



**BBSI Summer Course
Certificate
in
Hospitality & Tourism**

Course Description

The BBSI summer course in Hospitality & Tourism comprises a study programme of 20 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, and 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: HSP

Lessons Weekly: 20 (*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

Hospitality & Tourism Course Content

- * 20 lessons weekly in hospitality & tourism

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*

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

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 & Business Skills
- * 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

Alternatively, contact BBSI by e-mail at info@bbsi.co.uk



Hospitality & Tourism

Typical Weekly Syllabus

Hospitality & Tourism <i>(20 lessons)</i>	
Week 1 <i>(First week of term)</i>	Overview of the Hospitality Industry <i>structure of the accommodation industry, hotel grading & market segments – AA ratings system travel geography</i>
Week 2	Tourist Motivation & Behaviour <i>tourist needs & wants, general & specific motivation for tourism future trends in tourism, travel geography, short written test</i>
Week 3	Accommodation Services <i>accommodation facilities – guest expectations, cultural differences & etiquette operation of housekeeping & maintenance departments, duty management, hotel visit *</i>
Week 4	Hotel Front Office <i>business segments & tariff structure, costing & budgeting, reservation systems check-in & check-out procedures, ancillary services – car hire</i>

* the visit depends upon availability



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



Hospitality & Tourism

Typical Weekly Syllabus

	Hospitality & Tourism (20 lessons)
Week 5	Hotel Front of House <i>reservation procedures, telephone techniques, charging services to guest accounts billing procedures/refunds, cash handling, progress test</i>
Week 6	Hotel Front of House <i>negotiation skills & role play, selling skills & role play</i>
Week 7	Customer Service <i>communication, people & social skills, handling complaints, dealing with difficult situations staff training, complaint letters & compensation, customer relations</i>
Week 8	The Economics of Tourism <i>economic impacts of tourism, the tourism multiplier the international tourist market, travel geography</i>



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Hospitality & Tourism

Typical Weekly Syllabus

	Hospitality & Tourism (20 lessons)
Week 9	<p>Tourism Management <i>role of the tour operator, mass market & independent tour operators planning & developing package tours, travel geography</i></p>
Week 10	<p>Tour Operations <i>marketing of package tours, the process of negotiation pricing the package tours, travel geography, progress test</i></p>
Week 11	<p>Careers & Destination Management <i>guides and tour representatives, planning & marketing a destination, case study and SWOT analysis jobs in the tourism & hospitality industry</i></p>
Week 12	<p>The Travel Industry <i>waterborne transport – cruise, structure of the airline industry function of an airport, schedule & charter services, cabin crew, travel geography</i></p>



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