

ENGLISH FOR HOTEL AND TOURISM INDUSTRY



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The content is developed by taking reference of online and print publications that are mentioned in Bibliography. The content developed represents the breadth of research excellence in this multidisciplinary academic field. Some of the information, illustrations and examples are taken “as is” and as available in the references mentioned in Bibliography for academic purpose and better understanding by learner.’

ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is

particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in an easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!

ENGLISH FOR HOTEL AND TOURISM INDUSTRY

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BBAATR-102

English for Hotel and Tourism Industry

BLOCK 1 : PROFICIENCY IN SPOKEN ENGLISH COMMUNICATION

UNIT 1 WELCOMING AND REGISTERING GUESTS

UNIT 2 HANDLING TELEPHONIC COMMUNICATION

UNIT 3 COMMUNICATING TO DESCRIBE

UNIT 4 GRAMMAR : PARTS OF SPEECH

PROFICIENCY IN SPOKEN ENGLISH COMMUNICATION

Block Introduction :

Congratulations on being part of the learning journey with Babasaheb Ambedkar Open University Hotel, Tourism and Airline Management course! You are part of an institution that is serving lakhs of learners to gain knowledge in an easy yet in-depth manner.

English is an international language. With it, you can successfully communicate across any nation. Most of the clientele you will be serving will be communicating with you in this language. The English for the Hotel, Tourism and Airline Industry Course will give you all the skills needed to successfully handle any professional situation that arises in the hospitality industry. This course is designed in 4 different Blocks, each Block dealing with a specific skill to be mastered. All the blocks are designed around situations and locations that will give you a lot of knowledge about popular hotels, restaurants and real-life learning situations in the industry. In this format, you will not only gain exposure to real communication situations but also learn popular facts about this marvellous industry. The Blocks also have exercises for you to practice your skills in a self-learning model. For learners who are looking to improve their communication proficiency, it is highly recommended that they spend at least an hour every day reading aloud and acting out the situations here.

In Block 1 of this course, you will notice that emphasis is laid on spoken English situations in the hospitality industry. The Block also takes you on a tour of famous tourist locales like Puducherry (Pondicherry) in South India and lesser-known attractions like Gondal in Gujarat. The situations will give you skills to welcome guests, guide them to their needs, and even describe dishes. The last unit of this Block gives you topical awareness of the parts of speech.

Unit 1 introduces communication situations in the first point of face-to-face customer service in the hospitality industry : the reception. It lays out situations of interaction with clients that all professionals in this industry will need to deal with from welcoming guests, registering them and escorting them to their room. You will also learn about the town of Puducherry here.

Unit 2 deals with communication principles to handle reservations and give details on the phone. Set in a real-life heritage property in Gondal, Gujarat the unit will also enable you to take guests around any place and show them the attractions there. You will also learn the correct way to ask and answer questions.

Unit 3 deals with an important task whether you work in a restaurant, airline or even at a tourist resort : that of describing dishes. Learn about the

famous Bahubali thali at the Ponnusamy Restaurant, Chennai and understand how they describe dishes at this place.

Unit 4 will give you an overview of the parts of speech of a language. With this, you will get a holistic awareness of the eight parts of speech and an appreciation of how to use them in various communication situations.

Block Objectives :

After you study this Block, you will :

- Acquire spoken communication skills to handle client interactions.
- Receive skills to handle telephone interactions
- Understand how to describe dishes
- Receive guidance to help travellers check in to a commercial aircraft
- Get good models to practice, thus improving your language proficiency
- Get improved awareness of grammatical structures
- Go through varied exercises that will give tremendous practice
- Get a good understanding of the various parts of speech

Block Structure :

Unit 1 : Welcoming and Registering Guests

Unit 2 : Handling Telephonic Communication

Unit 3 : Communicating to Describe

Unit 4 : Grammar : Parts of Speech

Welcoming and Registering Guests

UNIT STRUCTURE

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 - 1.2.1 Speak Out! : Asking and Answering Questions – I
- 1.3 Grammar Topic : Making Questions
 - 1.3.1 Making Questions by the Inversion Method
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Check Your Progress 1, 2, and 3
- 1.4 Speak Out! Asking and Answering Questions – II
- 1.5 Practical Grammar : Using Subject Personal Pronouns

Check Your Progress 4
- 1.6 Let Us Sum Up
- 1.7 Answers for Check your Progress
- 1.8 Glossary
- 1.9 Assignment
- 1.10 Activities

1.0 LEARNING OBJECTIVES :

As a hospitality and airline professional, you are the face of not just the industry but also the culture of the land. Communicating with guests with warmth and accuracy is essential. At the end of this lesson, you will learn to use the English language to welcome guests, register them and settle them in their rooms. You will also learn to ask and answer guest queries correctly. Grammatical structures to make questions and give answers will be learnt.

1.1 UNIT INTRODUCTION :

This unit will introduce you to deal with the first point of direct interaction between a guest and the industry you represent. While this unit has the entire process of welcoming a guest in a hotel, you can find the vocabulary is the same whether you are welcoming them at the check-in counter of an airport. To make the learning interesting, it will also take you on a journey of exploration of the famous tourist destination of Puducherry, South India.

1.2 TOPIC : ASKING QUESTIONS USING INTERROGATIVE WORDS :

In the hospitality service, you will meet guests from many cultures. While most will know English, saying 'Welcome' in their own or the local language will bring them a smile. Words like Willkommen (German), Namaste (Hindi) or Bienvenue (French) will add flavour to your service.

1.2.1 Speak Out! : Practice Asking and Answering Questions – I :

The Soni family is visiting Puducherry India. Speak out the dialogues taking turns to imagine that you are one of the characters. Pay attention to how questions are asked and answered.



Figure 1.1 : A receptionist plays a vital role in representing a business. He or she is the first impression of the service standard of a business. Image Courtesy : Business Insider Magazine <https://www.businessinsider.in/thelife/>

Receptionist : Bienvenue! Welcome to Hotel Promenade, Puducherry.

Mrs. Soni : Thank you.

Mr. Soni : We have a reservation for three nights from today.

Reception : Are you Mrs. and Mr. Soni ?

Mrs. Soni : Yes, we are.

Receptionist : And is that your child ?

Mrs. Soni : Yes, she is. Her name is Kavya.

Receptionist : Thank you. Yes, your double bedroom till 3rd October is confirmed.

Mr. Soni : That's nice. Is there an extra mattress for Kavya ?

Receptionist : Yes, there is.

Mrs. Soni : What are the facilities you offer ?

Receptionist : Well, the Promenade is a 4–star hotel. We have luxurious bedrooms, with 24–hour room service. Our rooms give a lovely view of the Bay of Bengal. There is also a swimming pool and spa.

Mr. Soni : Is there Wi–Fi in the room ?

Receptionist : Yes, there is free high–speed Wi–Fi access in all rooms and the lobby.

Mrs. Soni : Is Auroville close by ?

Receptionist : We are in White Town, the French quarter of Puducherry. It is the downtown area. Auroville is in the outskirts. Our taxi service can easily take you there.

Mr. Soni : Can we go to our room ?

Receptionist : Sure. Please fill in this registration form before that.

(Mr. Soni fills the form.)

Receptionist : Thank you. Can I see your photo identification, please ?

Mrs. Soni : Here is my Aadhar Card.

Mr. Soni : And here is my Driver's License.

Receptionist : (After verifying the original identification) Thank you, Madam and Sir. You are good to go. Your room number is 204. Here are your keycard and the Wi-Fi password. Arokyia, our attendant will help carry your luggage and show you your room. If you need anything, just call us by dialling 9 on the room phone. _____

1.3 GRAMMAR TOPIC : MAKING QUESTIONS :

In the previous conversations, two methods were used to ask questions. By using **Inversion** and **Interrogative or Question Words**

1.3.1 Making Questions by the Inversion Method :

Definition : The Inversion method of asking a question puts the verb before the subject in the question.

Example : 'You are Mrs. and Mr. Soni.' becomes 'Are you Mrs. and Mr. Soni ?' 'That is your child' becomes 'Is that your child ?'

1.3.2 Asking Questions using Interrogative Words :

An interrogative word or question word is a function word used to ask a question. These words are usually 'what' (for objects), 'when' (for time), 'where' (for places), 'who' (for people), 'which' (for a particular object from a group), 'whom' (for a person in the object form of the question), 'whose' (for establishing ownership), 'why' (for reasons), and 'how' (for methods). Place these words at the beginning of a sentence to get the information needed. Example : "What is the hotel's name ?" "It's Hotel Grand Mercure." "When will the group arrive ?" "At 8 am."

☐ Check Your Progress – 1 :

❖ Multiple Choice Questions : Choose the Correct Letter to make Valid Questions :

- _____ *thepla* from Gujarat ?
(a) Are (b) Am (c) Is (d) Did
- _____ the guests arriving by Flight UK 825 ?
(a) Are (b) Am (c) Is (d) Did
- _____ I late ?
(a) Are (b) Am (c) Is (d) Did
- _____ the flight depart ?
(a) Are (b) Am (c) Is (d) Did
- _____ the workers on leave ?
(a) Are (b) Am (c) Is (d) Did

❑ **Check Your Progress – 2 :**

❖ **Fill in the Gaps with Questions to the Given Sentences, using the Inversion Method Shown in the Examples Above :**

1. They are from Gujarat.

2. There is a vacancy for a front office manager.

3. The guests are arriving in the evening.

4. She is the hotel manager.

5. We can leave in an hour.

❑ **Check Your Progress – 3 :**

❖ **Provide the Correct Question to the Answers Given :**

Q. 1. _____ ?

Ans : Mr. Deepak Paul is the General Manager of this hotel

Q. 2. _____ ?

Ans : The spa is on the mezzanine floor.

Q. 3. _____ ?

Ans : The lunch buffet opens at 12 Noon.

Q. 4. _____ ?

Ans : The red bus goes to Chennai.

Q. 5. _____ ?

Ans : The car is late because of a breakdown.

1.4 SPEAK OUT! :

The Soni family has checked in and are taken to their room by the attendant Arokya. Pay attention to how the personal pronouns (I, you, he, she, we, you (plural form) and they) and questions beginning with 'Can' and 'Did' are used.

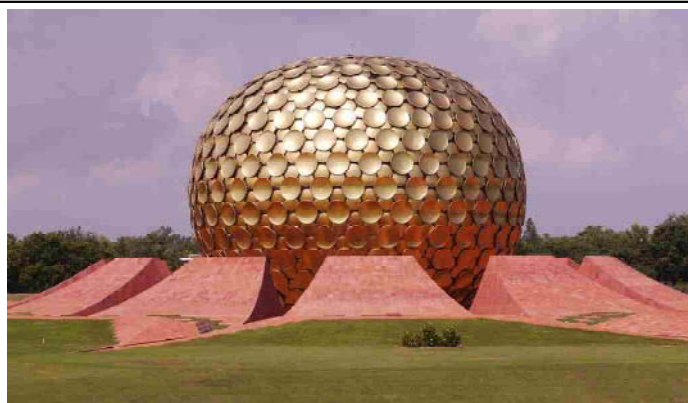


Figure 1.2 : The dome of the Matrimandir at Auroville, Puducherry is a unique building. Image Courtesy : Balises Website,

<https://balises.bpi.fr/geographie/climat-et-utopie—auroville-la-cite-ideale>

Arokya : Bienvenue or Welcome in French. This way to the lift to Room 204.

Kavya : Do many foreigners live in Puducherry ?

Arokya : Yes. Many are India born citizens of France. The French ruled Puducherry, or Pondicherry as it was earlier called, for more than 250 years. There are also many foreigners living in Auroville.

Mrs. Soni : Why are they staying at Auroville ?

Arogya : They meditate and pursue life on the principles of Sri Aurobindo Ghosh and his disciple the Mother.

Mrs. Soni : The Mother ?

Arokya : Her real name is Mirra Alfassa. She is the most well-known disciple of Sri Aurobindo. She gave the idea of Auroville. She passed away in 1973. **Kavya** : Is Sri Aurobindo Ghosh the freedom fighter we study in history ?

Arogya : Yes, he is. Are you from Gujarat ? **Mr. Soni** : Yes, we are.

Arogya : Did you know that before coming to Puducherry Sri Aurobindo worked for the king of Baroda ? He was also the French teacher at today's Maharaja Sayajirao University (MSU).

Mrs. Soni : Really ? I never knew that. **Kavya** : Dad, can we go to Auroville today ?

Mr. Soni : Yes, dear, after we freshen up.

Arogya : You all must visit the Matrimandir there. It is a beautiful, golden sphere where people meditate. Here's your room. (Arogya places the luggage and draws the curtains.) I'll keep your luggage here. Have a great stay.

1.5 PRACTICAL GRAMMAR : USING SUBJECT PERSONAL PRONOUNS :

Pronouns are words used instead of a noun (names for animate, inanimate or conceptual objects). When the pronoun is the subject of the sentence, it is called a subjective pronoun.

– **I** : For the first person singular : the person who is speaking.

Usage : I am a student. I read a lot of books.

– **You** : The second person singular : the one who is spoken to.

Usage : You are a teacher. Your subject is Food Production.

– **She** : the third person female gender singular; the girl or woman spoken about.

Usage : Phalguni is from Auroville. She teaches children there.

– **He** : The third person male gender singular; the man or boy spoken about.

Usage : Pankaj is a tourist from Gujarat. He lives in Rajkot.

– **It** : This is for the singular form of any noun apart from human beings.

Usage : That is not a street dog. It is a Rajapalayam hound.

– **We** : The first person plural, when the people speaking represent more than one.

Usage : We are hospitality industry professionals. We are always well-groomed.

– **You** : The plural form of the group of people spoken to.

Usage : You have travelled from Gujarat ? You all must be tired.

– **They** : The third person form of two or more persons spoken about. This is the same whether the subject referred to are humans or not.

Usage : They are not coconut trees, but Palmyra trees. They are also known as ice apples.

☐ Check Your Progress – 4 :

❖ Multiple Choice Questions on Subject Pronouns : Insert the correct option.

- _____ are guests from France.
(a) I (b) You (c) He (d) They
- _____ is a golden coloured dome
(a) It (b) He (c) She (d) We
- Ms Shailaja is an architect at Auroville. _____ studied architecture at Vadodara.
(a) He (b) She (c) We (d) They
- My mother and I travelled by the late night flight. _____ reached Chennai at 3 AM.
(a) She (b) I (c) We (d) He
- Rajapalayam hounds are bred for hunting. _____ run very fast.
(a) We (b) It (c) She (d) They

1.6 LET US SUM UP :

When guests check-in, it is appropriate to greet them, answer queries and register their details. Asking questions becomes easy when you use the Inversion and Interrogative Words to form questions. The Inversion technique moves the verb before the subject to frame questions that give a 'Yes' or 'No' answer. The 'Interrogative' form of questions uses interrogative words like what, who, where, why, which, and so on to ask questions. Answers to such questions are the needed information asked.

1.7 ANSWERS FOR CHECK YOUR PROGRESS :

☐ Check Your Progress 1 :

- (c) (Is *thepla* from Gujarat ?)
- (a) (Are the guests arriving by Flight UK 825 ?)
- (b) (Am I late ?)
- (d) (Did the flight depart ?)
- (a) (Are the workers on leave ?)

☐ Check Your Progress 2 :

- Are they from Gujarat ?
- Is there a vacancy for a front office manager ?
- Are the guests arriving in the evening ?

4. Is she the hotel manager ?
5. Can we leave in an hour ?

☐ Check Your Progress 3 :

- Q. 1. Who is the General Manager of this hotel ?
- Q. 2. Where is the spa ?
- Q. 3. When does the lunch buffet open ?

☐ Check Your Progress 4 :

1. (d) (They are guests from France.)
2. (a) (It is a golden coloured dome.)
3. (b) (Ms. Shailaja is an architect at Auroville. She studied architecture at Vadodara.)
4. (c) (My mother and I travelled by a late night flight. We reached Chennai at 3 am.)
5. (d) (Rajapalayam hounds are bred for hunting. They run very fast.)

1.8 GLOSSARY :

Mezzanine Floor : An intermediate floor between main floors of a building, and therefore typically not counted among the overall floors of a building. This floor often has a secluded café or sometimes is a storage area.

Spa : A bath containing hot aerated water. At times this is also a place that provides massage and other therapies.

Boulangerie : a bakery that specializes in bread and especially in French-style breads. This is usually a bakery that also bakes its own bread.

Registration Form : Registration can be defined as the process of assigning rooms to guests by filling necessary details. The form acts as a source of information about the guest and

acts as legal proof for both the hotel and the guest.

1.9 ASSIGNMENT :

Answer these questions in 50–70 words in the space given below.

1. You are training Ravi, a new staff member how to receive guests and allot their rooms. Write the dialogue between you and him to explain the process.

**English for Hotel and
Tourism Industry**

2. What are the features of the Hotel Promenade ?

3. Describe Puducherry from what you learnt in this unit.

Welcoming and Registering Guests

4. Explain in brief about the roles played by the hotel staff involved in this unit ?

5. Give two sentence explanations about these words found in the unit :
a. Mezzanine Floor b. Registration Form c. Spa d. Double bedroom

1.10 ACTIVITIES :

1. Imagine you are the Front Office Manager of a star hotel in your city. Write a dialogue to welcome a senior citizen guest couple and register them. Also, answer queries from your guests to tell about the attractions of your city.

2. You are appointed as a tour guide for a celebrity visiting the city/town/village you stay. Write a dialogue with at least ten sentences. Include questions the celebrity asked about the tourist attractions, food and culture of your city with responses. (The dialogues given earlier will help.)

1.11 FURTHER READING :

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Handling Telephonic Communication

UNIT STRUCTURE

- 2.0 Learning Objectives
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- 2.2 Topic : Speak Out! Telephone Conversations
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- 2.7 Let Us Sum Up
- 2.8 Glossary
- 2.9 Assignment
- 2.10 Activities : Test Your Skills
- 2.11 Further Reading

2.0 LEARNING OBJECTIVES :

Despite the rise of the Internet, a lot of business communication in the hospitality industry still happens over the telephone. At the end of this lesson, you will learn to confidently communicate on the telephone, take room reservations and give information telephonically.

Grammar Component : Understanding and practising the use of 'This', 'That', 'These' and 'Those'. You will also learn to use the auxiliary helping verb forms 'is' and 'does.'

2.1 INTRODUCTION :

Orchard Palace Hotel is in the town of Gondal, Rajkot district, Gujarat state. It is part of the Huzoor Palace, the residence of the erstwhile royal family. A section of this is now converted to a hotel. Farhan is the Receptionist at this hotel, and he handles phone calls from all over the world. 'Kemcho!' is a

traditional way of saying 'Hello' in the Gujarati language, and it means 'How are you ?' in English.

2.2 SPEAK OUT : TELEPHONE CONVERSATIONS :

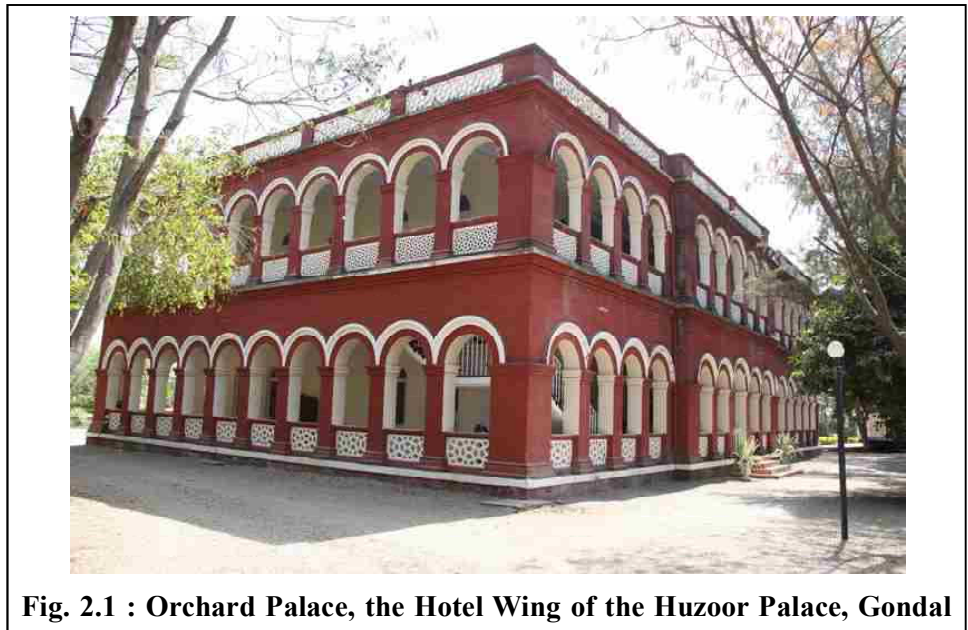


Fig. 2.1 : Orchard Palace, the Hotel Wing of the Huzoor Palace, Gondal

(Practice Speaking out the Telephone Conversation)

Receptionist : (Telephone rings) Kemcho! Thank you for calling Orchard Hotel, this is Farhan speaking how can I serve you ?

Caller : Hello, this is Deep Parekh calling from Canada.

Reception : Greetings Mr. Parekh.

Caller : Farhan, is there a suite available for my family and two young sons ?

Reception : There are no suites in the Orchard Palace Sir, but all the bedrooms are much bigger than the suites of most hotels.

Caller : How is that so ?

Reception : Well, the Orchard Palace is a place where the kings used to host their relatives and other royal visitors, so it was built big. There are seven big bedrooms here, and we can easily add extra beds for your sons.

Caller : Wow. That is neat! Are there Western toilet fittings ?

Reception : Yes. This hotel has guests from all over the world. So we definitely have Western fixtures. The bathrooms also have glass shower partitions.

Receptionist : That's good to know.

Caller : Is there a room available from January 12th to 15th ?

Receptionist : Well, those dates are around the *Uttarayan* holidays. Can I put you on hold for a few moments while I check on my computer ?

Caller : Yes, you may.

(After a few minutes...)

Receptionist : Hello, this is Farhan. Thank you for holding the line.

Caller : Okay.

Receptionist : You're in luck. There was a cancellation yesterday night. So one bedroom is available.

Caller : Only one room! How can so many of us fit in a room ?

Receptionist : Believe me, Sir. Our rooms are big, and we can easily put extra beds for your children.

Caller : Okay. I'll take it.

Receptionist : Great. You will need to book upfront with a full refund policy if cancellations are made 48 hours in advance.

Receptionist : Please give me your credit card number so that I can confirm your booking ?

Caller : Okay. The number is 47....

(The guest provides the information to confirm the booking.)

2.3 PRACTICAL GRAMMAR : COMMON USE OF 'THIS', 'THAT', 'THESE' AND 'THOSE' :

'This' is used to indicate singular objects that are close to you without having to point to them.

Example : This is a book.

'That' is used to indicate singular objects that are away from you but needs to be pointed out.

Example : That is a clock.

'These' is used to indicate plural objects that are close to you without having to point them.

Example : These croissants are so fresh.

'Those' is used to indicate plural objects that are away from you but needs to be pointed out.

Example : That is a clock.

2.3.1 Asking Questions with This/That/These/Those by Inversion Method :

As we learnt in Unit 1.3.1, the Inversion method of asking a question puts the verb before the subject in the question. The same method can be used for asking questions with This/ That/ These/ Those.

Examples :

Question with 'this' :

'Is this a vegetarian dish ?'

Positive Answer : 'Yes, it is.'

Negative Answer : "No. it isn't. It's non-vegetarian."

Question with 'that' :

'Is that your bag ?'

Positive Answer : "Yes, it is." Negative Answer : "No, it isn't. My bag is here."

Question with 'these' :

"Are these paintings for sale ?"

Positive Answer : 'Yes they are.'

Negative Answer : "Unfortunately no. They are only for display."

Question with 'those' :

"Are those flamingos ?"

Positive Answer : 'Yes they are.'

Negative Answer : "No, they are not. Those are Sarus cranes."

❑ **Check Your Progress – 1 :**

❖ **Fill in the blanks with this/that/these/those as appropriate.**

1. _____ flowers here are wilted. Please replace them.
2. _____ is a very tasty dish. I love it.
3. Please clean _____ cobwebs up there.
4. Use _____ bedsheet in the wardrobe to make the bed.
5. Clear _____ dishes here and place them in _____ sink.

2.3.2 Asking questions using Interrogative Words with this/these/that/those :

As learnt in Unit 1.3.2 of the previous chapter, interrogative words or question words are 'what' (for objects), 'when' (for time), 'where' (for places), 'who' (for people), 'which' (for a particular object from a group), 'whom' (for a person in the object form of the question), 'whose' (for establishing ownership), 'why' (for reasons), and 'how' (for methods). Place these words at the beginning of a sentence to get information needed.

Example using this :

"Whose pen is this ?"

Positive Answer : "It belongs to Radhika."

Negative Answer : "Sorry, I don't know."

Example using these :

"Where should I place these forks ?"

Positive Answer : You should keep them on the right side of the plate.

Negative Answer : I don't know. Maybe you should check with the maître d' hotel.

Example using that :

"What is that utensil with holes all over called ?"

Positive Answer : "It's a colander."

Negative Answer : "Sorry I don't know. The commis may answer."

Example using those :

"What are those ?"

Positive Answer : "Those are chopsticks."

Negative Answer : "Sorry, I'm not sure. The waiter may be able to help you."

Note : When giving a negative answer, provide a solution too to help guests.

❑ **Check Your Progress – 2 :**

❖ **Fill in the blanks with this/that/these/those.**

Q. 1. What is _____ bell here for ?

Ans. : It's for calling the porter.

Q. 2. What are _____ clothes hanging on the ceiling ?

Ans. : They are fans before electric ones became popular.

Q. 3. What brand is _____ green car there ?

Ans. : It's a 1935 Packard.

Q. 4. What are _____ flowers in this vase ?

Ans. : They are lilies from the palace gardens.

**2.4 SPEAK OUT! PRACTICE ASKING AND ANSWERING
QUESTIONS WITH 'IS' AND 'DOES' :**

Deep Parekh, his wife Kinjal and two sons Pankaj and Ritvik have checked into the Orchard Palace, Gondal. This is a palace converted into a heritage hotel. The property has a unique vintage car museum attached to it. The Parekh family is visiting it. Madan is the caretaker of the museum. Notice how they use the 3rd person singular form of the verbs 'be' and 'do' ('is' and 'does') respectively.



**Fig. 2.2 : The 1969 Delage D8
at Gondal**

Image Courtesy :

<https://www.team-bhp.com/>

Madan : Kemcho! Welcome to the Vintage Car Museum. I hope you have a good time here.

Deep : Thank you. This is a fabulous place.

Madan : Yes, it is. This museum hosts the collection of vintage cars of the royal family.

Pankaj : Wow! I've never seen so many old cars in one place.

Madan : They're not old; they are vintage. They come from time before us.

Ritvik : Uncle, is that car with an angel having wings a Rolls Royce ?

Madan : No beta that's a Delage D8. It was made in 1969.

Kinjal : That's so old. Does it still work ?

Madan : Yes, of course. But we struggle to get parts and tyres.



Fig. : 2.3 : A Rolls Royce at Gondal.

Image Courtesy : <https://www.team-bhp.com/>



Fig : 2.4 : The New Engine at Gondal was a car that could run on roads and railway tracks. It used coal, petrol and diesel as fuel! <https://www.team-bhp.com/>

Kinjal : That's amazing!

Madan : What's more, this engine runs on coal, petrol and diesel as fuel!

Deep : No way!

Madan : It's true, Sir.

(The family continues seeing the other cars.)

Ritvik : Is that a Rolls Royce ?

Madan : Yes, it is. It's that blue one there.

Deep : New Engine ? That is a strange name for a car.

Madan : Actually, that is not a car; it's a railway engine!

Pankaj and Ritvik (surprised) : This is a railway engine ?

Madan : Yes, boys, this is a railway engine that runs on roads.

Kinjal : Then how does it go on railway tracks ?

Madan : Simple, madam, the tyres can be easily removed so that the wheels could climb the tracks of the king's railway network.

2.5 PRACTICAL GRAMMAR : USING THE AUXILIARY VERB FORMS OF 'IS' :

Auxiliary verbs such as be, do and have used with main verbs to show tenses and to form questions and negatives (Oxford Dictionary). The word 'is' indicates that the topic referred to is grammatically a third person singular subject. Example : There is a hair dryer in the room. In this sentence, the subject, a hair dryer, is being talked about, so grammatically speaking it is a third person singular noun and uses 'is'.

You can use the word 'is' in many ways.

a. To make a positive statement

This is a ladle. The flight is late by 20 minutes.

b. To make a negative statement add the word 'not' or 'no' after 'is'

This is not a sieve. It is a strainer.

There is no airport at Gir. There is one at Junagadh.

c. To make questions begin the interrogative with 'is'.

Is there any bread left ?

Is Gondal near Rajkot ?

Note : While speaking, it is common to utter the word 'is' with the word before it. This is called contraction.

Example : There's some milk in the refrigerator.

❑ **Check Your Progress – 3 :**

❖ **Multiple Choice Questions : Choose the correct form of 'is'.**

1. _____ the flight full ?
(a) Is (b) is (c) 's
2. 'What _____ for lunch ?' the guest asked the waiter.
(a) Is (b) is (c) 's
3. The suite _____ a hotel room that has a living room with a double bedroom.
(a) Is (b) is (c) 's
4. _____ the guest in his room ?
(a) Is (b) is (c) 's
5. Who _____ the minister of tourism of India ?
(a) Is (b) is (c) 's

2.5.1 Using the Auxiliary Verb forms of 'Does' :

'Does' is the third person singular form of the verb 'do'.

Does is used ONLY with the third person singular subjects and pronouns like he, 'she', 'it' as follows :

- a. To ask questions about action words (primary verbs) about third person singular subjects.

E.g., Does the king live here ?

- b. To express a negative statement when it concerns a verb.

E.g., The restaurant doesn't serve alcohol. This airport doesn't have international flights.

Note : 'Doesn't' is the contraction of 'does not'.

- c. To give short answers to questions concerning primary verbs.

E.g., 'Does the hotel have handicapped access ? 'Yes, it does.'

'Does it have a covered car park ?' 'No it doesn't, the parking is on the road in front.'

❑ **Check Your Progress – 4 :**

❖ **Multiple Choice Questions : Insert the correct form of 'does'.**

1. The commis _____ eat the food he cooks. He dines in the staff canteen.
(a) does (b) doesn't (c) Does (d) Doesn't
2. "_____ the royal family of Gondal own Mumbai's Opera House ?"
"Yes, they do."
(a) does (b) doesn't (c) Does (d) Doesn't
3. When _____ the museum open ?
(a) does (b) doesn't (c) Does (d) Doesn't
4. "_____ the honorary king of Gondal still live here ? "Yes, he does"
(a) does (b) doesn't (c) Does (d) Doesn't
5. This vintage car _____ work. A mechanic is coming to fix it.
(a) does (b) doesn't (c) Does (d) Doesn't

2.6 LET US SUM UP :

Handling telephones is a necessary skill for hospitality professionals. Being able to answer queries quickly and politely will be much appreciated. Remember that 'this' and 'that' is used for singular objects near and away from you respectively, while 'these' and 'those' are their plural counterparts. Also, note that 'is' and 'does' is exclusively used for third person singular subjects.

2.7 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress 1 :

❖ **Fill in the blanks with this/that/these/those as appropriate.**

1. These flowers here are wilted. Please replace them.
2. This is a very tasty dish. I love it.
3. Please clean those cobwebs up there.
4. Use those bedsheets in the wardrobe to make the bed.
5. Clear these dishes here and place them in that sink.

Check Your Progress 2 :

❖ **Fill in the blanks with this/that/these/those.**

Q. 1. What is this bell here for ?

Ans. : It's for calling the porter.

Q. 2. What are those clothes hanging on the ceiling ?

Ans. : They are fans of kings before electric ones became popular.

Q. 3. What brand is that green car there ?

Ans. : It's a 1935 Packard.

Q. 4. What are these flowers in this vase ?

Ans. : They are lilies from the palace gardens.

Check Your Progress 3 :

❖ **Multiple Choice Questions : Choose the correct form of 'is'.**

1. Is the flight full ?
2. 'What's is for lunch ?' the guest asked the waiter.
3. The suite is a hotel room that has a living room with a double bedroom.
4. Is the guest in his room ?
5. Who is the minister of tourism of India ?

Check Your Progress 4 :

❖ **Insert the correct form of 'does'.**

1. The commis doesn't eat the food he cooks. He dines in the staff canteen.
2. "Does the royal family of Gondal own Mumbai's Opera House ?" "Yes, they do."
3. When does the museum open ?
4. "Does the honorary king of Gondal still live here ?" "Yes, he does."
5. This vintage car doesn't work. A mechanic is coming to fix it.

2.8 GLOSSARY :

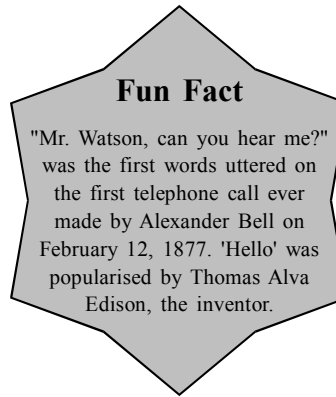
Vintage : (Pronunciation : /'v|nt|d3/) : Denoting something from the past of high quality, especially something representing the best of its kind. Usually associated with cars, wines and furniture.

Suite : (Pronunciation : /swi:t/) Suite is pronounced 'sweet'. Concerning hotels, a suite is a room that includes a bedroom connected to a living room and a kitchen pantry. These are usually larger and more premium rooms in the hotel.

Heritage Hotels : (Pronunciation : /'her.|.t|d3/) : 'Heritage Hotels' refer to running hotels in palaces, castles, forts, and hunting lodges or residence of any size built before 1950 (in India). The facade, architectural features and general construction should have the distinctive qualities and ambience in keeping with the traditional way of life of the area.

Western Style Toilets : Sitting toilets are often referred to as "western-style toilets". Sitting toilets are more convenient than squat toilets for many people, especially those with disabilities and the elderly.

Refund : (Pronunciation : /'ri:.f^nd/) Refund refers to returning the amount paid in case the service was not used or deficient. Hotels often take an advance while booking with a full or partial refund in case of cancellation of the booking.



2.9 ASSIGNMENT :

1. What are the features of the Orchard Hotel, Gondal ?

**English for Hotel and
Tourism Industry**

2. Describe the Vintage Car Museum at the Orchard Hotel.

3. How is the Uttarayan festival celebrated in your neighbourhood ?

4. Give two sentence explanations about these words found in the unit :
a. Suite b. Vintage c. Heritage Property d. Extra Mattress e. Refund

2.10 ACTIVITIES :

1. Call a five–star hotel in Bengaluru. Ask them to tell you about the features of the hotel and the price of a double bedroom.
2. Write the dialogues you remember after the phone call in Activity 1.

3. Imagine you are the receptionist at a heritage property in or near your city/ town/village. Write the dialogues of a phone call that you receive from a foreign tourist asking about the features of the property. This property may or may not be a hotel. (The dialogues given earlier will help.)

UNIT STRUCTURE

- 3.0 Learning Objectives**
- 3.1 Unit Introduction**
- 3.2 Topic : Describing Dishes**
 - 3.2.1 Speak Out! : Practice Describing Dishes**
- 3.3 Grammar Topic : Adjectives**
 - 3.3.1 Adjectives to Describe Food**
Check Your Progress 1
 - 3.3.2 Adjectives to Describe Cooking Methods**
 - 3.3.3 Adjectives to Describe Hotel Operations**
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Check Your Progress 2
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- 3.8 Assignment**
- 3.9 Activities**
- 3.10 Further Reading**

3.0 LEARNING OBJECTIVES :

Have you ever visited a restaurant and noticed a dish you have not tried before ? Weren't you happy that the waiter could describe it to you ? What about explaining how to board a plane ? Or check into a hotel ? Guests and travellers around the world expect the professionals to explain a process or a dish. This unit will teach you how. You will also learn to ask and answer guest queries correctly about various situations you will encounter using a range of adjectives.

3.1 UNIT INTRODUCTION :

Hotel Ponnusamy is a popular restaurant of Chennai and features the unique Bahubali platter (called thali in Indic languages) comprising 50 dishes. Surra puttu, moru kulambu or even pitchi pota kozhi... are some of the 50 dishes on the Bahubali platter at the Ponnusamy Hotel Chennai.

3.2 TOPIC : DESCRIBING DISHES :

Learn how to describe dishes like this and apply them to any dish from yours or a foreign culture. You will also learn about adjectives to describe dishes.

3.2.1 Speak Out! Describing Dishes :

After a lovely holiday in Puducherry, Mrs and Mr Soni with their daughter Kavya travel along the East Coast Road (ECR) and reach Chennai for their evening flight back home. For lunch, Mr Soni decides to surprise his family by treating them at the Ponnusamy Hotel. Mr Soundarajan, the captain (head waiter), welcomes them.



Fig. 3.1 : The Bahubali platter of the Ponnusamy Hotel, Chennai features 50 dishes. Four people can share it.
Image Courtesy : <https://magicpin.in/Chennai/Royapettah/Restaurant/Ponusammy-Hotel/store/1a5180/photos/?img=Store-Images&id=3>

(After the family has settled in at a table.)

Soundarajan : Vanakkam! Welcome to Ponnusamy Hotel.

Mr Soni : Vannakam, thank you.

Soundarajan : Are you ready to order Sir ?

Mr Soni : Sure. We'll have a *Bahubhali* thali.

Soundarajan : Well, do you have a booking for the Bahubali platter at the Ponnusamy Hotel ?

Mr Soni : Yes, I have. Under the name of Mr. Pankaj Soni.

Soundarajan : Let me check. Yes, it's here : Pankaj Soni : one Bahubali platter. I'll send it right away.

(Soundarajan leaves to serve the order.)

Mrs Soni : Bahubali platter ? That's strange. Why do you have to pre-book it ?

Mr Soni : This dish is so special, I had to call in yesterday to reserve it. Maybe they make it in limited numbers.

Kavya : Never heard of it before. Pre-booking a thali. Interesting though.

Mr Soni : Surprise! Here comes Bahubali!

(Soon two waiters come carrying a huge platter with numerous dishes and place it in front of the Sonis.)

Soundarajan : Please make way for the 'Bahubali' Sir.

Mrs Soni : OMG. That's huge.

Kavya : Papa, how can I eat this much ?

(Mr Soni is capturing videos of his surprised family.)

Soundarajan : Is there anything else I can help you with ?

Mrs Soni : Well, yes. Can you describe the dishes ?

Soundarajan : Sure Ma'am.

Kavya : How many dishes are there here ?

Soundarajan : From soup to the main course to dessert, there are 50 dishes. 26 vegetarian and 24 non-vegetarian.

Mr Soni : What are the speciality dishes here ?

Soundarajan : Well, Ponnusamy is known for its non-vegetarian dishes. The *Sorra Puttu* is popular and features shredded shark fish meat, stir fried with vegetables and mild spices. The *Picha potta kozhi* is cooked chicken shreds, tossed in a pepper-based spice mix, with clarified butter, or *ghee*, as many know it.

Kavya : And is this a fish ?

Soundarajan : Yes. That is a seer fish slice marinated in traditional spices and then deep fried. It's called *Vajram* in the Tamil language.

Mrs Soni : And what about the vegetarian dishes ?

Soundarajan : The highlight is the *paneer* butter masala which is cottage cheese cooked in our speciality gravy.

Mrs Soni : This smells like *sambar*.

Soundarajan : It is our famous *sambar* rice. *Sambar* is mixed with rice and flavoured with clarified butter. We also have the vegetarian basics like *rasam*, which is the traditional, Tamilian soup, *Moru Kulambu* that is buttermilk cooked with spices and *poriyal* that is a mélange of fresh vegetables of the day.

Kavya : And uncle, what are these round ball-like dishes ?

