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USE OF ENGLISH FOR HOTEL MANAGEMENT

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Abstract:

Hotels are amongst the most visible and important aspects of a country's infrastructure. Hotel industry is a closely linked one to the tourism industry. A number of factors like promotion of tourism and rapid industrial progress have given a boost to hotels. The recent liberalization of trade and opening up of economy leading to revolutionary growth in this sector. With increasing globalization, career opportunities in this field are not only limited within the country but there are chains of hotels which operate internationally providing scope of a career abroad. It is a glamorous profession which has a bright future. With the growth of hotel industry propelled by foreign and domestic tourism and business travel, the demand for well trained quality personnel who communicate well in English language too has grown impressively.

KEYWORDS:

Tourism Industry,promotion,liberalizationoftrade,globalization,glamorous profession.

I.INTRODUCTION:

General English would be understood by almost any speaker of English, so if we refer to "the muscular wall between the left and right ventricles of the heart," we all know what that means. Medical professionals can use the shorter phrase English for Specific Purposes (ESP) is the English needed for specific discourse community based on the analysis of their needs. ESP is teaching English language including Business English, Technical English, Scientific English, English for medical professionals, English for waiters, English for tourism, English for Art Purposes. ESP is taught in many universities of the world. Many professional associations of teachers of English (TESOL, IATEFL) have ESP sections. Much attention is devoted to ESP course design. Quickly developing Business English can be considered as part of a larger concept of English for Specific Purposes. This paper cites how ESP could be useful for professionals who opts to work in Hotel Industry.

II PROFESSIONALS-HOTEL MANAGEMENT

The diversity of experience in hotel management is greater than in any other profession. Hotel industry involves combination of various skills like management, food and beverage service, housekeeping, front office operation, sales and marketing, accounting besides communication skills in English language. Today, the rise in corporate activity (leading to greater number of business trips) as well as the wish to travel on holiday has made the hotel industry a very competitive one. With hotels coming up in record numbers to cater to the ever growing domestic and international travelers, the demand for trained professionals has multiplied in the industry.

One can enter this field by direct entry or through hotel management institutes. For direct entry the vacancies are generally advertised in the newspapers and the minimum prescribed qualification is graduation with 50% marks. They are trained by the hotels themselves. But Qualified Personnels are

always given a higher preference. They should have some personal attributes like a good organizational background, excellent communication in English language and interpersonal skills, strong commitment and self-discipline. One must be an extrovert, co-

operative, polite and respectful to the guests, have patience to deal guest criticism even willing to work hard at odd hours and yet be cheerful.

The institutes providing training in hotel management are the 19 institutes under the National Council of Hotel Management, the institutes run by hotel chains and finally, the private institutes boasting of foreign affiliations and exotic names. For the student, the best thing is to try for courses offered by reputed chains of hotels or institutes coming under the National Council. Some private institutes are also good, but most lack the infrastructure and faculty to run a programme in hotel management, even when they are approved by the All India Council of Technical Education(AICTE). (Lundberg, Donald E., :1974)

When effectively speaking and listening in English is a goal for most Indian major students aspiring towards professionalisms. However, there is perhaps a long stretch between being able to pass a required course and excel. This ability to excel and carry on conversations majoring in courses such as Tourism or Hotel Management, it means interacting with people which will require them to speak and listen in English because the majority of these hotel or tourism clients and staff communicate verbally among themselves and particularly with their guests. in English language. Students majoring in Foreign Tourism and Hotel Management usually require a second language and should that language be English, the student will be entering the dynamic "real world" and its actual life situations for working and providing service.

The most sought after are the courses run by reputed hotel chains. The well-known institutes in this category are the Oberoi Centre for Learning and Development at Delhi, the Taj groups Indian Institute of Hotel Management (IIHM) at Aurangabad and the Welcome group Graduate Hotel Management School in Manipal.. The Oberoi centre, it was reported, got 23,000 applications for its course even without advertising for it. The number of trainees taken by it was 90.

The eligibility to enter a course in hotel management is Class 12. Institutes coming under the National Council which offer a 3-year diploma course while private institutes offer a 4-year Bachelor's programme. There is an entrance test consisting of English, Reasoning, General Science and General Knowledge. The test is of 2-hour duration and is held around April every year. The test is followed by a group discussion and interview, in which a person's personality and confidence is seen. Private institutes have their tests at different times in April/May and the pattern of the paper is roughly the same. Academic sessions usually start by July/August every year. (Waters A.(1983).)

According to professionals in this field, what is required is a good personality, a desire of meeting people, confidence, and above all, flair. One must be an extrovert. A lot of hard work is expected so a person not willing to put in effort should look for a different profession. This is because working in a hotel is never an eight-hour job and goes beyond. (Weir C.J Roberts J(1994) }

Students are also taught law, economics, accounts, management and all these subjects are in English language and are thus fully equipped to manage all aspects of a hotel. Sales and marketing are taught during the third year. The course provides an all round training in hotel management, combining practical learning with classroom lectures.

Many courses have been designed to prepare the staff for the clients for work in the tourism and hotel service industries. At the end of the course, staff should be able to communicate effectively in a range of business and tourism-related situations. They are encouraged to apply any tourism / business knowledge and experience that they might have as they work through course material. The course books will be supplemented with material from other sources, including newspaper articles and video materials. This course is also suitable for people who intend to take an examination in Tourism English, such as the LCCI EB Written English for Tourism exam, as long as they complete at least 8 weeks of Tourism English study. Whether the staff is a travel agent, a tour guide, a courier or a hotel manager, this course will allow him or her to function effectively in English.

Special emphasis is placed on the relevant vocabulary, register and grammatical structures that are used in the field of tourism, and the staff is given the opportunity to practice using the language that he or she has acquired by means of seminars, group sessions and communicative practice activities. The client will also receive supplementary tuition in the essential English language skills of reading, writing, listening and speaking.

Written English for Tourism - LCCI EB Examination Preparation - Levels 1 and 2 Success in this exam shows that clients have the skills and strategies that are applicable to working in English in the tourism industry. Staff taking the ETC Tourism and Hotel Management English course will have the option to take this examination, after approximately eight weeks (depending upon each client's progress).

Examination preparation work is intended to build and reinforce the practical working skills necessary for those wishing to work in tourism. Examination for the course is in two parts - written and SEFIC oral. The

students will have to pay an additional entry fee if they wish to enter for the oral examination, which is of a more general Business English nature. These examinations are available on demand.

Bourne mouth Business School International (BBSI) is one of the most highly-accredited UK Language Colleges & Business Schools, offers international students the opportunity to study business English while also studying the concepts and learning the skills required for a career in the hospitality and tourism industries. Their Certificate Course in Hospitality Management & Tourism can be studied for periods of between 4 and 12 weeks. The course comprises 30 lessons weekly and is carefully designed to enable international students at an Upper-Intermediate Level in English or above to gain a hospitality management and tourism qualification.

Students will develop competent business English and professional communication skills. Moreover, in the supplementary English-language elements of the course, students will have the option to study different English-language modules and prepare for up to 3 different University of Cambridge ESOL[®] qualifications: the First Certificate in English (FCE), the Certificate in Advanced English (CAE), or the Business English Certificate (BEC). Alternatively, students can opt to join ongoing weekly English Language Workshop+ (ELW) at a language level to suit their needs. The course comprises 30 lessons weekly and is conducted around a busy social and activity programme. Finally the professional who gets himself oriented to these courses would be the bread winner.

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