



**BBSI Summer Course  
Certificate  
in  
Hospitality, Tourism & Business Skills**

**Course Description**

The BBSI summer course in Hospitality, Tourism & Business Skills comprises a study programme of 30 lessons weekly. The course is designed for those with an English language level of Intermediate (IELTS 5.0) or above, who require to improve their English and business skills in the context of hospitality management and tourism.

Training focuses on developing students' understanding of hospitality management and tourism concepts, vocabulary and skills, as well as professional communication skills. The course combines current business issues with targeted case studies.

**Course Outline**

**Minimum English Entry Level:** IELTS 5.0 (*Intermediate*), equivalent to a course leading to CEFR Level B2

**Course Duration:** 2-12 weeks

**Course Designation:** HBS

**Lessons Weekly:** 30 (*each of 45 minutes' duration*)

**Entry Dates:** Entry to this flexible course is weekly from July to September. The first entry date for 2010 is 05 July and the last entry date is 13 September.

**Minimum Age:** 17 years

**Course Content**

- \* 20 lessons weekly in hospitality & tourism
- \* 10 lessons weekly in business skills

**Hospitality & Tourism Components**

- \* *structure of the hospitality industry*
- \* *accommodation services*
- \* *hotel grading systems*
- \* *tourist motivation & behaviour*
- \* *customer service*
- \* *hotel front office*
- \* *careers & destination management*
- \* *the travel industry*
- \* *tourism management & operations*
- \* *the economics of tourism*

The HBS course also includes an additional 10 lessons per week in professional skills practice, aimed at developing more effective communication skills for the business environment. The teaching materials for the skills elements are largely authentic and are based on real-life case studies. Designed to build confidence through activities such as discussions, role-plays and simulations, the skills covered each week will be selected from the following:

### **Business Skills Components**

#### ***Writing***

- \* *e-mail*
- \* *letters & memos*
- \* *effective reports*
- \* *action minutes*
- \* *effective CVs*
- \* *business profiles & structure*
- \* *organograms*

#### ***Presentations***

- \* *effective openings*
- \* *structure & delivery*
- \* *dealing with questions*
- \* *using visual aids*

#### ***Meetings***

- \* *planning, organising & setting targets*
- \* *facilitating meetings*
- \* *handling discussions*
- \* *achieving consensus*
- \* *networking & building relationships*

#### ***Telephoning***

- \* *taking & leaving messages*
- \* *making arrangements*
- \* *checking, clarifying & problem solving*
- \* *teleconferencing*
- \* *customer support*
- \* *making enquiries*
- \* *formal & informal conversations*

#### ***Negotiating***

- \* *bidding & bargaining*
- \* *win-win & closing*
- \* *diplomatic language*
- \* *tactics*
- \* *making a proposal*

### **Course Objectives**

- \* to develop English- language communication skills relevant to hospitality management & tourism
- \* to build appropriate vocabulary for the hospitality & tourism industries
- \* to develop a practical understanding of hospitality management & tourism concepts
- \* to develop an understanding of current developments & issues within the travel industry
- \* to provide a practical business communication skills programme relevant to the modern working environment

## **Learning Outcomes**

Participants with good attendance and who complete all class work and self study assignments will be able to function effectively in English in a professional business environment in fields related to hospitality management and international tourism, and participants will have acquired a sound knowledge and understanding of the tourism industry.

### **The following summer courses are also available at BBSI:**

- \* Finance
- \* Finance & Business Skills
- \* Management
- \* Management & Business Skills
- \* Marketing
- \* Marketing & Business Skills
- \* Legal Studies
- \* Legal Studies & Business Skills
- \* Hospitality & Tourism
- \* International Business English

BBSI summer courses are carefully designed and structured to enable international students to develop both skills and knowledge in the specialised subject of their choice, while offering the flexibility to opt to supplement their training with professional communication skills, depending on their personal training needs and particular learning objectives.