Soundarajan : That one is a Mutton *Kola Urundai* which is deep fried, pre-cooked ground mutton meat seasoned with typical Chettinad spices. The donut shaped snack is a vegetarian starter called *uzhunu vadai* which is black-gram, batter mildly spiced and deep fried.

Mrs Soni : Wow! There are so many dishes here. How many can eat from it ?

Soundarajan : (*Smiling*) Some people finish off one thali on their own. We allow 4 adults to eat from it.

Mrs Soni : That's nice to know.

Soundarajan : Anything else, Madam ? Sir ?

Mr Soni : Thank you for your explanations. We're fine.

Soundarajan : Have a nice meal. Bon appetit!

3.3 GRAMMAR TOPIC : ADJECTIVES :

Adjectives (pronunciation : /'ædʒ.ek.tɪv/) are words that describe a noun or pronoun. These words describe an object to provide more information about it. **Examples :** A non-vegetarian restaurant, a fried fish. Here the words 'non-vegetarian' and 'fried' describe the nouns restaurant and fish. Such descriptive words are called adjectives. In the hospitality industry, many adjectives are used to give a clear picture of the food or services a guest can expect.

3.3.1 Adjectives to describe food :

Here is a list of common adjectives to describe food items. They are useful for designing menu cards.

1. **Plain** : without much decoration or elaboration; simple or basic in character.

Example : Plain rice is served unlimited with the Bahubali thali.

2. **Fragrant** : with a pleasant or sweet smell.

Example : Jeera rice incorporates thin, fragrant rice seasoned with lightly fried cumin.

3. **Shredded** : (pronunciation : /'ʃrɛd|d/) torn or made into small strips.

Example : The shredded vegetable salad also incorporates sprouts.

Other words used as adjectives to describe food : sweet, spicy, tangy, traditional, ethnic, authentic

❑ **Check Your Progress – 1 :**

❖ **Multiple Choice Questions : Choose the adjective to complete the sentence.**

1. *Khichdi* is made from _____ rice cooked with lentils and vegetables.
(a) fragrant (b) old (c) hard (d) cute
2. Fruit salad has _____ fruits soaked in custard.
(a) raw (b) American (c) seasonal (d) dry
3. _____ butter is called *ghee* in Indian languages.
(a) White (b) Fine (c) Clarified (d) Expensive
4. Indian _____ breads include *chappati*, *parathas* and *naan*.
(a) soft (b) hard (c) flat (d) raw
5. Paneer is called _____ cheese in English.
(a) white (b) cottage (c) milk (d) fat

3.3.2 Adjectives to Describe Cooking Methods :

The words here are usually verbs but are used as adjectives in these sentences.

Baked : cooked by dry heat in an oven.

Example : *Baked beans are part of the Continental breakfast.* **Grilled** : Cooking food by a fast, dry, and very hot way on direct heat. **Example** : *Tandoori is grilled food that is usually pre-marinated before cooking.*

Sauté : (Pronunciation : /'se ʌʊte/) : a technique where food is fried quickly in a little hot fat.

Example : Poriyal has sautéed vegetables like cabbage and cauliflower.

Other adjectives to describe cooking methods : mildly flavoured, diced, deep-fried, frozen.

3.3.3 Adjectives to Describe Hotel Operations :

Many adjectives are used in the hospitality industry. Use these phrases to describe the following :

Room Types : Single Bedroom, Double Bedroom, Sea-facing View, Suite, Presidential Suite.

Services : Guest Registration, Travel Desk, Exchange Bureau, Wake-Up Call, 12-hour/24-hour check-ins.

3.3.4 Adjectives to Describe Airline Operation :

Phrases commonly used in the airline industry also incorporate many adjectives. For example :

Flights : morning, afternoon, evening, late night.

Seats : Window, Aisle, Economy, Business, First Class.

Staff : Baggage handlers, Security Agents, Ground crew, Flight attendants.

Types of Flight : Cargo, International, Domestic, Chartered.

Types of Airlines : Budget, Full service.

❑ Check Your Progress – 2 :

❖ Fill in the Blanks : Choose the appropriate adjective to complete the sentence.

- Indigo Airline is the largest _____ airline of India.
(a) chartered (b) budget (c) government (d) international
- The _____ crew is responsible for checking boarding passes before travelers enter the plane.
(a) ground (b) flight (c) security (d) lounge
- _____ lounge is where passengers relax before they board a flight.
(a) Duty-free (b) air
(c) Air (d) duty free
- _____ baggage needs to be carried by the passenger at all times.
(a) Leg (b) Hand
(c) Checked in (d) Checked out
- Couples usually prefer a _____ bedroom at hotels.
(a) single (b) double (c) suite (d) staff

Fun Fact

Restaurant comes from the French word meaning 'rest and talk'. The first restaurants recorded in history was in China in 1100 AD.

❑ Check Your Progress – 3 :

❖ Multiple Choice Questions : Choose the adjective to complete the sentence.

- Idli* is a popular _____ dish originally from South India.
(a) boiled (b) grilled (c) steamed (d) fried
- Samosa* is a _____ snack.
(a) sweetened (b) fried (c) deep fried (d) Western
- Litti chokka* is _____ dough balls made of gram and whole wheat flour.
(a) spiced (b) deep fried (c) steamed (d) grilled

4. *Rabri* is a _____ milk-based dessert.
(a) slow boiled (b) hard-boiled (c) parboiled (d) boiled
5. *Shrikhand* is sweetened, _____ yoghurt flavoured with cardamom.
(a) strained (b) boiled (c) set (d) liquid

3.4 SPEAK OUT! CHECKING INTO A FLIGHT :

After a memorable lunch, the Soni family return to their hotel to rest. They later prepare to check out and go to the airport to take an evening flight from Chennai to Ahmedabad. Pay attention to the use of adjectives in the front office and airline operations.

Mr. Soni : Kavya, have you packed your things ?

Kavya : Yes, Papa. Everything is packed.

Mr. Soni : (to his wife) Can you check the room while I call the reception to prepare our checkout.



Figure 3.2 : Check-in counters issue boarding passes and collect checked-in baggage. Web check-in is also a popular method to avoid lines at the check-in counter.

Mrs Soni : Yes, dear. (Mr. Soni calls the reception).

Reception : Hello this is the Reception.

Mr Soni : Calling from Room 206, we are ready to check out.

Reception : Sure, I am sending the porter to help with your luggage. He will also check the room and the minibar for you.

(The porter Velu rings the bell. Mr. Soni opens the door.)

Velu : Good afternoon Sir, ready to check out ?

Mr Soni : Yes, we are.

Velu : I'll help you with your luggage and check the minibar for the food consumed.

Mr Soni : Please come in.

Velu : (After inspecting the things used.) So, one packet of potato chips and one can of soda was used, right ?

Mrs Soni : Yes, that's right. **Velu** : Okay, can I take your luggage to the reception.

(Velu takes the luggage and the family finally is seated at the lounge of the reception.)

Reception : Here's your bill, Sir. I hope you had a comfortable stay.

Mr Soni : We had a pleasant stay. Thank you. Here's my credit card to pay.

(After payment is done, the reception hands over the bill to Mr Soni.)

Reception : Can I call your complimentary airport drop ?

Mr Soni : Yes, please *(The car comes, Velu loads the luggage and the family head to the airport).* **Mr Soni** : Here we are the domestic terminal of the erstwhile Meenambakkam airport. What is it now called ?

The Driver : Kamaraj Domestic Airport is here. That is the Departure Gate.

(The driver unloads the luggage on the trolley. The family heads to the entry gate.)

Mr Soni : (To the Security Staff) : I have the ticket on my phone. Please give me your photo-identification cards for checking.

(The security guard checks their details and lets them in.)

Mr Soni : Next, we need to have our checked-in baggage to be inspected.

Kavya : Papa, the sign says that power banks are not allowed in checked-in baggage. I have put mine in this black suitcase.

Mrs Soni : I'll help you take it out, dear. *(They take out the power-bank and put it in Kavya's backpack. After repacking everything, the family places the luggage on the belt to the X-Ray machine.)*

Security : *(After scanning the bags)* All clear to go.

(The Soni family collects their bags and proceed to wait for their turn in the check-in line.)

Check-in Staff : Good afternoon. Welcome to the Indigo Airlines your IDs and ticket, please.

Mr Soni : Here they are. *(The staff checks the documents.)*

Check-in Staff : Thank you. Three passengers for Flight 6E-237 Chennai-Ahmedabad nonstop departing 16:10 hours.

Mr Soni : Yes, Madam.

Check-in Staff : Please keep the check-in baggage on the belt ?

Mr Soni : Here are three bags.

(The weight shows 47 kgs)

Check-in Staff : Each passenger is allowed 15 kgs Sir. The luggage is 2 kgs over the limit. But I'm letting it pass through.

Mrs Soni : Thank you. We appreciate it.

Check-in Staff : Here are your boarding cards. The baggage identification tags are stuck on its back. Please proceed to the security clearance and hand baggage check.

(The Soni family moves to the security check.)

Security Staff : Please place your hand baggage on the belt, laptops and mobile in this tray. Remove your belts, if any. Ladies and girls to the frisking booth near that line.

(After the security check)

Kavya : Well, that was tense.

Mrs Soni : Finally, we are clear. Here's Papa.

Mr Soni : I have collected all our bags. Let's head for the waiting lounge.

(At the waiting lounge.)

Lounge Staff : Vanakkam! Welcome to the TFS Airport Lounge at Kamaraj Domestic. Do you have a booking ?

Mr Soni : Yes, we do. Here it is. What are the facilities here ?

Lounge Staff : We have complimentary high tea and Wi-Fi access. You can also use our spa services for a relaxing massage.

Mrs Soni : Sounds nice.

(After they check in to the lounge.)

Mrs Soni : This is more peaceful than waiting at the gate. Thank you for booking it.

Mr Soni : It's a complimentary service from our credit card company.

Mrs Soni : Good. We can rest.

(After some time.)

Kavya : Papa, can I look around the duty-free shops ? **Mr. Soni :** Sure. Let's all go. It's anyway nearing our boarding time. *(After shopping, the Soni family board the flight in time.)*

3.5 LET US SUM UP :

Describing dishes is a necessary skill for hospitality professionals. Adjectives help here to give descriptions of the items. These grammatical tools also help to describe the services and functions of the front office and airline industry.

3.6 ANSWERS FOR CHECK YOUR PROGRESS :

❑ Check Your Progress 1 :

1. *Khichdi* is made from fragrant rice cooked with lentils and vegetables.
2. Fruit salad has seasonal fruits soaked in custard.
3. Clarified butter is called ghee in Indian languages.
4. Indian flatbreads include *chapati*, *parathas* and *naan*.
5. Paneer is called cottage cheese in English.

❑ Check Your Progress 2 :

1. Indigo Airline is the largest budget airline of India.
2. The ground crew is responsible for checking boarding passes before travellers enter the plane.
3. Air lounge is where passengers relax before they board a flight.
4. Hand baggage needs to be carried by the passenger at all times.
5. Couples usually prefer a double bedroom at hotels.

❑ **Check Your Progress 3 :**

1. *Idli* is a popular steamed dish originally from South India.
2. *Samosa* is a deep-fried snack.
3. *Litti chokka* is grilled dough balls made of gram and whole wheat flour.
4. *Rabri* is a slow boiled milk-based dessert.
5. *Shrikhand* is sweetened, strained yoghurt flavoured with cardamom.

3.7 GLOSSARY :

Seer fish : Saltwater bony fish that is commonly known as the Spanish mackerel and related to the tuna and mackerel family. Called 'surmai' in Hindi.

Mélange : a mixture, or a combination of different items like food or people.

Starter : snacks, especially in small bite-size portions, served at the beginning of a meal. Also referred to as hors d'oeuvre (pronunciation : or-d-evr).

Bon Appetit : A French salutation commonly used across the hospitality business to wish someone a good dining experience.

Frisking Booth : Small cubicle at an entrance for conducting patdown security checks. Usually, lady guests are served here.

High Tea : A usually small meal with snacks and tea. It is generally served between 4 to 5 p.m.

Check-in : To occupy a place reserved earlier especially at a hotel, restaurant, or flight

Complimentary : To give a service or product free to encourage sales, appreciation or as compensation. This could include complimentary breakfast, airport drop or even free tickets.

Cottage cheese : Cheese made by draining milk solids rather than pressing it like in regular cheese. It is called paneer in Hindi.

Minibar : A small refrigerator in rooms with a selection of drinks and snacks. It enables guests to serve themselves instead of calling room service.

Platter : a large plate that is used for serving food. Many cultures have family members, and guests eat from one large platter instead of individual plates to increase social bonding and reduce cleaning efforts.

Pre-book : reserve or book a seat, room, or service in advance. This is a norm at popular restaurants.

3.8 ASSIGNMENT :

❖ **Answer these questions in 50–70 words in the space given below.**

1. Provide one-line descriptions for the following traditional food of India :
A. Lassi B. Paneer Tikka Masala
C. Chicken Biryani D. Gulab Jamun

Fun Fact

'Red eye flights' are extremely late-night flights that are so called because travellers who take these flights often get a red eye because of the lack of sleep. These flights are popular because of their lower fares than day flights.

2. You are hosting a Gujarati non-resident Indian (NRI) family for high tea. Describe the following items to them :
- a. Dhokla b. Khandvi c. Gujarati Patrawada d. Samosa e. Jalebi
f. Masala chai

3. Describe Ponnusamy Hotel from what you learnt in this unit.

3.9 ACTIVITY :

Make a video of a visit to your favourite restaurant and describe the dishes that are popular there. If possible, interview the waiter and ask them about how the dish is prepared.

3.10 FURTHER READING :

Lander, Nicholas (2016). *On the Menu*. Random House; UK

Tanji, Hotelier (2014). *Professional Spoken English for Hotel & Restaurant Workers*.

Zwier Lawrence J., Caplan Nigel (2007). *Everyday English for Hospitality Professionals*, Compass

Murphy, Raymond (2000) *Essential English Grammar*, Cambridge University Press



UNIT STRUCTURE

- 4.0 Learning Objectives
- 4.1 Unit Introduction
- 4.2 Topic : The Parts of Speech
 - 4.2.1 Parts of Speech defined
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4.0 LEARNING OBJECTIVES :

If using a language is like driving a car, then grammar is the traffic rules of this road. This unit will in a simple way explain all the principal rules, use and examples of English tenses and parts of speech. At the end of it, you will become aware of the most important grammatical forms and how to use them.

4.1 UNIT INTRODUCTION :

Grammar is maybe the most misspelt word amongst students using the subject. Many spell it 'grammer'. Note that, however, there is no 'e' at all in the word! For many learners, grammar seems to be the highlight of learning the English language. But that is a misplaced objective. Grammar is just an arrangement of the rules under which the language is commonly used. Knowing them should be incidental, not the objective.

4.2 TOPIC : THE PARTS OF SPEECH :

Just like you would use bricks, cement and sand are used to make concrete in the construction industry, to make a sentence, different classes of words are used according to their function. These are called parts of speech. There are eight parts of speech according to classical grammar.

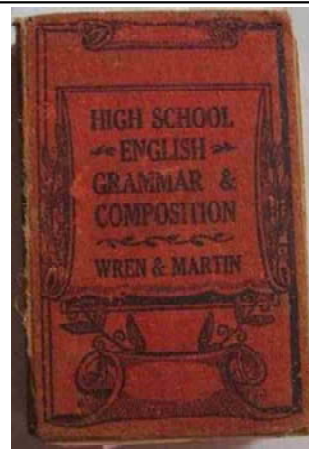


Figure 4.1 : Cover of the grammar classic popularly called 'Wren and Martin'. This book, published in 1935 for children of British officers in the Indian subcontinent, became the standard grammar book across the Indian subcontinent till sometime back. Image Courtesy : The Hindu Newspaper

<https://crossword.thehindu.com/clued-in/clued-in-44-a-book-with-tips-for-tiplers/article31522178.ece>

4.2.1 Parts of Speech Defined :

Parts of Speech, according to the Oxford Earnings' Dictionary is 'one of the classes into which words are divided according to their grammar, such as noun, verb, adjective, etc.'

The Cambridge Dictionary defines a part of speech as 'one of the grammatical groups, such as noun, verb, and adjective, into which words are divided depending on their use.'

Traditionally there are eight parts of speech. These are nouns, pronouns, adjectives, verbs, adverbs, conjunctions, prepositions, and interjections. Some grammarians include determiners as another part of speech. Understanding the parts of speech will help us to know how to construct correct sentences. It will also help us appreciate a language better and spot errors when it is improperly used.

4.3 A LIST OF THE PARTS OF SPEECH :

As mentioned earlier nouns, pronouns, adjectives, verbs, adverbs, prepositions, conjunction, and interjections comprise the eight parts of speech. It will be a good idea to memorise all of them. An excellent way to do so is to see that in the list. The first three parts of speech; nouns, pronouns, and adjectives, relate to nouns. The next two, verbs and adverbs, deal with verbs. Prepositions are standalone and finally the last two parts of speech, namely conjunctions and interjections both end with -tion.

Part of Speech	Use	Some Examples
Noun	To denote things, people or concepts.	Plane, Kitchen
Pronoun	Used to indicate the subject or object of the sentence	He, She, Oneself
Adjective	Gives more information about a noun	Big room, Sweet dish
Verb	Shows an action or state of being	Be, eat, sleep, talk
Adverb	Provides more information about the verb	Eat well, sleep comfortably
Preposition	Words that show the relationship in terms of space, time, and positions	on, in, for, at
Conjunction	Joins different sentences, clauses, or thoughts	and, but, if, so
Interjection	Expresses exclamations or strong emotions during sentence formation.	Wow!, Hi!

Let us understand the various parts of speech.

4.3.1 Nouns :

Nouns are words (apart from pronouns) that are used to give identity to any class of people, places, things, or abstract concepts. The table of examples will help you understand nouns :

❖ Types of Nouns :

Nouns of Places	City, town, village, state, country, station, hospital, school, hotel, restaurant, etc.
Nouns of People	Receptionist, chef, man, woman, children, president, manager, doctor, driver
Nouns of things	Book, pen, fork, spook, table, car, phone, computer, earphones, kettle, ladle
Nouns of abstract concepts	idea, song, recipe, flavour, friendship, marriage, service, adventure, knowledge

Nouns that indicate the unique name of a specific place, people, thing, or abstract concept is called Proper Noun. These always have their first letter capitalised every time they are used in a sentence to distinguish their uniqueness. Example : Hotel Grand Mercure, the River Ganga, Vallabhai Patel or even a dish called Peach Melba. Nouns that are not indicating a specific item or concept are called common nouns.

❑ **Check Your Progress – 1 :**

❖ **Fill in the Blanks following questions with the Correct Proper or Common Noun**

1. The best hotel to stay in my town is _____.
2. I would like to be a(n) _____ in the future.
3. I love to travel by _____ when I go on trips.
4. _____ is the world's highest restaurant from ground level.
5. I once lost my _____ when travelling by train.

4.3.2 Pronouns :

Look at this passage : *'Vikas Khanna is an Indian, Michelin starred chef. Vikas Khanna is also a judge at Masterchef India. Vikas Khanna was born in Amritsar. Vikas Khanna began developing recipes from a young age. Vikas Khanna completed Vikas Khanna's graduation from the Manipal Institute of Hotel Management. Vikas Khanna also is a writer, producer and director of the movie 'The Last Colour' that was on the list for the Best Picture for the Oscar Awards 2019.'*

Does it not feel odd to read Vikas Khanna in every sentence of the paragraph ?

Here's how we can improve it : *'Vikas Khanna is an Indian, Michelin starred chef. He is also a judge at Masterchef India. Vikas Khanna was born in Amritsar. He began developing recipes from a young age. He completed his graduation from the Manipal Institute of Hotel Management. He is also a writer, producer and director of the movie 'The Last Colour' that was on the list for the Best Picture for the Oscar Awards 2019.'*

Sounds better, doesn't it ? In the passage we just read, instead of using Vikas Khanna repeatedly, we used a simple word 'he' and 'his' to denote Vikas. Such words are called pronouns. The Cambridge Dictionary defines pronouns as 'a word that is used instead of a noun or a noun phrase.'

Based on their usage pronouns are classified into different types.

4.3.2.1 Personal Pronouns for Subjects :

Subjects in grammar means the noun or pronoun that is the doer of the action. Pronouns for subjects differ based on the type of the subject

Subject Pronoun Type	Use	Type
Subject Personal Pronouns for the First Person	Indicates the person or people who are <u>speaking or writing as a subject.</u>	Singular 1st person : I Plural 1st person: We
Subject Personal Pronouns for the Second Person	Shows the person or people who are spoken or written as a subject	Singular 2nd person : You Plural 2nd person : You
Subject Personal Pronouns for the Third Person	Refer to the person or people who are spoken or written about	Singular 3rd person : He, She, It Plural 3rd person : They

4.3.2.2 Personal Pronouns for Objects :

While the above table refers to pronouns used as a subject, pronouns in the object differ. Objects in grammar typically are nouns or pronouns that are affected by the verb.

Subject Pronoun Type	Use	Type
Object Personal Pronouns for the First Person	Indicates the first person or people who are being <u>spoken or written to</u>	Singular 1st person : me Plural 1st person : us
Object Personal Pronouns for the Second Person	Refers to the second person or people who are spoken or written to	Singular 2nd person : You Plural 2nd person : You
Object Personal Pronouns for the Third Person	Refers to the third person or people who are spoken or written to	Singular 3rd person : him, her, it Plural 3rd person: them

Apart from personal pronouns, there are other types of pronouns.

Pronoun Type	Use	Type
Possessive pronouns	Denotes things or people that belong to someone.	mine, yours, his, hers, its, ours, and theirs
Demonstrative pronouns (These are the same as demonstrative adjectives.	Indicates the person or thing being referred to from other people or things	this, that, these, and those
Relative pronouns	Introduces a subordinate clause	that, which, who, whom, what, and whose.
Reflexive pronouns	Reflects to the subject adding -self or -selves to a personal pronoun or possessive adjective	myself, herself, ourselves, and itself.
Indefinite pronouns	To refer to either general or unidentified or unfamiliar persons or thing	everybody, either, none, and something

❑ Check Your Progress – 2 :

❖ Choose the Correct Option from the List Given.

- Ms Tarla Dalal is a famous chef in India. Though _____ has passed away _____ cookbooks are famous.
(A) he, his (B) she, her (C) her, she (D) our, their
- I cooked the tiramisu _____.
(A) itself (B) I (C) yourself (D) myself
(E) ourselves
- We students made a full course meal _____.
(A) itself (B) I (C) yourself (D) myself
(E) ourselves

4. The autopilot makes the plane fly _____.
 (A) itself (B) I (C) yourself (D) myself
 (E) ourselves
5. Passengers should show _____ IDs to enter the airport.
 (A) his (B) their (C) our (D) her

4.3.3 Adjectives :

The Oxford Dictionary defines adjectives as "a word that describes a person or thing, for example big, red and clever in a big house, red wine and a clever idea." Adjectives simply said give more information about the nouns and pronouns they are connected with. The table below shows, in brief, the types of adjectives and their use.

Adjective Type	Use	Example
Attributive	Describes a quality or attribute of the noun. Comes before the noun.	This is a <i>delicious</i> pilaf. That is a <i>happy</i> team.
Predicate Adjective	Comes after the noun	The pilaf is <i>delicious</i> . The team is <i>happy</i> .
Possessive	Shows possession or ownership	The guest lost <i>his</i> key.
Demonstrative adjectives	Identical to demonstrative pronouns, but are used as adjectives to modify nouns or noun phrases	<i>That</i> display is brilliant. The General Manager uses <i>this</i> room. <i>These</i> eggs are spoilt.
Interrogative Adjectives	Modify the nouns they relate to	<i>Which</i> flight goes nonstop to Bengaluru ? <i>What</i> dish is the easiest to cook ?
Indefinite Adjectives	Modifies a noun or noun phrase	<i>All</i> hotels should check IDs of their guests. <i>Many</i> dishes are served on the buffet counter.
Cardinal Adjectives	Give a number to the noun it modifies.	<i>Eight</i> cutting methods are necessary chef skills. <i>Seven</i> types of omelettes are popular worldwide.
Ordinal Adjectives	Indicate the numerical order of the noun	The <i>first</i> 5star hotel of independent India is the Grand Ashok. The <i>third</i> month of the year is March.
Proper Adjectives	Are derived from a proper noun	<i>Japanese</i> food incorporates a lot of seafood. <i>Chinese</i> cuisine is popular in India.
Adjectives from nouns	Uses nouns to describe other nouns	The <i>food</i> exhibition was a grand success. The <i>flight</i> instructor trains pilots.

❑ **Check Your Progress – 3 :**

❖ **Fill in the Gaps of the sentences with the Correct Adjective from the list given below. Use only one option for each sentence.**

street–food Kathiawadi international five these
sumptuous first their which every

1. Air India's Delhi–San Francisco flight is the world's longest _____ flight.
2. The Grand Maratha has a buffet that is _____.
3. The guests have checked in _____ rooms.
4. _____ appetisers are a class apart.
5. _____ is the busiest airport in India ?
6. _____ visitor should enter a hotel or airport only after a security check.
7. _____ types of star ratings are given to hotels worldwide.
8. Watson's Hotel is the _____ five–star hotel of India.
9. The food from the Saurashtra region is part of the _____ cuisine.
10. The _____ festival was a big hit.

4.3.4 Verbs :

Verbs are words that describe a state of being or action being performed. This table segregates the type of verbs.

Type of Verb	Use	Example
Main Verb	To show meanings related to actions, events, and states.	We <u>cook</u> seven days a week. The hotel <u>has</u> many guests. I <u>am</u> a student.
Auxiliary Verbs	Auxiliary means supportive. There are three auxiliary verbs. a) <u>Be</u> : for continuous tense and passive voice. b) <u>do</u> : For negative, interrogative and emphasis. c) <u>have</u> . used to indicate the perfect tense	Example : I <u>am working</u> at Novotel, Ahmedabad. I <u>was</u> cooking dinner. Do you serve eggs ? (Interrogative) He didn't know flambe cooking. (Negative) I' <u>ve</u> arranged the table. (Perfect Tense).
Modal Verbs	These are used to show the extent of necessity and uncertainty. Verbs like can, may, might, must, should, would, could, might, shall and will are modal verbs.	The restaurant <u>will</u> open at 7 am. (The speaker is certain.) The meeting <u>could</u> be postponed. (The speaker is less certain.) We <u>must</u> include Jain cuisine on the menu. (The speaker believes this is necessary.)

❑ **Check Your Progress – 4 :**

❖ **Correct the given sentences where needed with the Correct Verb Choice.**

1. I be eating mangoes now.
(A) was (B) is (C) am (D) be
2. We can maintain good hygiene in the kitchen.
(A) could (B) must (C) may (D) can
3. Sanjeev Kapoor is a celebrity chef.
(A) should (B) cooks (C) will (D) is
4. A colander is sold to strain pasta and vegetables.
(A) made (B) used (C) watch (D) used
5. Did the restaurant have a buffet daily ?
(A) Does (B) Do (C) Was (D) Did

4.3.5 Adverbs :

Adverbs are words that usually modify a verb by making the context of the verb specific rather than in general terms. They also function to modify adjectives, other adverbs, phrases, and even entire sentences. Most often, adverbs are formed by adding –ly to an adjective. If the adjective already ends with a –y then the –y changes to an 'I'.

Examples : The flights are fully booked. It rained heavily yesterday.

Here the words fully and heavily modify the scope of the verb 'be' (are) and 'booked'. They are called adverbs. Also notice that fully is formed when the adjective 'full' gets a –y. Also, the adjective heavy already has a –y at its end. This gets replaced by –i to become heavily. Common words like just, also, when, never among others are also adverbs that do not end with –y.

Adverbs can be classified as below.

Adverb Type	Use	Example
Relative Adverb	Introduces conditional clauses which depend on the main verb. Words like where, when, why and how are examples.	This is the hotel <u>where</u> I got married. The chef demonstrated <u>how</u> risotto was made.
Sentence Adverb	It changes the whole meaning of the sentence by modifying it. Examples include frankly, unfortunately, hopefully, luckily	<u>Fortunately</u> , rescue flights brought stranded people back home during the pandemic.
Interrogative Adverbs	Are question words about verbs that begin a sentence	<u>When</u> did the flight arrive ? <u>How</u> does the waiter serve so fast ?
Adverbs of Time	Give answers to questions like when ?, for how long ? and how often ?	The event is <u>tomorrow</u> . The ticket was cancelled <u>yesterday</u> .
Adverbs of Place	Specifies which place the action is happening.	Please sit <u>here</u> . The hotel is <u>near</u> the airport.

Adverbs of Manner or Quality	Tells how an action is done or how it happens.	The service is <u>sadly</u> slow today. The waiters are <u>neatly</u> dressed.
Adverbs of degree	Shows how much or to what extent an action happens	The restaurant is <u>completely</u> renovated. The flight is <u>almost</u> ready to depart.
Adverbs of affirmation or negation (denial)	To simply inform 'yes' or 'no' about a fact.	<u>Yes</u> , that much salt is enough. <u>No</u> , wildlife should not be fed. We <u>certainly</u> would like some tea.

❑ **Check Your Progress – 5 :**

❖ **Recognise and Underline the Adverbs in these Sentences.**

1. The hotel was inaugurated recently.
2. The flight was almost ready for take-off when a technical snag grounded it.
3. Unfortunately, the restaurant was sealed due to a lack of hygiene.
4. How did such a young chef cook so many dishes ?
5. Yes, the Statue of Unity is closed for visitors on Mondays.

4.3.6 Prepositions :

Prepositions are usually small words that show direction (to), location (at), time (by) or introduce an object. These are generally placed before a noun or pronoun to show their relationship with other words in a sentence. Based on their uses, prepositions are classified into :

Type of Preposition	Use	Example
Prepositions of Place	To show where something is located. At, in and on are the usual prepositions of place.	The chef is <u>at</u> the resort. The recipe is <u>in</u> that book. The food is <u>on</u> the counter.
Prepositions of Time	These are used to give information about time and dates.	The party is <u>at</u> 7 pm. The new schedules will begin <u>in</u> 2021. The flight will arrive <u>on</u> Friday.
Preposition of Movement	These show movement from a place to another. Examples include To, Towards, Through, Into, Across, Over, Along, In and On	The passengers moved <u>towards</u> the gate. The flight goes <u>across</u> the Atlantic.
Compound Prepositions	Usually, prepositions are simple monosyllabic words. Compound prepositions have more than one syllable, or word or even a group of words.	I bought dark chocolate <u>instead of</u> the regular one. The aroma of fresh bread wafted <u>throughout</u> the suburb the bakery was located in.

❑ **Check Your Progress – 6 :**

❖ **Analyse the Sentence and Provide the Correct Preposition**

- The flights will commence from the new airport _____ 1st January.
- Take the pot _____ the stove.
- We can use whole wheat _____ all-purpose flour (maida) to make bread healthier.
- The world's longest flight flies _____ the Pacific Ocean.
- The guests sit _____ a tree in the open-air restaurant.

4.3.7 Conjunction :

Conjunctions are words that link other words, phrases, or clauses together. Just like a junction joins two different roads or railway tracks, a conjunction joins different grammatical structures together.

Conjunction Type	Usege	Example
Coordinating conjunctions	These connect words, phrases, and clauses that are of equal importance. The main coordinating conjunctions are and, or, and but.	The fruit salad had apples, bananas, <u>and</u> nuts. Punjabi dishes are popular <u>but</u> spicy.
Subordinating Conjunction	Introduces a subordinate clause (a clause that cannot form a sentence by itself) and joins it to the main clause (a clause that can be used as a simple sentence by itself.)	The guests waited <u>until</u> the chief guest arrived.
Paired conjunctions	These are usually found as pairs to complete a thought. They include either... or, both...and, neither...nor, not only... but (also)	The restaurant serves <u>not only</u> authentic South Indian <u>but also</u> great Punjabi dishes. Passengers can <u>either</u> choose a window <u>or</u> aisle seat.

❑ **Check Your Progress – 7 :**

❖ **Provide the Correct Conjunction from the Choice.**

- We serve complimentary tea _____ coffee.
(A) with (B) and (C) because (D) since
- _____ SpiceJet _____ Go Air fly to Vadodara.
(A) either, or (B) also, and
(C) neither, nor (D) unfortunately, although
- The dinner was ready _____ the guests arrived late.
(A) since (B) but (C) also (D) or
- The students waited patiently _____ the chief guest arrived.
(A) until (B) and (C) though (D) but
- The airport was built quickly, _____ flight services will take some time to begin.
(A) but (B) and (C) though (D) yet

4.3.8 Interjections :

Interjections are exclamatory utterances usually with a lack of grammatical connection. They are usually employed in informal spoken situations rather than written contexts.

Common interjections are Oh!, Ouch!, Wow!. Interjections are usually followed by an exclamation mark (!).

Example : Wow! The food display is stunning.

Ouch! My shoes hurt after so many hours.

Type of Interjection	Use	Example
Interjections for Greeting	Conveys emotion of warmth to the person meeting	Hello! This is Sanjana speaking
Interjections for Joy	Expresses happiness and joy	Hurray! We got the contract.
Interjections for Attention	Draws the attention of someone	Listen! I think there's a mouse in the kitchen.
Interjections for Approval	Expresses strong sense of approval or agreement	Brilliant! This is the best pilaf I have tasted.

☐ Check Your Progress – 8 :

❖ Choose and insert the appropriate Interjection in the blanks.

Wow! Oops! No! Welcome! Great!

- _____ you are not to enter the kitchen without a hair net.
- _____ we have Aamir Khan as our guest.
- _____ I dropped an extra cube of sugar in the tea.
- _____ we will be there at 7AM.
- _____ I hope you will have a great time at Hotel Welcomestay.

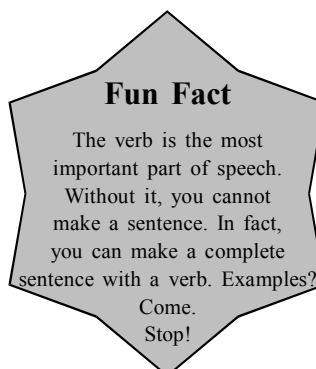
4.4 LET US SUM UP :

Grammar documents all the rules that a language user needs to follow for accurate and easy communication. The parts of speech are eight ingredients that are usually found in a sentence. Knowing them will help language users to have a great awareness of the language they use and help in a deeper appreciation of how words are to be placed in a sentence.

4.5 ANSWERS FOR CHECK YOUR PROGRESS :

☐ Check Your Progress 1 (Nouns) :

- The best hotel to stay in my town is Hotel Grand Mercure Surya Palace.
- I would like to be a(n) flight attendant in the future.
- I love to travel by flight when I go on trips.
- Atmosphere, Burj Khalifa is the world's highest restaurant from ground level.
- I once lost my soapdish when travelling by train.



❑ **Check Your Progress 2 (Pronouns) :**

1. (B), 2. (D), 3. (E), 4. (A), 5. (B)

❑ **Check Your Progress 3 (Adjectives) :**

Air India's Delhi–San Francisco flight is the world's longest international flight.

1. The Grand Maratha has a buffet that is sumptuous.
2. The guests have checked in their rooms.
3. These appetisers are a class apart.
4. Which is the busiest airport in India ?
5. All visitors should enter a hotel or airport without a security check.
6. Five types of star ratings are given to hotels worldwide.
7. Watson's Hotel is the first five–star hotel in India.
8. The food from the Saurashtra region is part of Kathiawadi cuisine.
9. The street–food festival was a big hit.

❑ **Check Your Progress 4 (Verbs)c (I am eating mangoes now.) :**

1. a (We must maintain good hygiene in the kitchen.)
2. d (Sanjeev Kapoor is a celebrity chef.)
3. d (A colander is used to strain pasta and vegetables.)
4. d (Did the restaurant have a buffet daily ?)

❑ **Check Your Progress 5 (Adverbs) :**

1. The hotel was inaugurated recently.
2. The flight was almost ready for take–off when a technical snag grounded it.
3. Unfortunately, the restaurant was sealed due to a lack of hygiene.
4. How did such a young chef cook so many dishes ?
5. Yes, the Statue of Unity is closed for visitors on Mondays.

❑ **Check Your Progress 6 (Prepositions) :**

The flights will commence from the new airport from 1st January.

1. Take the pot off the stove.
2. We can use whole wheat instead of all–purpose flour (maida) to make bread healthier.
3. The world's longest flight flies across the Pacific Ocean.
4. The guests sit under a tree in the open–air restaurant.

❑ **Check Your Progress 7 (Conjunctions) :**

1. b (We serve complimentary tea and coffee.)
2. c (Neither SpiceJet nor Go Air fly to Vadodara.)
3. b (The dinner was ready, but the guests arrived late.)
4. a (The students waited patiently until the chief guest arrived.)
5. a (The airport was built quickly but flight services will take some time to begin.)

❑ **Check Your Progress 8 (Interjections) :**

1. **No!** You are not to enter the kitchen without a hair net.
2. **Wow!** We have Aamir Khan as our guest.
3. **Oops!** I dropped an extra cube of sugar in the tea.
4. **Great!** We will be there at 7 am.
5. **Welcome!** I hope you will have a great time at Hotel Welcomestay.

4.5 GLOSSARY :

Clause : Objects are typically noun phrases (a noun or pronoun and any dependent words before or after it).

Flambé (/flam'be/, French: [flâbe]; also spelled flambe) is a cooking procedure in which alcohol is added to a heated pan to create a burst of flames. The word means "flamed" in French.

4.6 ASSIGNMENT :

Identify the parts of speech of all the words from this Wikipedia entry about Indigo Airlines.

"IndiGo is an Indian low-cost airline headquartered in Gurgaon, Haryana. It is the largest airline in India by passengers carried and fleet size, with a 47.5% domestic market share as of November 2019.[4] It is also the largest individual Asian low-cost carrier in terms of jet fleet size and passengers carried, and the sixth largest carrier in Asia with over 64 million passengers carried in the financial year 2018–19. The airline operates 1500 flights every day [5] to 87 destinations – 63 domestic and 24 international.[6] It has its primary hub at Indira Gandhi International Airport, Delhi.[7]

The airline was founded as a private company by Rahul Bhatia of InterGlobe Enterprises and Rakesh Gangwal in 2006. It took delivery of its first aircraft in July 2006 and commenced operations a month later. The airline became the largest Indian carrier by passenger market share in 2012."

(**Note :** insert each word in the space below for each part of speech.)

Nouns :

Pronoun :

Adjective :

Verb :

Adverb :

Preposition :

Conjunction :

Interjection :

4.7 ACTIVITIES : TEST YOUR SKILLS :

1. Hotelier India (<https://www.hotelierindia.com/>) is a magazine focused on the hospitality and travel industry of India. Access a print or digital copy of this magazine and identify the parts of speech in one fairly long paragraph of this magazine.
2. Make a PowerPoint presentation that you can use to teach people the parts of speech.

4.8 FURTHER READING :

Wren PC (2017 edition). *New Simpler Parts of Speech Book – I*. India. S. Chand Publishing House.

Murphy, Raymond (2000) *Essential English Grammar*, Cambridge University Press.



BLOCK SUMMARY :

**Grammar :
Parts of Speech**

This block gave you the skills to communicate verbally with people. Unit 1 equipped you with a format to welcome and register guests at a hotel or restaurant. Similar vocabulary can be used for airline operations too. Telephone handling skills are vital in where you will be working, and the foundational knowledge you received in Unit 2 on Telephonic Communication gave you an excellent base to learn standard phrases that will make you a confident communicator on the phone. Unit 3 gave you the real-life case of Hotel Ponnusamy, Chennai and also skills to describe the disease. This is important when guests ask you questions about particular dishes, whether in a restaurant or on an inflight meal service. This unit also showed the mechanism and communication skills needed to check into a flight. Unit 4 showed you a comprehensive list of all the parts of speech in grammar. Awareness of these will help you to know the components of a sentence and appreciate the role each word you use plays in communication.

