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English for
**Operational
Tour and Travel**

Editor:

Pdt. Dr. Saortua Marbun, S.Th., M.A., M. M.

English for Operational Tour and Travel

"English for Operational Tour and Travel" is an all-encompassing guide, specifically crafted for students and professionals in travel industry who aspire to excel in English for tourism. This book spans across 12 detailed chapters, including greetings in tourism, time and salutation, self-introduction in tourism settings, hotel operations involving check-in, check-out, and transfers, meeting service language, crafting tour itineraries, English for hotel management, restaurant conversation skills, transportation for tourism, applying guiding theory in practice, and professional development in tourism.

Each chapter presents vital information includes exercises that are directly linked to the necessary skills required in the tourism sector. A key focus of this book is to help learners master the four essential English language skills, emphasizing the ability to communicate effectively and professionally in the travel and tourism industry.

To enhance the learning experience, the book extensively uses photos and pictures, which serve as valuable visual aids and keep the students engaged. The unique teaching approach integrates exercises and conversations, catering to different learning styles, including situational, grammatical, visual, and auditory preferences. This method ensures that the learning needs of all students are met, making it an invaluable tool for those aiming to become proficient English speakers in the tourism industry.



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Jl. Banjaran RT.20 RW.10

Bojongsari - Purbalingga 53362

ISBN 978-623-120-285-7



9 786231 202857

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PENERBIT CV.EUREKA MEDIA AKSARA

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Editor : Pdt. Dr. Saortua Marbun, S.Th., M.A., M. M.

Desain Sampul : Ardyan Arya Hayuwaskita

Tata Letak : Husnun Nur Afifah

ISBN : 978-623-120-285-7

Diterbitkan oleh : **EUREKA MEDIA AKSARA, FEBRUARI 2024**
ANGGOTA IKAPI JAWA TENGAH
NO. 225/JTE/2021

Redaksi:

Jalan Banjaran, Desa Banjaran RT 20 RW 10 Kecamatan Bojongsari
Kabupaten Purbalingga Telp. 0858-5343-1992
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Cetakan Pertama : 2024

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FOREWORDS

Dear Readers,

Welcome to a journey that will enhance your linguistic arsenal in the vibrant world of tourism and travel. This book is crafted specifically for you, the aspiring tourism professionals of Indonesia, who are in the throes of your academic pursuit in the second semester of your tourism and travel program.

The essence of tourism lies not just in the beauty of destinations but in the connections and experiences created. As future architects of these experiences, your ability to communicate effectively in English is pivotal. This book is your compass in navigating the diverse linguistic landscapes you will encounter in your professional journey.

In these pages, you will find a comprehensive guide to mastering English tailored to the unique context of the tourism industry. Each chapter is designed to address specific scenarios and challenges you might face, from greeting international guests with cultural sensitivity to managing hotel operations and crafting engaging tour itineraries.

As a media, remember that learning a language is not just about grasping grammar or expanding vocabulary; it is about understanding people, cultures, and perspectives. English skills become a bridge connecting you with tourists. Here, you find reflection of real-world scenarios. The practical exercises, role-playing scenarios, and real-life examples are here to equip you with not just the language skills but also the confidence to use them effectively in your professional life.

As you embark on this learning journey, keep in mind that the world of tourism is dynamic and ever-evolving. The skills and knowledge you gain here will be the foundation upon which you can build your career. Embrace each chapter as an opportunity to grow, to understand, and to prepare yourself for the exciting challenges that lie ahead in the tourism industry.

Authors simply designed this book as relevant and practical as possible, drawing on real-life examples, current industry trends, and the specific needs of Indonesian tourism students. Each chapter is equipped to be both informative and engaging, providing you with a balanced mix of theory and practice. So, encourage yourself to take part in the exercises, reflect on the case studies, and apply what you learn in your daily interactions. Remember, the mastery of a language goes beyond the classroom; it happens in the moments you connect with others, share stories, and create memorable experiences.