Courses can be booked on-Line @ [www.bbsi.co.uk](http://www.bbsi.co.uk)

Alternatively, contact BBSI by e-mail at [info@bbsi.co.uk](mailto:info@bbsi.co.uk)



## Hospitality, Tourism & Business Skills

### Typical Weekly Syllabus

	<b>Hospitality &amp; Tourism</b> (20 lessons)	<b>Business Skills</b> (10 lessons)
<b>Week 1</b> (First week of term)	<b>Overview of the Hospitality Industry</b> structure of the accommodation industry hotel grading & market segments – AA ratings system travel geography	making contacts, telephoning in English presentation skills – signalling language writing reports, negotiation
<b>Week 2</b>	<b>Tourist Motivation &amp; Behaviour</b> tourist needs & wants, general & specific motivation for tourism future trends in tourism, travel geography short written test	negotiation – diplomatic language telephoning - leaving a message presentation skills - visual aids writing - business letters, student presentations
<b>Week 3</b>	<b>Accommodation Services</b> accommodation facilities – guest expectations, cultural differences & etiquette operation of housekeeping & maintenance departments duty management, hotel visit *	agenda & minutes, meetings presentation skills - signposting writing - business correspondence student presentations, telephoning - handling calls
<b>Week 4</b>	<b>Hotel Front Office</b> business segments & tariff structure, costing & budgeting reservation systems, check-in & check-out procedures ancillary services – car hire	writing CVs, negotiation language meetings - handling discussion telephoning - customer support student presentations

\* the visit depends upon availability



Bournemouth Business School International reserves the right to modify and update the course content



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	Hospitality & Tourism (20 lessons)	Business Skills (10 lessons)
Week 5	<p><b>Hotel Front of House</b>  <i>reservation procedures, telephone techniques            charging services to guest accounts            billing procedures/refunds, cash handling            progress test</i></p>	<p><i>telephoning - dealing with problems            presentation skills - presenting graphics            writing - report writing, student presentations            meetings - one-to-one meetings</i></p>
Week 6	<p><b>Hotel Front of House</b>  <i>negotiation skills &amp; role play            selling skills &amp; role play</i></p>	<p><i>telephoning - making enquiries, writing - company profiles            effective meetings, student presentations            negotiating – tactics</i></p>
Week 7	<p><b>Customer Service</b>  <i>communication, people &amp; social skills            handling complaints, dealing with difficult situations            staff training, complaint letters &amp; compensation            customer relations</i></p>	<p><i>techniques, presentation skills, telephoning            writing – organograms, student presentations            meetings – putting your opinion</i></p>
Week 8	<p><b>The Economics of Tourism</b>  <i>economic impacts of tourism            the tourism multiplier, the international tourist market            travel geography</i></p>	<p><i>negotiation – making a proposal            writing - business reports, meetings - taking part in meetings            student presentations, telephoning – orders</i></p>



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<b>Week 9</b>	<p><b>Tourism Management</b>  <i>role of the tour operator, mass market &amp; independent tour operators            planning &amp; developing package tours            travel geography</i></p>	<p><i>formal &amp; informal conversations            telephoning, presentation skills, techniques            writing – reports, student presentations            meetings – conducting an interview</i></p>
<b>Week 10</b>	<p><b>Tour Operations</b>  <i>marketing of package tours, the process of negotiation            pricing the package tours, travel geography            progress test</i></p>	<p><i>meetings – useful language, telephoning – plans            writing – formality &amp; style            student presentations, negotiation - role play</i></p>
<b>Week 11</b>	<p><b>Careers &amp; Destination Management</b>  <i>guides and tour representatives, planning &amp; marketing a destination            case study and SWOT analysis            jobs in the tourism &amp; hospitality industry</i></p>	<p><i>presentation skills - using your voice            writing - making enquiries            meetings - asking for &amp; giving opinions            student presentations, telephoning – teleconferencing</i></p>
<b>Week 12</b>	<p><b>The Travel Industry</b>  <i>waterborne transport – cruise, structure of the airline industry            function of an airport, schedule &amp; charter services            cabin crew, travel geography</i></p>	<p><i>meetings - case study &amp; agenda, writing - CV &amp; covering letter            telephoning – handling complaints, student presentations            negotiation – diplomatic language</i></p>