BLOCK ASSIGNMENT :

❑ **Short Answer Questions :**

1. What are the roles and responsibilities of a receptionist ?
2. What are the skills needed to handle telephone calls ?
3. Describe 'Masala Dosa' to a guest visiting your restaurant.
4. What are the types of verbs ? Give one sentence examples to demonstrate the verb type.

❑ **Long Answer Questions :**

1. What are the attributes of a good front office executive or receptionist ?
2. You are a front office executive at a resort. A caller wants to book your resort for a wedding function. Write the dialogues of the phone call by explaining the facilities at the resort, the items on the menu and the cost.
3. From your own study, list all the steps in order from exiting an airplane, collecting your baggage, and coming out of the airport.
4. Draw a chart of all adjectives and their types. Give a one sentence example of each type.

ENGLISH FOR HOTEL AND TOURISM INDUSTRY



**DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY
AHMEDABAD**

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The content is developed by taking reference of online and print publications that are mentioned in Bibliography. The content developed represents the breadth of research excellence in this multidisciplinary academic field. Some of the information, illustrations and examples are taken “as is” and as available in the references mentioned in Bibliography for academic purpose and better understanding by learner.’

ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is

particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in an easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!

ENGLISH FOR HOTEL AND TOURISM INDUSTRY

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BLOCK 2 : PROFICIENCY IN WRITTEN ENGLISH COMMUNICATION

Unit 1 Email Writing

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Unit 2 Letter Writing

Introduction, Components of A Good Letter, Types of Letters, Cover Letters, Reply Letter, Business Quotation Letter, Complaint Letter

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Unit 4 Itinerary and Recipe Writing

Unit Introduction, Definition, Basics of Itinerary Planning, Planning of an Itinerary, Tools of an Itinerary Planning, Checklist for an Itinerary, Standard Recipes, Benefits of Using Standard Recipes, Developing Standard Recipes



Dr. Babasaheb Ambedkar
Open University Ahmedabad

BBAATR-102

English for Hotel and Tourism Industry

BLOCK 2 : PROFICIENCY IN WRITTEN ENGLISH COMMUNICATION

UNIT 1 EMAIL WRITING

UNIT 2 LETTER WRITING

UNIT 3 MESSAGE WRITING

UNIT 4 ITINERARY AND RECIPE WRITING

PROFICIENCY IN WRITTEN ENGLISH COMMUNICATION

Block Introduction :

Writing for many can be a painful chore. And rightly so since it is the most challenging communication skill. To write well, you need to have a good base on reading and listening skills. However, with smart work and a few minutes of regular practice, you can see your skills quickly improving. Block 2 of the English for the Hospitality and Airline industry of the Babasaheb Ambedkar Open University (BAOU) focusses on written communication that is common in the hospitality and airline industry.

Right from detailed letters and recipes to short messages, you will get good working knowledge to operate with confidence. Do the exercises in the book. Write frequently. Recognise errors and correct them. Soon you will be a communicator par excellence. We can give that to you in, well, writing.

Unit 1 enters the world of fast communication with email writing. Know what are the ingredients that go into writing a good email, understand the various types of email, find good email samples and practice writing such emails as part of your work and study. Additionally, email trivia makes the unit fun.

Unit 2 helps you to write quality letters. In case your writing skills are weak, take it as a challenge to overcome. In life, you will have to read and write letters, so better to start appreciating, understanding, and practising using letters. This Unit will help you understand the various types of letters so that you will know which type to use when. It will also serve you as a manual to know what elements go into writing any type of letter. Ample exercises will help any student enjoy and appreciate their time and willingness to study.

Unit 3 introduces you to the original. Short Messaging Service. The ones where people write short messages on paper to convey information to people who may not be able to receive it immediately or via phone. Understand formats that comprise a complete message and practice writing them through the given situations. The grammar component on Continuous Tense and practice exercises from real work experiences.

Unit 4 is all about recipes and itineraries. These are essential skills for a hotel or airline employee since you will need to be using these skills very frequently. Learn how to arrange ingredients, use sequencing language that shows how a process is to be conducted and even learn the language skills that can convey an itinerary in an exciting manner.

As you engage with the content of this Block, you will get an awareness of what is required of a good quality communicator in a professional industry. You will also see your writing skills improve as you faithfully do the practice task in it. Happy writing!

Block Objectives :

After you study this Block, you will :

- Learn how to draft and send emails skillfully
- Know which email type to use on what occasion
- Learn about the components of a good business letter and their types
- Draft Short written messages
- Learn to write recipes and itineraries

Block Structure :

Unit 1 : Email Writing

Unit 2 : Letter Writing

Unit 3 : Message Writing

Unit 4 : Itinerary and Recipe Writing

UNIT STRUCTURE

- 1.0 Learning Objectives
- 1.1 Unit Introduction
- 1.2 Components of A Good Email
- 1.3 Types of Email
 - 1.3.1 Enquiry Emails
 - Check your Progress 1
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 - 1.3.3 Sales Generation Emails
 - 1.3.4 Request for Quotations
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- Check your Progress 3
- 1.5 Let Us Sum Up
- 1.6 Answer for Check Your Progress
- 1.7 Glossary
- 1.8 Activities
- 1.9 Assignment
- 1.10 Further Reading

1.0 LEARNING OBJECTIVES :

When the concept of email was invented by Ray Tomlinson, little did he know that it would become the primary medium of corporate written communication. In the hospitality industry, you will be using emails a lot to communicate with guests, suppliers, colleagues and informally with friends and family. This unit will show you how to use emails appropriately. You will learn about the appropriate structure of an email. You will also learn about when to use formal and informal tone and manner for emails. Practice exercises will enable you to easily draft appropriate emails for any topic of communication.

1.1 UNIT INTRODUCTION :

How will you write an email to celebrity guests like Mr. Amitabh Bachchan ? Or a couple who is planning a honeymoon stay at your resort ? What about an email to a supplier asking for a quotation of sending ingredients or cleaning products essential for hospitality services ? All these require emails. Emails are vital because they are considered as official written documents. What you type in an email can be used as a legally valid document. So drafting it needs care and ensuring that you stay true to what is committed in it is important.

1.2 COMPONENTS OF A GOOD EMAIL :

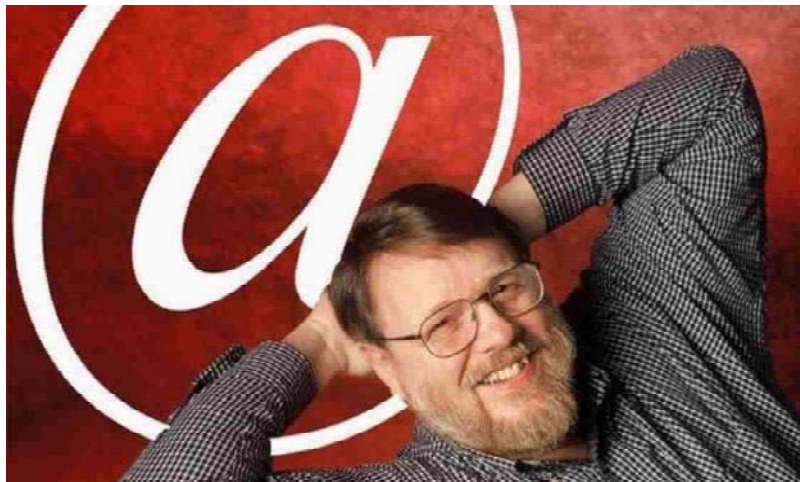


Fig. 1.1 : Raymond Tomlinson got the Guinness Award for being the first sender of the email. He was a key developer of the ARPANET, which became today's Internet.

An email is defined as messages distributed from an email address by electronic means from one computer or smartphone user to one or more recipients via a network.

In 1971, when Raymond Tomlinson sent the first email, he never imagined it would start a new era of communication. Since then, emails have more or less replaced business letters. They are easy to draft and convenient to send. Emails reach the recipient almost instantaneously and can be replied to conveniently. But to be noticed and

Easy to understand emails have some essential components.

- a. **Accurate Address(es) :** The first step of drafting an email is ensuring an accurate address. Even a small typographical error can result in a bounced email. Needless to say, the time and effort you spent is wasted. Add multiple addresses as a –cc in case the email is needed to be sent to someone who needs to read the same email.
- b. **A Concise, Direct Subject Line :** Most email recipients receive ten to hundred emails a day. For them to go through every email is time consuming. The sender will be doing a good favour if the subject line tells what the reader should expect from the email. This will put them in a frame of mind to understand the communication and reply to it immediately. An email with a subject "Hello" or "Hi" is considered unprofessional. Moreover, the chances of such emails getting read are less. Make it a habit to include what your email is about in the subject. For example, "Confirmation of Reservation on 30th June".
- c. **A Proper Greeting :** Begin every email with a proper greeting. It is recommended that time-based greetings like "Good Morning" or "Good afternoon" or even "Greetings of the Day" be not used since it may be unsure when the reader would read the email. It could be even at midnight! A better option would be a time neutral email greeting as follows :
 - "Greetings Mr. Suresh Shah," or "Greetings Ms. Priti Patel"
 - "Dear Mr. Suresh Shah", or "Dear Ms. Priti Patel"

(**Note :** When addressing ladies, it is recommended that words like 'Mrs.' or Miss indicating marital status be avoided unless the ladies have chosen to be addressed in such a manner. You can note the way they have addressed themselves in their initial emails as a way to reply. If specific information is not available use "Ms." to address all ladies.)

For emails to government employees of India or any nation, it is necessary to be sensitive to the suggested manner to address them. You can either research how to address them or even observe how the government employees addressed emails to you. Examples of this include : "Namaskar Shri Rao" or "Namaskar Smt. Bhatt". It has become common for people to eliminate greetings in emails altogether. However, a greeting can help people easily determine to whom a message is directed, especially as carbon copying (cc-ing) and replying to all have become common.

- d. Body Copy :** Emails should be able to communicate information speedily. So, avoid being too wordy and get to the point quickly. Use Numbers or Bullet points to show what actions you would require the reader to carry out. For example instead of writing : 'Our hotel has great features like well-appointed luxurious rooms, excellent room service, well-equipped gymnasias, a large swimming pool, complimentary breakfast and High-Speed Internet', you can write 'Our hotel has great features like : – Well-appointed luxurious rooms – Excellent room service – Well equipped gymnasias – A large swimming pool – Complimentary breakfast and – High-Speed Internet'

It's fine to be friendly and a bit familiar in business emails; however, try not to be too chatty. Put vital information as close to the beginning of your email as possible to ensure that your recipient actually reads it. If your messages run longer than a paragraph or two, they may not get read in their entirety.

- e. Proper Grammar, Correct Spelling :** Since emails are written representatives of you and your organisation, it is your responsibility to ensure that they are groomed well since even experienced writers make mistakes. Checking them for grammatical errors and mistakes is an obligation. Read the email once, or twice before hitting the send button. Use the inbuilt Auto Correct tools for grammar and spelling errors that come with your software. Many people download tools like Grammarly for precise writing. Also, avoid using short forms like PFA or abbreviations like Thx or Pls since firstly many readers may not understand what they mean or worse your email can be forwarded to someone who may be appalled by your lack of email etiquette.
- f. A Closing Line :** A line that suggests a course of action at the end of the email will encourage a quick reply than just a plain sign off. For example, instead of ending the email with "Thank you for your visit." consider writing "Looking forward to your stay with us again." You can even use "Looking towards hosting the conference." instead of saying, "Attached is the quote for the conference. Thank you." If you need a reply by Tuesday, ask the sender to do so.
- g. Sign off Line :** Before the signature a line like 'Yours sincerely', is a good way to end the email.

- h. Professional Email Signature :** Most email software allows you to create a digital sign-off format that contains professional information and contact details of the sender that is common to all emails. These are called email signatures. A digital signature includes your name followed by your designation, the organisation's name and address and contact details. It usually follows this format :

Your Name

Your Designation

Organisation's Name

Phone and Email Address

Postal Address

An example of this is as follows :

Ms Joanna Upendra

Customer Manager

Hotel Welcomestay

Ph : +91-9723xx 28891

Email : joanna.u@welcomestay.com

25, Hutteesing Marg, City, State, PIN Code, India

1.3 TYPES OF EMAIL :

Now that you know what needs to be in a good email, it is important to know how to draft appropriate emails for the right communication need. These are the common types of emails.

1.3.1 Enquiry Emails :

These emails are the common type of emails that you will receive as a hospitality industry professional. They ask for information about prices, timings, and many other questions that your customers will have. The following is an email that a customer sent to a hotel. Notice how the email is drafted and use it as a model for sending emails from your side.

❖ **Example of Enquiry Email**

From : ranjit.singh@xyzcompany.com

To : joanna.u@welcomestay.com

Subject : Quote Requested for Conference Venue

Greetings Sir/Madam,

We sell electrical products, and we are planning to have a one-day training session for our sales and marketing team on 30th August, 20xx. This is a one-day conference for 60 people from 9 am-6 pm. Please confirm if a venue is available at your hotel on that day. Please also send the menu options for breakfast, lunch, and tea with costs per person.

Looking forward to a quick response.

Yours sincerely,

Ranjit Singh

Marketing Manager

XYZ Company
Ph : +91-97234 733xx
25, XYZ Nagar, XYZ City 300xxx Gujarat. India
www.xyzcompany.com

❑ **Check Your Progress – 1 :**

❖ **Fill in the gaps of the following email with the appropriate information.**

From : chitra.mani__⁽¹⁾solitaire.com

To : customerservice@hotelluxor.com

Subject : _____⁽²⁾

_____⁽³⁾ Sir/Madam,

I have a room reservation at your hotel from 20th to _____⁽⁴⁾ October, 20xx for two nights. I am writing to request you to provide a late check out by 3 hours on 22nd October till 4 pm. My official meeting will go on till 1 pm, and I can _____⁽⁵⁾ only by then.

Hoping that you will _____⁽⁶⁾ my request.

Yours _____⁽⁷⁾,

Ms. Chitra Mani

Asst. Vice President–HR

Solitaire Group

Ph : 9723473377, www.soli///.com

xx, Brigade Road, Bengaluru–560001, Karnataka. India

1.3.2 Reply Emails :

These emails are an essential part of email communication since they respond to emails sent. It's best to reply to an email by the end of a working day or the next day at the most. Here's one way to respond to an email. This a reply to the enquiry email sent above by Mr. Ranjit Singh. Also, note that many receivers of replied emails like to group their emails in the same series called email string. Email strings help to group the emails about the same subject of communication in one place. So do not change the subject line of the 'reply email' to prevent it from going as a new email.

From : ranjit.singh@xyzcompany.com

To : joanna.u@welcomestay.com

Re : Quote Requested for Conference Venue

Greetings Mr Singh,

Thank you for considering to host your training conference at Hotel Welcomestay. In response to your query, we would like to confirm that our Tulip Hall is available on 30th August 20xx. This can easily accommodate 60 guests and will have plenty of room to conduct training activities too. I am temporarily reserving it in anticipation of your confirmation. Do confirm your booking in two days.

Also attached is the menu our chef has suggested for different budget options with breakfast, morning tea with snacks, lunch, and an evening high tea. The price is between Rs 250 to Rs. 500 per person, taxes extra. Do view and confirm your choice. Feel free to revert with any clarifications if needed.

Looking forward to hosting a fulfilling training session for you and your organisation.

Yours sincerely,

Ms Joanna Upendra

Customer Manager

Hotel Welcomestay

Ph : +91-9723xx 28891

Email : joanna.u@welcomestay.com

25, Hutteesing Marg, City, State, PIN Code, India

—————(Replied to Original Email) —————

From : ranjit.singh@xyzcompany.com

To : joanna.u@welcomestay.com

Subject : Quote Requested for Conference Venue

Greetings Sir/Madam,

We sell electrical products, and we are planning to have a one-day training session for our sales and marketing team on 30th August, 20xx. This is a one-day conference for 60 people from 9 am-6 pm. Please confirm if a venue is available at your hotel on that day. Please also send the menu options for breakfast, lunch, and tea with costs per person.

Looking forward to a quick response.

Yours sincerely,

Ranjit Singh

Marketing Manager

XYZ Company

Ph : +91-97234 733xx

25, XYZ Nagar, XYZ City 300xxx Gujarat. India

www.xyzcompany.com

—————(Replied to Original Email) —————

From : ranjit.singh@xyzcompany.com

To : joanna.u@welcomestay.com

Subject : Quote Requested for Conference Venue

Greetings Sir/Madam,

We sell electrical products, and we are planning to have a one-day training session for our sales and marketing team on 30th August, 20xx. This is a one-day conference for 60 people from 9 am-6 pm. Please confirm if a venue is available at your hotel on that day. Please also send the menu options for breakfast, lunch, and tea with costs per person.

Looking forward to a quick response.

Yours sincerely,

Ranjit Singh

Marketing Manager
XYZ Company
Ph : +91-97234 73377
25, XYZ Nagar, XYZ City 300xxx Gujarat. India
www.xyzcompany.com

❑ **Check Your Progress – 2 :**

- ❖ This is the email from Ms. Chitra Mani in the previous section ? How would you reply to it ?

From : _____ (1)

To : chitra.mani@solitaire.com

Re : Subject : _____ (2)

_____ (3) _____ (4) Chitra Mani

We have received your _____ (4) for a late check-out on _____ (5) October 20xx. As you are our frequent guest, we will hold the room till 5pm. This is an extra hour over your request to help you get comfortably packed to leave.

Hoping that you will _____ (6) to enjoy our hospitality.

Yours _____ (7),

_____ (8). Ajit Dindorkar

Customer Service Manager

Hotel Luxor

Ph : 9426010407, www.hotelluxor///.com

xx, Airport Road, Sanat Cruz, Mumbai-40054, Maharashtra. India

-----Original Email-----

From : chitra.mani____ (1) solitaire.com

To : customerservice@hotelluxor.com

Subject : _____ (2)

_____ (3) Sir/Madam,

I have a room reservation at your hotel from 20th to _____ (4) October, 20xx for two nights. I am writing to request you to provide a late check out by 3 hours on 22nd October till 4 pm. My official meeting will go on till 1 pm, and I can _____ (5) only by then.

Hoping that you will _____ (6) my request.

Yours _____ (7),

Ms. Chitra Mani

Asst. Vice President-HR

Solitaire Group

Ph : 9723473377, www.soli///.com

xx, Brigade Road, Bengaluru-560001

1.3.3 Sales Generation Emails :

There is a saying in Hindi "Jo Dikhta hai Woh Bikhta Hai" meaning "Only that which is seen sells". Emails are effectively used by many progressive companies to inexpensively communicate with their existing and potential customers to inform and market their products and services. The hospitality industry is no exception. Here are some examples :

Choose your seat and get ₹400 off
1 message

IndiGo <mailers@marketing.goindigo.in>
Reply-To: IndiGo <no-reply@marketing.goindigo.in>
To: mail@ijthomas.com

7 December 2018 at 12:17

If you are unable to view this message correctly, [click here](#)

IndiGo

Seat back and save

HDFC BANK
We understand your world.
Offer also valid on EMI transactions.

Book with the seat of your choice and make savings.

Book now

Dear Flyer,

Fridays are all that we look forward to and we at IndiGo, promise to make it better for you.

Book a flight with us and feel free to choose a window seat, aisle seat or a seat with extra legroom, make payments using HDFC Bank cards and enjoy ₹400 off*.

Promo code **6EFRI**

The offer continues to get better as its valid on all Fridays till 31 December 2018.

Hurry! Grab your seat, sit back and make savings!

Book now

*Offer valid on payments and EMI transactions through HDFC Bank cards. Bookings to be made either through our website or mobile app. For detailed terms and conditions, [click here](#)

Download on the **App Store** | GET IT ON **Google Play**

Figure 1.2 : An Example of an email to generate sales sent by Indigo Airlines to its customers

A sales generation email in addition to having all the components of a regular email has a call for action to a business offer so that readers can immediately make a financial transaction. In the example above, Indigo Airlines wants to get more revenue from its existing customer base. In this case, it is by giving an offer that would encourage customers to pay extra to choose their seat. The example below shows how a restaurant is attempting to promote business on its low sales day, which happens to be Tuesdays.

From : jayraj@restaurantkathiawar.com

To : sanjay.pal@abccompany.com

Subject : Buy One Get One Free Tuesdays

Dear Restaurant Kathiawar Diner,

Here's an offer for regular customers like you. Buy any dish at our restaurant on any Tuesday and get the same dish free. Our menu includes authentic Kathiyawadi dishes, meals, desserts, and drinks. Get a friend or a family member. Introduce them to our popular tastes, without having to pay anything for it.

Click the **link** to make a booking, select your food choice, pay for it, and claim your reward. Click soon. This offer expires by 30th August, 20xx.

Yours sincerely,

Ms Jayraj Rana

Manager

Restaurant Kathiawar

Ph : +91-94260 10407

Email : jayraj@restaurantkathiawar.com

XX, SG Highway, Opp. Hyundai Showroom, Ahmedabad, Gujarat, PIN Code, India

Beware of Spam Emails : While sales generation emails are important to the sender, care must be taken to ensure that too many are not sent so that your customers are annoyed by it. Unsolicited email sent to a large number of email addresses that promote a product or service is called spam. Many Internet Service Providers block email accounts that send spam. Spam emails have been dangerously used to commit financial fraud, identity theft and even implant malicious software in computers. So as a marketer, you need to be sensitive to the number of promotional emails you are sending.

1.3.4 Request for Quotations :

Can you imagine the kind of services and products needed to run a hospitality business ? Right from daily consumables like cleaning liquids and sanitisers to major investments like lifts and ovens you need to connect with local and probably international vendors to service your business in such cases knowing to draft an email requiring quotations is important. Such emails should :

– Include precise specifications and dimensions of the requested material.

- Mention the precise quantity or weight you need.
- Inform if there is tender involved

Here is an example of a request for supplying bakery ingredients that a purchase manager of a hotel wrote to a supplier.

From : mohdriyaz@vilashotel.com

To : chamundastores7@gmail.com

Subject : Quotation Request for Delivering Bakery Ingredients

Dear Sir/Madam,

We are a leading 3star hotel in the city and are looking for quality and reliable suppliers of bakery ingredients. Please send us a quotation for supplying the following ingredients on a daily basis.

1. Maida 10 kg
2. Butter 2kg
3. Cheese 2kg
4. Sugar 10 kg

Please ensure that the above materials are delivered at 10 am daily.

Yours sincerely,

Mr. Mohd. Riyaz

Purchase Manager

Vilas Hotel

Ph : +91-99753 456xx

Email : mohdriyaz@vilashotel.com

XX, Rajkot-Gondal Road, Rajkot, Gujarat, PIN Code, India

A reply to the above email can look like this :

From : chamundastores7@gmail.com

To : mohdriyaz@vilashotel.com

Subject : Re. : Quotation Request for Delivering Bakery Ingredients

Dear Mr. Riyaz,

Thank you for your request for a quotation to delivery bakery ingredients. Chamunda Stores is an established supplier to hotels and restaurants, and we are known for our quality products and good customer service. Our best prices including GST taxes are as follows :

1. Maida 10 kg at Rs. 25 per kg = Rs. 250
2. Butter 2kg at Rs. 370 per kg = Rs. 740
3. Cheese 2kg at Rs. 450 per kg = Rs. 900
4. Sugar 10 kg at Rs. 32 per kg = Rs. 320

We will ensure that the above materials are delivered before 10 am daily. Payments for the material are to be done by cheque every 15 days.

Looking forward to serving you.

Yours sincerely,

Mr. Pankaj Parmar

Proprietor

Chamunda Stores

Ph : +91-63377 344xx

Email : chamundastores7@gmail.com

Shop No. xx, SV Patel Old Market Yard, Rajkot, Gujarat, PIN Code, India

—————(Replied to Original Email)—————

From : mohdriyaz@vilashotel.com

To : chamundastores7@gmail.com

Subject : Quotation Request for Delivering Bakery Ingredients

Dear Sir/Madam,

We are a leading 3star hotel in the city and are looking for quality and reliable suppliers of bakery ingredients. Please send us a quotation for supplying the following ingredients on a daily basis.

1. Maida 10 kg
2. Butter 2kg
3. Cheese 2kg
4. Sugar 10 kg

Please ensure that the above materials are delivered at 10 am daily.

Yours sincerely,

Mr. Mohd. Riyaz

Purchase Manager

Vilas Hotel

Ph : +91-99753 456xx

Email : mohdriyaz@vilashotel.com

XX, Rajkot-Gondal Road, Rajkot, Gujarat, PIN Code, India

1.4 COMMON ERRORS TO AVOID IN EMAIL WRITING :

When you write emails, keep an eye for these common errors. Avoiding them will not only help you send impressive communication but also save you from embarrassment. Here are some common occurs to watch out for :

1. **Not including all the components of a Good email :** The components of the email you just read are important. Incorporate them in every email you send, and you will grow to become a good email communicator.
2. **Sending angry emails or flame mails :** Remember what you write is official documentation. So when angry take deep breaths and deal with your emotions privately till you are at peace. Many people have deeply regretted writing angry emails in the heat of anger. Such angry emails are

called flame mails. Suppose there are matters of personal communication with emotions attached. In that case, it is better to meet the person face to face or have the issue sorted out through a private video conference or telephone talk.

3. **Forgetting the appropriate tone of communication :** The tone in grammar reflects the attitude of the writer to the reader. It can be formal, informal, comic, sarcastic or even disrespectful. For the hospitality industry, a formal tone is appropriate with guests. Even with colleagues, stay chatty in a formal way with short communication.
4. **Using SMS or Social Media lingo :** While smileys and muscle emojis are cute, putting them on emails is a no-no. Similarly, abbreviations like 'Thx' or 'PFA' and SMS language like 'LoL' or should not be used in writing emails.
7. **Forgetting to Send Attachments :** Many email senders mention that they are attaching a file but forget to attach them when sending the email. Some email services like Gmail have automatic reminders for such errors. In case your email software does not have such a service make it a point to attach the document first before typing that it is attached. Additionally, ensure the attachment is the latest one you are using to avoid any regrets later.
8. **Not paying attention to details :** Have you received emails with names spelt wrong or written in all capitals or lower case ? How about emails will unnecessary punctuations like '.....' or those without any paragraph breaks ? Such emails reflect poorly on the organisation and the sender. Such errors are to be avoided.
9. **Forgetting to Address Issues Discussed in the Email :** At times senders forget to reply to questions raised by the sender. Other times they ask the same questions which may have been already answered in the email and missed reading. An easy way to avoid is to answer an email point by point, as raised by the sender. It shows that you took the time to understand and respond. Additionally, when you send emails, ensure that you group issues point by point as numbered bullets to help the sender understand the issues raised.
10. **Hitting Reply All :** Many times, you may receive an email addressed to many people. In such cases think again before you choose Reply All since you may be sending replies that only the sender needs to know and not everyone on the list. Plus 'reply all' is a major annoyance when multiple people choose that opinion since it jams the Inbox.

Consider your email writing skills in light of what you just learnt. Aim to be a better communicator.



Figure 1.3 : Poorly written emails are major communication barriers

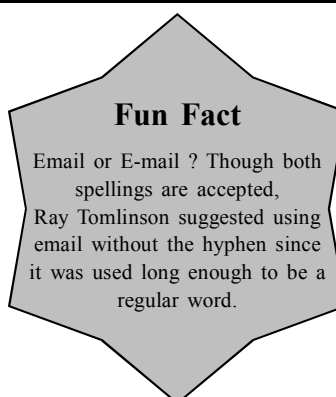
❑ **Check Your Progress – 3 :**

❖ **Choose the correct option that identifies the type of email by glancing at a sentence from the body copy.**

1. 'Can you arrange for a cab pick-up at 4 :30 am from the Hyderabad Airport ?'
 (A) Sales Generation Email (B) Enquiry Email
 (C) Reply Email (D) Request for Quotations
2. 'In response to your enquiry, we can arrange for a bouquet of red roses to celebrate your wife's birthday.'
 (A) Sales Generation Email (B) Enquiry Email
 (C) Reply Email (D) Request for Quotations
3. 'We are pleased to inform that we can provide our room for long-stay purposes at Rs. 1200 per day (Taxes extra @ 28%)
 (A) Sales Generation Email (B) Enquiry Email
 (C) Reply Email (D) Request for Quotations
4. 'Please send us your estimate to cater to 1200 guests at a wedding.'
 (A) Sales Generation Email (B) Enquiry Email
 (C) Reply Email (D) Request for Quotations
5. 'We are pleased to announce that we have tied up with popular food delivery services Zomato and Swiggy.'
 (A) Sales Generation Email (B) Enquiry Email
 (C) Reply Email (D) Request for Quotations

1.5 LET US SUM UP :

Email communication is unavoidable in today's business context. Learning the components that go into crafting a complete email is important. Also knowing which kind of email to use is a skill that will help you to confidently communicate electronically. Every email you write deserves care and attention before you hit the send button. Check them for correct grammar, spelling, and punctuation. Use the spellcheck and grammar check software available freely.



1.6 ANSWERS FOR CHECK YOUR PROGRESS :

❑ **Check Your Progress 1 :**

From : chitra.mani@⁽¹⁾solitaire.com

To : customerservice@hotelluxor.com

Subject : Request for Late Check-out on 20th October 20xx⁽²⁾

Greetings⁽³⁾ Sir/Madam,

I have a room reservation at your hotel from 20th to 22⁽⁴⁾ October, 20xx for two nights. I am writing to request you to provide a late check out by 3 hours on 22nd October till 4 pm. My official meeting will go on till 2 pm and I can check-out⁽⁵⁾ only by then.

Hoping that you will consider⁽⁶⁾ my request.

Yours sincerely⁽⁷⁾,

Ms. Chitra Mani

Asst. Vice President–HR

Solitaire Group

Ph : 9723473377, www.soli///.com

xx, Brigade Road, Bengaluru–560001

❑ **Check Your Progress – 2 :**

From : customerservice@hotelluxor.com⁽¹⁾

To : chitra.mani@solitaire.com

Re : Subject : Request for Late Check–out on 20th October 20xx⁽²⁾

Greetings⁽³⁾ Ms Chitra Mani,

We have received your request⁽⁴⁾ for a late check–out on 20th (5) October 20xx. As you are our frequent guest, we will hold the room till 5 pm. This is an extra hour over your request to help you get comfortably packed to leave.

Hoping that you will return⁽⁶⁾ to enjoy our hospitality.

Yours sincerely⁽⁷⁾,

Mr⁽⁸⁾ Ajit Dindorkar

Customer Service Manager

Hotel Luxor

Ph : 9426010407, www.hotelluxor///.com

xx, Airport Road, Sanat Cruz, Mumbai–40054, Maharashtra. India

❑ **Check Your Progress 3 :**

❖ **Choose the correct option that identifies the type of email by glancing at a sentence from the body copy.**

1. (B) Enquiry Email
2. (C) Enquiry Email
3. (C) Reply Email
4. (D) Request for Quotations
5. (A) Sales Generation Email

1.7 GLOSSARY :

Vendor : A person or organisation offering an item or service for sale.

Complimentary : In a business context, complimentary means giving a thing or service free of charge.

Malicious : Designed to do harm intentionally.

1.8 ACTIVITIES :

1. Imagine you have booked a double bedroom at Hotel Orange in Bengaluru for 2 days. Write an email to the hotel requesting them to arrange for the complimentary airport pick–up at 10 am on September 30th, 20xx from the Bengaluru Airport. Give all the information needed for the pick–up

3. Write a short note on the following.
- (A) The importance of grammatical accuracy in email writing.
 - (B) Emails for sales promotion
 - (C) The origin of email.
 - (D) Spam Email

4. Draft an email to your Chef asking him to serve for a full course banquet from soup to dessert next week. Give the list of items that the client has agreed upon and details about the time and date of service. Include all the components of an email.

1.10 FURTHER READING :

Vassallo, Philip. (2010). *The Art of Email Writing*. USA. First Books.
Canavor, Natalie. (2013). *Business Writing for Dummies*. UK, John Wiley and Sons



UNIT STRUCTURE

- 2.0 Learning Objectives
- 2.1 Unit Introduction
- 2.2 Components of A Good Letter
 - Check Your Progress 1
- 2.3 Types of Letters
 - 2.3.1 Cover Letters
 - 2.3.2 Reply Letter
 - 2.3.3 Business Quotation Letter
 - 2.3.4 Complaint Letter
 - Check Your Progress 2
- 2.4 Let Us Sum Up
- 2.5 Answers for Check your Progress
- 2.6 Glossary
- 2.7 Activities
- 2.8 Assignments
- 2.9 Further Reading

2.0 LEARNING OBJECTIVES :

Despite the prevalence of emails and digital communication, letters still play an important role in modern day business. This unit aims to give you an awareness of what a good letter should incorporate, show you examples of good letters and train you to write great letters.

2.1 UNIT INTRODUCTION :

According to the ancient Greek historian Hellanicus, the first ever handwritten letter was thought to have been sent by the Persian Queen Atossa in around 500 BC. Since then, letters have played an important role in the development of human civilization. Empires lived on accurate communication using letters. Wars were started or ended through letters. In fact, the need for literacy was often to read letters. When it comes to the hospitality industry, the common types of letters are sales letters, cover letters, customer service letters and vendor communication. Whatever be the type of business communication letter, it should have these components.

2.2 COMPONENTS OF A GOOD LETTER :

Just like emails, business letters too need to have some definite components that make them easy to read and reply to. Also having them in place will help you the letter writer to become consistent, accurate and quick in communication.



15th April 2017

Daniel Kinnoch

Dear Daniel Kinnoch

Thank you for choosing to stay at Hilton Auckland. It is my pleasure to wish you a warm welcome to the hotel. As a valued **Hilton Honors Diamond** traveller your VIP benefits at the hotel include:

- Complimentary drink voucher per night of stay for two in Bellini bar (valid between 5.30 – 8.30pm)
- Complimentary full breakfast for two in FISH restaurant
- Complimentary turndown service, includes bottled **One Pure Mineral Water**
- Complimentary local newspaper
- Complimentary late checkout at request [and subject to availability].

During the month of **April**, we are showcasing **Chocolate**. Few foods or ingredients evoke more passion in diners than chocolate. One of life's luxuries, its flavours, from unsweetened to sweet to bittersweet, add complexity, intensity and inexplicably, emotions to a dish. Heavenly with your favourite liqueur. We hope you will take the opportunity to savour the dishes available in **FISH** restaurant or **Bellini** bar; make your booking now with one of our friendly team members.

The hotel team are here to ensure you have everything you need while at the hotel, please feel free to contact the Manager on duty at Front Desk should you require any further assistance. Have a pleasant stay and enjoy your time in the 'City of Sails'. We kindly recommend that you book taxi reservations in advance with the Concierge to avoid any delays.

Kind regards

Prasad Gosavi
Assistant Manager

HILTON AUCKLAND

Princes Wharf | 147 Quay Street | Auckland | CBD 1010 | New Zealand

T: +64 9 978 2000 | F: +64 9 978 2001 | E: auckland@hilton.com

Fig 2.1 : Hilton Hotel, Auckland, New Zealand's Assistant Manager, Mr Prasad Gosavi, has written a letter to his hotel guests explaining all the facilities for them. This is a good example of a letter with the necessary elements in place. Source : TripAdvisor Website :

https://www.tripadvisor.co.uk/LocationPhotoDirectLink-g255106-d255649-i258816679-Hilton_Auckland-Auckland_Central_North_Island.html

These are the components of a good letter :

- Proper Formatting :** While there are different suggested formats for letters, the most common one for business letters is to have the whole letter left-aligned. This means all the components of the letter from the date to the sign off begins from a left to right direction. Also leaving a 1.5-inch margin from the left helps the receiver to file the letter. You must also ensure to leave space to accommodate the letterhead information for corporate letters.
- A Date Line :** This should be the first line of the letter. Many people use the dd/mm/yy format, which means that a date is expressed as the day,

month, and year. However, people from the USA and surrounding nations use the mm/dd/yy format, which means that the month, day, and year comes in that order. To avoid any confusion, it is recommended that the month be spelt out. For example, write 9th October, 20XX instead of 9/10/20xx or 10/9/20xx. This enables your date to be accurate for people from most cultures.

- c. **A From Address** : In case you are drafting a letter in your personal capacity and not on a company's letterhead then including your address as a sender will be needed so that the receiver knows at a glance who sent the letter and where to reply if needed.
- d. **A 'To Address'** : Include the name and complete address of the recipient (who is called an addressee) with the Postal Code (PIN Code).
- e. **A Proper Greeting** : Begin your letter with an appropriate greeting. If you are writing to a person you know, use his or her last name with an appropriate title. For example, – For a man whose name is Rakesh Sharma, begin your letter with 'Dear Mr. Sharma' – For a lady named Rakhi Gopinath use 'Dear Ms. Gopinath' – Government of India functionaries like their name to have Shri for male, (Shrimati (shortened to Smt) for married ladies or Kumari shortened to Kum. for unmarried ladies. Make sure you find out how people would like to be addressed. – Sometimes when you are writing to an organisation for the first time, you may need to write to a person whose name you may not know. In such cases use 'Dear Sir or Madam' to address the reader. – Sometimes to use the full name with a title may be needed when the same letter is being sent to many people. This will help in sorting and delivery, especially if there are multiple receivers with the same last name like 'Patel' or 'Khan'.
- f. **Subject Line** : In case your letter is a detailed one, it is a good idea to include a subject line about what you intend to communicate. This will have a direct yet short mention of the exact topic the letter is going to deal with. A subject line mentally prepares the reader to know what the letter is going to deal with and can help in easier decision making.
- g. **Body Copy** : Body copy is the actual content of the letter. It is best if usual business letters are usually of two paragraphs or three paragraphs at the maximum. Remember to be brief. You may begin the letter with a friendly greeting but quickly move on to your main points and only include context and information that is absolutely necessary. The Body Copy can have the following elements : – An opening paragraph that greets the reader and introduces the topic of information. – A Closing paragraph that gives more details about the issue and winds up the message. – A Sign-off Sentence that reinforces a request for action or thanks the reader. Examples for this could be "Looking forward to hosting your conference." in case of a sales letter with information about a hotel's conference facilities or "Thank you for the kind compliments." in case you are acknowledging a letter of appreciation received.
- h. **Closing Affirmation** : Every letter aims to sign-off on a positive note. This is achieved by a closing affirmation like 'Yours sincerely' "Yours faithfully". Yours faithfully is used when the reader of the letter is someone who is in high authority or position in life and commands a greater honour in society than other members of society. This could be a senior citizen,

notable achiever, or a senior government functionary. For all others 'Yours sincerely' should suffice.

- i. **Professional Sign Off Details :** The signature of the sender and the name and contact details the sender comprise the Sign-off details of the letter. Ensure you leave adequate space after the closing line for space to put a signature comfortably. After the signature, put your first and last name with a title Mr. or Ms. since readers who do not know you can now relate to you professionally. Include your designation and mobile phone number, if needed and allowed by the organisation you work for so that the receiver can contact you without going through the organisation's landline network.

This is a snapshot of the elements of a letter :

Fly Nice Airlines

XX, Esplanade, Kalian, Santa Cruz, Mumbai 400098 India.
Phone : +91-9723473377 Email : customer@fcustomer@flyn.com

(Arrow : Letterhead Details)

24 August 20xx

(Arrow : Date with Month Spelt out)

To :

Ms. Katrina Kaif

XX, Howya House, Next to VIP Plaza,

Andheri, Mumbai-400053 (Arrow : Name and Address of the Receiver)

Dear Ms. Katrina Kaif, (Arrow : Greeting with Title and Name)

We appreciate you travelling by Fly Nice Airlines. Based on your complaint of a lost purse, we are happy to report that we have traced it. The red, leather purse was found underneath your seat 1A of flight FN8BSE. We believe that you accidentally dropped it. Our cleaning crew reported finding it, and we are happy to return it to you.

