

ENGLISH FOR TOURISM

Monday 31st January 2022 - 2.30pm-5pm

MODULE 1 – 2.5 HOURS - PRESENTATION AND TECHNOLOGIES

Introduction of the course and of the Teacher(s).

Introduce and present your own tourist business through a website and social networks (accommodation facilities, and/or restaurants, museums, tourist guide, tour leader, and so on).

Use of language technology as a resource (not as a “short cut”) to describe your work and the selected destination (i.e. Reverso, Deepl, Google translator, Grammarly, etc.).

Monday 7th February 2022 - 2.30pm-4.30pm

MODULE 2 – 2 HOURS - CUSTOMER SERVICE

Managing a booking via telephone, on site, via mail, via social networks (for an accommodation facility/restaurant, at a museum, at a tourist attraction, for a guided tour, bike tour etc.).

Accommodate a tourist (for an accommodation facility/restaurant, at a museum, at a tourist attraction, for a guided tour, bike tour etc.).

Monday 14th February 2022 - 2.30pm-4.30pm

MODULE 3 – 2 HOURS - SPECIFIC NEEDS CUSTOMER SERVICE

Accommodate a customer with disabilities or with specific needs: focus on linguistic expressions such as celiac disease, food intolerance, intellectual or motor disabilities.

Monday 21st February 2022 - 2.30pm-4.30pm

MODULE 4 - 2 HOURS - BUILDING CLIENT RETENTION

Write an email to thank a client after their departure.

Create a satisfaction questionnaire.

Create a recurring newsletter with some seasonal offers.

Monday 7th March 2022 - 2.30pm-4.30pm

MODULE 5 – 2 HOURS - DESCRIBE THE TERRITORY (1)

Describe the landscape and its details (mountain, hill, rural, viticultural and marine).

Describe the outdoor experiences (mainly trekking, cycling and mountain biking but also water sports, climbing, winter activities, etc.).

Monday 14th March 2022 - 2.30pm-4.30pm

MODULE 6 – 2 HOURS - DESCRIBE THE TERRITORY (2)

Describe the territory’s cultural offer.

Describe the territory’s culinary offer.