Following each unit in 'English For Operational Tour and Travel.' could be enjoyable journey and enlighten to guide you and navigate the exciting path of becoming a proficient English-speaking professional in the world of tourism and travel.

Sincerely,

Authors.

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UNIT

1

GREETINGS IN TOURISM



Specific Instructional Objectives

The following objectives are designed to guide Indonesian travel professionals, specifically second- semester bachelor students in tourism and travel programs, through the essential skills and knowledge required in mastering greetings in English for the tourism industry.

1. Students will learn to differentiate between formal and informal greetings and understand when to use each type appropriately in various tourism settings.
2. Develop an understanding of the cultural nuances in greetings, including how to greet tourists from different cultural backgrounds.
3. Learn the correct usage of titles and honorifics in English, important in addressing guests respectfully.

2

The image is a 3x3 grid of 9 illustrations, each depicting a unique 'greeting' or 'salutation' in a specific setting. Each illustration is labeled with a time of day and a corresponding 'salutation' word.

- Top Row:**
 - Morning:** A man in a white robe and a woman in a white dress are standing in front of a large arched window. The man is holding a book.
 - Morning:** A man in a white robe and a woman in a white dress are standing in front of a large arched window. The man is holding a book.
 - Morning:** A man in a white robe and a woman in a white dress are standing in front of a large arched window. The man is holding a book.
- Middle Row:**
 - Morning:** A man in a white robe and a woman in a white dress are standing in front of a large arched window. The man is holding a book.
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- Bottom Row:**
 - Morning:** A man in a white robe and a woman in a white dress are standing in front of a large arched window. The man is holding a book.
 - Morning:** A man in a white robe and a woman in a white dress are standing in front of a large arched window. The man is holding a book.
 - Morning:** A man in a white robe and a woman in a white dress are standing in front of a large arched window. The man is holding a book.

1. Equip students with the ability to understand and use different time formats, including the 24-hour clock and the 12-hour clock with AM/PM distinction.
2. Develop proficiency in calculating time differences across global time zones, a crucial skill for arranging international travel itineraries.
3. Train students to schedule appointments and manage tourism-related schedules effectively, including understanding cultural nuances in scheduling.

UNIT 3

SELF-INTRODUCTION IN TOURISM SETTINGS



Specific Instructional Objectives

1. Students will be able to construct and deliver a formal self-introduction, appropriate for professional tourism settings.
2. Students will learn to create concise, impactful elevator pitches tailored for the tourism industry.
3. Students will be able to effectively use self-introductions as a tool for networking and building professional relationships.
4. Students will acquire the skill to introduce their colleagues and team members in various tourism settings.

UNIT 4

HOTEL OPERATIONS: CHECK-IN, CHECK- OUT, AND TRANSFERS



Specific Instructional Objectives

1. Equip students with a comprehensive list of vocabulary and phrases commonly used during the check-in and check-out process in hotels. This includes terms related to room types, billing, amenities, and common requests.
2. Familiarize students with international standards and best practices for receiving guests at hotels. This includes greeting protocols, handling reservations, and efficiently managing the check-in process.

UNIT 5 | MEETING SERVICE LANGUAGE



Specific Instructional Objectives

1. Understand and use specific vocabulary related to meetings, such as 'agenda', 'minutes', 'motion', 'quorum', and more.
2. Engage actively in meetings by learning how to agree, disagree, and express opinions diplomatically.
3. Develop skills to organize and lead meetings, including setting agendas, guiding discussions, and managing time effectively.
4. Cultivate an understanding of cross-cultural nuances in meeting contexts, recognizing the importance of cultural sensitivity and diversity.

UNIT

6

LANGUAGE FOR TOUR PACKAGES



Specific Instructional Objectives

1. Students will learn to incorporate sensory details, emotive expressions, and storytelling techniques to create compelling narratives about tour destinations, activities, and experiences.
2. This objective aims to teach students how to effectively communicate with clients to understand their preferences and to articulate how tour packages can be customized accordingly. This includes learning the art of asking the right questions, active listening, and presenting tailored options in a clear and appealing manner.