(Arrow : Paragraph 1 Body Copy
with a friendly first line followed by
content that comes to the point.)

As per protocol, we request you to come to our customer service centre and collect the lost item from our Customer Care office at 26, Esplanade, Kalina, Satana Cruz, Mumbai – 400098. Alternatively, if you wish, our security in-charge can deliver the purse to you at your residence. Please contact Ms. Nagraj at +91-9723473377 for that. (Arrow : Paragraph 2 Body Copy with a suggested course of action.)

Looking forward to rejoining your purse with you. (Closing Line)

Yours sincerely, (Arrow : Closing Affirmation)



(Arrow : Signature with Signoff Details)

Ms. Alifa Baruchwala

Customer Service Manager

❑ **Check Your Progress – 1 :**

❖ **Reorder the Letter :**

The following letter has its elements wrongly placed. Rearrange it by matching the letter of the element to the correct number of its order.

Rearrange the Letter Number of the Paragraphs in the Correct Order :

1 ❑ 2 ❑ 3 ❑ 4 ❑ 5 ❑ 6 ❑ 7 ❑ 8 ❑ 9 ❑ 10 ❑

Grand Venus Hotel

xx, New Way Road, Vadodara – 390002.

Ph : +91-9723473377 Email : gm@gvh.com, www.gvh.com

- (A) Mr. Irfan Pathan
xx, Old Padra Road
Tandalja,
Vadodara-390012, Gujarat
- (B) To : (C) We would like your presence from the start of the match until the end. You are requested to deliver a motivational speech at the beginning of the event and hand over the prizes to the players at around 1 PM. Your presence will truly make the event memorable for the visually challenged players, their parents, and all cricket lovers. We will arrange for all your travel and hospitality needs.
- (D) 20 December 20xx
- (E) Dear Mr. Pathan,
- (F) Looking forward to your encouragement for this event.
- (G) We appreciate your services in encouraging a cricketing culture in Vadodara. You may be aware Hotel Grand Venus is a premier hotel in our city, and we are proud sponsors of the Cricket Association for the Blind Tournament for many years. This year too we are the sole sponsors of the Tournament, and we would like you to be the Chief Guest for this event. The start of the event is 9 AM, 25th of September, 20xx and the prize distribution is at 1 PM. The venue would be the Reliance Cricket Stadium, Vadodara.
- (H) Yours faithfully,
- (I) General Manager
- (J) Mr. Varun Mistry

2.3 TYPES OF LETTERS :

Having understood all the elements of a good letter, it is necessary to know what are the various kinds of letters so that you can know which type to use, when.

2.3.1 Cover Letters :

When used in business correspondence, cover letters are important since it accompanies other articles of communication like a resume, price quotation or even an information brochure. For personal correspondence, cover letters usually accompany resumes. The role of a cover letter is to provide an introduction to the reader about who the letter is from and what to expect from the enclosures that accompany the letter. Cover letters also can include a call for action for the reader after they go through the contents of the document that accompany them. The following is an example of a cover letter :

Hotel Divine

No. XX, Park Street, Kolkata, West Bengal, PIN-700001
Ph : +91-9723473377 Email : mb@hoteldivine.com, www.hoteldivine.com

23 July 2020

To :

Mr. Mohsin Khan, President
All India Tea Growers Association
Lebong Cart Road
Darjeeling 734101

Dear Mr. Khan, I hope this letter finds you in the best of health and spirits. With regards to your enquiry about our hotel facilities for the three-day conference of All India Tea Growers Association, we are glad to host you.

A brochure about our conference facilities is attached. It also has the various budget options that you can opt for the event. Also attached is an order form for your booking.

Looking forward to hosting your event.

Yours sincerely,

Mousumi Sarkar

Mousumi Sarkar
Events Manager
Ph : 9723473377



Figure 2.2 : The First Stamp of Independent India launched the world's largest postal network.

2.3.2 Reply Letter :

Reply letters are used to respond to issues raised in a previous communication. You must include a mention of the topics that were raised in the original letter when you reply to it. This will help the receiver understand why you are writing to them and what your views are in the original letter sent by him or her. Here is an example of a Reply Letter. The original letter is below it :

Hotel Liberty

No. XX, Koregaon Park, Pune, Maharashtra, PIN-411001

Ph : +91-9723473377

Email : banquets@hotelliberty.com, www.hotelliberty.com

21 February 20xx

To :

Mr. Fabian D' Cruz

Celebrity Management Services

xx, Grant Road

Hill Road, Bandra West

Mumbai-40050

Subject : Services offered for the 'New Normal' Fashion Show

Dear Mr. D'Cruz,

We have received your request letter dated 15 February 20xx with the interior designer's drawings of the room design that you need. Yes, we have a room that matches the specifications desired by you to conduct a fashion show. The New Normal fashion show will surely help your audience to be positively impacted in coming out of the effects of the COVID 19 pandemic. Regarding the following issues raised by you :

1. **Request for Manpower :** As needed by you, our team of carpenters and housekeeping staff will be at hand to assist you in setting up the venue. They are very efficient, and you will find them skilled enough for your requirements.
2. **Social Distancing Norms :** All our staff are trained to maintain social distancing, sanitisation methods and hygiene protocols so that you and your team will be perfectly safe in such an environment. Additionally, our onsite supervisor will monitor every member in the hall so that these protocols are adhered to.
3. **Event Day Protocols :** We will offer you our hospitality team to welcome and register your guests. They will ensure that all visitors have their temperature checked, are in masks and that they

I believe all the issues raised by you are answered. If you are agreeable with them, we look forward to hosting your event at the prices discussed earlier.

Looking forward to the success of the New Normal.

Yours sincerely,

Vaishakh Mali

Mr. Vaishakh Mali

Banquet Manager

The Above is the Reply to the Letter Below

Celebrity Management Services

xx, Hill Road, Bandra West, Mumbai, Maharashtra, PIN-400050 INDIA

Ph : +91-9723473377

Email : connect@celebrityms.com, www.celebrityms.com

15 February 2020

To :

Vaishakh Mali

Hotel Liberty

No. XX, Koregaon Park,

Pune, Maharashtra, PIN-411001

Dear Mr. Mali,

Celebrity Management Services is a high-profile event management firm. We are planning to conduct a fashion show titled 'New Normal' featuring reputed models. This event aims to positively impact society with a message of hope while dealing with the COVID 19 pandemic.

For this we would like to find out if : 1. You can ensure that a large ballroom or hall can be organised with it furnished as per the interior designer's drawings that are enclosed. We will need your support with a team of carpenters and workers to help.

2. If you can ensure that social distancing norms are maintained by the workers when our team members are there to supervise.

3. If you can provide staff to ensure thermal screening and Covid-19 checks for all guests at the event.

Looking forward to hearing from you.

Yours sincerely,

Fabian D' Cruz

Fabian D' Cruz

Events In-Charge

2.3.3 Business Quotation Letter :

Letters are often used to put business offers in hard copy. Such letters are called quotations. A letter of business quotation is any letter written in reference to mention the details and the price of a service or product. This letter could either be from a customer or a client requesting or a service provider giving a price quotation. Such letters should feature a mention about the services and products

delivered in the past, a complete mention of the services or products you are committing to deliver and the respective prices. Here is how EatWell Restaurant provides a quote to a customer.

EatWell Restaurant

xx, University Road, Rajkot, Gujarat, Pin-360005 India

Ph : +91-9723473377 Email : eatwell@gmail.com

23 January 20xx

To :

Mr. Rasikbhai Khandhar

Great Travel Company

xx, Ashram Road,

Ahmedabad – 380009

Gujarat

Subject : Your Catering Request for 30 Indian Tourists visiting Rajkot.

Dear Mr. Khandhar,

Thank you for your enquiry about catering for 30 tourists who are being escorted by your company to visit Rajkot for one day on 2nd February, 20xx. As a premier catering firm of Rajkot, we have served several high-profile guests including movie star Salman Khan, the royal family of Rajkot and Gondal. We have also catered to many international tourists visiting this part of Gujarat.

With regards to serving your guests, we suggest a hygienically, packaged disposable dish with the following menu :

Option 1 :

Breakfast : Traditional Gujarati Idhda with green chutney, Masala Dosa with chutney and Sambar, A serving of fresh fruit and a choice of tea, coffee, milk, and juice.

Lunch : A Traditional Gujarati Thali with 10 items that comprises a millet (bajra) rotla, wheat roti, jeera rice, vegetable melange (sabji), lentil soup (dal), poppadoms (papad) and a rasmalai dessert.

High Tea : A Club Sandwich, Samosa and Tea, Coffee and a Motichoor laddu.

Dinner : A Punjabi Dinner of 5 items : a naan flatbread, cottage cheese (paneer) gravy dish, a dal fry, fresh vegetable salad, rice pulav and kulfi.

The cost per person for all the four meals above would be Rs. 1100 per person inclusive of all taxes and delivery.

Looking forward to serving your treasured guests.

Yours sincerely

Satvik Patel

Proprietor

Ph : +91-9723473377.

2.3.4 Complaint Letter :

When registering a complaint, letters are a powerful tool since they put the complaint on paper and the chances of a resolution happening is greater than just a telephone call. You should be careful though that complaint letters are polite when highlighting a deficiency, and not accusatory. Ensure that the objective of the letter is only to state the complaint and resolve it, and not to vent your anger.

The following is a complaint letter received by a hotel from its customer.

30 January 20xx

From :

Mr. Rignesh Thakkar

House No. xx, Sangeeta Duplex

Ghod Dod Road

Surat-395001

Gujarat

To :

The General Manager

Natraj Hotel

25xx, Fort Road

Diu 362 520

Dear Sir or Madam,

I am a frequent guest at your hotel when I visit Diu for business reasons. I am writing to report about a service deficiency at your hotel so that you can address it.

It so happened that as is my norm, I booked a single occupancy bedroom online at your hotel for 24th January, 20xx for a single day. On checking in, however, I was given a smoking room despite me being a non-smoker. I found this out only after the room attendant took me to my room. I immediately raised the matter with the reception however they said that all rooms are booked, and I would have to wait till another room is made available. Since I had a meeting

to attend, I needed to freshen up immediately, so I went ahead and accepted the room reluctantly.

Natraj Hotel has usually given me good service, however this time you have let me down badly. In light of this deficiency, I request you to refund the cost of my room. I additionally suggest that you clearly provide guests with an option to choose a smokers' or non-smoking room on your Internet reservation services.

Looking forward to the refund.

Yours sincerely,

Rignesh Thakkar

Surat

So that was a real-life situation that you could experience in the hospitality industry. How would you reply to such a complaint ? Use your letter writing skills to reply to Mr. Rignesh Thakkar. Fill in the format below :

☐ Check Your Progress – 2 :

- ❖ As the General Manager of Natraj Hotel, reply to Mr. Rignesh Thakkar, your customer who has a complaint. Fill in the format below :

<p>Natraj Hotel</p> <p>25xx, Fort Road, Diu, Pin Code 362 520, India</p> <p>Ph :+91-9723473377</p> <p>Email : gm@natrajhotel.com, Website www.natrajdiu.com</p>
--

_____ (Date)

To :

Subject : _____

Dear Mr. Thakkar,

(Body Paragraph 1)

(Body Paragraph 2)

Looking forward to

Yours _____,

2.4 LET US SUM UP :

Despite the advantages of Email, letters still have an important role in business communication. Your awareness of how to craft them and which letter to use will go a long way in establishing you as a skillful communicator. Also, to know what kind of letter to draft in what situation will help you to confidently deal with any type of business communication that needs a sheet of A4 paper.



Fun Fact

Early postal systems depended on posthouses. These were hotels where horses and horsemen couriers could be rented to deliver messages.

2.5 ANSWERS FOR CHECK YOUR PROGRESS :

❑ Check Your Progress 1 :

Answers in Order :

1. (D) 2. (B) 3. (A) 4. (E) 5. (G) 6. (C) 7. (F) 8. (H) 9. (J) 10. (I)

(Answers in order with the letter)

20 December 20xx

To :

Mr. Irfan Pathan
xx, Old Padra Road
Tandalja,
Vadodara-390012, Gujarat

Dear Mr. Pathan,

We appreciate your services in encouraging a cricketing culture in Vadodara. You may be aware Hotel Grand Venus is a premier hotel in our city, and we are proud sponsors of the Cricket Association for the Blind Tournament for many years. This year also we are the sole sponsors of the Tournament, and we would

like you to be the Chief Guest of this event. The start of the event is 9 AM, 25th of September, 20xx and the prize distribution is at 1 PM. The venue would be the Reliance Cricket Stadium, Vadodara.

We would like your presence from the start of the match until the end. You are requested to deliver a motivational speech at the beginning of the event and hand over the prize to the players at around 1 PM. Your presence will truly make the event memorable for the visually challenged players, their parents, and all cricket lovers. We will arrange for all your travel and hospitality needs.

Looking forward to your encouragement for this event.

Yours faithfully,

Mr. Varun Mistry

General Manager

□ **Check Your Progress 2 (Model Answer) :**

Natraj Hotel

25xx, Fort Road, Diu, Pin Code 362 520, India

Ph : +91-9723473377

Email : gm@natrajhotel.com, Website www.natrajdiu.com

04 February 20xx

To :

Mr. Rignesh Thakkar

House No. xx, Sangeeta Duplex

Ghod Dod Road

Surat-395001

Gujarat

Subject : Your Complaint about the Smoking Room

Dear Mr. Thakkar, At the outset, I apologise for the allotment of a room that was not to your liking. I enquired with our staff about a smoking room being allotted to you. It just so happened that we had kept a room that was suited for you, but since your arrival was delayed beyond the expected time mentioned by you, we had to allot it to another guest. Unfortunately, seeing the urgency of your need, the only room we could allot you was a smoking room. We value your relationship and wish that you continue staying with us when you visit Diu. As a mark of our concern at the distress caused to you, we are happy to offer you a complimentary lunch and dinner when you stay with us on your next visit. I am sure you would overlook this incident and continue enjoying the great hospitality we have always provided you.

UNIT STRUCTURE

- 3.0 Learning Objectives
- 3.1 Unit Introduction
- 3.2 Elements of A Good Message
 - Check Your Progress 1
- 3.3 Grammar : Present/Past/Future Continuous Tense
 - 3.3.1 Grammar : The Present Continuous Tense
 - 3.3.2 How to Use the Present Continuous Tense
 - 3.3.3 Table of Present Continuous Tense Forms
 - Check Your Progress 2
- 3.4 Past Continuous Tense
 - 3.4.1 Usage of Past Continuous Tense
 - 3.4.2 Table of Past Continuous Tense Forms
 - Check Your Progress 3
- 3.5 Future Continuous Tense
 - 3.5.1 Table of Future Continuous Tense Forms
 - Check Your Progress 4
- 3.6 Let Us Sum Up
- 3.7 Answer for Check your Progress
- 3.8 Glossary
- 3.9 Activities
- 3.10 Assignment
- 3.11 Further Reading

3.0 LEARNING OBJECTIVES :

While emails and letters are wonderful written communication tools, how would you communicate with your colleagues on a digital or physical noticeboard ? Or how will you convey information given on the telephone to a guest or a colleague who is not near you ? In such cases, short message writing is an important skill which this unit will impart. Additionally, you will also learn how to use grammar elements like continuous tense and direct and indirect speech to convey information

3.1 UNIT INTRODUCTION :

In the hospitality industry, you will always be receiving messages from people to convey to others who may not be physically present or accessible on the phone. It could be a colleague who is on leave or guests who are not in their rooms or for an airline crew member who is flying and does not have access to cell phone signals. In such cases, a message pad and pen does the job.

3.2 ELEMENTS OF A GOOD MESSAGE :

Messages are short pieces of writing to convey information that is usually very short and precise. This is often used to convey urgent content to people you cannot speak to directly. Messages do not need elaborate wording and have a matter-of-fact tone. Often organisations have pre-printed message pads so that users can quickly fill in the details and fix it prominently for the receiver to see.

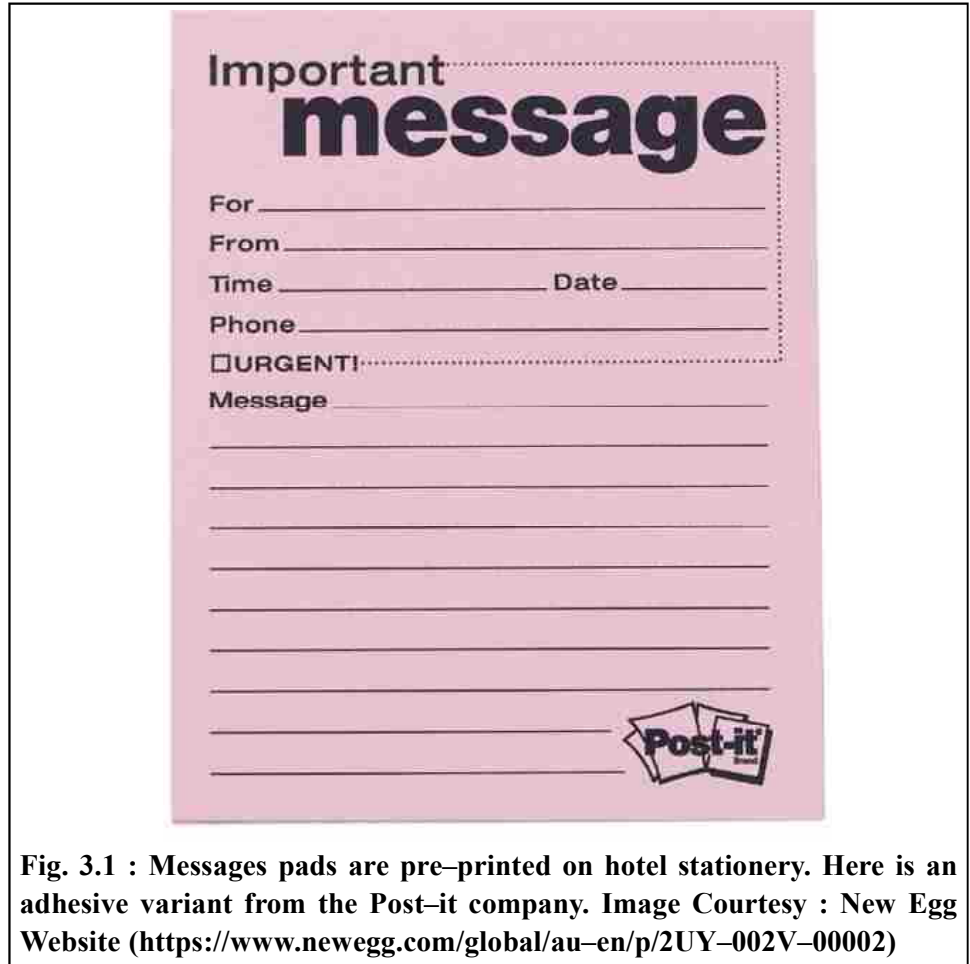


Fig. 3.1 : Messages pads are pre-printed on hotel stationery. Here is an adhesive variant from the Post-it company. Image Courtesy : New Egg Website (<https://www.newegg.com/global/au-en/p/2UY-002V-00002>)

Every message should have these elements :

1. The name of the intended receiver.
2. Name of the person who received the message.
3. The time when the message was received with the date.
4. The contact details of the giver of the message.
5. The content of the message in a short format.

Hotel Liberty
Message Slip

Date: 21/ February Time: 5pm

Name of Guest: Mohd. Rasool

Room No: 408

In your absence
Mr./Ms. Dilshad Patel

From: Lorely Packers, Eharuch

Came in person • Will call again
 Telephoned • Please call back
 Waiting for you
 Please meet him/her

Message: Please collect your package from Mr. Dilshad
waiting in the lobby.

Suraj, Receptionist
Signature of Information Assistant

Fig. 3.2 : An example of a message with all the elements in place.

☐ Check Your Progress – 1 :

You are working in Hotel Luxor as a front office manager. A courier has delivered a package for Mr. Jose Chacko in Room 404. Mr. Jose is not in his room. Fill in the details of the message note of the hotel.

Hotel Luxor, Surat

While you were away...

Message for	
Room No	
Date	
Time	
Message from	
Message	

3.3 GRAMMAR : THE PRESENT, PAST, FUTURE CONTINUOUS TENSE :

Many times, you will need to describe an action at the moment it is happening. The tense used for this is called the Continuous tense. And it is of three types present continuous, past continuous and future continuous.

Let us learn to use each type of this tense in a simple way.

3.3.1 Grammar : The Present Continuous Tense :

The present continuous tense makes use of the –ing form of a verb, for example 'she is running.' Here you can see that the sentence is happening *continuously* in the present moment.

This verb tense is formed with a form of the verb to be + the present participle (the verb form ending in –ing).

To express an action in the present continuous tense, use this formula :

Subject + am/is/are (not) + V–ing +....

Examples :

- *The chef is cooking.*
- *The receptionist isn't working today.*

3.3.2 How to Use the Present Continuous Tense :

The present continuous (or progressive) tense is used for the following situations.

- 1. To describe something that is happening at the exact moment of speech.**

Example : *Jim is watching television at the moment.*

- 2. To describe an action which is taking place now but not at the exact moment of speech.**

Example : *Prakash is working on his knife handling skills.*

- 3. To describe an event planned for the future.**

Example : *The guests are arriving on Tuesday.*

- 4. To describe a temporary situation.**

Example : *We are starting flight operations after the airport renovation is complete.*

- 5. To emphasise the frequency of an action.**

Example : *The kitchen porters are always taking leave for no good reason.*

- 6. To describe changing situations.**

Example : *The restaurant's sales are growing a lot after the home delivery service was started.*

3.3.3 Table of Present Continuous Tense Forms :

Affirmative Form	Subject + am / is / are + Verb (ing) + Complement I am preparing for my interview.
Negative Form	Subject + am not / isn't / aren't + Verb (ing) + Complement I am not taking any more reservations since the hotel's full.
Question Form	Am / is / are + Subject + Verb (ing) + Complement Is he planning to try out a new recipe ?
Negative Question	Am...not / isn't / aren't + Subject + Verb (ing) + Complement Aren't we partying this weekend ?

❑ **Check Your Progress – 2 :**

❖ **Fill in the gaps to make correct sentences in the present continuous tense of the verbs in parentheses.**

- _____ we _____ (watch) the movie tomorrow ?
- The stewards _____ (prepare) for inflight dining.
- The AC _____ (not work).
- _____ Aishwarya _____ (join) the Taj Hotel tomorrow ?
- The hotel _____ (host) the convention.

3.4 PAST CONTINUOUS TENSE :

The past continuous (also called past progressive) is a verb tense which is used to show that an ongoing past action was happening at a specific moment of interruption, or that two ongoing activities were happening at the same time.

In the past continuous tense, the past participle of the verb 'be' that is 'was' and 'were' + verb-ing form is used. In the negative form, was+not is contracted as 'wasn't' and 'were+not' as 'weren't' in spoken English.

Example : The guests were watching a movie last night. They weren't interested in going sightseeing.

3.4.1 Usage of Past Continuous Tense :

There are many circumstances in which this verb tense can be used in a sentence.

- To describe a condition that existed in the past.

Example :

The flights were **flying** full every day last week.

As he served, the bartender **was entertaining** the guests with his juggling skills.

- To describe something that was occurring continuously in the past when another action interrupted it.

Example :

The crowd **was dancing** till the cops arrived.

The plane **was landing** when it was hit by a bird.

3. The past continuous can shed light on what was happening at a precise time in the past.
Example : At 8 o'clock, the guests **were enjoying** a candlelight dinner.
4. It can also refer to a repeated action in the past.
Example : Sangeeta **was always** attending calls when she joined the hotel as a receptionist.

3.4.2 Table of Past Continuous :

	Subject + was / were + Verb (ing) + Past Complement The guests were travelling by car to the marriage.
Negative Form	Subject + was not / were not + Verb (ing) + past complement I am not watching TV this week since I have a headache.
Question Form	Was / Were + Subject + Verb (ing) + past complement Were the staff serving the guests at the wedding ?
Negative Question	Was...not / weren't + Subject + Verb (ing) + past complement Weren't you going to Delhi this weekend ?

❑ Check Your Progress – 3 :

- ❖ Use the correct auxiliary verb form for the following sentences in past continuous form.
- The passengers _____ standing in a line. This delayed the boarding process.
(A) Was (B) Were (C) Wasn't (D) Weren't
 - The cake _____ baking in the oven when the power went off.
(A) Was (B) Were (C) Wasn't (D) Weren't
 - The students _____ enjoying their trip to the Songad fort when it rained.
(A) Was (B) Were (C) Wasn't (D) Weren't
 - The commis _____ supervising the kitchen because the chef was on leave.
(A) Was (B) Were (C) Wasn't (D) Weren't
 - The trainee _____ paying attention, and so he cut his finger.
(A) Was (B) Were (C) Wasn't (D) Weren't

3.5 FUTURE CONTINUOUS TENSE :

The future continuous tense is also referred to as the future progressive tense. It is a verb tense that shows that an event will occur in the future and continue for an expected length of time. It is formed using the construction will + be + the present participle (the root verb + -ing).

Use the future continuous tense when an action is expected to continue happening in the future. For example, "I will be cooking risotto this weekend." Will be meeting cooking is the future continuous tense of the verb to meet. The

construction will + be + the present participle cooking indicates that the cooking isn't going to happen in an instant, all at once. It will have a duration. The will + be + present participle construction always indicates the future continuous tense.

Example : Ganesh will be running a marathon this Saturday.

Note that the future continuous tense is for action verbs only like run, eat, and not for stative verbs that describe a state of existence. Stative verbs include being, knowing. So it is incorrect to use, I will be knowing the answer tomorrow. The correct form here would be 'I will know the answer tomorrow.'

When using the future continuous form for negative answers, use the structure will+not+be+verb-ing. Note that the contraction for 'will not' is won't in spoken English.

For example, The tourists won't be travelling because the roads were washed away in the floods.

3.5.1 Table of Future Continuous Tense Forms :

Affirmative Form	Subject + will + be + Verb (ing) + Complement We will be serving ice-cream for dessert.
Negative Form	Subject + will not (won't) + be + Verb (ing) + Complement I will not be coming to the office since I am on tour.
Question Form	Am / is / are + Subject + Verb (ing) + Complement Is he planning to get a new job ?
Negative Question	Will not ...+ be + Subject + Verb (ing) + Complement Won't we be learning Mexican style cooking this week ?

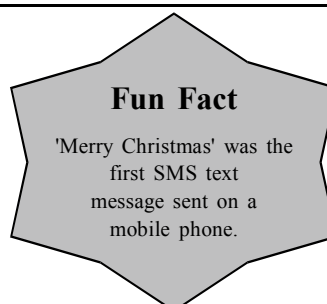
☐ Check Your Progress – 4 :

❖ Change the given future continuous statements to the indicated one.

1. The chef will be preparing a seven-course meal today. (Change to Negative form)
2. The tour guides will be guiding the guests around the Taj Mahal. (Change to the Question form)
3. Won't we be getting a complimentary breakfast ? (Change to affirmative)
4. We will be visiting Gir sanctuary next week. (Change to the negative question form.)
5. Will the pest control team be inspecting the premises today ? (Change to affirmative)

3.6 LET US SUM UP :

Knowing how to write short messages with all important information in place is a skill that is needed for quick communication. Develop such skills through practice. The continuous form of tense denotes an action that is happening in either the simple present, past or future tenses. They have a common structure of an auxiliary verb + the main verb in its -ing form. For future continuous, the verb precedes the -ing form of the verb.



3.7 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress 1 :

Hotel Luxor, Surat

While you were away...

Message for	<i>Mr. Jose Chacho</i>
Room No	<i>404</i>
Date	<i>22 December</i>
Time	<i>2pm</i>
Message from	<i>Front Office Manager</i>
Message	
<i>A package is delivered for you from Amazon. Please collect it from the reception.</i>	

Check Your Progress 2 :

1. Are we watching (watch) the movie tomorrow ?
2. The stewards are preparing (prepare) for inflight dining.
3. The AC is not working. (not work).
4. Is Aishwarya joining (join) the Taj Hotel tomorrow ?
5. The hotel is hosting (host) the convention.

Check Your Progress 3 :

❖ Use the correct auxiliary verb form for the following sentences in past continuous form.

1. The passengers weren't (D) standing in a line. This delayed the boarding process.
2. The cake was (A) baking in the oven when the power went.
3. The students were (B) enjoying their trip to the Songad fort when it rained.
4. 4. The commis was (A) supervising the kitchen because the chef was on leave.
5. 5. The trainee wasn't (C) paying attention, and so he cut his finger.

Check Your Progress 4 :

1. The chef won't be preparing a seven-course meal today.
2. Will the tour guides be guiding the guests around the Taj Mahal ? (Change to the Question form)
3. We will be getting a complimentary breakfast. (Change to affirmative)
4. Won't we be visiting Gir sanctuary next week ? (Change to the negative question form.)
5. The pest control team will be inspecting the premises today. (Change to affirmative)

3.8 GLOSSARY :

Front Office Manager : The person in charge of ensuring that the front office – the place of first contact of visitors and hotels or office – runs smoothly and efficiently. The front office manager also trains and guides the front office staff like the receptionist, cashier, travel manager and porters and takes up their roles, if needed.

Smoking Room : A room in a hotel which is reserved especially for people who smoke cigarettes. Rooms that do not allow smoking are called Non-Smoking rooms and have strict fines in case guests smoke in such rooms because the odour of cigarettes is tough to clean.

Malicious : Designed to do harm intentionally.

3.9 ASSIGNMENT :

Answer these questions in 50–70 words in the space given below.

1. In the space given neatly draw a standard Message Note with all the components in it.

2. The picture below shows a scene in the Business Class section of an aircraft. Write ten sentences in the present continuous tense form describing the activities seen in the picture.



Photo Credit : Getty Images

Example : The breadbasket is lying on the food trolley.

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____
- g. _____
- h. _____
- i. _____
- j. _____

3. You are hoping to be a Front Office Manager in a star hotel. Imagine 5 futuristic changes will be happening in the hotel lobby where you work. Use future continuous tense

Example : The robots will be serving welcome drinks to the guests.

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

4. Remember the last vacation you took ? Mention five things that you saw that was happening in front of your eyes using the present continuous tense.

Example : The waves were splashing on the beach in Goa.

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

3.10 ACTIVITIES :

A new multinational company is setting up their office in your city/town/village. Write a letter to the company, welcoming it and list out all the amenities you can offer them. Also, mention the room tariff of your hotel and mention that a brochure of your hotel is attached for more information.

3.11 FURTHER READING :

Kane, Thomas. (2000). *The Oxford Essential Guide to Writing*. Berkley; Reissue edition.

Gupta, SC. (2016). *A Handbook for Letter Writing*. Arihant Publications; 3rd Edition



UNIT STRUCTURE

- 4.0 Learning Objectives
- 4.1 Unit Introduction
 - 4.1.1 Definition
 - 4.1.2 Basics of Itinerary Planning
 - 4.1.3 Planning of an Itinerary
 - Check Your Progress 1
 - 4.1.4 Tools of an Itinerary Planning
 - 4.1.5 Checklist for an Itinerary
 - Check Your Progress 2
- 4.2 Standard Recipes
 - 4.2.1 Benefits of Using Standard Recipes
 - 4.2.2 Developing Standard Recipes
 - Check Your Progress 3
 - Check Your Progress 4
- 4.3 Let Us Sum Up
- 4.4 Answers for Check Your Progress
- 4.5 Glossary
- 4.6 Assignment
- 4.7 Activities
- 4.8 Further Readings

4.0 LEARNING OBJECTIVES :

In this unit, you will be able to

- Plan a travel itinerary using travel related vocabulary
- Write a recipe using guidelines with an emphasis on listing ingredients and sequencing

This unit helps you to prepare itineraries for individual and group travellers using travel and hospitality vocabulary. The latter half of the unit will guide you on writing recipes for simple dishes with an emphasis on listing ingredients and sequencing by incorporating words like first, next, then, and finally.

4.1 UNIT INTRODUCTION :

All travellers wish that their tour is well-planned and organised so that the time is relaxing and enjoyable. This is possible when there is an itinerary planned ahead of the tour. Itinerary planning is a creative exercise and is tailored to meet the needs of a group or an individual. The term itinerary is used to identify the origin, destination and all the stopping points on a traveller's trip. Each part of an itinerary is referred to as a segment.

Two types of printed references are used for itinerary planning : timetables and airline guides. A timetable is a schedule of departures and arrivals. Airline guides show the connections for up to three segments, information on air carriers, baggage allowances, excess baggage charges, fares, and taxes. Itinerary planning requires the knowledge of time zones and the ability to calculate elapsed alight time. Several time zones may be covered in an airline route system. An itinerary that involves only points in a particular country is called a domestic itinerary; if any point in an itinerary is outside that country; the itinerary is called an international itinerary.

4.1.1 Definition :

Let us begin with the meaning of the term itinerary planning. Roday, Biwal, Joshi, (2009) have defined itinerary planning as the linking of all the journey points of a traveller's journey, right from the point of origin, to the in-between stopping points for sightseeing at the destination and back to the point of origin. Though sometimes the tourist may not come back to the point of origin.



- Itinerary planning is one of the major functions of a travel agency.
- The travel agencies sell readymade package tours to their clients or may design customized itineraries as per the requirement of the client.
- Itinerary planning must be done carefully as many details need to be considered like sightseeing, time taken, meals, weather, monument information, the timings of the monuments and its closure.

4.1.2 Basics of Itinerary Planning :

Each set of travellers have their own specific requirements, and care must be taken to ensure the following :

1. Adequate time is allowed for sightseeing/excursions in each city and place.
2. Choose appropriate class of hotels, meal plan and transport depending upon the type of travellers comprising the group.
3. Avoid backtracking and do not overstretch the tour programme.
4. Offer optional excursion during the period of the tour programme. Optional pre and post tour programmes enhance the value of the tour for the group members.
5. Since check-in and check-out time at all hotels is generally at 12 noon, block hotel accommodation from the previous day in case of early morning arrivals, i.e. for a group arriving at 0400 hrs. And until the following day in case of late-night departure, i.e. group departing at 2300 hrs.
6. In the case of a group(s) visiting a restricted area, please obtain prior permission from the Ministry of Home Affairs or any other department designated by the local government.
7. Specify clearly the service included in the tour price as also the services not included in the tour price.
8. Hotel tariffs in India are generally revised with effect from 1st October every year and are valid until 30th September of the following year.

9. For tour groups operating beyond 30th September keep a reasonable margin (15–20%) increase in tariff. There is approximately a 50% surcharge on rates for A.C. cars/coaches at all places where these are available.
10. Transfer and sightseeing rates include portage and guide fees. In case foreign language speaking local guides are required advance notice should be given to the concerned sub–agents at stations where they are available.
11. Spanish, French, Italian, German and Japanese speaking guides are available in larger cities.
12. Ensure that airline reservations within India or outside are confirmed well in advance with the domestic and international carrier. Domestic airlines require the passengers list at least 30 days before the group's travel.
13. For groups, obtain a complete passenger list/rooming list along with passport details of group members to facilitate quick registration at hotels in each city.
14. Whenever a hotel or resort is waitlisted due to prior bookings, ensure alternate reservation on another flight or hotel.
15. While planning a tour programme check if any festival or cultural events are taking place during that period. These can be included at an extra cost. (For example, Republic Day Parade, Crafts Mela at Surajkund, Diwali, Desert Festival, Pushkar festival, Taj Mahal by moonlight, etc.)
16. Awareness of environmental, cultural, social, economic, and political factors would be useful.
17. All flights or train timings are subject to change without prior notice. Therefore, 45 days before the commencement of the tour, please re–check new timings and ensure the flight's arrival time and departure timings do not affect the sight–seeing schedule in any city.

❑ **Check Your Progress – 1 :**

❖ **Fill in the Blanks :**

1. _____ planning must be done carefully as many details need to be considered.
2. Avoid _____ and do not overstretch the tour programme.
3. All flights or train timings are _____ to change without prior notice.
4. Transfer and _____ rates include portage and guide fees.
5. Whenever a hotel or resort is _____ due to prior bookings, ensure alternate reservation on another flight or hotel.

4.1.3 Planning of an Itinerary :

Before writing an itinerary, meticulous planning is needed as one must cater to a wide range of tourists with consideration to all criteria essential for a tour.

For tour operators, it is important to consider the following :

1. **Interest :** Interest of the person/s for whom the tour is being planned is important, i.e. if the theme is sightseeing, cultural, religious, historical, architectural, wildlife, trekking, adventure, sport, or leisure, etc.
2. **Time of Visit :** When the person wants to visit, this is important for season slights, tariffs, etc.

3. **Duration :** Duration of the tour is important. This helps in planning the areas to be visited, shopping, entertainment, etc.
4. **Place :** This is important as different nationalities, and different age groups like to move differently. Some might want to spend one day in each location and visit the maximum number of places possible, whereas some others would like to spend 2–3 days or even more.
5. **Budget :** is crucial as it will determine the quality of hotels, the amount of travel and other variables like meals, special party, theatre or shows, special visits, etc.

Once the above information is available, you need to find out the following :

1. The proposed points of visit, their location and accessibility by road, train, and flights.
2. Facilities available, i.e. types of hotels, local transport, local agent, telephones, etc.
3. Entrance formalities and other rules.
4. Any permits if required and who will issue it and what are the requirements.
5. Any holiday during the period of the tour. Since the place of the visit may be closed on that particular day. For example, most museums are closed on Mondays.
6. Fairs and Festivals. This always adds value to a tour. For example, Goa Carnival, Holi, Diwali, etc.
7. Any special event taking place may be included to enhance the usefulness of the tour like a Book Fair, Handloom Exhibition or a special craft–mela, etc.
8. About the time of operation, i.e. what are the seasons and if there are problems that go with each such as heat, snow, floods, etc. one should also see if accessibility is there, as a few National parks are closed for 3–5 months in a year. Ladakh, for example, cannot be accessed by road except between July and September.
9. The time taken to travel. It varies depending on the road conditions. For example, a distance of say 100 km. may take 1.3 hrs in one state, 2 hrs in another state, etc. The type of transport will also determine the travel time since buses are 20–25% slower.
10. The time required to visit a monument temple, National Park or a particular event and the timings.
11. The availability of guides and the languages spoken.
12. The details of shopping, etc.

4.1.4 Tools of an Itinerary Planning :

The tools of an itinerary planning are :

1. International Time Calculator
2. List of Bank and Public Holidays
3. Timetables
4. Worldwide City–to–City schedules

5. Construction of Connection
6. Official Airline Guide

4.1.5 Checklist for an Itinerary :

The checklist gives a fair idea whether the tour is complete or not. An ideal checklist would involve the following :

Name of the client	_____
Number of participants'	_____
Dates of departure	_____
Dates of return	_____
Point of departure/return	_____
Itinerary	_____

Type of tour	_____
Transportation	_____
Transfers to be included	_____
Hotel	_____
Class	_____
Accommodation	_____
Meals	_____
Breakfast	_____
No meals	_____
Sightseeing	_____
Guide required	_____
Particular interests	_____
Miscellaneous	_____
Languages spoken	_____
Additional services required	_____
• Car rental	_____
• Insurance	_____
• Documentation	_____
• Budget	_____

VACATION ITINERARY

Start Date: _____
End Date: _____

✈️ DEPARTURE FLIGHT DETAILS									
Date	Airline	<u>DEPARTURE</u>			<u>ARRIVAL</u>			Stops	Duration
		Time	Terminal	City	Time	City			

🚗 PICK UP/DROP, CAR RENTAL DETAILS				
Date	Pick Up Time	Pick Up Location	Drop Location	Company

🏨 HOTEL DETAILS							
Check-in	Hotel	Street	City	Inclusions	Check Out	# of Days	Contact

👤 ACTIVITIES					
Date	Time	Venue	Room	Notes	Contact

✈️ ARRIVAL FLIGHT DETAILS									
Date	Airline	<u>DEPARTURE</u>			<u>ARRIVAL</u>			Stops	Duration
		Time	Terminal	City	Time	City			

Fig. 4.1 : An Itinerary Template.

