Siam University, Thailand
International College
LCIC

Course: English for Hotel & Catering Industry **Credits :** NON-CREDIT **Hours:** 45 hrs.

Course Description:

The course is designed to equip students with the language skills necessary to excel in the dynamic field of hospitality. This course focuses on developing proficiency in English while covering essential vocabulary, communication techniques, and customer service strategies specific to the hotel and catering industry. The course will provide the students with the required language to communicate effectively in the diverse and exciting world of hotels and catering.

1. Course Objectives:

Throughout the course, students will engage in practical exercises, role-plays, and simulations to apply their language skills in authentic hotel and catering scenarios. Students will enhance their ability to effectively communicate with guests, provide exceptional service, and navigate various aspects of the hospitality industry. By the end of the course, students will have developed the language skills and knowledge necessary to communicate effectively in the hospitality industry.

2. Learning Outcome:

It is expected that, on completion of this course, the students will be able to:

1. use hospitality-related vocabulary, key terms and expressions used in hotel and catering contexts.
2. communicate effectively and professionally with guests in various situations in the field including guest service, front desk operation, and food and beverage service.
3. identify the importance of cultural nuances and customs in hospitality interactions orally or written form.
4. identify the role and importance of language in culturally sensitive service to effectively communicate with guests from different backgrounds.

5. practice language skills to effectively communicate for customer retention, guest satisfaction, and building or maintaining positive customer relationships.

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