

**Elective Course V: (a) English for Special purposes**

**Tourism and Front Office Management**

Unit I: English for special purposes – an overview – English as an International language, an effective tool of communication in various activities like travel, medical treatment, business, scientific research and so on.

Unit II: Role of English in Tourism:

Tourism as a fast growing industry involving various aspects like pleasure travel, cultural travel educational and medical travel business travel, outgoing travel and incoming travel – economic aspects of travel. Role of English in the success of travelers and tour operators, guide, hotel, industries, etc.

Unit III: Tourism – definition – Travel through Ages – Types of Tourism – Objectives Tourism and Marketing – Advertising, Publicity – Brochure – Publicity – India as Tourist Destination, history and culture.

Unit IV: Front Office – Conversation Skills & Basic etiquettes

- (a) Modes of Greeting, requesting thanking, introducing, giving opinions, permission.
- (b) Expression of agreement, disagreement, giving instructions advice, suggestion, apology, warning, methods of responding.
- (c) Telephone conversation – do's & don'ts  
(Specimen dialogues to be given to enable students understand and use the expressions in conversation.

Unit V: (a) Communication – verbal & non-verbal

- (b) Clarity in expressions
- (c) Presentation of ideas – avoiding interference and rudeness of language
- (d) Tone and presentation