Source : <https://trumpexcel.com/vacation-itinerary-packing-list-template/>

Duration : 2 Nights – 3 Days

Destinations : Ahmedabad– Porbandar – Ahmedabad

Day 1 : Ahmedabad – Porbandar

Morning drive to Porbandar. On arrival, check into the hotel, freshen up and visit Kirti temple, the birthplace of Mahatma Gandhi. The House of Kasturba Gandhi, the wife of Mahatma Gandhi, is located just at the back of the Kirti temple.

After that, a visit to the Gandhi museum, study room of Mahatma Gandhi and Sudama temple. Overnight stay at the hotel.

Day 2 : Porbandar – Somnath

After breakfast, leave for Somnath. On reaching Somnath check into the hotel and freshen up. Visit Bhalka Tirth. In the evening, a visit for the 'Aarti' and 'Darshan' at Somnath Temple and enjoy the light and sound show. Overnight stay at the hotel.

Day 3 : Somnath – Ahmedabad

After breakfast, leave for Ahmedabad. On arrival at Ahmedabad, drop off at the desired location.

Fig. 4.2 : An Itinerary for a Porbandar–Somnath Tour.

Source : (<https://www.tourmyindia.com/weekend-tours/porbandar-somnath-weekend-tour.html>)

Preparation Time : 8–10 hour

Cook time : 41–50 minutes

Serves : 4

Level of Cooking : Easy

Taste : Spicy

Ingredients for Dal Makhani Recipe

Red kidney beans (rajma) soaked for 8–10 hours and drained $\frac{1}{4}$ cup

Whole black gram (sabut urad) soaked for 8–10 hours and drained 1 cup

Salt to taste

Ginger grated 1 tablespoon

Ghee $1\frac{1}{2}$ tablespoons

Cumin seeds 1 teaspoon

Garlic chopped 1 tablespoon

Onion finely chopped 1 large

Tomato finely chopped 1 large

Red chilli powder 2 teaspoons

Garam masala powder 1 teaspoon

Fresh cream 1 tablespoon + for drizzling

Ginger strips for garnishing

❖ **Method :**

Step 1 : Take black gram and kidney beans in a pressure cooker. Add 2– $2\frac{1}{2}$ cups water, salt and $\frac{1}{2}$ tablespoon grated ginger, mix, cover and cook under pressure, on medium heat, till 8–10 whistles are given out. Remove from heat, cool slightly and stir.

Step 2 : Place the pressure cooker back on the heat and continue to cook on low heat.

Step 3 : Heat ghee in a non-stick pan. Add cumin seeds and sauté for 30 seconds. Add remaining grated ginger and sauté. Add garlic and sauté till golden.

Step 4 : Add onion and sauté till golden. Add tomato and sauté till soft and pulpy.

Step 5 : Lightly mash the cooked dal mixture. Add cooked tomato mixture and mix.

Step 6 : Add chilli powder and garam masala powder and cook for 10–12 minutes, stirring continuously. Add cream and mix well. Adjust the salt and mix.

Step 7 : Drizzle some cream on top, garnish with ginger strips and serve hot.

Note that the recipe has all the details needed for anyone to cook the dish. It included the preparation time, the ingredients in the order of the quantity required, a step by step way to cook the dish and a suggestion to serve it too.

Observe how another recipe is written.

Recipe #2 : Macaroons

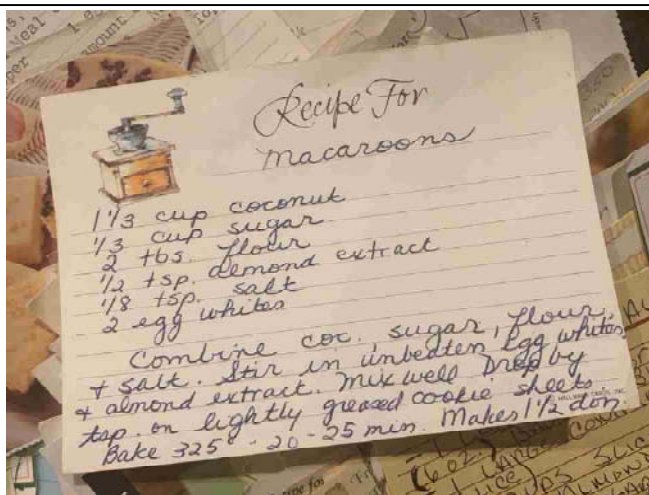


Fig. 4.4 : Recipe

Source : https://www.reddit.com/r/Old_Recipes/comments/d5j5cd/recipe_for_coconut_macaroons_written_by_my_late/

Note that the recipe clearly indicates ingredients, measures, as well as exact procedures for preparing the menu item.

The single most important advantage of using standard recipes is consistency. When standard recipes are followed correctly, items produced will be consistent in quality, flavour, and portion size. This consistency creates satisfied guests and enables a food service operation to build a solid base of repeat business. Also, when food service operations produce consistent products, managers can establish accurate standard costs. Managers need this information to help ensure that financial goals will be met. If the price of a menu item differs each time it is prepared, because different types or quantities of ingredients are used or because of varying portion sizes, there will be no consistent cost information available to help managers keep costs in line with budget constraints.

4.2.1 Benefits of Using Standard Recipes :

1. More efficient purchasing practices result when managers know the exact amounts of ingredients needed to produce menu items.
2. When managers know that a standard recipe will yield a specific number of standard-size portions, it is less likely that too many or too few items will be prepared.
3. Since standard recipes indicate the needed equipment and required production times, managers can more effectively schedule food production employees and necessary equipment.
4. Less supervision is required since standard recipes tell the employees the quantity and preparation method for each item. Guesswork is eliminated; employees need only follow recipe procedures. Of course, managers should routinely evaluate the quality of items produced and ensure that standard recipes are followed correctly.
5. If the chef is ill or the bartender does not show up, a product can be produced if a standard recipe is available. Granted, inexperienced employees will be slow and may make mistakes. However, if the recipe is in the head of an absent employee, instead of on a standard recipe card or in a computer database, management will be in an even more awkward position.

4.2.2 Developing Standard Recipes :

Developing standard recipes does not mean throwing out existing recipes and starting over. Instead, it requires standardizing existing recipes according to a series of steps.

Select a time for standard recipe development. Ask the cook or bartender to talk through the preparation of the item. Double-check the recipe by closely observing the cook or bartender as the item is being prepared.

Record the recipes in a standard format that will be helpful to those preparing the items. For example :

- Desirable yield.
- List all ingredients in the order they are used.
- Decide whether to use weights or measures or both. Weighing is always more precise than measuring.
- Whenever possible, express all quantities in amounts that are most practical for those preparing the item. For example, convert all measures into the largest possible units.
- Record procedures in detailed, concise, and exact terms.
- Provide directions for portioning.

After drafts of the standard recipes have been developed, share them with other production staff. Solicit their ideas about accuracy and possible refinements.

Finally, test the recipes to be sure they yield products of the desired quantity and quality.

Check Your Progress – 3 :

❖ State if the following statements are True or False

1. Standard recipes bring repeat customers. True False
2. Recipes should have ingredients in any order. True False
3. Standard recipes are chef's secrets. True False
4. The single most advantage of a standard recipe is convenience. True False
5. A standard recipe is thoroughly tested. True False

Check Your Progress – 4 :

Write a simple recipe of an item you wish to cook.

4.3 LET US SUM UP :

Itinerary writing and recipe writing will be something that all airline and hospitality management professionals will be dealing with in their career. Writing these vital pieces of communication and understanding them will help you to set standards that will help you, your customers, and your colleagues. Remember to follow the basic pointers in itinerary writing to avoid confusion and possible monetary losses. Similarly developing a standard recipe for the dishes in a restaurant is vital to standardise taste and will be helpful in case the chef is not available on a particular day.

4.4 ANSWERS FOR CHECK YOUR PROGRESS :

☐ Check Your Progress 1 :

1. Itinerary planning must be done carefully, as many details need to be considered.
2. Avoid backtracking and do not overstretch the tour programme.
3. All flights or train timings are subject to change without prior notice.
4. Transfer and portage rates include portage and guide fees.
5. Whenever a hotel or resort is waitlisted due to prior bookings, ensure alternate reservation on another flight or hotel.

☐ Check Your Progress 2 :

List important points to be considered while planning a tour.

Answer : (Use the 6 points listed in unit 8.1.3.)

☐ Check Your Progress 1 :

Decide if the statement is True or False

- | | |
|---|--------------|
| 1. Standard recipes bring repeat customers. | True |
| 2. Recipes should have ingredients in any order. | False |
| 3. Standard recipes are chef's secrets. | False |
| 4. The single most advantage of a standard recipe is convenience. | False |
| 5. A standard recipe is thoroughly tested. | True |

☐ Check Your Progress 4 :

Write a simple recipe of an item you wish to cook.

Answer : Recipe for Making Idli

Idli is a traditional South Indian steam-cooked breakfast or snack

❖ Ingredients :

3 cups boiled rice soaked overnight

1 cup split black gram (Urad dal) soaked overnight

Salt to taste.

❖ Method of Preparation :

1. Use a wet grinder or mixer to grind the soaked black gram to a thick fluffy batter. Keep aside.
2. Similarly, grind the rice in the mixer to a batter and keep aside.
3. Mix the two batters, add salt, and keep aside for 5–8 hours to rise.
4. Once the batter rises, scoop some of it into the idli mould which is greased with vegetable oil.
5. Once the idli mould is set, place it in the steamer to cook till the batter solidifies to form cooked idlis.
6. Carefully scoop out the cooked idlis.
7. Serve with chutney and sambar.

BLOCK SUMMARY :

**Itinerary and
Recipe Writing**

Block 1 gave you the tools to improve your verbal communication. Block 2 gave you the skills of written communication. In Unit 2, you practised how to write professional emails. Include all the components you learnt there, and soon your emails will sparkle with professionalism. Plus, the receiver will have a high esteem for you and your organisation. The next unit showed you the types of letters and how to write each type. The practice of writing tasks will enable you to become a better letter writer than you were before. Unit 3 dealt with a little used skill of message writing. You may presently not be using this much, but working at any workplace, especially in the hotel or airline ones will need you to communicate in this skill a lot. Finally, Unit 4 of Block 3 closes with a critical skill of the hospitality and travel business, itinerary writing, and recipe writing. With these skills, not only will you understand recipes and itineraries better, but you will also express yourself in a technically accurate way to your guests and trade partners.

BLOCK ASSIGNMENT :

❑ **Short Answer Questions :**

1. What are the components to be included in a professional email signature ?
2. How should the body copy of letters be ?
3. What are the situations to use the present continuous tense ?
4. What are the benefits of a standard recipe ?

❑ **Long Answer Questions :**

1. What are the common errors to avoid while writing an email ?
2. What are the types of letters ? Write a short note about each type.
3. What are the elements of a message ? Write a sentence about each element.
4. Write the recipe to make the type of tea you like.

ENGLISH FOR HOTEL AND TOURISM INDUSTRY



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ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is

particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in an easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!

ENGLISH FOR HOTEL AND TOURISM INDUSTRY

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Unit 2 Communicating to Solve Problems

Unit Introduction, Resolving customer problems, Dealing with Customer Service Issues in the Airline Industry, Dealing with Guests in the Hotel Industry, Phrases to help deal with situations that need a solution, Practical Grammar : Simple past tense, Forming the Simple Past Tense : Regular Verbs, Patterns of simple past tense for regular verbs, Forming the Simple Past Tense of Auxiliary Verbs 'to be', 'to have', 'to do.', Simple past, irregular verbs

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Unit 4 Communicating at Meetings and Presentations

Unit Introduction, Organising and Communicating at a Meeting, A Model Meeting, Presentations, Etiquette at Meetings and Group Discussions Presentations



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BBAATR-102

English for Hotel and Tourism Industry

BLOCK 3 : PROFICIENCY IN INTERPERSONAL COMMUNICATION

UNIT 1 NON-VERBAL COMMUNICATION AND ACTIVE LISTENING

UNIT 2 COMMUNICATING TO SOLVE PROBLEMS

UNIT 3 COMMUNICATING AT INTERVIEWS

UNIT 4 COMMUNICATING AT MEETINGS AND PRESENTATIONS

PROFICIENCY IN INTERPERSONAL COMMUNICATION

Block Introduction :

This Block aims at using principles of English communication to enable imparting life skills for personality development that help you to communicate with large audiences. These skills are necessary for most, especially those in people centric businesses like hospitality and airline services.

While everyone is born with a measure of God given talents, specific skills are developed by acquiring an awareness of the need for these skills and then acting them out till a person becomes competent in using these skills. These skills could be as basic as using a toothbrush or buttoning a shirt. However, the skills that are necessary for improving our relationships with each other are often ignored. This Block aims to impart such skills to enhance one's personality, leading to professional success and personal satisfaction.

Unit 1 provides learning about nonverbal communication and its importance. You will gain practical knowledge of what nonverbal communication (better known as 'body language') is and how you can use it to your advantage. The skill of Active Listening is also imparted in this Unit. Both these skills go a long way in enabling positive personality development.

Unit 2 will equip you with skills to deal with an unavoidable aspect of the service industry, customers facing problems either of their own making or because of a service deficiency. This Unit will recreate real life problems that customers would face dealing with at hotels or airline offices. The tools to manage these issues through proper communication will help you to be well equipped to serve the customer calmly.

Unit 3 enables you to handle interviews. This will help you in a job search if needed, or to conduct one-on-one meetings at your workplace. Useful strategies, phrases, and real-life interviews from various sectors with answers provided will help you in your career growth.

Unit 4 imparts skills on how to get excellent outcomes from meetings and presentations. The Unit provides an acceptable model for a good meeting and lays out practical tips to conduct a good meeting. The section on making presentations will give you the necessary guidelines on what to do to become a good presenter. Etiquettes for meetings and presentations will help you acquire skills that are practised at most workplaces nowadays.

This Block will give you knowledge and avenues of practice to become a well-equipped hospitality and airline professional. Use these skills to your advantage and help in bringing a positive outlook to yourself and to the world you work in.

Block Objectives :

After you study this Block you will :

- Learn the importance of non-verbal communication and active listening.
- Learn practical tips for personality development
- Interact with customers to solve problems and challenges
- Successfully handle interviews
- Be equipped to conduct meetings and presentations well.

Block Structure :

Unit 1 : Non-Verbal Communication and Active Listening

Unit 2 : Communicating to Solve Problems

Unit 3 : Communicating at Interviews

Unit 4 : Communicating at Meetings and Presentations

Non-Verbal Communication and Active Listening

UNIT STRUCTURE

- 1.0 Learning Objectives
- 1.1 Unit Introduction
- 1.2 Body Language and Its importance
 - 1.2.1 Components of Body Language
- Check Your Progress 1
- 1.3 Active Listening
 - 1.3.1 Becoming an Active Listener
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- 1.4 Grammar : Use of Can and Could
- Check Your Progress 2
- 1.5 Let Us Sum Up
- 1.6 Answer for Check your Progress
- 1.7 Glossary
- 1.8 Assignment
- 1.9 Activities
- 1.10 Further Reading/Study

1.0 LEARNING OBJECTIVES :

Communication is not just confined to reading, listening, speaking, and writing. A lot of it is visual. This Unit will bring awareness of non-verbal communication, popularly referred to as body language and how to effectively use it for the benefit of your organization and yourself. Additionally, you will also learn the skill of active listening. This is much needed especially for the service industry where correcting listening to clients, customers and colleagues are important for the team and personal success.

1.1 UNIT INTRODUCTION :

Albert Mehrabian, a pioneer researcher of body language in the 1950's, found that the total impact of a message is about 7 percent verbal (words only) and 38 percent vocal (including tone of voice, inflection, and other sounds) and 55 percent nonverbal. While this research is under debate, it is undeniable that body language matters. Would you prefer the company who has a sad and glum face or someone who smiles and looks confident ? And what about instances where the message that was important to you gets totally lost in forgetfulness or misinterpretation. The awareness of active listening and non-verbal communication skills address such issues.

1.2 BODY LANGUAGE AND ITS IMPORTANCE :

The Oxford English Dictionary defines body language as 'the process of communicating what you are feeling or thinking by the way you place and move your body rather than by words.' Whether we like it or not, our body communicates messages to others. We can choose to make such a communication positive, beneficial, and productive. Moreover, a pleasant body language gives confidence to both the sender and the receiver of such communication. Friendly body language also gives a feeling of well-being that even has the promise of long life.



Fig. 1.1 : Former US President Barack Obama (left) and Indian Prime Minister Shri Narendra Modi, are role models for good nonverbal skills. With visual media becoming dominant such skills play a significant role in professional and personal success

Image Courtesy : Politico.com

<https://www.politico.com/story/2015/01/barack-obama-narendra-modi-india-trip-114576>

1.2.1 Components of Body Language :

While body language incorporates many parameters from facial expressions to the way you breathe, generally speaking, non-verbal communication includes five predominant components. They are :

- a. Facial Expressions :** However, we judge our face, whether beautiful, ugly, or plain, we can instantly make it pleasant and inviting to others by changing the expression with a light smile. In an instant, you convey to anyone that you are approachable and someone who can be of help. Contrarily, a severe and glum expression repels people from approaching and shows that the organization that you represent is unfriendly.

As a service-minded person, we need to understand the value of radiating professional service from our face. This can be done by :

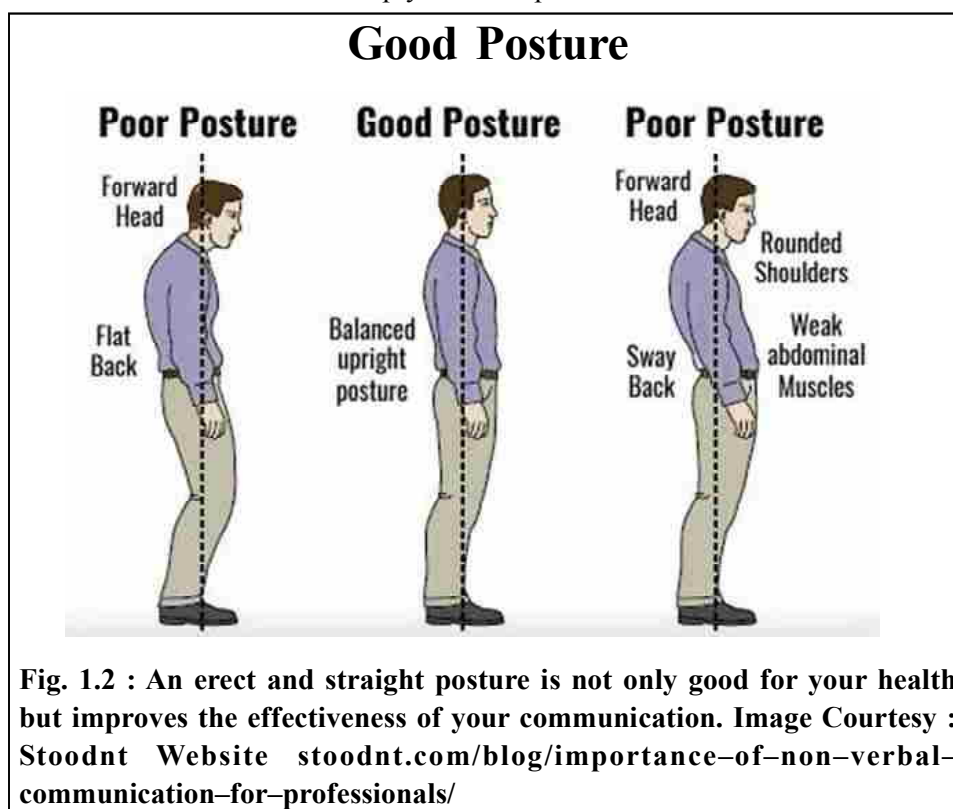
- **Elegant grooming :** For both men and women, a fresh face communicates confidence and approachability. Light makeup for ladies and a clean-shaven face or neatly trimmed beards for men can enhance your facial appearance, thus sending positive cues.
- **A Smile :** The hospitality industry will present before you many types of people. Some may be more pleasing, others less. If you have a light smile, you will keep yourself calm, and your positivity will enhance the good traits in the guests you meet or reduce any negative behaviour they

show. If smiling is a challenge to you remember the saying, 'Fake it Till You Make It'. Smile away even if you do not feel like it, and soon you will be a natural smiler.

- b. Eye Contact :** After the face, the eyes are the most important elements of non-verbal communication. They are the windows to one's soul and should reflect happiness. One sign of being a mature adult is the ability to change emotions from negative to positive quickly. A positive attitude makes the eyes happy. Moreover, eyes should have a professional, friendly look in them. This can be easily achieved by encouraging positive feelings from yourself, which will reflect in your eyes.

Care should also be taken that our eyes do not convey wrong or unintended messages. An extra-long gaze or a wandering look can be considered sexually inviting and should be avoided. One way to avoid such issues with customers and colleagues is gaze on the T Zone of a person (the region around the eyes and the nose of the person). Following the 14-second rule of not looking at one point of a person for more than 14 seconds can also prevent miscommunication.

- c. Posture :** Another vital element of non-verbal communication is maintaining a posture that is beneficial to your health and your productivity. Body posture can convey a wealth of information about a person's feeling and hints about personality characteristics, such as confidence, openness, and submissiveness. For example, sitting up straight may indicate that a person is focused and is paying attention. On the other hand, sitting with the body hunched forward can imply that the person is bored or indifferent.



There are two types of postures generally observed :

Open posture which involves keeping the trunk of the body open and exposed. This type of posture indicates friendliness, confidence, openness, and willingness.

Closed posture involves hiding the trunk of the body by hunching forward and keeping the arms and legs crossed. This type of posture can be an indicator of hostility, unfriendliness, and anxiety. What kind of posture is your natural one ? Open or closed. If you think you need a more confident look, here's good news. You can change your posture to a better one right away. And remind yourself to stay with it.

- d. **Clothing :** A common adage is that 'clothes maketh a man or woman'. It means that what you wear reveals who you are. Most hotels and airline firms have uniforms provided to employees. Keeping them maintained well is the responsibility of the staff. A torn or smelly sock, unpolished shoes, or even a poorly knotted tie or cravat can result in negative non-verbal communication. Even we, despite noble intentions, unconsciously form an opinion, whether good and bad about a person on how they dress. How much more for the premium customers we will serve ?
- e. **Personal Hygiene :** With the COVID 19 pandemic, the emphasis on hygiene has become very pronounced. More so in the hospitality industry where a clean workplace and food is taken very seriously. Bad breath, stinking socks and body and foot odour, are negative nonverbal communicators which can instantly put off most human beings. And rightly so, since it communicates that the person is unpleasant to deal with. So, ask a trusted friend or relative about how you look and smell. Make improvements where needed.

☐ **Check Your Progress – 1 :**

❖ **Answer in a word or phrase.**

1. What is the most confident posture ?

2. Who is responsible for keeping uniforms neat ?

3. What is one sign of a mature adult ?

4. What should you do when you do not feel like smiling ?

5. What are the windows to the soul ?

1.3 ACTIVE LISTENING :

Customer-centric services like the hospitality and airline industry often see customer interactions with staff that can turn angry and unpleasant. The reasons for this could be tiredness, miscommunication, and emotional outbursts. To resolve such issues caused by communication gaps in professional and personal relationships, psychologist Thomas Gordon formulated and popularized the term active listening. It is the ability to focus on the speaker, to understand their message, and respond appropriately. Unlike passive listening, which is the act of hearing a speaker without retaining their message. It is a highly valued interpersonal communication skill which ensures you are able to engage and later recall specific details without needing information repeated.

Research indicates that we only remember between 25 percent and 50 percent of what we hear. It means that when you talk to your boss, colleagues, customers, or spouse for 10 minutes, they pay attention to less than half of the conversation.

The benefits of active listening are many :

- It makes you a better listener
- It helps improve your productivity
- It enhances your ability to influence, persuade and negotiate with colleagues and customers
- It enables both parties to have a win-win solution to areas of conflict
- Active listening helps avoid conflicts and misunderstandings.

1.3.1 Becoming an Active Listener :

The five key active listening techniques you can adapt to help you become an effective listener :

- 1. Pay attention :** Give the speaker your undivided attention and acknowledge the message. Recognize that non-verbal communication also "speaks" loudly.
 - Look at the speaker directly.
 - Put aside distracting thoughts.
 - Do not mentally prepare to form your reply.
 - Avoid being distracted by environmental factors.
 - "Listen" to the speaker's body language
- 2. Show That You're Listening :** Use body language and gestures to show that you are actively listening.
 - Nod appropriately.
 - Smile or use other appropriate facial expressions.
 - Keep your posture open and interested.
 - Encourage the speaker with verbal comments like yes, and then, etc.
- 3. Provide Feedback :** A listener's role is to understand what is being said. This requires you to reflect on what is being said and to ask the right questions.
 - Reflect on what has been said by paraphrasing. "What I'm hearing is...", and "Sounds like you are saying...", are great ways to reflect back.
 - Ask questions to clarify specific points. "What do you mean when you say..." "Is this what you mean ?"
 - Summarize the speaker's comments periodically.

To enhance your listening skills, you need to let the other person know that you are listening to what she is saying. Acknowledgement can be something as simple as a nod of the head or a simple "uh huh." You are not necessarily agreeing with the person; you are merely indicating that you are listening. Using body language and other signs to acknowledge you are listening can also help you to pay attention.

4. **Defer Judgment** : Interrupting is a waste of time. It frustrates the speaker and limits a full understanding of the message.
 - Allow the speaker to finish each point before asking questions.
 - Do not interrupt with counter arguments.
5. **Respond Appropriately** : Active listening is designed to encourage respect and understanding. You are gaining information and perspective. You add nothing by attacking the speaker or otherwise putting her down.
 - Be candid, open, and honest in your response.
 - Assert your opinions respectfully.
 - Treat the other person in a way that you think she would want to be treated.

1.3.2 Applying Active Listening Skills :

Active listening is a skill that must be cultivated and used daily. Here are some ways that it can enhance the productivity of the hospitality industry :

1. Receiving Information :



Fig. 1.3 : Active listening skills like repeating the telephone number back to the speaker when they say it tremendously helps in improving client confidence.

**Image Courtesy : REUTERS/Anindito Mukherjee
(<https://in.reuters.com/news/picture/slackening-demand-drags-india-services-a-idINKCN1ME0CA>)**

In case you are receiving information like telephone numbers, important dates or even an address, instead of just responding to the caller with an uh, huh' repeat the number or date that they provide. Mr Dev Upadhya, a Front Office executive at the Hotel Prince, displays active listening skills : (*A telephone rings at Hotel Prince*) Dev : Thank you for calling Hotel Prince, this is Dev speaking, how can I help you ? Caller : Hello, this is Prasad, a guest in room 203 speaking. I am calling to find out if a courier has arrived for me from SuperFast Couriers. Dev : Let me check Sir. May I put you on hold ? Caller : Actually, I am rushing out for a meeting, can you check and call me back at 9723473377. Dev : (Repeats the number) 9-7-2-3-4-7-3-3-7-7 Caller : That's right bye.

2. Calming Stressful Customer Interactions :

It is accepted that despite best efforts, some customer interactions may become unpleasant either due to service deficiency from the organization's or a customer's perception of the issue. Here is how Ms Aarti, a Customer Service

Executive at IndiFly Airlines, interacts with Mr Pujara, a passenger whose baggage was misplaced by her airline.

Mr Pujara (Angrily) : Excuse me madam. My baggage has not turned up on the baggage belt. What happened ?

Aarti : I'm sorry that your baggage is not traceable, can you please accompany me to the Customer Service office to check what happened ?

(Aarti leads Mr Pujara to the office.)

Aarti : Please be seated, Sir. Here's some water to drink. (She offers him water. By now the man's irritation has decreased.)

Mr Pujara : Thank you.

Aarti : Now, Sir, can you please show me your boarding card to see your name and flight details ? (Mr Pujara gives it to her. Aarti checks the details)

Aarti : Mr Pujara.

You are right. The baggage was not loaded on the flight you came. I'm so sorry about this.

Mr Pujara : This is highly irresponsible. My clothes were in that bag, and my medicines too.

Aarti : Your clothes and medicine were in that bag! I feel so sorry about this, Sir. I can imagine how you feel.

Mr Pujara : So, what can you do about this ?

Aarti : Our systems show that the next flight from your city will reach here in four hours. Will you be able to manage to go to your place of stay now or would you like to wait till your luggage comes ? If you go now, I can arrange to send your bag to your residence. But how will you manage your clothes and medicine till then ?

Mr Pujara : Well, I can buy the medicine on the way to my hotel. My clothes ? I guess I need to adjust with what I have on.

Aarti : Thank you, Sir. You are an understanding man.

Mr Pujara : Thank you.

Aarti : Can you fill in this reporting form Sir and do describe your bag ? And please fill in the address and your telephone number so that I can send the bag to you as soon as I can. (Mr Pujara fills in the form and leaves.) In the above conversation, we notice that Aarti employed active listening skills to diffuse the passenger's anger by changing the place of interaction and offering him water. She then listened to his issue and repeated it to him when he mentioned that his clothes and medicine were in the bag. She also put herself in his shoes and asked how he would manage the situation about his clothes and medicine. Often when people are asked the same questions they are asking, they have a solution to their own problems. Aarti was fair to the passenger by offering to deliver the lost bag to his residence. She also ends the conversation by complimenting him for his cooperation.

3. Active Listening helps in interactions at home or with colleagues too :

The act of showing someone and listening to them empathetically sends a message that the person is esteemed in your eyes and this improves team building at both the personal and professional spheres.

1.4 GRAMMAR : USE OF CAN AND COULD :

Can' and 'could' are both modal verbs – an auxiliary or supporting verb that shows possibility or necessity. In English, modal verbs include can, could, may, might, must, shall, should, will and would.

The verb "can" means something is physically possible to do. Example : I can walk to work.

The verb "could" means possible with a condition(s) whether in the past or future. Can is present tense and could is past tense or is used for speaking about potential.

Can, could and may are used for the different roles.

- To Convey Possibility :** Can, Could and May are used to convey the possibility to perform a task, but the use of each has a different meaning. The table compares the differences.

It can be dangerous to do flambe cooking.	This expresses what the speaker believes is a general truth or known fact, or a strong possibility.
It could/may be dangerous to do flambe cooking.	This does not express a general truth. The speaker is only expressing a weak possibility.
It's dangerous to do flambe cooking for the first time.	This expresses a real fact using the present simple. The speaker is sure, and no modality is used.

- To grant Permission :** We use can, could and may to ask for permission. We use can and may, but not could, to give permission. May is less common :

Asking for Permission	Formal/Polite ?	Giving Permission	Formal/Polite?
Can I ask you a question ?	–	Yes, you can.	informal
Could I use your phone ?	more formal/polite	Yes, you may.	formal/polite
May I use your phone ?	even more formal/polite	Yes, you could.	formal/polite

- To Make Requests :** When we make requests, we can use can or could (but not may). Could is more polite than can :

Can you call back later ? I'm busy now.

Could you call back later ? I'm busy now.

Teachers, parents, and people in authority often use can and could in requests :

Can you be on time, please ?

Can you please refrain from chewing tobacco ?

Could you please stop and listen!

- Can and Could in the negative form :** Can becomes cannot, or can't, in its negative form. Could becomes could not or couldn't.

5. Can, could or may : Typical Errors

- a. Could in the present only expresses weak possibility. Can expresses a strong possibility :

I can travel in July because my exams will definitely be finished at the beginning of that month. (strong possibility)

I could travel in July because my exams will probably be finished at the beginning of that month. (weak possibility)

- b. We don't normally use could to talk about general truths which refer to the present time. We use can instead :

Not everyone can afford to buy organic food.

Not : Not everyone could afford ...

- c. We use could, not can, to express future possibility. Can expresses that we are certain of something :

Working in London next summer could be a great experience. (The speaker thinks this is possible, in particular circumstances)

Not : ... can be a great experience

(Grammar Component on Can/Could and May adapted from the Cambridge 'Explore English Grammar' website :

<https://dictionary.cambridge.org/grammar/british-grammar/can-could-or-may?q=Can%2C+could+or+may>)

☐ Check Your Progress – 2 :

❖ Use Can, Can't, Could or couldn't in the gaps below.

1. Kitchen helpers _____ cut vegetables very fast.
2. I _____ eat 10 idlis when I was younger.
3. The cake is just out of the oven, so we _____ eat it now.
4. Yesterday we _____ buy vegetables because the market was closed.
5. _____ you cook before you did your hotel management course ?
6. _____ I use your knife ?
7. She has cut her finger. So she _____ chop vegetables for a few days.
8. I _____ sleep last night.
9. We came as fast as we _____.
10. _____ I help you with something ?

1.5 LET US SUM UP :

Nonverbal communication is as important as other forms of communication and needs to be given as much attention as other forms. Get the help of a trusted friend, family member or a professional communication coach to help improve your body language. Active listening is also a vital life skill to acquire. The steps involved in being a good listener is to (a) Pay attention (b) Show that you're listening (c) Provide feedback (d) Defer judgment (e) Respond appropriately.

Start using positive nonverbal communication cues and active listening techniques to become a better communicator, improve your workplace productivity, and develop better relationships.

1.6 ANSWER FOR CHECK YOUR PROGRESS :

☐ Check Your Progress 1 :

1. What is the most confident posture ? Open Posture
2. Who is responsible for keeping uniforms neat ? Staff
3. What is one sign of a mature adult ? Able to change emotions from negative to positive
4. What should you do when you do not feel like smiling ? Smile anyway.
5. What are the windows to the soul ? Eyes

☐ Check Your Progress 2 :

1. Kitchen helpers can cut vegetables very fast.
2. I could eat 10 idlis when I was younger.
3. The cake is just out of the oven, so we can't eat it now.
4. Yesterday we couldn't buy vegetables because the market was closed.
5. Could you cook before you did your hotel management course ?
6. Can I use your knife ?
7. He has cut his finger. So he can't chop vegetables for a few days.
8. I couldn't sleep last night.
1. We came as fast as we could.
10. Can I help you with something ?

1.7 GLOSSARY :

Diffuse : In professional terms, it means to cool off a tense situation involving a person, usually a customer or colleague.

Organic Food : Any food product or ingredient grown without the use of artificial fertilizers or pesticides.

Communication Coach : A professional who empowers and enhances the abilities of individuals and organizations in the realm of communication.

1.8 ASSIGNMENT :

Answer these questions in 50–70 words in the space given below.

1. A friend of yours is going for his/her first interview to be hired as a trainee. Write a detailed note about the non-verbal communication cues that they should remember during the interview.

1.9 ACTIVITIES :

1. A friend of yours is going for his/her first interview to be hired as a trainee. Write a detailed note about the non-verbal communication cues that they should remember during the interview.
2. After studying the active listening skills, reflect on how you could have had the last conflict you had with a friend, family, customer, or colleague better ? Give an alternative strategy you would follow.



Fun Fact

Palindromes are words or sentences that have the same spelling when read forwards or backwards. Examples include the words Madam or, Malayalam.

1.10 FURTHER READING/STUDY :

TED Talk by Cuddy, Amy. (2012). *Your Body Language May Shape Who You Are*. TED Talks.

https://www.ted.com/talks/amy_cuddy_your_body_language_may_shape_who_you_are

Gibson, Josh and Walker, Fynn. (2011). *The Art of Active Listening : How to Double Your Communication Skills in 30 Days*. Amazon Kindle E-book.



UNIT STRUCTURE

- 2.0 Learning Objectives**
- 2.1 Unit Introduction**
- 2.2 Resolving customer problems**
 - 2.2.1 Dealing with Customer Service Issues in the Airline Industry**
 - 2.2.2 Dealing with Guests in the Hotel Industry**
 - 2.2.3 Phrases to help deal with situations that need a solution.****Check Your Progress 1**
- 2.3 Practical Grammar : Simple past tense**
 - 2.3.1 Forming the Simple Past Tense : Regular Verbs**
 - 2.3.2 Patterns of simple past tense for regular verbs**
 - 2.3.3 Forming the Simple Past Tense of Auxiliary Verbs 'to be', 'to have', 'to do.'**
 - 2.3.4 Simple past, irregular verbs****Check Your Progress 2**
- 2.4 Let Us Sum Up**
- 2.5 Answer for Check your Progress**
- 2.6 Glossary**
- 2.7 Assignment**
- 2.8 Activities**
- 2.9 Further Reading**

2.0 LEARNING OBJECTIVES :

This unit gives you the communication tools to deal with customer issues and complaints effectively. You will also learn how to describe such problems with phrases that will help redress the situation. The grammar component of the simple past tense of action words will give you an awareness and practice of using the simple past tense form of verbs.

2.1 UNIT INTRODUCTION :

Being part of the hospitality and airline industry, you will have to deal with angry or unhappy clients as part of your role, and it's never easy. But if you know what to say and, more importantly, how to say it, you may be able to save the situation. In fact, you can even end up with a better relationship with your client than you had before.

2.2 RESOLVING CUSTOMER PROBLEMS :

Sometimes customers will have issues that will need your attention even if the fault is not of the organisation. Things like an overweight bag or property

damaged by the guest will need your attention. You will have to ensure that the problem is taken care of, calmly and professionally.

2.2.1 Dealing with Customer Service Issues in the Airline Industry :

An overweight bag, a misplaced valuable or a minor accident are some issues that airline staff will have to deal with. Even though the organisation is not to blame for them, when you peacefully resolve such issues, you will retain the customer's goodwill and save much trouble for the person. These situations will show how :

Scenario A : Baggage beyond permissible weight limits.

(Airline Check-in counter Staff Madhu is on duty.)

Madhu : Welcome to IndiFly Airlines. Can I have your PNR Number and ID, please ?

Passenger : Here it is.

Airline Staff : Thank you, Mr. Rao. Please place your bags for weighing. (Passenger places a bag to weigh.)

Madhu : That is 23 kgs. Three kilos overweight Sir.

Passenger : Can you adjust that Madam ?

Madhu : Do you know what the maximum permissible limit is Sir ?

Passenger : 20 kgs. But I could not weigh it before.

Madhu : I understand Sir. Would you like to let the bag pass after paying excess baggage fee or would you want to reduce its weight ?

Passenger : What is the price per kilo ?

Madhu : It's Rs. 525 per kilo inclusive of taxes. Rs. 1575 in total.

Passenger : Okay. I'll pay.

Madhu : Good decision, Sir. By card or cash ?

Phrases to Learn : (a) "I understand Sir/Madam." Use this phrase to show the customer that you empathise with them in the mistake they made. (b) "Good decision." Complimenting your customers will help them feel good, especially in a stressful situation.

Scenario A : Customer misses the flight.

(Airline Staff Parth is on duty.)

Passenger : (Speaking to Parth) Excuse me. I missed my connecting flight to New Delhi.

Parth : Oh, that's so sad. Please come with me Sir to the supervisor's cabin. I'll help you there.

Passenger : Thanks.

(Parth checks the passenger details on the computer and looks for alternative flights.)

Parth : Well, Sir, how did you miss the flight ?

Passenger : I was in the duty-free shopping area and missed the announcement about the gate change.

Parth : There were frequent announcements, and I was calling out to passengers to come for the last and final call.

Passenger : Well, I obviously didn't hear you.

Parth : I understand. Well, here's some good news. You have a non-stop flight at 6 pm to Mumbai, 5 hours from now.

Passenger : 5 hours!

Parth : That's the best option for you, Sir.

Passenger : Is there a charge to pay ?

Parth : Unfortunately, yes. Rs. 7800 one way.

Passenger : Rs. 7800! That's double of what I paid for the earlier flight.

Parth : You know how it is Sir. The closer the date of travel, the higher the fare.

Passenger : I know, is there any way out.

Parth : A cheaper option would be to take another flight with a 5-hour layover at Delhi. It reaches Mumbai tomorrow morning at 11 am.

