



# Award in English for Tourism and Hospitality

★ MQF/EQF Level 5

★ Intake: Every 12 weeks

## Our Mission & Values

### EXCELLENCE

Excellence is the hallmark of all Ascencia Malta's educational programmes. Our programmes are homegrown, officially accredited by the Malta Further and Higher Education Authority, and designed to put our learners at the centre of their learning. We recruit from among the most talented professionals on the island to give our learners the benefit of first-hand industry experience combined with leading-edge pedagogies.

### ACCESSIBILITY

We strive to ensure that Ascencia Malta is an open to youths from all walks of life who might aspire to take their academic or professional careers to the next level. We prioritise dedication and ambition far above background or origins, as we believe these qualities drive personal growth and shape the leaders of the future.

### LEARNER-CENTREDNESS

To ensure that the ambitions of each individual are not only recognised but celebrated, we are proud to afford our learners individual attention in the classroom. Here, they will find training courses founded on participatory pedagogies and based on the value of concrete examples, real-world engagement, and constant exchange between learners and practitioners. Outside the classroom, we follow learners' progress closely and they know that our doors are open at any time for them to come and present their dream projects or to seek our practical advice.

## Why Malta as a Study Destination

1. **Cultural Immersion** in a vibrant Mediterranean context
2. **Proficiency in the English language**, one of Malta's two native languages
3. **Globally Recognised Quality Education** with unbeatable affordability
4. **Travel and Leisure**, an ideal staycation and a base for exploring the rest of Europe
5. **International Networking** inside a truly global community of students, professionals, and entrepreneurs
6. **Business-Friendly Environment** in a country that actively promotes innovation, entrepreneurship, and emerging industries
7. **Career Prospects** thanks to employers who value versatility and agility
8. **Personal Growth**, self-discovery and independence as the side-effects of the study-abroad experience

AWARD TITLE	STUDY-UNITS COVERED		TOTAL NUMBER OF ECTS
English for Tourism and Hospitality	<ul style="list-style-type: none"> <li>• Retail Travel, Bookings and Logistics: A Room with a View</li> <li>• Retail Travel, Bookings and Logistics: Who's Who in Lodging Services</li> <li>• Retail Travel, Bookings and Logistics: Transporting</li> <li>• Retail Travel, Bookings and Logistics: Package Deal!</li> <li>• International Tourism: Europe</li> <li>• International Tourism: The USA</li> <li>• International Tourism: Oceania and India</li> <li>• Projects in International Tourism</li> <li>• Tourism Trends, Naturally</li> <li>• Tourism Trends: The New Tourism</li> <li>• Professional Self-Presentation: Speak and Write Like You Work Here</li> <li>• Professional Self-Presentation: The Job Hunt</li> </ul>		12 ECTS
TOTAL DURATION OF AWARD	TOTAL HOURS OF LESSONS	TOTAL HOURS OF TUTORIALS/WORKSHOPS	SELF-STUDY HOURS
12 weeks full-time 24 weeks part-time	202 Hours	19 Hours	34 Hours

## Description

- Are you pursuing a first or a second career in hospitality and/or tourism?
- Do you want to improve your job prospects in these industries?
- Perhaps you are an entrepreneur aspiring to open a business in these sectors?
- Do you want to work or study in a country where tourism a key economic driver?
- Or are you simply passionate about travel and wish to engage better with other tourists and locals in the countries you visit?

Whichever one of these is you, this programme is the perfect fit. It has been pitched to a language level that is neither too high nor too low. The course material is designed around authentic English, is entirely taught in context without any long theoretical explanations. We guarantee you greatly improved clarity, flexibility, and fluency with all the practice tasks you will do. Your speaking, listening, reading, and writing assignments will instantly familiarise you with the forms of oral and written communication that you are most likely to handle every day.

## What will I be able to do after this Undergraduate Certificate?

### SPEAKING

- Engage in realistic client roleplays to provide advice on travel-related topics and develop effective dialogue starters to overcome speaking barriers.
- Put into practice those communication strategies for handling difficult and emergency situations.
- Handle telephone exchanges confidently with newfound expressions to facilitate different phone functions.
- Demonstrate proficiency in giving presentations and pitches, occasionally using creative forms like travel vlogs and social media content.

### READING AND LISTENING

- Read, listen to, and fully understand a variety of short notices, messages, and longer authentic texts.
- Compare information about different destinations, identifying similarities and differences and summarising findings for clients and stakeholders in helpful infographics.
- Analyse trends in traveller preferences and the rise of new destinations, engaging in debates, speculating, providing evidence, and responding to counterarguments effectively.

## VOCABULARY AND FLUENCY

- Remember and apply vital hospitality and tourism industry vocabulary in the areas of:
  - ▶ airport procedures
  - ▶ travel documents
  - ▶ ticket booking and types of tickets
  - ▶ staff positions, duties, facilities and services in hotels and alternative accommodation
  - ▶ registers related to cultural activities
  - ▶ regional particularities
  - ▶ marketing and promotional terms
  - ▶ words connected with new forms of tourism
  - ▶ the language to make you shine professionally.
- Utilise useful phrases for delivering pristine customer service.
- Show cultural awareness, interest, and sensitivity in all communications through choice of language.

## WRITING

- Compose various written forms, including e-mails, business letters, internal memos, guides, itineraries, and forms, demonstrating effective communication in a business context.
- Create marketing and promotional materials for the tourism and hospitality industry, implementing the 4Ps (Product, Price, Place, Promotion) and delivering pitches with slogans, comparisons, and storytelling scenarios.
- Apply for a job by crafting an effective CV and covering letter in the target language, showcasing an understanding of job roles and presenting oneself as a suitable candidate.
- Compose and review CVs and covering letters, ensuring appropriate content, structure, and language for job applications.