



English for the Hotel Industry English Now!

In the hotel industry, staff members are expected to be able to communicate in English effectively with patrons. No matter where customers come from, they visit expecting and anticipating high-quality English language communication. The ability to interact comfortably, reliably, and clearly with guests is vital.

It is difficult and takes practice to strengthen skills in the more formal, polite English needed to work successfully in the hotel industry. In response to this need, English Now! has designed programs for hotel industry professionals and staff. The budgets for these programs are surprisingly modest. They can be offered at our school in downtown Bethesda or offsite, and can be tailored for specific types of staff members and their English language profiles and needs.

The Student

These programs are geared towards non-native English speaking hospitality workers who, as part of their jobs, engage and interact with English-speaking guests on a daily basis. **Examples of potential audiences are:** front desk staff, food & beverage staff, concierge staff, institutional client relationship managers, other customer service staff, etc... These are just a few examples! Anyone who feels as though an improvement in their English skills would aid them in the hotel workplace could benefit from these programs.

Program Goals

Participant in these programs will:

- Improve confidence in English skills and enhance their ability to effectively communicate orally with others;
- Understand and address pronunciation issues that might affect their ability to be understood;
- Understand the importance and grasp the ability to differentiate between “normal” or everyday English versus the more formal and polite variety found in the industry;
- Master communicating under differing circumstances with many different types of people, and being able to respond appropriately and professionally;
- Learn how to sound and come across as friendly and genuinely interested in guests and their needs;
- Grow in the ability to avoid sounding robotic-like, despite repetitive nature of vocabulary/phrases used in this line of work; and
- Increase confidence in the ability to politely ask follow up and clarifying questions to guests, in order to ensure their needs will be met appropriately.

Curriculum

Our approach uses hotel industry-specific curriculum in a small group format. We emphasize role-playing, in order to best replicate and prepare for real life interactions and settings. Students will be very engaged in classes and should expect an interactive atmosphere with minimal lecturing. Available curriculum includes:

- Be My Guest, English for the Hotel Industry, Cambridge University Press;
- Everyday English for Hospitality Professionals, Compass Publishing; and
- Welcome!, English for the Travel and Tourism Industry, Cambridge University Press.

We can also utilize company-specific curriculum in an integrated program.

Recommended Program Design

Based on our experience with hotel and service sector staff, we recommend programs structured as follows:

- Eight-week sessions
- Three hours of class per week, consisting of two, 90-minute small group classes per week (four students maximum)
- Shorter class sessions, as required based on staff member schedules

How is English Now! Unique?

English Now! has served students from the community from its location in downtown Bethesda for decades. Our small class size makes us uniquely focused on personalization of curriculum and teaching to the specific needs of our students. Our purpose – that our students engage, enjoy, and thrive, in their studies and during their time in the U.S. – is aligned with the needs of high-level professional students. We do more than teach English – we provide the support you need to communicate successfully in the global workplace. Also, ask us about our Beyond the Classroom programs: office hours with our staff, monthly lunchtime talks, potluck lunches, and outings.

To Contact Us & Next Steps

For more information please visit our website at www.english-now.com, visit the school, call us at 301-718-3575, or email us at info@english-now.com. We are glad to administer placement tests for staff that might benefit for our programs, at no cost. Feel free as well to ask about opportunities to meet an instructor to review curriculum.