Passenger : That's too late. Book me for the earlier flight.

Parth : Would you like a choice of seat ? I'll give that to you without the usual fee for choosing seats.

Passenger : An aisle seat please, and thank you.

(The passenger pays and Parth books the ticket.)

❖ **Phrases to Learn :**

- a. "There's good news." Most people would be happy to hear the words good news in a troubling situation.
- b. "A cheaper option would be." "Another option would be." When you give customers an option, you make the person feel they are in control, and this helps them to make a decision in a happier state of mind.
- c. "Unfortunately,... yes/no Using 'unfortunately' when giving a painful piece of information makes the listener know that you empathise with them.

2.2.2 Dealing with Guests in the Hotel Industry :

Guests at hotels will also face challenges. Having professionals like you to help them will resolve the issue.

Scenario 1 : Guest feeling sick

(Malini the Guest Relations Officer sees a lady guest looking weak and standing still at the lobby. She goes to meet her)

Malini : Good morning, Madam. How are you feeling ?

Guest : I'm okay.

Malini : Why don't you come and sit here. You look tired.

Guest : Okay.

(Malini leads the guest and makes her sit on a couch.)

Malini : I'll get you some water. What happened Ma'am ?

(Malini asks for water. A waiter gets some. The guest drinks.)

Guest : I have hypertension. Felt giddy.

Malini : Stay calm. I'm sending for the doctor. We should not take any risks.

Guest : Okay

(The doctor arrives and checks the guest. Malini goes back to her responsibilities after seeing to it that the guest is taken care of.)

❖ **Phrases to learn :**

How are you feeling/doing ?

Stay calm.

I'll get you some water.

Scenario 2 : Handling guests' complaints about various services at the hotel

Prasad, the Front Office Executive, works at a hotel reception. See how he handles calls from guests with various complaints. Note that in such situations, the guest is not expecting an argument. Just solve the problem and carry on.

1. Room Not Cleaned :

Prasad : This is Prasad at reception.

Guest : Hello, I'm calling from my room number 202. My room has not been cleaned since the morning. What's happening ?

Prasad : I'm sorry, Sir, it should've been cleaned by now. I'm sending someone right away.

2. A/C Not Working :

Prasad : Good morning. Reception. Prasad here.

Guest : Prasad, please send someone to room 603. The AC is not working.

Prasad : My apologies, Sir. I'm sending the maintenance team right now.

Guest : Thank you

3. WiFi Password needed :

Prasad : Reception. Prasad here.

Guest : What is the password for the WiFi.

Prasad : It's 'guest123'. You'll find it written in the welcome folder of your room.

Guest : Oh! Here it is. Thanks

4. Hot water not flowing :

Prasad : Good evening Prasad at reception.

Guest : (Uses a bad word.) Why is the hot water not coming ?

Prasad : Sir such words do not suit you. Please leave the tap running for two minutes. The hot water will flow after the cold water in the tap first runs out.

Guest : Okay. Thanks, and sorry.

We can learn from Prasad's communication skills that when guests tell you a problem or abuse you, it is not something you should take personally. Remember that they are communicating with you because they have an issue, and all they expect you to do is solve the situation to get a happy ending. While there are definite laws and policies to protect employees from unpleasant guests, you should remember that with good communication skills, any unpleasant situation can turn out for good.

2.2.3 Phrases to help deal with situations that need a solution :

1. Can I help you, Sir/Madam ?
2. I'll get back to you by [time]
3. "How can I help ?
4. "That's sad. We'll help find her."
5. I'll get you some water
6. My apologies Sir
7. I'm sorry, Sir, it should've been cleaned by now. Shall send someone right away."
8. That's a good decision.
9. "Unfortunately yes" or "Unfortunately no."
2. I'm sending someone right away."

☐ Check Your Progress – 1 :

❖ Which phrase from the above list would match with the situation below. Put the number of the phrase in the box given

1. "Okay, I'll take your suggestion to pay for an XL seat." ☐
2. "Excuse me the TV remote's battery is dead." ☐
3. "Hello, my bathroom tub is still messy." ☐
4. "Excuse me, I have a problem." ☐
5. "I hope you are okay Sir ? _____ " ☐
6. "When can I get the final flight status ?" ☐
7. " I can't find my 6 year old son!" ☐
8. "I forgot to pack this nail-cutter in the checked bag. Can I carry it with me ?" ☐
9. "I'd like to meet the person-in-charge." ☐



Fig. 2.1 : Singapore Airlines has consistently been voted as the best airline in the world due to the efficiency and service standards of its cabin and ground staff. Image Courtesy :

<https://airlinesalerts.com/singapore-airlines-flight-attendant/>

2.3 PRACTICAL GRAMMAR : SIMPLE PAST TENSE :

The simple past tense is used to talk about a **completed action** in a time **before now**. It is the basic form of past tense in English. The time of the action can be in the recent past, or the distant past and action duration is not important. Examples :

- The guests played golf at the Laxmi Vilas Palace, Vadodara.
- Mr. JRD Tata flew the first commercial airline in India.
- The guests had breakfast and checked out.
- The Taj Mahal hotel began in 1903

2.3.1 Forming the Simple Past Tense : Regular Verbs :

Regular verbs are those whose conjugation follows a typical pattern. To form a simple past tense verb, these words add –ed to these verbs.

A list of some regular verbs that are common to the airline and hospitality industry are as follows :

Regular Verb	Simple Past Tense (V2)	Regular Verb	Simple Past Tense (V2)
ask	asked	enquire	enquired
boil	boiled	call	called
land	landed	arrive	arrived

(**Note** : Many students know the past tense as the second form of the verb V2. Though this is not referred to in established grammar books, V2 is used here only to indicate a popular form of expressing the simple past tense form)

2.3.2 Patterns of Simple Past Tense for Regular Verbs :

Affirmative : Affirmative sentences state a basic truth or an affirmation.

Subject	+ verb + ed	
I	cooked.	

Negative : As is evident, negative sentences present what is not true or incorrect.

Subject	+ did not	+ infinitive without <i>to</i>
They	didn't	go.

Interrogative : An interrogative sentence asks questions. These sentences always end with a question mark.

Did	+ subject	+ infinitive without <i>to</i>
Did	she	arrive ?

Interrogative negative :

Did not	+ subject	+ infinitive without <i>to</i>
Didn't	you	play ?

To Walk

Affirmative	Negative	Interrogative
I walked	I didn't walk	Did I walk ?
You walked	You didn't walk	Did you walk ?
He walked	He didn't walk	Did he walk ?
We walked	We didn't walk	Did we walk ?
They walked	They didn't walk	Did they walk ?

2.3.3 Forming the Simple Past Tense of Auxiliary Verbs 'to be', 'to have', 'to do.' :

Auxiliary means to support a more important object. Coming to grammar, auxiliary verbs form the tenses and moods and voice of the main verb. Do, Be and Have are the primary auxiliary verbs. This is how they are used in the simple past tense.

Subject	Verb		
	Be	Have	Do
I	was	had	did
You	were	had	did
He/She/It	was	had	did
We	were	had	did
You	were	had	did
They	were	had	did

Affirmative : The affirmative of the simple past tense is simple.

- I **was** in Japan last year.
- She **had** a headache yesterday.
- We **did** our homework last night.

Negative and Interrogative : For the negative and interrogative simple past form of "to do", use the auxiliary "did", e.g. We **didn't do** our homework last night.

The negative of "have" in the simple past is usually formed using the auxiliary "did", but sometimes by simply adding not or the contraction "n't".

The interrogative form of "have" in the simple past commonly uses the auxiliary "did".

❖ **Examples :**

- They **weren't** in Rio last summer.
- We **didn't** have any money.
- We **didn't have** time to visit the Eiffel Tower.
- We **didn't do** our exercises this morning.
- **Were** they in Iceland last January ?
- **Did you have** a bicycle when you were young ?
- **Did you do** much climbing in Switzerland ?

Note : For the negative and interrogative form of all verbs in the simple past, always use the auxiliary 'did'.

2.3.4 Simple Past, Irregular Verbs :

Irregular verbs are those which follow no definite pattern of conjugation. Some verbs are irregular in the simple past. Here are the most common ones.

Irregular verb : to go

- He **went** to a club last night.
- **Did he go** to the cinema last night ?
- He **didn't go** to bed early last night.
- to give
- We **gave** her a doll for her birthday.
- They **didn't give** John their new address.
- **Did Barry give** you my passport ?
- to come
- My parents **came** to visit me last July.
- We **didn't come** because it was raining.
- **Did he come** to your party last week ?

❑ **Check Your Progress – 2 :**

❖ Put in the correct past tense form in the blank of the verb given in parentheses ().

1. Did the chef _____ (take) leave yesterday ?
2. The chef was present, the commis _____ (take) leave yesterday.
3. We _____ (go) to the movie yesterday because it was raining.
4. The guests _____ (leave) a good tip for the waiter.
5. The family _____ (have) Kathiawadi food yesterday.

2.4 LET US SUM UP :

Excellent customer service is needed most in unpleasant situations like service deficiencies or a personal challenge the custom is facing. To prepare for such situations ahead of time will help you to achieve a positive outcome during such events. Empathy filled phrases like "Can I help you ?" "That's unfortunate." or even "Good decision" will make customers feel good and will have a great relationship with the organisation you represent.

Fun Fact

India's first pilot was JRD Tata, who flew the first Tata Airlines flight carrying airmail from Karachi via Ahmedabad, Mumbai and reaching Chennai – the final destination.

2.5 ANSWER FOR CHECK YOUR PROGRESS :

❑ **Check Your Progress 1 :**

1. "Okay, I'll take your suggestion to pay for an XL seat. (8)
2. "Hello this is room 103, the TV remote's battery is dead." (10)
3. "Hello, my bathroom tub is still messy." (7)

2. Write the past tense forms of the following verbs and make sentences in the past tense with them.

a. See : Past Tense : _____
Sentence in Past Tense :

b. Go : Past Tense : _____
Sentence in Past Tense :

c. Swim : Past Tense : _____
Sentence in Past Tense :

d. Take off : Past Tense : _____
Sentence in Past Tense :

3. Make a list of 10 customer service problems that can be expected in a hotel ?

4. What could be 10 customer service problems expected in an airline ?

2.8 ACTIVITIES :

1. Imagine you are a celebrity – maybe Amitabh Bachchan or Deepika Padukone. Write a paragraph about how your schedule was yesterday from waking up in the morning to going to bed at night. Use past tense forms of all verbs.
2. You have started a small highway hotel, and as the owner cum manager, you live at the hotel. One rainy night, while you are asleep a couple with a child, comes to you saying that their car has had a breakdown outside your hotel, and they need a place to stay. You look at the room list and find out that there are no rooms available. It's raining heavily. What would you do ?

2.9 FURTHER READING/STUDY :

Richey, Rosemary. (2015). *English for Customer Care*. Oxford University Press. Gibson, Josh and
Law, Colin C. (2018). *A Practical Guide to Airline Customer Service*. Brown Walker Press.



UNIT STRUCTURE

- 3.0 Learning Objectives
- 3.1 Unit Introduction
- 3.2 Interviews
- 3.3 Key Words and Phrases in an Interview
 - 3.3.1 Passion
 - 3.3.2 Responsibility
 - 3.3.3 Leadership
 - 3.3.4 BuzzwordsCheck Your Progress 1
- 3.4 Grammar : Extending Answers with Sequencing Vocabulary
Check Your Progress 2
- 3.5 Common Interview Questions
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Check Your Progress 3
- 3.7 Let Us Sum Up
- 3.8 Answers for Check Your Progress
- 3.9 Glossary
- 3.10 Assignments
- 3.11 Activities
- 3.12 Further Reading

3.0 LEARNING OBJECTIVES :

Interviews are an essential part of interpersonal communication. This unit will show the relevance of this mode of communication for use not just as a recruiting tool, but also as a frequently used method to interact with clients and colleagues professionally.

In this unit, you will be able to :

- Demonstrate effective interview skills
- Highlight do's and don't for interviews.
- Learn to use sequencing language to give extended, in-depth answers during interviews.

3.1 UNIT INTRODUCTION :

Interviews are the first meaningful step towards getting a job. This unit will enable you to cultivate the necessary skills to communicate during interviews successfully. These communication tools are not only important to get a job but to also operate well at work.

3.2 INTERVIEWS :

An interview is a structured dialogue where one participant asks the questions, and the other participant provides answers. Simply put, an "interview" refers to a one-on-one conversation between an interviewer who asks questions and an interviewee who responds to the questions. This feature is common for many types of interviews — a job interview or an interview with a witness to an event. At the time of the interview, there may be no other audience present, but the answers can later be forwarded to others in the recruitment or investigative process.

An interview transfers "information" in both directions.

Interviews generally take place face-to-face or in person. In cases where the parties are separated geographically, the interview format makes use of technology such as video conferencing or telephones. Interviews almost always involve verbal communication between the interviewer(s) and interviewee. In rare instances, a "conversation" can happen between two persons who type their questions and answers.

3.3 KEY WORDS AND PHRASES IN AN INTERVIEW :

Words spoken during an interview convey an impression about you and your abilities. Make it a positive one. Here are five virtues that the interviewer is looking for in you. Integrate the words that display these qualities in your answers.

3.3.1 Passion :

One of the things interviewers try to discover is if you're recruited are you just going to report and do the job, or will you go above and beyond your job description ?

People who are passionate and interested help further a company in positive and unexpected ways. They're good for the company's image and bottom line. Using the following words and phrases shows that you aren't a clock-watcher and that you're highly engaged with your work :

- Energised
- Enthusiastic
- Interested
- Love
- Motivated
- Priority
- Win

3.3.2 Responsibility :

During an interview, it's good to demonstrate that you're a responsible person. You want to let the interviewers know that if you're given a task, you'll not only complete it, but you'll finish it on time and meet the established standards. These words and phrases convey responsibility :

- Accomplish
- Coordinate

- Detail-oriented
- Effective
- Efficient
- Maintained
- Met the deadline
- On-time
- Organise
- Practical
- Prepare
- Provide
- Reorganise
- Responsible
- Results, Results-oriented
- Satisfied the client's requests
- Solution
- Support
- Team player
- Leadership

3.3.3 Leadership :

When interviewing for a leadership role, it's important to use strong, active verbs. You need to demonstrate how you've led teams and projects and take ownership of the results and accomplishments from your entire career. Try to use these words to convey your leadership strengths :

- Accelerate
- Accomplish
- Build
- Coordinate
- Deliver
- Develop
- I handled that by...
- Initiative
- Innovative
- Negotiated
- Plan
- Resolve
- Supervise

3.3.4 Buzzwords :

Every industry comes with its own "catch words". Though outside of the industry this jargon can be annoying it's like a secret code which prevents people from following a conversation. But if you're talking to people from the same

industry then using familiar jargon during conversations is like a secret handshake—it lets interviewers know that you understand and are really familiar with the industry.

Of course, to use jargon, you'll have to understand it. So, if you're new to an industry field, read up to familiarise yourself with the latest news. Follow industry professionals on Twitter, connect with them on LinkedIn, and seek out relevant blogs and videos.

Do you want to show a company you're a good fit? Mirror the words the company uses to describe itself. Very likely, these same catchphrases are used frequently in internal communications and company-wide meetings. Even if interviewers don't consciously realise that you're reflecting their own words back, it'll make a subtle, positive impression. Examine the language on the company's "About" page on their website, on social media pages, and within the job advertisement.

You can also choose synonyms to avoid sounding too much like you've memorised the company's own copy. This will help interviewers know that you understand what they're looking for in a candidate.

[Adapted from : www.thebalancecareers.com]

❑ **Check Your Progress – 1 :**

Indicate if the statements given are True or False

1. An interview is an unstructured process.
2. When talking about a company, you should mirror your vocabulary to what the company uses.
3. Body language does not matter in an interview.
4. Interviews can sometimes happen by exchanging written questions and answers.
5. Using the phrase 'detailed oriented' during interviews indicates a passion for work.

3.4 GRAMMAR : EXTENDING ANSWERS WITH SEQUENCING VOCABULARY :

When our opinion is sought, the listener expects that we would give well-rounded answers that would provide in-depth information to make a decision. Just a one sentence short answer would not help. In such cases, we can use linking words like firstly, secondly and finally to give more detailed answers. These are called sequencing vocabulary since they allow you to logically arrange thoughts to give more depth to your answers.

❖ **Example :**

Interview Question : What can hotels do to handle the Covid 19 challenge ?

Answer : In my opinion hotels can firstly, study the experiences of other nations to see how they handled the crisis, secondly, in consultation with government policies, it can implement stringent sanitisation measures for all rooms and restaurants to assure that guests are protected and finally, hotels can start other revenue generating steps like home deliveries of food from the restaurant to kickstart operations.

Here firstly, secondly and finally are used to introduce three reasons to answer the question. Alternative options for these include :

- First of all, next and then.
- First, then, next.
- To begin with, consequently, in conclusion

Q. What is the route of the cheapest Mumbai Johannesburg flight ?

Answer : It's definitely Rwandair. First of all, the flight goes from Mumbai to Kigali, the capital of Rwanda. After changing planes, it next flies to Lusaka, the capital of Zambia. And then reaches Johannesburg, South Africa. In all, it is reasonably priced at Rs. 22,000 for a 15-hour trip.

□ Check Your Progress – 2 :

Insert the correct sequencing word from the list in the given sentences. Some words are extra.

First firstly additionally consequently finally then

1. To make tea _____, boil a mixture of milk and water.
2. _____, add a teaspoon of text leaves.
3. _____ add a pinch of tea masala (flavours).
4. _____ serve with some snacks.

3.5 COMMON INTERVIEW QUESTIONS :

Most interviews have characteristic questions that are designed to get a person talking so that the information they give and the manner they provide it can be evaluated to make a hiring decision. Some of the typical questions that you need to be able to answer include :

- Tell me something about yourself.
- Tell us about how you handle pressure.
- Describe a situation when you had to make a difficult and unpopular decision.
- Tell me about a time you had to deal with an angry client.
- How do you abreast with the latest developments in the hospitality industry ?
- Give me an example of a time you had a conflict with a team member.
- What qualities would your ideal hospitality professional possess ?

Fig. 3.1 : Model Interview for an Indian Airline Company.

How would you answer these questions ?

Q. 1. Tell me about yourself.

Answer : My name is... I have completed my "Degree" in "Course" from "Institute". I completed my Intermediate & SSC from "Place" in CBSE board with first class marks.

Q. 2. Why should we employ you as cabin crew at XYZ Airlines ?

Answer : The airline has ordered many new aircraft and is on the path of expansion. It would be exciting to work and be a part of this growth, and also one of my friends who has worked for you recommended me to apply as she thought I would fit in with the company ideals.

Q. 3. What do you think about Teamwork ?

Answer : I enjoy working in a team and am used to shift work. I believe I will be able to adapt well to this role. I am looking for new challenges and in my role as a cabin crew. I know I will learn not just about people and places, but also skills like first aid and how to help others within my limits.

Q. 4. Are you applying for other airlines ?

Answer : Although I have applied for a couple of other airlines, I want to work for this airline as it has the best professional image and I always read and hear positive reviews about your airline. Hence, I believe it would definitely be a great place for me to start my career as a cabin crew.

Q. 5. Can you give us an example of when you have provided excellent customer service ?

Answer : Some time ago in a restaurant, a lady guest didn't know what to order for dessert. So to make it easier for her to choose, I described each dish to her. And finally when she was trying to choose between two dishes, I asked the chef if it was possible for her to have a small piece of each – she was delighted with that!

Q. 6. How would you deal with being away from your friends and family for extended periods of time ?

Answer : I do realise that it will not be easy to stay away from my family and friends, but I understand that it is necessary for the job. And also it is good to have some time away and learn new things.

Courtesy : <https://blog.oureducation.in/interview-questions-of-indigo-airlines/>

3.6 BODY LANGUAGE IN AN INTERVIEW :

Interviews can be stressful for many. In Unit 9, we learnt in detail about the role that non-verbal communication plays in communication. The role of body language in case of interviews is even more pronounced since you will be the centre of attention in an interview. The following Do's and Don'ts will help.

Fig. 3.2 : The Do's and Don'ts for Body Language at Interviews

Do's	Don'ts
<p>Keep the COVID Situation in mind : The COVID pandemic has transformed life in general worldwide. And interviews too are generally online. Train yourself to be confident on video conferencing applications like Zoom and Skype.</p>	<p>Do not ignore Social Distancing and hygiene norms : Follow the latest health advisories, social distancing, hand sanitisation and mask wearing protocols. Handshakes may be replaced by a Namaste or an acknowledging nod behind the mask.</p>
<p>Enter the physical/video meeting room confidently : In case of an offline meeting room, it is important that you enter a room confidently. Since the recruiters will check with the staff at reception about your body language, they believe in observing and noticing all aspects.</p>	<p>Do not come across as overconfident : Overconfidence is definitely a big no when it comes to an interview. Interrupting the recruiters and assuming that you know their company better than them and trying to behave like a know-it all will definitely project you as arrogant and overconfident.</p>

Communicating at Interviews

<p>Similarly, for video interviews check if your face is presentable in the video before you join the meeting. First impressions do matter, and most often, they matter the most. Try not to be nervous if you are then try to breathe deeply to calm yourself.</p>	<p>Be polite, and use your curiosity in the right manner. The following are very important points in the common do's and don'ts of interview body language.</p>
<p>Sit straight : Keep your back straight and place your feet firmly on the floor. Slightly lean in towards the interviewers to give an impression of you being interested in what they speak.</p>	<p>Do not Slouch or bend too much : If you normally keep your shoulders bent or lean outwards too much, then you should correct this posture before it's time for you to attend interviews. There is nothing more annoying than an interview candidate who looks lazy and or insecure.</p>
<p>Maintain Proper Eye Contact : It is very important that you look directly in the eyes of the person who asks you questions. Maintaining eye contact with every panellist, will not only make you look confident and but also sound convincing. The average time recommended for eye contact is 10-12 seconds. If you do get nervous, look at their nose for a few seconds.</p>	<p>Do not stare : There is a clear difference between eye contact and staring. Maintaining eye contact for more than 15 seconds at a time, is sure to make your interviewer uncomfortable. While staring at other things in the office shows that you are a distracted personality. Be the focused person they are looking to hire.</p>
<p>Smile : No panel wants to hire a candidate who looks grim and grumpy. While it is necessary to take answer questions seriously, it is also important to display your lighter side. Smile at the right time to make them aware of your pleasant and agreeable persona. Also, it makes you look less nervous.</p>	<p>Do not fidget : If you have a habit of clicking a pen repeatedly, or adjusting your hair or touching your nose too often, then you should seriously practice some ways to stop these mannerisms. All of these actions would definitely irritate interviewers. Remember, you are there to create a positive impression on them and not to annoy them.</p>
<p>Pay attention to your hands gestures : Hands should not come in between the direct line of vision between the interviewer and you. Closing them to form a tight fist or cracking your knuckles are a few things which must be avoided. Focus on making positive gestures with your hands and if that is not possible, then take notes. This will not let your hands be idle, and they won't attract any undue attention.</p>	<p>Do not fidget or drum your fingers : These are signs of restlessness and or nervousness. Frequently changing the position of your legs and hands, legs, can affect the continuity of the interview process. No company would want to employ a person who is so distracted that he disturbs others around him. So, for a positive interview process, keep your fidgeting in control.</p>

<p>Additional tips : Do keep your phone on silent mode or flight mode. Remember to carry a pen that writes.</p>	<p>Things you should never do : Chewing a gum, checking time, taking a call, trying to be over-friendly or trying for a hug. To maintain the decorum of your interview, these are the common do's and don'ts of interview body language.</p>
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Check Your Progress – 3 :

Give One sentence answers to these questions.

1. How should eye contact be during an interview ?
2. Mention one common question during most interviews.
3. What is the effect of fidgeting in an interview ?
4. What are some mental qualities to display at an interview ?
5. What is the current attitude towards handshakes during interviews ?

3.7 LET US SUM UP :

Interviews can be confidently handled with an awareness of the virtues that the interviewer will be looking for in you be it for recruitment or other business reasons. Ensure to include the buzzwords that will enable a heart connection with the interviewer. Remember the role of body language in the interview. The do's and don't about body language and interviews will help you to navigate the course of intense interviewing with flying colours.

3.8 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress 1 :

1. An interview is an unstructured process. **False**
2. When talking about a company, you should mirror your vocabulary to what the company uses. **True**
3. Body language does not matter in an interview. **False**
4. Interviews can sometimes happen by exchanging written questions and answers. **True**
5. Using the phrase 'detailed oriented' during interviews indicates a passion for work. **False**

Check Your Progress 2 :

1. To make tea first, boil a mixture of milk and water.
2. Then, add a teaspoon of text leaves.
3. Also, add a pinch of tea masala (flavours).
4. Finally, serve with some snacks.

Check Your Progress 3 :

1. **How should eye contact be during an interview ?**

Answer : Make eye contact with every panelist to look confident and convincing.

2. **What is one common question during most interviews ?**

Answer : "Tell us about yourself."

3. **What is the effect of fidgeting in an interview ?**

Answer : Fidgeting seriously affects the continuity of the interview process.

4. **What are some mental qualities to display at an interview ?**

Answer : One should be polite, humble and use curiosity judiciously during an interview.

5. **What is the current attitude towards handshakes during interviews ?**

Answer : Handshakes may be replaced by a Namaste or an acknowledging nod behind the mask to keep social distancing norms in place.

3.9 GLOSSARY :

Interviewee : The person who is being interviewed for a job position or for a long-term business relationship...

Interviewer : The person who is interviewing. The person could be conducting the interview alone or as part of a panel.

3.10 ASSIGNMENTS :

Answer the following within 50 words.

1. Define an interview and list three characteristics of it.

2. What are buzzwords ? How are they important in an interview ?

3. Make a note about at least 3 virtues that an interviewer will be looking out for in candidates.

Use sequencing language to Answer the following.

1. Give directions on how to go from your house to the airport in your city.

2. Imagine you work at the star hotel in your city. Use sequencing language to direct a guest from the hotel to the railway station.

3.11 ACTIVITIES :

Ask yourself the questions in 11.2.5. by speaking out your answers in front of a mirror. Video record yourself on your mobile phone as you give the interview. What are the strengths you see ? Also, note the areas to improve.

3.12 FURTHER READING :

Seal, Partho Pratim, *How to Succeed in Hotel Management Job Interviews*, Jaico Publishing House (2015)



UNIT 04

Communicating at Meetings and Presentations

UNIT STRUCTURE

- 4.0 Learning Objectives
- 4.1 Unit Introduction
- 4.2 Organising and Communicating at a Meeting
 - 4.2.1 A Model Meeting
- Check Your Progress 1
- 4.3 Presentations
 - 4.3.1 Etiquette at Meetings and Group Discussions Presentations
- 4.4 Let Us Sum Up
- 4.5 Answer for Check Your Progress
- 4.6 Glossary
- 4.7 Assignment
- 4.8 Activities
- 4.9 Further Reading/Study

4.0 LEARNING OBJECTIVES :

Unit 4 focuses on three important formats of interpersonal communication, namely meetings, presentations, and group discussions. You will learn :

- The communication tools to make yourself heard at meetings.
- The etiquette that goes into being a part of a meeting
- How to create and make presentations
- The importance of group discussions and how to excel in communicating at these.

4.1 UNIT INTRODUCTION :

Meetings and Presentations are vital in conducting business at any firm, and the hospitality and airline industry is no exception to it. Expected standards, etiquettes and real-life situations are provided so that you can acquire these skills.

4.2 ORGANISING AND COMMUNICATING AT A MEETING :

According to the Oxford Learners Dictionary, a meeting is defined 'as an occasion when people come together to discuss or decide something.' A 2012 survey of U.S. professionals by Salary.com, meetings ranked as the number one office productivity killer.

Good communication helps make meetings productive. The communication process for a meeting begins long before the actual meeting begins. This will ensure that your team feels energised and excited about their work. These 8 acts will make meetings more productive.

1. **Appoint a Good Facilitator :** A meeting is as good as the person facilitating it. A person who calls for a meeting should be clear about informing the attendees who the facilitator is so that this person can communicate effectively with the team. The facilitator should :
 - a. **Communicate** in advance with the team about what to expect at the meeting and when and where it is scheduled
 - b. **Arrange** the infrastructure to host the meeting
 - c. **Guide** the meeting when in progress as per the agenda
 - d. **Record** the key events and decisions made at the meeting.
 - e. **Follow up** in case decisions taken are not adhered to.
2. **Have a clear objective :** All meeting attendees should know 'Why is this meeting needed ?'. Is it to announce a new policy ? Or to address a problem that the company is facing ? Does a decision have to be made regarding an issue ? If the reason is not clear about the need to meet then its better to not have the meeting. Vague meeting objectives reduce the value of the time people put in it.
3. **Invite Only the Needed :** Remember that meetings are taking people away from the actual jobs they are performing, which means that you are causing a profitable process to stop to carry out a meeting. So be clear who is needed for the meeting and why. Don't invite people with the statement, "If you are free come along." Steve Jobs, the founder of the Apple company, politely sent people out of meetings if they were not needed there. In fact, he also declined a meeting that former U.S. President Barack Obama was hosting for technology veterans since there were too many people.
4. **Decide on an Online or Offline Venue :** The venue of the meeting should be thought out well. Nowadays meetings generally happen through video conferencing services. This has numerous benefits like saving on the travel time, freeing meeting rooms for other purposes, and enabling people from faraway places to participate. Plan a physical meeting only if it's unavoidable.
5. **Start and End on Time :** If a meeting of 10 people is scheduled at 10 am, and the meeting begins at 10:05 am then the team has wasted 50 minutes as a group (10 people x 5 minutes late = 50 minutes). So start on time. Similarly, end meetings at the committed time.
6. **Fix Accountability :** For meetings to be useful, the decisions made should be implemented. Often due to forgetfulness or busy schedules, the decisions taken at the meetings get ignored. To avoid this, have a person who will be accountable to ensure that the decisions taken are implemented. Fix accountability for each decision to different people. Otherwise, only one individual will be burdened.
7. **Restrict Technology :** If people are using their smartphones in the meeting room, it is unlikely that the meeting will have a smart outcome. To make people contribute, you may need to tell everyone to deposit their gadgets with the facilitator at the start of the meeting or ask them to put them on flight mode.
8. **Follow up :** At the end of a meeting, the facilitator could take down the highlights of the meeting and the decisions taken, and the name of the people responsible should be recorded. These should then be sent to all attendees.



Fig. 4.1 : The agenda of the meeting should be thought out before the meeting.

4.2.1 A Model Meeting :

Hotel Grace is planning to start a food delivery business for the first time with an only takeaway counter. Mr. Ankur Shah, Marketing Manager, is the facilitator of the meeting. There are three other meeting attendees. Meet Patel, Executive Chef, Tushar Mali, Administration In-charge and Ms. Priti Vohra, Commis Chef. See how it goes :

Ankur : Welcome Tushar and Chef Priti. It's 10 am. Thank you for being on time.

Please have this handout concerning the agenda of this meeting and the present sales figures. It also has projected sales numbers. Chef Priti, where is Chef Meet ?

Priti : He's on the way. The G.M. was talking to him when I came here.

Tushar : Here comes the Senior Chef.

Ankur : Welcome Chef Meet. Here's your handout. Good morning everyone. Before we start, please take time to put your phones on flight mode.

(All turn off their phones)

Thank you. As informed earlier, this meeting is to decide whether we can start a food takeaway business through online food aggregators like Zomato and Swiggy. But first, we need to decide if we should go for it.

Priti : I feel that we should think twice before we go for it. Swiggy and Zomato have had problems with other restaurants by demanding high commissions. I am not sure if I can trust my lovingly cooked food in their hands. What do you think Chef Meet ?

Chef Meet : When I was working in Taj Mumbai, we used to have our own delivery boys. In fact, the GM Krishnakumar Sir used to train boys from the slums to become delivery boys. He used to bring them to the hotel, insist they have a bath before they wore their uniforms. In those days there were Kinetic Hondas, and the boys used to...

Ankur : So, Chef Meet is that service still running now ?

Chef Meet : No, the boys were not reliable. They often took unannounced leaves. One day the kitchen porter had to deliver food because one of the boys did not turn up. Now the Taj uses Zomato, Swiggy and Ola.

Ankur : What do you say Tushar ?

Tushar : If the Taj is doing it, we should also. Our sales need to see a boost and its time customers who cannot come to the hotel be able to taste our famous dishes at home.

Ankur : So let's take a poll. How many want to start the food delivery through Swiggy and Zomato ?

(All, including Ankur, raise their hands.)

Ankur : Now that the decision is made. What are the things that need to be done ?

Tushar : Firstly, we need to contact these vendors and find out their terms. I can do that.

Ankur : Chefs Meet and Priti, will our present menu work for the takeaway too ?

Meet : Of course, it will work. I will confirm that, though.

Priti : Maybe we will need to research packaging to see what will work.

Ankur : So Chef Priti, can you do that for us ?

Priti : Sure

Ankur : By when ?

Priti : Give me a week's time.

Ankur : OK. Tushar you wish to say something ?

Tushar : I have just drafted the minutes and action points for this meeting. I shall send it to everyone.

Ankur : Sure. I will also need to explore advertising and sales promotions to popularise this. Can you add that to the list Tushar ?

Tushar : I got it Ankur.

Ankur : Anything else ? (No one raises a point) Let us send each other an email in three days that is by the coming Thursday, about the status of our tasks. (All agree). It's 10:30 am, the meeting ends on the dot. Thank you for coming.

❑ **Check Your Progress – 1 :**

From the above meeting : Answer in a Word or Phrase

1. Who was the facilitator of the meeting ?

2. When did the meeting start ?

3. Who came late ?

4. What was the agenda of the meeting ?

5. Who was talking about things not wholly relevant to the meeting ?

6. How did Ankur bring the meeting back to order ?

7. What task did each member of the meeting commit to do ?
Ankur : _____
Priti : _____
Meet : _____
Tushar : _____
8. Who would send the decisions made at the meeting to the other attendees ?

9. When did the members commit to have a review ?

10. Did the meeting find on time ?

4.3 PRESENTATIONS :

A presentation is a speech or talk in which a new product, idea, or piece of work is shown and explained to an audience. This could be to introduce a new product or concept, a strategy to reach a specific objective or even a plan of action for the organisation.

Presenting ideas to people is one of the core skills leaders need to master. Skip Weisman, a workplace communication expert, shares four fundamental characteristics of a great presenter.

- 1. A good presenter is focused :** A good presenter focuses on providing value to the audience and addressing the audience from their perspective. It's not enough to just highlight your expertise or knowledge, but you should offer examples or stories to connect with the audience.
- 2. A good presenter has strong delivery skills :** Delivery skills are crucial in all forms of communication, and especially when talking to a large audience. It's critical to use assertive body language, like maintaining eye contact and using open gestures. A skilled presenter understands that people learn through a mix of audio, video and physical activities, so the content incorporates many elements to engage all the senses thus making the presentation engaging
- 3. A good presenter is a storyteller :** It's important that you speak to your audience, not at them. Hence, a good presenter is a great storyteller who tells stories and connects them to learning points based on the presentation content.
- 4. A good presenter is patient :** As a speaker, it's necessary to give your audience time to reflect on key statements, Weisman says. It can be brief, but a skilled presenter "takes a few breaths and slows down after making a key point." The speaker can also ask a reflective question to make the discussion more applicable and relatable for the audience.

Adapted from : The Business Insider :

<https://www.businessinsider.in/strategy/The-4-key-characteristics-of-a-great-presenter/articleshow/48091887.cms>



Fig. 4.2 : Steve Jobs was a highly effective presenter, and his talks at the MacWorld events were highly popular. Here he presents the first iPhone in 2007. Image Courtesy : Entrepreneur Website

<https://www.entrepreneur.com/article/197538>

4.3.1 Etiquette at Meetings and Group Discussions Presentations :

Etiquette refers to the acceptable manner of working or conducting oneself in a social setting. When being part of a professional gathering, these etiquettes will help, whether you are the facilitator or presenter of the meeting or presentation or an attendee at these events.

- 1. Be on time :** Be sure you come on time and prepare for the meeting ahead of time. You don't want to waste anyone's time by not being punctual.
- 2. Make introductions :** If people do not know one another in a meeting room, you need to make introductions. You do this by starting with the person of the highest rank.
- 3. Stick to the agenda of the meeting :** Do not deviate from the reason the meeting was called for through crosstalk or off–topic conversations.
- 4. Sit appropriately :** In a sit–down meeting, you need to adjust your chair so that you're at equal height with everyone else at the table.
- 5. Speak loud and clear :** When people speak in meetings, they need to talk loudly enough so that everyone hears what they're saying. If you are speaking softly expecting everyone to listen to the low volume, you are not only mistaken, but you are also displaying poor non–verbal communication.
- 6. Understand the unwritten rules for speaking :** It's impolite to interrupt others, but during some meetings, you might have to interrupt, or you won't be heard. Understand and follow the rules so that you have a productive meeting.
- 7. Do not have your phone out :** Do not keep your phone on the table. Even if you are not looking at your phone, it can get distracting if it starts lighting up or making noises.
- 8. You can drink water or tea served, but you may need permission for anything else :** Consider not eating or drinking anything during a meeting since it distracts the flow of ideas during the meeting. Plus food served in a meeting room can leave undesirable smells. Also, the risk of spills happening from beverages is real in a meeting room.

9. **Clean up after yourself :** This is especially necessary if you were drinking or eating during the meeting. You need to clean the area and leave things the way you found them. Otherwise, it's not professional.
10. **Don't save all your questions for the end :** Ask questions at the appropriate time. Do not start asking questions and comments when everyone's getting ready to go.

4.4 LET US SUM UP :

Meetings and presentations are part and parcel of professional life. To thrive in these functions, you must have a desire to acquire the necessary life skills and etiquette that govern these skills. Practice and observation of good presenters will further enhance your abilities.



Fun Fact

The popular presentation software PowerPoint was first created only for Apple computers. Microsoft bought the company that developed PowerPoint in 1987.

4.5 ANSWER FOR CHECK YOUR PROGRESS :

Check Your Progress 1 :

1. "Who was the facilitator of the meeting ?
Mr. Ankur Shah
2. When did the meeting start ?
10 am
3. Who came late ?
Chef Meet Patel
4. What was the agenda of the meeting ?
To decide to provide delivery services.
5. Who was talking about things not wholly relevant to the meeting ?
Chef Meet
6. How did Ankur bring the meeting back to order ?
He asked a question from a point Chef Meet was talking.
7. What task did each member of the meeting commit to do ?
Ankur : Devise the marketing and sales for home delivery of food.
Priti : To research packaging for the products.
Meet : To confirm if the food menu is OK.
Tushar : To contact the vendors and enquire the terms.
8. Who would send the decisions made at the meeting to the other attendees ?
Tushar
9. When did the members commit to have a review ?
After three days on Thursday.
10. Did the meeting find on time ?
Yes. At 10:30 am

BLOCK SUMMARY :

Block 3 focused on interpersonal communication, that is communicating with others, especially in a group or formal setting. Unit 9 taught you about non-verbal communication which is said to contribute to 55% of interpersonal communication. Unit 10 dealt with communication strategies for an important skill needed by you : customer service. Here you learnt the principles necessary to resolve challenges that customers face and also methods to correct service deficiencies. You also learned how to use the simple past tense forms of verbs. Interviews are a part and parcel of the recruitment process. Skills to do well in them are what you learnt in Unit 11.

Additionally, the body language skills mentioned here will give you an advantage in the process. Communication skills will propel you through your career. The skills taught in Unit 12 about meetings and presentations will help you to be a good contributor at such events. Remember to practice all the skills you learnt so that when your time comes, you will shine.

BLOCK ASSIGNMENT :

☐ **Short Answer Questions :**

1. What comprises a good posture ?
2. What are the possible scenarios customer service problems that airline travellers can face ?
3. What key words signify 'responsible' in an interview ?
4. What are the benefits of a standard recipe ?

