the area or the weather around the hotel

## 3.4-How Hotel English Is Different from Everyday English.

 We mentioned earlier that hotel English is different from everyday English. That’s because as an employee in a hotel, your job is to make sure the customers are having a great stay. Whether you’re working as a concierge, receptionist or in any other position, you will need to know hotel industry English.

### **A-There is a lot of repetition**

 Working in a hotel means to repeat several phrases many times. You might be repeating certain phrases all day.

For example:

“I hope you enjoyed your stay. How will you be paying today?”

**B-Hotel English is polite and formal**

 It’s not quite the same, is it? Working in a hotel means using more polite language than you would in your everyday life. It doesn’t matter if you’re speaking to an important businessman or a tourist on vacation. Everybody visiting the hotel is treated with the same high level of respect and formality

**Exemples : Useful phrases:**

* **How may I be of assistance?**(How can I help?)
* **Breakfast is complimentary.** (Breakfast is free.)
* **I’m sorry, there are no vacancies at the moment.** (Sorry, we have no free rooms.)

### **C-A large part of your job will be answering questions and requests**

 In a casual environment, you might be asked to talk about your hobbies or other personal things. In a hotel environment, you will be asked about the hotel and the area around it. So learning hotel English isn’t just about learning the English. It’s about learning everything you might be asked about your hotel or location.

 In hotels, people make requests often. Part of your job will be understanding what’s being asked and responding properly. **A great way to make sure you understand something is to repeat it back in your own words.**

### **D-Part of knowing hotel English is knowing how to handle problems with courtesy**

 While most of your job should be pleasant, once in a while there are problems and mix-ups. When this happens, you will need to keep cool and polite. You will need to resolve problems with a smile. There is proper language to use when you want to keep a situation under control. You might say, for example:

“I’m sorry to hear that you’re not happy with your room.”

Being understanding and wanting to help are important, so you could add:

“Please let me know what I can do to help make your stay more enjoyable.”

### **E-Overall, though, hotel English is very simple!**

 As part of a hotel’s staff, you will be dealing with native English speakers and non-native speakers. This means many different levels of English will be spoken, and you will need to be understood by everyone. That’s why hotel English is simple and to the point. As long as you are polite and clear with your speech, you will do great!

## 3.5 - How to Learn Hotel English

* **Online hotel English courses.** There are many places online where you can take courses, sometimes even for free. Some of these places have hotel English courses, specifically for people who are interested in becoming employees in a hotel.
* **Courses at the hotel.** Many hotels have ESL programs, and will actually make English lessons available for their staff. It might be part of your training, or you may need to ask for it. If you’re already employed or looking to be employed at a hotel, check what kind of English learning programs are available.
* **Similar jobs.** If you’re not ready to get a job at a hotel yet, you can prepare your English by getting a job that requires similar skills. Working as a **secretary, receptionist, and sales representative** or in other “customer-facing jobs” will get your English ready for a job in a hotel. And any of these jobs will look great on your resume!
* **Friends.** If none of the options above are possible, you can always get together with friends and practice! Take turns playing the roles of the hotel visitors and the positions around the hotel.

# 3.6-Benefits of Effective Communication in the Hotel Industry

 What do you think should be the most important quality of a hotel manager? If someone were to ask me, I’d say it would be the capability to communicate effectively with the staff, colleagues and guests. In this new age of electronic communication, one should not forget that effective verbal and non-verbal communication skills should be emphasized and well-executed in the hospitality industry.

Compelling communication skills are important in a hotel regardless of some staff members not being guest-facing. A few hotels spend considerable amount of money on training their staff to interact with the guests. Good communication skills are a learned art and not a natural skill so one should consider training to enhance staff skills. Excellent communication skills enhance guest experience as it conveys that you are listening to your guests, valuing their feedback and conveying clear messages. Apart from communicating with the guests, your staff ought to know how to write emails. Good communication skills will impress your guests which will further prove beneficial to your hotel business.

Not only does the staff need to communicate successfully with the guests but also with other department employees. Few of the staff members might be able to speak in manageable English but those who don’t have English as their first language suffer due to their inability and fail to understand simple instructions and information. Department heads often face problems such as:

– Failing to communicate well with guests which may result in lack of confidence among the staff members

 – Failing to process written documents such as emails, reports and other collaterals

Being the department head, if you are often facing such challenges then there is a problem and you need to look into it sooner. Here are some suggestions:

## **A-Conduct Staff Training**

 Arrange for a [communication skills program that will be helpful for your employees to communicate effectively with the guests in crucial circumstances](http://www.hotelogix.com/blog/2014/07/10/how-to-train-your-hotel-staff-to-attend-to-guests/) like dealing with complaints, co-coordinating between departments, attending to guests at the front desk and helping in documentation like menus, bills, [reports](http://www.hotelogix.com/reports.php) and other hotel procedures. The training should be conducted once a month so that they get a chance to improve their communication skills. Also, encourage your hotel staff to communicate with each other in English.

## **B-Listen to your Employees**

 Successful communication is a two-way process which requires the management to periodically listen to their staff member’s views and ideas. If the management head does all the talking, employees tend to become lethargic. You need to listen to your employees as they are the ones dealing with the guests on a direct, day-to-day basis. For all you know, they might have ideas to better customer service or improvising of hotel functions if they encounter problems. The best way to listen to your employees is to hold feedback sessions on a weekly basis, take their inputs seriously and reward them. Motivate your hotel staff to help you in taking the hotel business forward.

## **C-Train your Staff on Attending to Guests**

 Your employees should know how to communicate well with your guests. There may be instances where your hotel might receive a complaint from guests in verbal or written form through reviews. The person in-charge to solve these matters must be well-trained in order to handle the issue wisely and subtly rather than ignoring it or dismissing it. Urgent matters can be handled with ease if your staff has good communication and behavioral skills.

## **D-The Mirror Technique**

 The best way to successful communication is to observe your guest’s own communication style and to respond accordingly. For instance, when you are dealing with a guest, you may notice that some guests make small conversations and others may be interested in the issue to be dealt with quickly and spontaneously. So observe your guests and act accordingly as it is important to think how you address your guest or deal with complaints (use humor for light-hearted guests).

## **Results of Great Communication Skills**

– Improved customer service

– Better understanding of the instructions from supervisors among the staff members

– Great understanding of the latest technology used by hotels

– Boosted confidence to approach guests

– Positive attitude towards the workplace and higher level of understanding between the department heads

**3.7-Conclusion**

 As stated above, effective communication skills is a learned art and not a natural skill so it doesn’t mean that the relevant skills cannot be developed. Hotels should emphasize on providing communication skills training courses which cover everything from basic communication techniques to advanced empathy skills program.

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