☐ **Long Answer Questions :**

1. What are the things to do before arranging a meeting ?
2. How can one become an active listener ?
3. What are the do's and don'ts to suggest someone going for an interview ?
4. Describe the characteristics of a good presenter ?

ENGLISH FOR HOTEL AND TOURISM INDUSTRY



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ROLE OF SELF INSTRUCTIONAL MATERIAL IN DISTANCE LEARNING

The need to plan effective instruction is imperative for a successful distance teaching repertoire. This is due to the fact that the instructional designer, the tutor, the author (s) and the student are often separated by distance and may never meet in person. This is an increasingly common scenario in distance education instruction. As much as possible, teaching by distance should stimulate the student's intellectual involvement and contain all the necessary learning instructional activities that are capable of guiding the student through the course objectives. Therefore, the course / self-instructional material are completely equipped with everything that the syllabus prescribes.

To ensure effective instruction, a number of instructional design ideas are used and these help students to acquire knowledge, intellectual skills, motor skills and necessary attitudinal changes. In this respect, students' assessment and course evaluation are incorporated in the text.

The nature of instructional activities used in distance education self- instructional materials depends on the domain of learning that they reinforce in the text, that is, the cognitive, psychomotor and affective. These are further interpreted in the acquisition of knowledge, intellectual skills and motor skills. Students may be encouraged to gain, apply and communicate (orally or in writing) the knowledge acquired. Intellectual- skills objectives may be met by designing instructions that make use of students' prior knowledge and experiences in the discourse as the foundation on which newly acquired knowledge is built.

The provision of exercises in the form of assignments, projects and tutorial feedback is necessary. Instructional activities that teach motor skills need to be graphically demonstrated and the correct practices provided during tutorials. Instructional activities for inculcating change in attitude and behavior should create interest and demonstrate need and benefits gained by adopting the required change. Information on the adoption and procedures for practice of new attitudes may then be introduced.

Teaching and learning at a distance eliminates interactive communication cues, such as pauses, intonation and gestures, associated with the face-to-face method of teaching. This is

particularly so with the exclusive use of print media. Instructional activities built into the instructional repertoire provide this missing interaction between the student and the teacher. Therefore, the use of instructional activities to affect better distance teaching is not optional, but mandatory.

Our team of successful writers and authors has tried to reduce this divide and to bring this Self Instructional Material as the best teaching and communication tool. Instructional activities are varied in order to assess the different facets of the domains of learning.

Distance education teaching repertoire involves extensive use of self- instructional materials, be they print or otherwise. These materials are designed to achieve certain pre-determined learning outcomes, namely goals and objectives that are contained in an instructional plan. Since the teaching process is affected over a distance, there is need to ensure that students actively participate in their learning by performing specific tasks that help them to understand the relevant concepts. Therefore, a set of exercises is built into the teaching repertoire in order to link what students and tutors do in the framework of the course outline. These could be in the form of students' assignments, a research project or a science practical exercise. Examples of instructional activities in distance education are too numerous to list. Instructional activities, when used in this context, help to motivate students, guide and measure students' performance (continuous assessment)

PREFACE

We have put in lots of hard work to make this book as user-friendly as possible, but we have not sacrificed quality. Experts were involved in preparing the materials. However, concepts are explained in an easy language for you. We have included many tables and examples for easy understanding.

We sincerely hope this book will help you in every way you expect. All the best for your studies from our team!

ENGLISH FOR HOTEL AND TOURISM INDUSTRY

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Unit 4 Vocabulary For Career Options

Unit Introduction, Career Options in the Airline Sector, Career Options in the Hospitality Sector



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English for Hotel and Tourism Industry

BLOCK 4 : PROFICIENCY IN MEDIA COMMUNICATION

- UNIT 1 COMMUNICATING ON SOCIAL MEDIA
- UNIT 2 COMMUNICATING FOR MASS MEDIA
(PRESS RELEASES / ADVERTISEMENTS)
- UNIT 3 COMMUNICATION FOR GUIDED TOURS
- UNIT 4 VOCABULARY FOR CAREER OPTIONS

PROFICIENCY IN MEDIA COMMUNICATION

Block Introduction :

The general goal of this Block is to practice communication that connects with large groups of people. You will need to communicate with a large number of customers within the hospitality and airline industry. And these customers are spread all over the globe. Communicating with them in an engaging yet cost-effective way is essential. This Block deals with communication that will enable such an effort.

Unit 1 deals with the world of social media. Facebook, Instagram and Twitter is where most of you and your customers spend lots of time. It's a source of entertainment, education and personal enhancement. How to communicate in this world using posts, hashtags, or tweets is what the Unit delves on. Whether a new user or a veteran social media user, this Unit will be of definite help.

Unit 2 focuses on communicating effectively using print media. You will learn and receive practice on writing press releases and Letters to the Editors. You will also learn how to write a Classified Advertisement for recruitment or product advertisements. The grammatical skill of paraphrasing will also be taught here.

Unit 3 is specifically to help build your skills to serve as a tour guide. This skill is necessary for the industry you are planning to work in since you may be required to work in this role on a formal or informal basis.

Unit 4 is a vocabulary builder for terminologies frequent in the hospitality industry. Learn the meanings of words like sommelier or boulanger, or even a flight pursuer.

As we reach the last Block of this course, we hope you have learnt a wide range of skills to communicate confidently. The books that you use will find relevance long after you have completed the course. Hopefully, you will see this course as a tool to acquire essential communication skills to learn and practise. It is the author's earnest desire that each of you will become confident communicators who will make a difference in the wonderful industry you will be joining. Happy learning!

Block Objectives :

After you study this Block you will :

- Know how to communicate well on social media
- Use print media to communicate
- Learn how to draft press releases
- Communicate with large groups of guests as a tour guide
- Gain awareness about the varied career opportunities available

Block Structure :

Unit 1 : Communicating on Social Media

**Unit 2 : Communicating for Mass Media
(Press Releases / Advertisements)**

Unit 3 : Communication for Guided Tours

Unit 4 : Vocabulary for Career Options

UNIT STRUCTURE

- 1.0 Learning Objectives
- 1.1 Unit Introduction
- 1.2 Communicating on Facebook
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- 1.10 Assignment
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- 1.12 Further Reading/Study

1.0 LEARNING OBJECTIVES :

If you are already on Facebook, Instagram, WhatsApp or Twitter, you may have seen how corporations stay connected with their customers and consumers. With a large number of people signing up for social media, as a hospitality professional, you will need to be using social media. In this Unit, you will :

- Learn the basics on how to communicate on social media
- Learn how to make your communication effective.
- Avoid mistakes while on social media.

1.1 UNIT INTRODUCTION :

In 1997, Six Degrees was the first modern social network that allowed people to make profiles and become friends with other users. By the time it shut down in 2000AD, it had more than a million users. Worldwide, Facebook alone has 1.7 billion (170 crore). Add WhatsApp, Instagram and Twitter, and you have a huge audience who can either look at you or skip you in the blink of an eyelid. To communicate with them is a necessary life skill for the modern-day professional.

1.2 COMMUNICATING ON FACEBOOK :

Though people may have varied opinions about the trendiness of Facebook nowadays, the fact is that this platform is still growing in terms of its users. In January 2020, there were 324 million (32.4 crores) Facebook users in India alone, which is more than the population of the USA (Source : Research Website Napoleon Cat, www.napoleoncat.com). In the Facebook page of ITC Hotels (Figure 1.1), almost 3.5 lakh people follow the page, which is like having that many users exclusively exposed to your communication. This is impossible with other media.

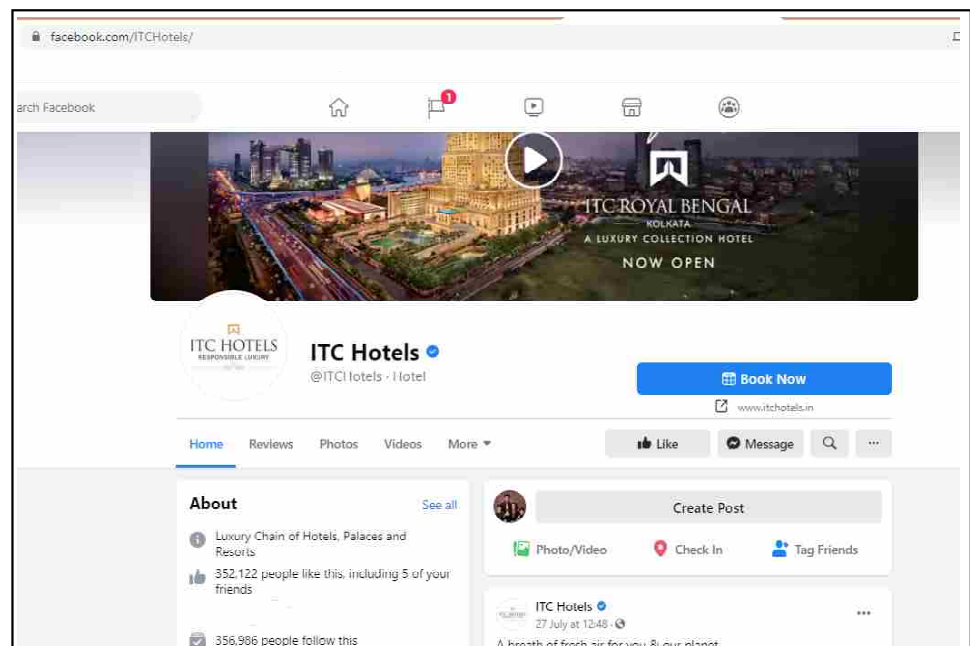


Fig. 1.1 : The Facebook Home page of ITC WelcomeGroup Hotels. With a personalised Social Media presence, the hotel can put simple events like a new dessert or a new menu to a huge audience. Notice that the page can also make hotel bookings. Image Courtesy : ITC Hotels Facebook Page (<https://www.facebook.com/ITCHotels/>)

Writing for Facebook needs to win the hearts and minds of the audience. Here are 5 ways to increase engagement with your Facebook posts.

1. Ask Questions :

An excellent technique to start conversations is to begin by asking questions to your audience. It's a basic, but quite a powerful strategy. However, it shouldn't be used for every post.

Illustrations :

What are you reading today ?

What's cooking today ?

Think about relevant questions to ask your audience. They should be relevant, fun and easy to respond to. The answers may even help you generate future content ideas.

2. Practice Authenticity :

Personalising Interactions will add a "Human Touch" and also help build trust. Facebook is unique when compared to other social networks because users

must give their real names, thereby, providing a genuine person to person connections. It's a good practice for brands to follow so that fans can connect to the actual people behind the brand.

Social media posts should be written in the first person, using a conversational tone. For instance, a post signed by Chef Sudhakar will have much better engagement compared to a post signed by Page Admin.

3. Tell Stories :

Get personal with your audience. Telling personal stories or anecdotes is a good way to engage with your Facebook followers. Your story will depend on how small or big your business is.

Some ways to do this are to :

- Tell stories of how your business came to be
- Share hard parts of being a business owner
- Allow your managers to have fun and talk about their day

4. Enable Peer to Peer Interaction :

Be efficient and enable the crowd's help. Customers are already talking to each other. Hotels/brands should promote this natural behaviour.

Encourage fans to interact with each other, showcase fan contributions, and recognise top contributors on Facebook's wall.

5. The 80:20 Rule :

80% of your Facebook posts should either have informational, educational, or entertainment value. The remaining 20% of the content should be specifically about the brand's product or services.

Fresh and relevant content can engage new visitors and provide a reason for existing followers to stay engaged with the brand. (The 5 Ways to Improve Engagement on Facebook is compiled by Mr. Srinath Achar, Marketing Professional & Principal, Jindal School of Hotel Management, Vadodara)

1.3 COMMUNICATING ON INSTAGRAM :

Instagram is another highly popular social media platform that hospitality and airline firms have a presence. This medium is basically a photo-sharing application and is very popular amongst the young generation. Communicating on Instagram should be with minimal text, candid or great photography and hashtags that help the communication to become trending.

The Taj Hotel is a very old hospitality brand, yet it keeps up with the young at heart with interesting trends on Instagram.

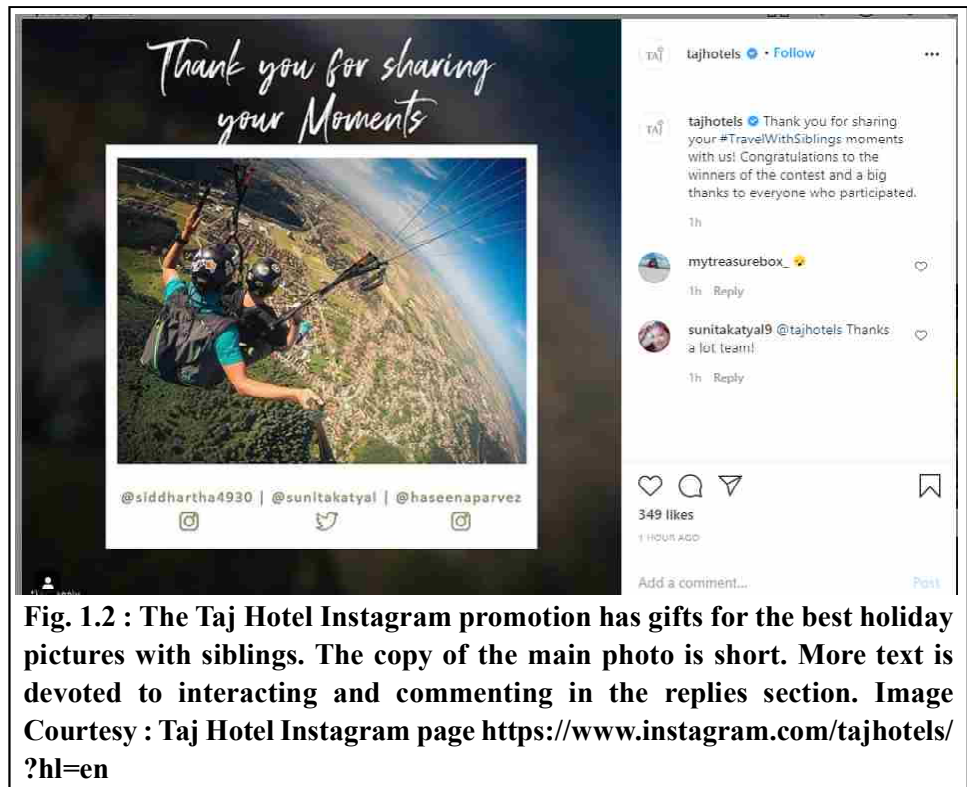


Fig. 1.2 : The Taj Hotel Instagram promotion has gifts for the best holiday pictures with siblings. The copy of the main photo is short. More text is devoted to interacting and commenting in the replies section. Image Courtesy : Taj Hotel Instagram page <https://www.instagram.com/tajhotels/?hl=en>

1.4 COMMUNICATING ON TWITTER :

Twitter is a microblogging website that is known as the 'SMS of the Internet". It is a popular social media platform that has almost all major corporations on it, including those from hospitality and airline firms, have a substantial presence. Twitter, at one time, allowed users to send messages called tweets that were only 140 characters long. His necessitated text that was short, abbreviated, and direct. Now the limit is 280 words. The popularity of this medium is fuelled a lot because famous politicians like Donald Trump and Narendra Modi use it extensively to connect to large numbers of people instantly without having to use mass media like TV or print. In short, writing to represent brands on Twitter needs short, catchy and to the point copy.



Fig. 1.3 : The Twitter account of most companies give relevant news and snippets of information. Here the Emirates Airline Twitter feed provides a news item of a Visa policy.

Image Courtesy :

https://twitter.com/emirates?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

1.5 HASHTAGS FOR SOCIAL MEDIA :

A hashtag is simply a phrase, spelled out without spaces, with a 'hash' or 'number sign' (#) in front of it. For example, #BAOU or #ChocolateLovers are both hashtags. Hashtags were initially created for Twitter and helped users to find all the content related to any particular content easily. So instead of searching with long word messages, users simply type the hashtag and get all the information on that site with the hashtag. The hashtag feature is now in most popular social media applications. Five tips for creating a winning hashtag for Twitter & Instagram :

1. **Be Unique :** Hashtags are used to push a specific event or idea or to raise brand awareness. The more unique the hashtag, the easier it will be to spread.
Do not hijack somebody else's hashtag unless you are adding value to the conversation.
2. **Timing Matters :** Time your hashtags with important events, days & occasions. In case your brand's online presence is small, give your hashtag

time to grow before your product release or event. For example, it will be a good idea to post your outlet's Valentine day offer hashtag 2–3 days before 14th February.

3. **Be Clear :** An ambiguous or vague hashtag is unlikely to gain viral traction simply because the online community won't know what to do with it.

Illustration :

#royalwedding – is an ambiguous hashtag for a British royal wedding.

#RW2011 – is a much clearer hashtag as the reader knows which event is exactly represented here.

4. **Think of all the implications and associations :** Since one cannot leave a space between two words in a hashtag, beware of the hidden words that appear when spaces are removed from hashtagged phrases.
5. **Less is More :** Keeping your hashtags minimalist will make them more usable in Twitter's limited format, and more memorable. The standard rule followed is to limit the hashtags to two words.

For example : #healthybreakfast, #motivationalmonday

(The 5 Tips to Create Hashtags is compiled by Mr. Srinath Achar, Marketing Professional & Principal, Jindal School of Hotel Management, Vadodara)

❑ **Check Your Progress – 1 :**

❖ Which social media will you use ?

1. You are announcing a Food Festival.
2. Announcing a new dessert launch.
3. Congratulating the appointment of the new Tourism Minister.

1.6 GRAMMAR : DIRECT AND INDIRECT SPEECH :

When writing for social media or describing the exact words of a person, we need to use direct speech. Suppose you are to describe what people said in a letter or as a formal record then use direct speech. Note that social media feeds are also usually direct. Phrases like 'Congratulations to the winners' 'Post a Selfie, win prizes' are more read.

1.6.1 Direct Speech :

Direct speech is used when we are merely repeating what someone has said by putting the phrase between quotation marks :

The guest came in and said, "I'm really hungry."

This type is commonly used in books or newspaper articles. For example :

The local MP said, "We plan to promote tourism in our city."

In direct speech, it is quite common to use the verb 'to say' ('said' in the past tense). Other verbs are also used to indicate direct speech such as 'ask', 'reply', and 'shout'. For example :

When the doorman welcomed us, I asked, "Has the tour group in the 2nd bus arrived ?"

He replied, "No, I haven't seen them enter."

1.6.2 Indirect Speech :

When we want to repeat what someone has said without speech annotations and without using the same words, we use indirect speech (also called reported speech). For example :

Direct speech : "We're quite cold in here."

Indirect speech : They say (that) they're cold.

When reporting what someone says in the present simple, as in the above example, the tense is not usually changed. Instead, the subject is changed. However, when things are reported in the past tense, the tense is changed by taking it one step backwards. For instance, in the following sentence, the present simple tense becomes the past simple tense in indirect speech :

Direct speech : "We have a new menu."

Indirect speech : He said they had a new menu.

All the other tenses also follow a similar change in indirect speech. Here is an example of all the main tenses :

a. For Modal Verbs :

The same rule of moving the tenses one step back also applies to modal verbs. For example :

Direct Speech : She said, "I can cook risotto."

Indirect Speech : She said that she could cook risotto.

b. Use of 'say' or 'tell'

Instead of using 'say' we can also use 'tell' ('told' in the past tense) in reported speech. But here you also need to add the object pronoun. For example :

He told me he was going to see Alex.

They told him they would arrive a bit late.

You told us you'd already completed the work.

c. Changing Time Expressions :

Sometimes it's necessary to change the expressions of time when you report speech. Especially when you speak about the past and the time reference no longer applies. For example :

Direct speech : "I'm meeting my sister tomorrow."

Indirect speech : She said she was meeting her sister the following day.

Here are some other examples :

Direct speech : "I had a toothache yesterday."

Indirect speech : You said you'd had a toothache the day before yesterday.

Direct speech : "It's been drizzling since this morning."

Indirect speech : He said it'd been drizzling since that morning.

Direct speech : "I haven't met them since last month."

Indirect speech : He said he hadn't met them since the previous month.

d. Reporting Questions

When one reports a question, one needs to change the interrogative form into an affirmative form by putting the verb tense one step back, as with reported speech.

There are two types of questions that one can report – questions that have a yes or no answer, and questions that begin with a question word like 'what', 'where', 'who' etc. When you report a yes/no question, you can use 'if'. For example :

Direct speech : "Do they stay here ?"

Indirect speech : You asked me if they stayed here.

As evident, in the reported version of the question, 'do' is eliminated because it is no longer a question, and the verb 'stay' becomes 'stayed'.

For questions starting with question words – 'what', 'where', 'when', 'who', etc., one can report the question using the question word by changing the interrogative form to the affirmative form. For example :

Direct speech : "Where does she work ?"

Indirect speech : You asked me where she worked.

Direct speech : "When are you moving ?"

Indirect speech : She asked us when we were moving.

Direct speech : "How will they get here ?"

Indirect speech : He asked me how they would get here.

When we report a question, the verb 'ask' is used. Like with the verb 'to tell', the verb 'to ask' is typically followed by an object pronoun, though sometimes it can be omitted.

e. Reporting Orders and Requests

When one gives someone an order, one uses the imperative form, which means using only the verb without a subject. For example :

"Ring me back later."

"Have a seat."

"Don't do that!"

- i. To report an order, one can use 'tell' and the infinitive of the verb.
For example :

You told me to ring you back later.

She told me to have a seat.

He told us not to do that.

- ii. When you make a request, you use words like 'can', 'could', or 'will'.
For example :

"Could you call me back later ?"

"Will you have a seat ?"

"Can you not do that please ?"

- iii. To report a request, the verb 'to ask' is used along with the infinitive form of the verb. For example :

You asked me to ring you back later.

She asked me to have a seat.

He asked us not to do that.

Now that you've seen how to use direct and indirect speech, practice using them. An easy way to see how they are used is by reading a story in English or a news article because stories and articles contain many examples of reported speech.

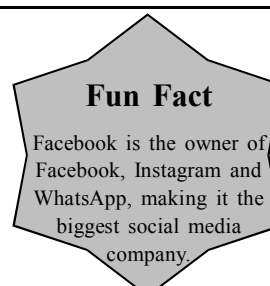
☐ **Check Your Progress – 2 :**

❖ **Choose which option will best convert the direct speech to indirect.**

1. His brother says "Honesty is the best policy."
(A) His brother called honesty is the best policy.
(B) His brother asked if honesty is the best policy.
(C) His brother exclaimed that honesty is the best policy.
(D) His brother says that honesty is the best policy.
2. Ram said, 'I am very busy now.'
(A) Ram said that he was very busy then.
(B) Ram said that he would be very busy now.
(C) Ram said that he is very busy then.
(D) Ram said that he is very busy now.
3. Raj said, "I'm teaching Spanish online."
(A) Raj told I am teaching Spanish online.
(B) Raj asked me if I was teaching Spanish online.
(C) Raj said he was teaching Spanish online.
(D) Raj ordered that I am teaching Spanish online.
4. He said to me, "I expect you to attend the event."
(A) He told me that he had expected me to attend the event.
(B) He told me that he expected me to attended the event.
(C) He told me that he expected me to have attended the event.
(D) He told me that he expected me to attend the event.
5. Joe asked, "How long will it take to travel from South Africa to Germany ?"
(A) Joe asked how long it will take to travel from South Africa to Germany.
(B) Joe asked how long would it take to travel from South Africa to Germany.
(C) Joe asked how long it should take to travel from South Africa to Germany.
(D) Joe asking how long must it take to travel from South Africa to Germany.

1.7 LET US SUM UP :

Great communication skills include using social media, as well. Services like Facebook, Twitter and Instagram are vital since they allow organisations to easily connect with numerous followers instantaneously with a lot of advertising budgets. Additionally, these media offer multiple advantages over traditional mass



media like newspapers. An awareness of direct and indirect speech allows you to use the appropriate manner of communication adapting to the situation you are in.

1.8 ANSWER FOR CHECK YOUR PROGRESS :

Check Your Progress 1 :

- ❖ Which social media will you use ?

For the tasks given below, choose the appropriate social media website you will use. In some of the tasks, you will need to use all, or two or in some cases, only 1.

1. You are announcing a Food Festival. Facebook, Twitter, Instagram
2. Announcing a new dessert launch. Facebook, Instagram
3. Congratulating the appointment of the new Tourism Minister. Twitter

Check Your Progress 2 :

- ❖ **Change from Direct to Indirect Tense.**

1. His brother says "Honesty is the best policy."

Answer : E. His brother says that honesty is the best policy.

2. Ram said, 'I am very busy now.'

Answer : A. (Ram said that he is very busy then.)

3. Raj said, "I'm teaching Spanish online."

Answer : E. (Raj said he was teaching Spanish online.)

4. He said to me, "I expect you to attend the event."

Answer : A. (He told me that he had expected me to attend the event.)

5. Joe asked, "How long will it take to travel from South Africa to Germany ?"

Answer : B. (Joe asked how long would it take to travel from South Africa to Germany.)

1.9 GLOSSARY :

Non-stop flight : A non-stop flight is from one airport to another, without any stops along the way.

Couch : A long, upholstered piece of furniture, without arms, for several people to sit on.

Connecting Flight : are flights which require passengers to leave the plane and board a different aircraft in order to reach their final destination.

Duty-Free : Duty" is the tax you pay for bringing a product across international borders. ... If you buy something "duty-free," it means you're not paying taxes on it in the country where you purchased the item.

Hypertension : Refers to a state of having high blood pressure.

2. Redesign your Facebook page with the principles mentioned above and aim to double the friends on it as soon as possible.

1.12 FURTHER READING/STUDY :

Richey, Rosemary. (2015). *English for Customer Care*. Oxford University Press. Gibson, Josh.

Law, Colin C. (2018). *A Practical Guide to Airline Customer Service*. Brown Walker Press.



Communicating for Mass Media (Press Releases / Advertisements)

UNIT STRUCTURE

- 2.0 Learning Objectives
- 2.1 Unit Introduction
- 2.2 Press Releases
 - Check Your Progress 1
- 2.3 Classified advertisements
 - 2.3.1 Types of Classified Advertisement
 - 2.3.2 Writing A Classified Advertisement
 - Check Your Progress 2
- 2.4 Precis Writing
 - Check Your Progress 3
- 2.5 Let Us Sum Up
- 2.6 Answers for Check your Progress
- 2.7 Glossary
- 2.8 Assignment
- 2.9 Activities
- 2.10 Further Reading/Study

2.0 LEARNING OBJECTIVES :

Communication is one skill that will help you to get quick and early growth in whatever field you join. One medium that probably all of us are exposed to in the mass media comprising newspapers, television, radio and their digital variants. This unit will give you the resources to use communication skills to reach out to the mass media. Here you will learn :

- How to write press releases for providing news to various media
- Write classified advertisements
- Learn how to paraphrase

2.1 UNIT INTRODUCTION :

In the future, as your career evolves, you will need to communicate with the media to promote a new service that your airline is launching, or a new restaurant that your hotel is starting or even the seminar that a celebrity is speaking at your resort. For this, you will need to use various communication means. This unit will show you how. The examples used are from real industry examples so that you will not get only theoretical knowledge.

You will learn about the parts of a press release and how to craft them. Additionally, you will also learn how to write classified advertisements so that


you can promote the services you are offering in a cost-effective manner. The grammar component will deal with 'precis writing' which is the skill to make long text, especially from a magazine or book into a short paragraph to give a summary of it.

2.2 PRESS RELEASES :

Suppose your aircraft is starting a new route or offering a new inflight menu, or you are launching a restaurant of your own. How do you communicate this news to your consumers on a wide scale ? The easiest way to do that is to write a press release to all the media organizations in your city or nation. Before we explore the benefits of a press release, let us understand what a press release is.

A press release is simply an official document from an organization to media outlets to publish a newsworthy development to inform the general public. Entrepreneur.com defines a press release as 'a public relations announcement issued to the news media and other targeted publications for the purpose of letting the public know of company developments.'

Let us study a press release by OYO Hotels, the world's second-largest hotel room provider, to examine the components of a good press release.

➔	<p>OYO Hotels & Homes Offers Free Stays to Medical Personnel Fighting the Spread of COVID-19</p> 
	<p>NEWS PROVIDED BY OYO Hotels & Homes Mar 24, 2020, 10:49 ET</p>
➔	<p>NEW YORK, March 24, 2020 /PRNewswire/ -- OYO Hotels & Homes is opening the doors to its hotels and offering free stays to doctors, nurses and other medical first responders who are helping in the fight against Coronavirus (Covid-19).</p> <p>Beginning March 24, medical first responders will receive free accommodations at any OYO Hotel in the United States so they can sleep, shower or just get off their feet and recharge.</p>
➔	<p>"All of us at OYO are grateful for the bravery and sacrifices all the medical personnel are making to save lives and stop the spread of Covid-19," said Ritesh Agarwal, Founder and Group CEO, OYO Hotels & Homes. "Our hearts go out to all those impacted by this terrible illness."</p> <p>"OYO was founded on the principle that we all should Live the Good Life and whatever we can do to make the lives of these brave women and men a little better, OYO and our wonderful hotel partners want to do. It is our responsibility to give back."</p> <p>"To all the medical personnel fighting this disease on the front lines, we welcome you and we can't be grateful enough."</p>

"OYO's offer shows what America is all about. If we come together and help each other, show kindness and determination, there isn't a challenge we won't overcome. This is a great idea that will help physicians and other health care providers on the front lines during this unprecedented crisis, and I hope others will join them," said **Robert Seligson, CEO, North Carolina Medical Society.**

→ How it works :

- Those on the front lines in the medical community should call (+1) 628-213-7020 (code: OYO4FIRSTRESPONDERS) to get their reservation for the nearest OYO.
- With your valid active First Responder identification, OYO Hotels will cover all the costs.

→ ***ABOUT OYO HOTELS & HOMES :***

Opening our doors in 2013, OYO Hotels & Homes, a young hotel startup, today is the world's leading chain of hotels and homes. Our portfolio includes 43,000 hotels with over 1 million rooms and 130,000 vacation homes around the world. OYO today operates in over 800 cities in 80 countries.

Source : OYO Hotels & Homes

→ Headline

→ Opening Paragraph

→ Supporting Paragraphs

→ Call to Action Paragraph

→ Signoff Information

1. **Captivating headline :** The press release should have a headline that is compelling for anyone, especially, the news editor of the publication or media agency you are sending it to. Including words like 'New', and 'Free' subconsciously draws the attention of the reader to continue reading.

2. **Informative Opening Paragraph :** The lead paragraph of the press release should have the main information that you would want the media organization to publish. Reporters here generally do not spend too much time on a press release, and you should be able to catch their eye quickly. The lead paragraph should begin with :

- Place of the event or news
- Date
- The main news to be announced

3. **Supporting facts :** The next paragraphs of the press release should support the news item. This can be by way of :

- quotes,
- facts
- Details like numbers and information

- Call to action :** if your news is about a new product or service launch, or a new offer then have the press release say so by providing the number to call or a web-link to click.
- Signoff Information :** This should be a standard paragraph in all your press releases that provide the necessary information your audience would need to know, like who the company is and the services it offers. Notable achievements of the company so far can also be included in this paragraph.

Here's a fictional press release announcing the launch of a new route for a fictional airline FlyGo Air.

FlyGo Air

India's Youngest Airline

No. 2xx, Syed Ali Road, Any City, 3000xx. Ph : +91-9723473377, www.flygo.air

Press Release : For Immediate Publication

Flygo Air launches India's first flight to mini-India in Africa

Mumbai, xx August 20xx : India's first flight to Durban, South Africa is scheduled to launch on 15 August 20xx to Durban South Africa. Travellers can now fly to Durban non-stop in 8 hours. The fastest time by connecting flights today is 3 days.

Durban in South Africa is the largest Indian city outside India. It is also called the mini-India of Africa. There are more Africans of Indian origin living here than anywhere else in the world. However, to travel to Durban was a very long affair until FlyGo Air stepped in. The non-stop flight departing at 11 :45 pm from Mumbai reaches Durban at 7 :45 am.

This flight will be a boon for the many Indian origin families, especially from Gujarat, Konkan and Bihar who travel for business or to meet relatives in Durban and surrounding areas.

The flight will be an Airbus A380 and flies on Mondays, Wednesdays, and Fridays. Bookings can be made at www.flygo.air or any other ticket booking sites.

About FlyGo Air

Starting in 2019, FlyGo is India's youngest and most modern airline. With flights to 106 destinations across India and the world, FlyGo has revolutionized the air travel sectors with its 98% on-time performance at budget costs.

FlygoAir is a private airline started by Mr RK Surti. With investments from Twelve Oaks Corporation and a fleet of 100 aeroplanes flying nationally and internationally, Flygo offers flights to more destinations than any other airline.

☐ Check Your Progress – 1 :

❖ Write a press release :

You are launching a new restaurant, Write a press release to the newspapers in your city. In your press release include :

- A compelling headline
- A newsworthy opening paragraph with the place and date
- Supporting paragraphs describing the features of the restaurant
- Call to action statement
- Appropriate signoff paragraph.

2.3 CLASSIFIED ADVERTISEMENTS :

Usually, large organizations have an advertisement agency to design their communication. But often, the organizational staff will need to post advertisements in local cities for events, recruitment or even issues like looking for properties on rent. In such cases, classified advertisements help. A classified advertisement is defined as small, single-column newspaper advertisements that are grouped in the same class of product or services advertised. Thus, restaurant advertisements would appear with other restaurants, recruitments advertisements with other recruitment advertising and so on.

The advantages of classified advertisements are :

1. **Lower prices** : Classified advertisements are lower in cost compared to regular advertisements. That is why new businesses with small advertising budgets can also advertise.
2. **Focussed reach** : Since these advertisements are classified category wise, they are more focussed on the target audience than general advertising.
3. **Greater localization** : Classified advertisements can appear in specific cities in a more focussed way, in contrast to general advertisements that are read in markets where their audience is not present.
4. **Easy to Design** : Classified advertisements usually comprise of only words. They can be easily done by the layperson also and do not have to depend on specialized agencies to design them.

There are disadvantages to classified advertisements too.

1. **Can be easily skipped** : Since classified ads are small in size, they are easy to be missed by readers. Their small point size text makes it difficult to read to many.
2. **Unattractive** : Such ads by nature do not give much scope of using visuals and so do not look as classy as general display advertisements.
3. **Ads Near Competitors** : Since these ads are classified according to a category, your advertisement may appear next to your competitor's.

The figure shows a grid of classified advertisements. The top-left quadrant is titled 'Travel' and contains an advertisement for a budget package to Singapore, Malaysia, Bangkok, and Pattaya, with a travel date of 12th June 2013 and contact information for Sinda Travels. The top-right quadrant is titled 'Tour & Travel' and features a 'GOLDEN OFFER!!!' for Europe 10N/11D and Australia 8N/9D in September 2013, offering 100% cashback. The bottom-left quadrant is titled 'Hotels & Resorts' and advertises Hotel Shanti Nir in Gangtok, Sikkim. The bottom-right quadrant is titled 'Twenty20 Offer For Air Ticketing Agents' and offers a Rs. 20,000 incentive for booking 20 Pax and 20 G. The entire grid is enclosed in a black border.

Fig. 2.1 : Classified advertising is used a lot to promote the hotel and travel industry.

2.3.1 Types of Classified Advertisement :

Classified advertisements are of different types, usually increasing in cost as their features increase.

1. **Regular Classified Advertisements :** These comprise plain text with a base cost for a fixed number of words. Prices thereafter increase on a per word basis.
2. **Enhanced Classified Advertising :** These are regular classified text ads with enhancements like background colour or a bold box. This improves the visibility of the ad, at an extra cost, though.
3. **Display Classified Advertisements :** This allows ads to be created with a logo or picture in the same column-based format. These advertisements are calculated by the area the ad occupies in the column and not by the number of words. This type of advertising is the most expensive and will require the services of a professional advertisement designer.

2.3.2 Writing A Classified Advertisement :

Since you would be most likely writing a regular text-based classified advertisement, we will focus on writing such. Remember to keep these tips when writing such an advertisement :

- The Keep-It-Short & Simple (KISS) principle of communication is necessary when writing a classified ad. Keep your words few, with impact. No need to write full sentences. And do remember to mention your contact details.
- Use a proper Tone of Language : Tone refers to the manner in which you wish your message to be received by your audience. Ads to the youth will need to have the language of the youth, those to business and professional audiences will need a neutral, professional tone.

Here's an example of a classified advertisement recruiting waiters and kitchen porters for a hotel.

Waiters & Kitchen helpers wanted for Hotel Star, Opp. Head Post Office, Rajkot. Walk-in between 2-5 pm, 22 August, 20xx with your resume and references. Great salary for the right candidate. h : 9723473377.

This is an example of a restaurant advertising its services :

Unlimited, High Class, Kathiawadi Buffet at Hotel Maharaja, SG Road, Ahd. 18 items with dessert. Rs. 300 per person. Call 9723473377 for reservation.

Classified advertisements can be issued for many reasons, but the principles of writing them can be easy and fun.

❑ **Check Your Progress – #2 :**

You have decided to start a new restaurant in your city and need a property for rent. Write a classified ad asking for owners of properties to contact you.

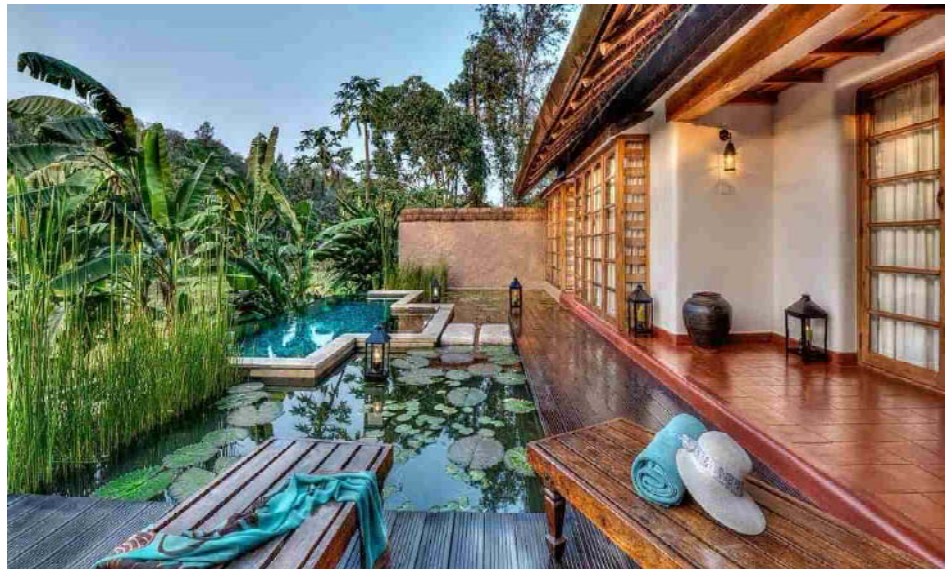
2.4 PRECIS WRITING :

Precis Writing helps you summarise long portions of text or speeches into a short paragraph without losing the essence of the message. Precis (pronounced prei·see) is defined as a summary or abstract of a text or speech. When writing a precis, the following pointers need to be kept in mind :

- Before starting to write a precis, ensure that you read the original text carefully.
- Begin the precis with the main idea expressed in the article so that the reader can understand the central theme of it immediately.
- Condense the passage as much as possible while retaining the main idea while retaining the facts, method and points. The precis ideally should be 1/3rd of the original text.
- Remove the irrelevant points while retaining the relevant.
- Do not add your ideas or thoughts in the precis.
- Use the facts and data presented in the passage only.
- Avoid contractions (example : I'll, It's). Expand abbreviations if used in the original passage.
- The precis should be ideally with one paragraph.

The following article talks about why the famous Orange County Resort on Kabini River, Coorg changed its name. A precis will help more people understand what is happening without reading the whole article.

Orange County Renamed As Evolve Back



20 July 2017 Luxury hotel group Orange County has changed its name to Evolve Back. Emmanuel Ramapuram, chairman of what is now Evolve Back, said, "The name Orange County, crafted specifically for our resort in Coorg, was not conveying the 'Spirit of the land' character of our new resorts – Kuruba Tribal Village themed resort at Kabini and the Vijayanagara Palace themed resort at Hampi."

The House of Ramapuram, planters by tradition, diversified into the hospitality business in 1994 by setting up a small resort in a 100-year-old, 300-acre Chikkana Halli Estate in Coorg. Besides coffee and spice, Coorg

produced some of the finest oranges in the country. As a reflection of this, the company initially decided to name the resort Orange County to cue in the produce and the colonial planter legacy of Coorg.

When the second resort opened at Kabini, the group decided to continue with the Orange County name because of the equity the brand had built. However, by then, a blight had permanently destroyed most of the orange trees in Coorg.

Ramapuram added, "As we prepare to expand the locational footprint of our resorts to other parts of India, Africa and Asia, we needed a universal name that was inspired by our 'Spirit of the land' philosophy. Moreover, we found that in the global tourism markets, the brand name 'Orange County' had a very strong association with a county in California, USA."

Despite the name change, the ownership, management, and operations for the company are still under the ownership of Orange County Resorts & Hotels Ltd.

Ramapuram said, "While we have evolved over the years, our spirit has remained the same. Today, as we prepare to expand the locational footprint of our resorts further into India, Africa, and Asia, we have found the need to rename ourselves to reflect our spirit." (Source of the Article : Travel Trends Today (T3) Website : <https://www.traveltrendstoday.in/news/hotel-and-resorts/item/5170-orange-county-renamed-as-evolve-back>)

Precis of the News report on Orange County Resort :

The luxury resort brand Orange County based in Coorg, Karnataka has changed its name to Evolve Back. According to Mr Emmanuel Ramapuram, this was necessary because the name Orange County did not reflect the culture of the land where it operates. The original name was chosen because apart from spices and coffee, Coorg produced the best oranges in the country. The name change was needed because the firm was opening resorts in places where the name would not resonate well; secondly, a blight destroyed most of the orange crop permanently in the original land, and finally, a California, USA county by name Orange County was very strong in global tourism markets. The new name allows the firm to open upcoming resorts in India, Asia and Africa that is reflective of its spirit.

Here we see that the precis :

- Expresses the central information of the article
- Quotes the person who was the reason behind the news
- Brings in the logic of why the new is important
- Leaves out non-essential data that may not be necessary.
- Is within one paragraph in length

Check Your Progress – 3 :

Zomato is a popular hospitality brand created in India and now expanding across the world. Write a precis on the article. Use the precis given above as a model.

Zomato introduces contactless dining

NEW DELHI, 18 April 2020 : Food services aggregator and delivery platform Zomato on Saturday announced contactless dining, as it prepares to get ready for a post-lockdown scenario. Contactless dining, Zomato said, will minimize customer contact with anything that someone else might have touched, by eliminating the use of high-touch elements such as the menu, ordering and bill payments through barcodes or the app while the staff will wear masks.

"We anticipate that the food services industry, specifically the dining out segment, will experience significant and permanent changes in the way it operates. Based on some recent consumer surveys, diners are ranking safety assurance and hygiene as their top factors when they choose a restaurant for dine in," Zomato founder Deepinder Goyal wrote in a series of tweets on Saturday. He noted that all restaurants will have to rethink operations to suit post-COVID sensibilities of their customers and that the pace of recovery will be governed by how quickly it can restore consumer confidence and trust. Zomato said it is building additional features on the app, such as the ability to order multiple courses and the option to pay for oneself or the entire table.

2.5 LET US SUM UP :

Communicating with your general consumer base, whether you work for a hotel or an airline is a skill that is good to have. One of the ways to do this is with a press release. A press release carries the news across to a broad section of people without paying much for it. Classified advertising is a great tool to advertise requirements, needs and products. These can be placed in a localized manner so that only readers in a particular area can read the message. Precis writing is a needed skill to give the summary of long copy in a shot format. This is an excellent way to send reports and information that are based on lengthy data.



2.6 ANSWERS FOR CHECK YOUR PROGRESS :

□ Check Your Progress 1 :

Kathiawad Express

Kathiawadi Restaurant

**No. 2xx, SVP Patel Road, Any City, 3000xx. Ph : +91-9723473377,
www.kathiexp.com**

Press Release : For Immediate Publication

Kathiawar Express reaches a tasty milestone. Opens 10th branch in Any City

Ahmedabad, xx March 20xx : The authentic Kathiawadi cuisine restaurant chain Kathiawad Express reached a new landmark with the inauguration of its 10th outlet at Solitaire Plaza, on SV Patel Road, Any City.

This restaurant chain is widely known for its healthy, low oil preparations of dishes from the Kathiawad region. Popular items like Sev Tamatar Subzi (chickpea noodles in tomato gravy), *Dahi Bhindi* (Lady's finger in yoghurt), Tindora Nu Shaak (sweet-and-savoury ivy gourd), and *papad nu sabzi* are available for dining and takeaways. The full Kathiawadi Express thali that the restaurant is famous for is also served for lunch between 12 Noon to 3 pm.

With the launch of this branch, Kathiawar Express now has a branch in all important locations in the city. All diners of classy and quality food are invited for the inauguration of this hotel by Mr Smit Trivedi, noted playback singer on xx March, 20xx at 12Noon. An inaugural discount of 10% will make trying the new hotel worth it.

About Kathiawar Express

Part of the Great Hotels Company, Kathiawar Express is a well-known restaurant brand that is spread across all major cities of Gujarat and also Mumbai city. The emphasis on healthy yet tasty authentic cooking has made this restaurant popular across all its markets.

❑ **Check Your Progress 2 – Classified Ad :**

Property wanted on rent for the new restaurant on PO Road, Vadodara. 1000 sq ft built-up area, road touch. Owners contact Hiten Kapadia at 9723473377.

❑ **Check Your Progress 3 – Precis Writing :**

Precis of the News report on Zomato :

Food service aggregator Zomato has introduced contactless dining by eliminating high touch elements like physical menus and bills. Citing surveys, Zomato founder Deepinder Goyal stated that safety assurance and hygiene are top factors customers would consider while choosing restaurants to dine in. He also indicated that the recovery of restaurants post-lockdown would depend on how quickly they can restore consumer confidence and trust.

2.7 GLOSSARY :

Buffet : (pronounced boo-fe) In hospitality terms refers to food places in an accessible common area where the diners serve themselves.

Column : When referring to the news media industry, it refers to the one vertical printed band from top to the bottom of where the news is printed. Usually, there are 6–8 columns in a newspaper.



Fun Fact

Mumbai Samachar was the first newspaper published in 1822. It appeared in both Gujarati and English.

2.8 ASSIGNMENT :

Answer these questions in 50–70 words in the space given below.

1. Make a table with the advantages and disadvantages of classified advertisements.

2.9 ACTIVITIES :

1. Make a compilation of at least 5 press releases you can find on the internet.
2. Identify the type of classified advertisements you see in today's printed newspaper that you have.
3. Observe an article from a travel or hotel magazine you can access in print or online. Write a one paragraph precis of that article.

2.10 FURTHER READING/STUDY :

Hewings, Martin. *Advanced English Grammar*. Cambridge University Press; 2016



UNIT STRUCTURE

- 3.0 Learning Objectives**
- 3.1 Unit Introduction**
- 3.2 Communication Practice for Tour Guides**
 - 3.2.1 Speak Out! Guiding Tourists**
- 3.3 Grammar Topic : Simple Future Tense**
 - 3.3.1 How to Make the Simple Future Negative**
 - 3.3.2 How to Ask a Question Related to the Future Tense**
 - 3.3.3 Common Verbs in the Simple Future**

Check Your Progress 1
- 3.4 List of Tourism Related Terms for Travel Professionals**
 - 3.4.1 Phrases to Make Plans**
 - 3.4.2 Phrases Providing Directions**
 - 3.4.3 Phrases Describing Places**
 - 3.4.4 Phrases for Giving Recommendations**
 - 3.4.5 Using Simple "Ice Breakers" to Make Friendly Small Talk**
 - 3.4.6 Phrases to Explain an Itinerary**

Check Your Progress 2
- 3.5 Let Us Sum Up**
- 3.6 Answers for Check Your Progress**
- 3.7 Glossary**
- 3.8 Assignment**
- 3.9 Activities**
- 3.10 Further Readings**

3.0 LEARNING OBJECTIVES :

After reading this unit, you will be able to :

- Communicate like a Tour Guide
- Make plans
- Providing directions
- Giving information
- Explain itineraries

You will also learn to use the grammatical concept of the simple future tense.

3.1 UNIT INTRODUCTION :

The tour guide's fundamental role is to provide tourists with a destination's historical and cultural information. A successful tour guide will be well versed with the English language, able to narrate facts, answer queries and give directions.

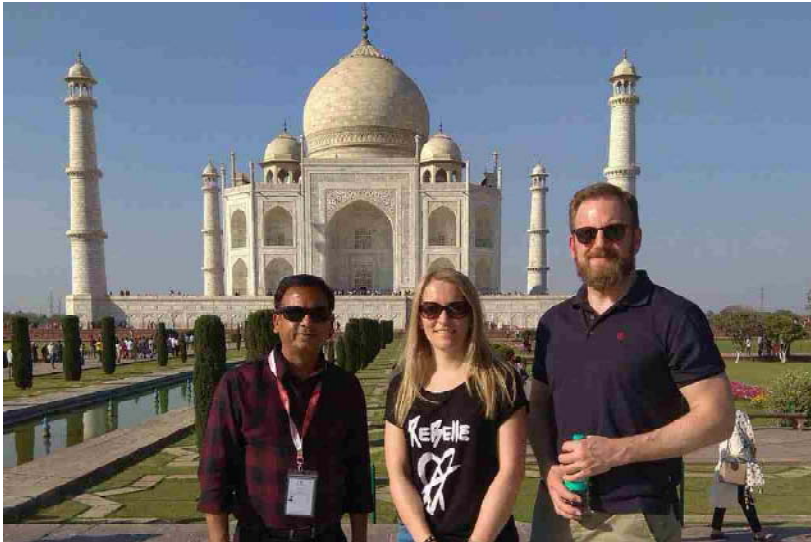


Fig. 3.1 : The Government of India has intensive training programmes for candidates who wish to become a licensed tour guide.

Image Courtesy : www.privatetourguideagra.in

3.2 COMMUNICATION PRACTICE FOR TOUR GUIDES :

Whether you work as a full-time accredited tour guide, or whether you are just showing your hotel guests the attractions of your city, you will need to communicate in a manner that is understood clearly. The job of a tour guide is an important one since in most cases, the tour guide is the travellers' first impression of the country or region they are travelling. Quite often the tour guide may be responsible for explaining to tourists about the culture and sites in a city. Even if you are responsible only for taking a tourist from the airport to his or her hotel, it is the tour guide's responsibility to make the trip exciting and informative. Hence, tour guides need to communicate effectively.

3.2.1 Speak Out! Guiding Tourists :

Kashmira and Kanak are a newlywed couple who decide to have a weekend stay at the Narmada Tent City near the Statue of Unity, Sadhu Bet, near the Sardar Sarovar Dam, Gujarat. They are going to visit the Statue of Unity. Their tour guide Blesson receives them.

Blesson : Namaskar. Welcome to the Statue of Unity, Sir and Madam. I am Blesson. Your government licensed tour guide for today.

Kanak : Good morning, it's nice to meet you.

Blesson : Nice to meet you too. Are you ready to see the world's largest statue ?

Kashmira & Kanak : Sure

Blesson : Well, here we are the world's largest statue, 182 meters in height. 70,000 tonnes of cement, 25,000 tons of iron and steel and exterior of 1700 tonnes of bronze. A perfect monument to celebrate the towering personality of Vallabhai Patel. Come let us enter the monument itself.

Kashmira : Wow. This is huge. Look at the size of the toenail itself!

Kanak : And the clothes look so real.

Blesson : The designer of this statue is Mr Ram Sutar of Ahmedabad. He is the same person who designed the famous Gandhi statue in a meditative pose in front of the Indian parliament.

Kanak : So what's the itinerary today ?

Blesson : First, we will enter the statue of Unity and see the museum at the pedestal. Then, we will take the high-speed lift that goes to the viewing gallery at the chest level of the statue, at 400 feet. From that height, you will be able to see a breath-taking view of the Sardar Dam and the attractions around it. Finally, we will come down the statue to the selfie point, which gives excellent views of the statue in the pictures.

Kashmira : That sounds great. I heard there is a tandem bicycle ride too.

Blesson : Yes, of course, you can rent a tandem bike and go for a romantic ride around the statue and the dam. But I recommend you do it in the evening when it's cooler. More exciting for me though is the helicopter ride.

Kanak : A helicopter ride!

Blesson : Yes, we can go on a helicopter ride around the statue once we finish with the selfies... Let's go. Here's the lift.



Fig. 3.2 : The Statue of Unity gets almost 9,000 guests a day. It has a large army of tour guides to serve the people.

Image Courtesy :
www.statueofunity.in

3.3 GRAMMAR TOPIC : SIMPLE FUTURE TENSE :

We just read how Blesson the tour guide used the future tense to state the plans for the future. When we wish to communicate about events that are proposed to happen in the future, we use the simple future tense. The formula to make sentences for the future tense is **will + {root form of verb}**.

Examples :

I **will visit** the Statue of Unity.

Kashmira **will ride** a tandem bike.

The tourists **will fly** in the helicopter.

Whether the subject is singular or plural; the formula for the simple future does not change.

But...

There is another way to indicate that something will occur in the future. It follows the formula **{am/is/ar} + going to + {root form verb}**.

I **am going to visit** the Statue of Unity.

Kashmira **will ride** a bicycle.

The tourists **are going to fly** in the helicopter.

The "going to" phrase is common in speech as well as casual writing. But do bear in mind that it's informal and hence a good idea to stick to the **will + {root form}** construction in formal writing.

3.3.1 How to Make the Simple Future Negative :

To make the simple future negative, the formula is **will + not + {root form}**.

Example :

Rose **will not travel** by bus.

He **will not say** anything good about his colleagues.

I **will not finish** my slides in time for the presentation.

Using the "going to" construction, the formula is **{am/is/are} + not + going to + {root form}**.

Rose **is not going to quit** before she reaches her goal.

The train **is not going to wait** for you.

He **is not going to say** anything good about his colleagues.

I **am not going to finish** my slides in time for the presentation.

3.3.2 Questions Related to the Future Tense :

To ask a question in the simple future, the formula is **will + {subject} + {root form}**.

Will Kanak travel to Delhi after visiting Gujarat ?

Will I have the discipline to exercise every day ?

What **will you do** with the freedom you found ?

The formula for the "going to" construction is **{am/is/are} + {subject} + going to + {root form}**.

Is Rosy going to travel to Delhi ?

Am I going to have to practice speaking English every day ?

What **are you going to do** with the freedom you found ?

3.3.3 Common Verbs in the Simple Future :

Infinitive	Simple Future	Negative
to be	will be	will not be
to ask	will ask	will not ask
to work	will work	will not work
to call	will call	will not call
to use	will use	will not use
to have	will have	will not have

□ **Check Your Progress – 1 :**

Fill in the correct form of the future perfect tense.

1. The train _____ at 11 :45. (to leave).
2. We _____ lunch at a nice restaurant on Saturday, but we haven't booked a table yet. (to have)
3. _____ by bus or car ? (we/to travel)
4. The forecast says it is _____ to rain in Ahmedabad tomorrow. (to go+rain)
5. We _____ on time due to this breakdown. (not/reach)

3.4 LIST OF TOURISM RELATED TERMS FOR TRAVEL PROFESSIONALS :

As a travel professional, you'll often need to give directions to tourists, provide them with suggestions for a local restaurant or a good restaurant and in general make friendly conversation that makes them feel welcome. Practice using the following phrases so that you feel confident using these words and phrases in your interactions :

You may find these common tourism-related English terms useful.

Attractions : places for tourists to see

E.g. What attractions do you suggest we should see while we're here ?

Make sure you visit the Sardar Sarovar Dam and see the Statue of Unity!

Custom : something that people do as part of their culture

E.g. Do I need to tip here ? I don't know the custom of this country.

Highlight : best part (of something) or an important part of an event or period of time

E.g. The Statue of Unity was the highlight of our trip.

Itinerary : The plan of the journey from arrival to departure with the activities in between.

Scenery : the setting for a place, natural beauty that you see around a place

E.g. The scenery around the Narmada river is lovely.

Surroundings : all of the things around you

E.g. Take care to keep your surroundings clean.

Depart : leave, take off

E.g. We'll depart from the hotel at 9 :00 am.

Arrive : to reach a place or destination

E.g. The flight will arrive at noon.

Recommend : to give advice or suggestion

E.g. Can you recommend a good restaurant ?

Sit back and relax : a common phrase to tell people to have a good time.

E.g. Sit back and relax in the glorious sunset over the sea.




		
<p><u>Golden Opportunity to become Tourist Guide at Statue of Unity & Sardar Sarovar Dam Site</u></p>		
<p>The Statue of Unity, an iconic 182 meter tall statue, a tribute to the Iron Man of India, is being built at Sadhu-Bet, approximately 3.5 kms south of the Sardar Sarovar Dam in Narmada district. The Statue will be dedicated to the Nation shortly. A Golden Opportunity to become Tourist Guide at India's unique tourist attraction, the tallest statue of the world, awaits you. The walk-in interviews will be held on 12th September, 20 at certain selected places in Gujarat. Graduates of any discipline, with excellent communication skills and meeting the eligibility criteria can appear for the interview. The Training Programme for the shortlisted candidates will be conducted free of cost by Tourism Corporation of Gujarat Limited. The details relating to Date, Time, Venue of the interviews, Stipend and other conditions, will be updated on the website of Gujarat Tourism- www.gujarattourism.com; Statue of Unity - www.statueofunity.in and Sardar Sarovar Narmada Nigam Ltd- www.sardarsarovardam.org shortly.</p>		
<p>Managing Director Tourism Corporation of Gujarat Limited</p>		

Fig. 3.3 : A recruitment advertisement for tour guides at the Statue of Unity, Gujarat, India. www.gujaratindia.gov.in

3.4.1 Phrases to Make Plans :

- The bus will leave at 8 am. Please come 10 minutes before to get seats of your choice.
- We are going to set off at 8 am
- We get back at 7 pm
- These are the few items you will need to bring with you.
- I'm really looking forward to

Expressions to learn

- Stick to a schedule
- Be punctual
- Definitely going to...
- How about... ?
- Let's meet at/in ...

3.4.2 Phrases Providing Directions :

- Turn left
- Turn right
- Go straight
- Stop at the...
- Continue until...
- Take the (subway, bus, etc.)
- Follow the signs for...

**English for Hotel and
Tourism Industry**

- At the traffic light
- At the next (street, light, block, etc.)
- Near the (hotel, beach, station, etc.)
- On the main plaza

Expressions to learn

- It's quite near here
- It's on the other side of the road
- Keep straight on down the street
- You can't miss it
- Turn right/left outside the hotel
- Walk towards the square.

3.4.3 Phrases Describing Places :

- You may have noticed...
- Take a good look at...
- I'd like to point out...
- Keep your eyes open for...
- Up ahead...
- In front of you is...
- On your left/right you will see...
- Just round the corner, you will see...
- In the distance...
- If you look up, you will notice...
- Off to the north...
- Look to the east...
- To your west...
- In a few minutes, we'll be passing...
- We are now coming up to...
- As you will see...

Expressions to learn

- What about the cinema or theatre ?
- Which is more interesting, the ... or the ... ?
- I think the most interesting... is ...
- The Old Bazaar is definitely a worth visit too.
- Another thing that might interest you is...
- The main tourist places are all around the market square.

3.4.4 Phrases for Giving Recommendations :

- For (family activities, authentic cuisine, etc.), I recommend...
- Personally, I suggest...
- My favourite place is...

3. After the visit to Amer Fort, we will have time for _____ at the Jal Mahal Palace in the middle of a lake.
(A) pick up point (B) sightseeing
(C) shopping (D) What do you think ?
4. We can go _____ at the little store that sells souvenirs of the Taj Mahal.
(A) pick up point (B) sightseeing
(C) shopping (D) What do you think ?

3.5 LET US SUM UP :

Guiding guests around the hotel or tourist attractions is an essential skill for hospitality and airline professionals. Developing your communication skills to do by using the resources given in this unit will help you to serve people from all over the world. Additionally, you will also be able to visit amazing landmarks as part of your job.

3.6 ANSWERS FOR CHECK YOUR PROGRESS :

Check Your Progress 1 :

1. The train will leave at 11 :45.
2. We will have lunch at a nice restaurant on Saturday, but we haven't booked a table yet.
3. Will we travel by bus or car ? (we/to travel)
4. The forecast says it is going to rain in Ahmedabad tomorrow.
5. We will not reach on time due to this breakdown.

Check Your Progress 2 :

1. After shopping, we will all meet at the A (pick up point) to then go to our hotel.
2. On your B (left) you will see the famous monument of Siddi Syed Mosque.
3. After the visit to Amer Fort, we will have time for B (sightseeing) at the Jal Mahal Palace, which is located in the middle of a lake.
4. We can go C (shopping) at the little store that sells souvenirs of the Taj Mahal.

3.7 GLOSSARY :

Tandem Bike : a bicycle for two or more persons, having seats and corresponding sets of pedals arranged in tandem.

Miniature : A small version of something very large.

3.8 ASSIGNMENT :

Answer the following in 50–70 words

1. Imagine you are a tour guide in your hometown. Prepare an itinerary that tourists can follow from arrival to departure from your hometown.

3.9 ACTIVITIES :

1. CondeNast is a premier, international, travel magazine. Its Indian online version is at <https://www.cntraveller.in/>. Read two articles in this magazine to see how they describe tourist destinations. Write a similar article for the city you live in.
2. Space Tourism is an upcoming field of travel. Imagine you are part of the first spaceship carrying space tourists to the moon. Describe in the future tense what you will do to prepare and do on the trip.

3.10 FURTHER READINGS :

Singh, Sarina; Elliott, Mark, *India*, Lonely Planet Publications (2015)



UNIT STRUCTURE

- 4.0 Learning Objectives
- 4.1 Unit Introduction
- 4.2 Career Options in the Airline Sector
 - Check Your Progress 1
- 4.3 Career Options in the Hospitality Sector
 - Check Your Progress 2
- 4.4 Let Us Sum Up
- 4.5 Answers for Check Your Progress
- 4.6 Glossary
- 4.7 Assignment
- 4.8 Activities
- 4.9 Further Reading/Study

4.0 LEARNING OBJECTIVES :

The hospitality and airline industries employ a large number of individuals with a wide range of jobs. You can also start your own business and be your boss like Ritesh Agarwal, who went on to start OYO Hotels.

This Unit will provide you with the vocabulary for career options and roles that are available for hospitality and airline professionals.

4.1 UNIT INTRODUCTION :

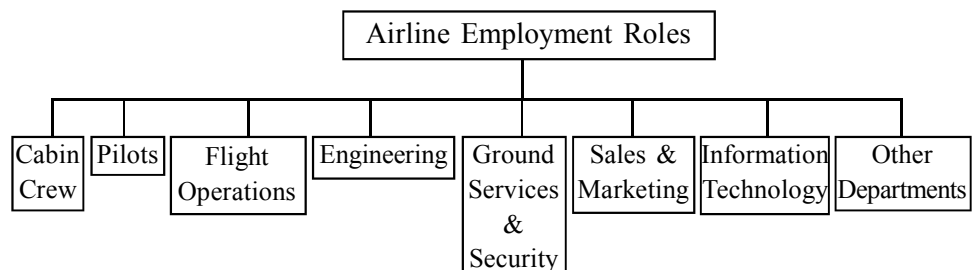
Do you know who a sommelier is ? Or a flight purser ? While a chef, front office manager or flight attendant are commonly known hospitality professions, there are many other positions that may interest you. For the committed, these professions are highly rewarding in terms of job satisfaction and financial remuneration. While natural and manmade challenges have negatively affected this sector, it has always bounced back stronger. With space travel and space tourism becoming a reality, you may be the first generation to see flight attendants to outer space, the moon or even Mars.

4.2 CAREER OPTIONS IN THE AIRLINE SECTOR :

When we think of an airline job, pilots and flight attendants are what comes to mind. However, there are a lot more behind the scene professionals who ensure that the pilots, cabin crew and passengers take off and land happily. This section will list out the professions that you need to be aware of as a communicator well versed with the airline sector.



The job roles for the airline sector comes under the following classification :



1. **Cabin Crew :** The cabin crew comprise the staff who serve the travellers inside the cabin of the aircraft. Members of the cabin crew are called flight attendants. They are of different types depending on their seniority.
 - a. **Flight Attendant :** The key job responsibility of a flight attendant is to make sure passengers are safe. They ensure that passengers understand all the necessary safety protocols like wearing a seat belt, putting on an oxygen mask and even exiting the plane in case of an emergency. This job is excellent for people who like to serve, travel and look cool even in times of pressure.

Note : Most people call flight attendants 'air hostesses', but since a lot of men serve in this role, they are referred to as flight attendants.
 - b. **Flight Purser :** The word purser refers to a senior person on the ship or aircraft who handles the finances. This person is a senior staff of the crew and guides the cabin crew team.
2. **Pilots :** They are the flying crew. An airline transport pilot (ATP) is the high-level certification that demands that the pilot needs to have at least

1500 flying hours. They also need to be certified to fly with a range of instruments in different kinds of weather.

3. **Flight Operations** : A happy takeoff and landing depend on several factors that must be under control. Right from the initial planning until the aircraft is parked at its destination. The Flight Operations Department coordinates all these technical and operational factors such as the weather, overflight permits, route planning, aircraft performance, airport facilities, the aircraft's technical condition or fuel requirements. The department has a key role within the company. The members of the flight operation team include :
 - a. **Flight Dispatch** : A flight dispatch uses standard operating procedures (SOPs) to coordinate with various air traffic authorities, weather forecast and recommended flight plans. The flight dispatch ensures the flight takes off and lands with all legal requirements in place.
 - b. **Operations Control** : This person has to ensure that the airplanes are technically sound and without any defects when it flies. They are also in charge of providing remedies to problems and ensuring that emergency situations are handled well.
 - c. **Navigation** : If you join the navigation team, you will be the one who ensures that optimal routes are selected to conserve fuel costs and route planning for others to follow.
 - d. **Performance** : This team ensures that the plane itself functions as per the parameters standardised by the manufacturers.
 - e. **Landing and Overflight Permits** : A plane that flies from Mumbai to London needs permissions from all the nations including Pakistan, Iran, Saudi Arabia, Turkey and other nations that s on its flight path. Similarly, in the domestic sector, the permits team gets various clearances from flight travel regulators so that things are in place for a flight to travel smoothly.
4. **Engineering** : Do you know that an aircraft is tested with X Rays for analysing damage if any after a set number of flights ? Or that the engines of airplanes are removed for inspection at regular intervals. The engineering and maintenance department does this. The staff here include Mechanics, Operations Engineers and Supervisors.
5. **Ground Services & Security** : This is the staff who arrange for everything from ensuring bags are collected and loaded on the correct plane to making sure that the aircraft is neat and clean. The roles include :
 - a. **Ground or Airport Attendant** : This post has many names : airline informational representative, ground attendant, station attendant, special assistant coordinator, or airport information representative. This is the person who helps passengers with general questions regarding directions, terminal services. This is the person you talk to arrange wheelchairs for senior citizens.
 - b. **Airline Ticket Agent** : They work at an airline's ticket or baggage counter. It's their job to greet customers when they arrive at the airport, check-in customers luggage and assign seats. They also handle the airline's ticket sales, reservation changes, and provide information on aircraft boarding.

**English for Hotel and
Tourism Industry**

- c. **Baggage Handlers :** These are the people you are thankful for your luggage, reaching the destination where you have landed. These are also people who passengers abuse when bags are lost or damaged.
 - d. **Ramp Planner :** The ramp planner ensures that the ramps (ladders) are in place when the plane lands. This person should be a good coordinator and perform various tasks on the aircraft before it can depart for the next flight.
 - e. **Security :** While airport security in India is under the care of Central Government agencies, most airlines have their own security staff to help matters out.
6. **Sales and Marketing :** If you like selling to an upmarket customer segment, airlines offer a lot of scope. You could be meeting heads of industries like the Tatas or Ambanis to sell charter flights, to office HR Heads to inform them about bulk booking offers.
7. **Information Technology :** The airline industry is an early adopter of high-end information technology. So not surprisingly, if computers are what you love with the ability to work with radars and data, then the airline industry is a great place to be.
8. **Airline Administration Staff :** This includes all back-office positions such as secretaries, data entry workers, receptionists, communications and PR specialists, and all those who work in the human resources department who handle or oversee the hiring, labour relations issues, training, and termination of employees.

Check Your Progress – 1 :

From the list provided fill in the blanks to identify which profession performs the following roles in the airline industry.

- 1. Arranges wheelchairs for senior citizens.

- 2. Changes the tyre of the plane.

- 3. Gives on job training to flight attendants.

- 4. The person who places bags on the correct luggage belt.

- 5. Organises repair procedures during a bird hit.

- 6. Shows passengers how to put a seat belt.

- 7. Department that takes out the engine for servicing.

- 8. Arranges for permissions for the flight path.

- 9. Takes off and lands the plane.

10. Meets Shahrukh Khan to offer chartered airline services for his IPL cricket team.

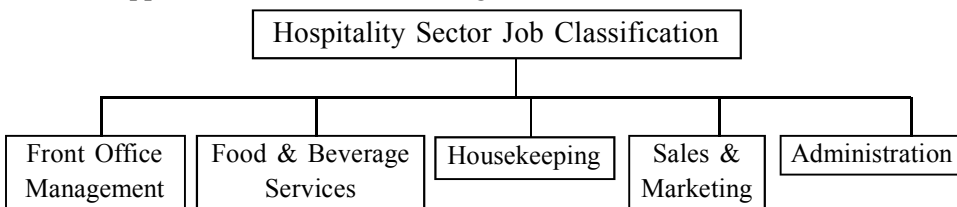
4.3 CAREER OPTIONS IN THE HOSPITALITY SECTOR :



Fig. 4.2 : Chef Amit Rana, Head Chef at the Capital Kitchen, Taj Palace, New Delhi stands with a section of the team—33 in stewarding and 15 in the kitchen—who make up the team operating the new outlet.

Image Courtesy : <http://bwhotelier.businessworld.in/>

The hospitality and airline industries share the same emphasis on customer care, and so the values of both are similar. However, the hospitality business takes customer care to greater heights because here, the customer's presence includes an overnight stay, entertainment and elaborate food choices. The hospitality business appoints staff in the following divisions :



1. **Front Office Management :** The front office is the face of the hotel. It is defined as that workspace of the hotel which receives all visitors, handles their needs, answers queries and provides avenues for service and financial transactions. This department has the following staff roles.
 - a. **Receptionist or Front Office Executive :** Receptionists are the staff members who are always at the front desk. They welcome guests, issue room keys, make reservations for guests and handle payments. They need to be friendly and polite, and they need to be able to answer any questions that guests might have.
 - b. **Concierge :** These are hotel employees who assist guests with a variety of needs. Concierges focus on helping guests save time and ensuring that things are as convenient and pleasant as possible throughout their stay. They are like a mobile receptionist in the reception area.

- c. **Travel Desk Incharge** : This is the person who takes care of travel plans and arrangements for guests.
 - d. **Cashier** : The cashier is always present at the reception desk. This person's role is to check the bills generated matches all the services that the guest has availed. Financial transactions involving the guests are all handled by the cashier.
 - e. **Porters/Bag Handlers** : These vital members of the front office team, enable guests to take their luggage safely to their rooms. Earlier they were called bellboys, however, nowadays porters or bag handlers are more accurate ways of addressing them.
2. **Food and Beverage (F&B) Services** : This is the department of the hotel which produces the food and beverages that make the hotel so special. The members of this department include :
- a. **The Executive Chef** : As an executive chef, you will be in-charge of all the operations in the kitchen. You will write menus, manage the inventory of the kitchen, train the staff and ensure that the kitchen produces high-quality food and beverages.
 - b. **Sous Chef** : A sous chef (pronounced : 'soo' : meaning 'under' in French), is the second in common in a kitchen. Under the executive chef, the sous carries out all work that refers to implementing the menu planned by the executive chef. It is the sous chef who formulates the kitchen schedule, trains the new chefs, tastes the final meal and is the chief problem solver in case any challenging situations arise in the kitchen.
 - c. **Chef de partie** : These chefs are in charge of one section (partie in French) of the kitchen. This section could be the vegetable dishes section, the non-vegetarian dishes section, the deserts section and so on.
 - d. **Commis Chef** : If you are interested in cooking for the hospitality industry, you may start as a commis chef. A commis chef is a chef in training or one with less experience. They are usually helping the chef de partie to execute the tasks of the day.
 - e. **Kitchen porter or Dishwasher** : This group of employees do the work like cutting, chopping, cleaning and dishwashing.
 - f. **Sommelier** : Sommelier is the wine steward of a restaurant. These individuals are trained to taste and recommend wines to their guests.
 - g. **Bartender** : A bar refers to a place that is barred away from common use. In a restaurant, the bartender is the one who is in-charge of the bar preparing cocktails and mocktails. Many bartenders have practised their skills like juggling and attractive presentation styles so that they can delight their customers.
 - h. **Patissier (Pastry Chef)** : This person is in charge of making desserts in the kitchen.
 - i. **Waiters** : are the gears of the kitchen. They inform the kitchen about the orders placed. They are also responsible for bringing the cooked food to the correct table and serve it professionally.

- j. **Captain** : This is a senior waiter who takes orders and relays it to the waiters to get the food in coordination with the kitchen.
 - k. **Host/Hostess** : Usually welcomes guests entering the restaurant, checks their reservations if any and then leads them to the table reserved.
4. **Housekeeping** : This department keeps the hotel premises spic and span. Without it working efficiently, the hotel would be messy and lose business. Their duties include using cleaning materials and machinery like vacuum cleaners to make the room ready. The Housekeeping Manager heads this department.
- a. **Housekeeping Manager** : This is the person who carries out the housekeeping function with the help of trained housekeepers. The housekeeping manager trains staff maintains the inventory of cleaning materials and room toiletries like shampoos and soaps.
 - b. **Housekeeping Supervisor** : This person works under the directions of the housekeeping manager. They are the heart of the housekeeping department. The supervisor demonstrates procedures to the housekeeping team, gives the work schedules of the day, monitors the housekeeping inventory on a day to day basis and also handles all customer requests.
 - c. **Housekeeper** : their main job is to keep the hotel rooms and premises clean and well maintained. They also stock the guest toiletries and linen. When a guest checks out of (leaves) their room, the housekeepers will go to the room and prepare it for the next new guest who is arriving.
5. **Sales Team** : Apart from the classical role of lodging and boarding that hotels provide, they also are actively providing services to a large number of events that need catering like marriages and corporate get-togethers. The Sales and Marketing team enables this.
6. **Administration** : In addition to the above mentioned popular employment roles in a hotel, functions like accounts, Human Resources and telephone operators.
7. **The General Manager (GM)** : The GM is the overall authority figure in a hotel. All the heads of the department report to the GM. He or she is the in charge of the performance, profitability and people management issues of the entire hotel. While it is a lucrative position of honour and prestige, the general manager has a heavy burden to bear, and only the mentally tough and emotionally stable people can take on this role.

☐ **Check Your Progress – 2 :**

Read the statements given below and decide which hotel employee said it ?
And to whom ?

1. "I have designed a new menu. Please cook an appetiser, main course and dessert for us to try before formalising it."

Spoken by :

Spoken to :

**English for Hotel and
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2. "Thank you for calling GoodStay Hotel. This is Rohan speaking. How may I serve you ?"

Spoken by :

Spoken to :

3. "The executive chef wants all of us to meet at 3 pm, so that new hygiene regulations can be implemented.

Spoken by :

Spoken to :

4. "The exchange rate for one dollar is Rs. 72 today."

Spoken by :

Spoken to :

5. "Room 206 has just checked out. Please go and make it."

Spoken by :

Spoken to :

6. "Pankajbhai, please escort this guest to room 314."

Spoken by :

Spoken to :

7. "Let's meet at 4 pm to review the sales projections for this quarter."

Spoken by :

Spoken to :

8. "Hello Ramesh, please clean the bar counter, I am done for the day."

Spoken by :

Spoken to :

9. "Sir the wine we bought last week is corked. We need to order another bottle"

Spoken by :

Spoken to :

4.4 LET US SUM UP :

The vocabulary about various job functions in the airline and hotel industries will help you to understand and appreciate the responsibilities that come with careers in these sectors. Hopefully, you will understand that the scope of both these industries is beyond the more popular, but narrow imagery of the glamorous roles in this field. To become a chef, a flight attendant or general manager needs talent and hard work. But your entry into these professions will bring your best to the world.

4.5 ANSWERS FOR CHECK YOUR PROGRESS :

☐ Check Your Progress 1 :

1. Arranges wheelchairs for senior citizens. Ground or Airport Attendant
2. Changes the tyre of the plane. Aircraft Mechanic
3. Gives on the job training to flight attendants. Flight purser
4. The person who places bags on the correct luggage belt. Baggage Handler
5. Organises repair procedures during a bird hit. Operations Control
6. Shows passengers how to put a seat belt. Flight attendant
7. The department that takes out the engine for servicing. Engineering
8. Arranges for permissions for the flight path. Flight Dispatch
9. Takes off and lands the plane. Pilot
10. Meets Shahrukh Khan to offer chartered airline services for his IPL cricket team. Sales and Marketing Team

☐ Check Your Progress 2 :

1. "I have designed a new menu. Please cook an appetiser, main course and dessert for us to try before formalising it."
Spoken by : Executive chef.
Spoken to : Sous chef
2. "Thank you for calling GoodStay Hotel. This is Rohan speaking. How may I serve you ?"
Spoken by : Telephone Operator
Spoken to : A caller to the hotel.
3. "Today you will need to work under the chef de partie of South Indian cuisine."
Spoken by : Sous Chef
Spoken to : Commis chef

BLOCK SUMMARY :

**Vocabulary For
Career Options**

This block had a learning objective of enabling you to be familiar with aspects related to communicating with large groups of people using mass and social media. You observed how large airlines and hospitality brands use the power of Facebook, Twitter and Instagram to connect with diverse audiences. Then you got ways and means to prepare press releases and classified advertisements. You also got detailed instructions on how to condense long text into shorter ones for enabling yourself and others to get the gist of any important but long communication. The press articles used showed you real-life cases of OYO Hotels, Zomato and Evolve Back. This block also helped you get detailed knowledge about how to communicate in the role of a tour guide and the language that goes with it to address groups of tourists. And finally, the vocabulary to learn the various trades and professions that may interest you will surely help you get ideas about the options where you can get placed in this industry.

BLOCK ASSIGNMENT :

❑ **Short Answer Questions :**

1. Write a note explaining your understanding of Twitter' ?
2. Write a classified advertisement for the following topics :
 - a. The new restaurant launched in your city.
 - b. Recruitment Ad for front-office executives of a 3-star hotel
3. With the examples given above, make up 5 sentences in the direct speech changed to indirect speech.
4. The front office is the face of the hotel. Explain.

❑ **Long Answer Questions :**

1. How can audience engagement be increased on Facebook ?
2. You are launching a new menu for your airline. Write a press release to the media announcing it and the features of the menu.
3. Give the detailed itinerary for a one-day journey to the Taj Mahal, Agra that you are proposing to a group of 20 tourists from abroad.
4. Write a note on the various roles by the airline ground crew with a one sentence description about each role.