UNIT

7

CRAFTING TOUR ITINERARIES



Specific Instructional Objectives

1. Students will learn to design detailed and coherent itineraries. This includes understanding how to sequence activities logically, allocate time efficiently, and incorporate rest periods and meals. The objective is to ensure that students can create itineraries that are not only attractive but also practical and feasible in real-world tourism scenarios.
2. Students will be taught to use descriptive language effectively to enhance the appeal of destinations in their itineraries. The goal is to enable them to craft vivid descriptions that stimulate the senses, evoke emotions, and create a strong desire in potential

UNIT 8

ENGLISH FOR HOTEL MANAGEMENT



Specific Instructional Objectives

In this chapter, we aim to equip second-semester bachelor students in tourism and travel programs in Indonesia with targeted, practical skills for effective hotel management. The objectives are designed to be actionable and directly relevant to the industry's linguistic and operational demands.

1. Students will be able to accurately use and understand key terms and phrases that are specific to hotel management. This includes vocabulary related to room types, amenities, guest services, and operational procedures.

UNIT 9 | RESTAURANT CONVERSATION SKILLS



Specific Instructional Objectives

This section is dedicated to equipping bachelor students in their second semester of tourism and travel programs with key conversational skills necessary for effective communication in a restaurant setting.

1. Students will be able to confidently describe menu items, including ingredients and preparation methods, in English.
2. Students will learn to accurately and efficiently take meal and drink orders in English.

UNIT 10

TRANSPORT FOR TOURISM



Specific Instructional Objectives

1. Enable students to identify and describe different types of transportation used in tourism, including their characteristics and suitability for various tourist activities in Indonesia.
2. Equip students with the necessary language skills to assist tourists in booking and ticketing for different types of transportation effectively.
3. Develop students' ability to provide accurate and easy-to-understand directions and navigational assistance in English.

UNIT 11

GUIDING THEORY INTO PRACTICE



Specific Instructional Objectives

1. Students will be able to use clear, concise, and engaging English to deliver tour information, ensuring that tourists from diverse linguistic backgrounds can understand and appreciate the tour content.
2. Equip students with the skills to integrate cultural and historical knowledge into their guided tours, enhancing the storytelling aspect which is crucial for an immersive tourist experience.

UNIT 12

PROFESSIONAL DEVELOPMENT IN TOURISM ENGLISH



Specific Instructional Objectives

1. Develop advanced proficiency in English, focusing on vocabulary, grammar, and expressions relevant to the tourism industry.
2. Equip students with the ability to communicate effectively across various cultures, understanding the nuances and expectations in a global tourism context.
3. Develop networking skills essential for building and maintaining professional relationships in the global tourism industry.

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A fundamental resource for grammar rules and practice, essential for mastering English in professional settings.
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GLOSSARY

1. Accommodation: Different types of lodging where tourists can stay during their travels, such as hotels, hostels, and resorts.
2. Amenities: Facilities or services provided by a hotel or accommodation to enhance guests' comfort, such as a swimming pool, gym, or Wi-Fi.
3. Boutique Hotel: A small and stylish hotel typically situated in a fashionable urban location, offering personalized service.
4. Brochure: A small booklet containing pictures and information about a product or service, often used in tourism for promoting destinations.
5. Check-In/Check-Out: The process of registering upon arrival and departing at the end of a stay at a hotel or similar accommodation.
6. Concierge: A hotel employee whose job is to assist guests by making restaurant reservations, arranging transportation, and providing information about local attractions.
7. Cultural Sensitivity: Awareness and respect for cultural differences, important in tourism for providing appropriate and respectful services to diverse clients.
8. Eco-Tourism: Responsible travel to natural areas that conserves the environment and improves the well-being of local people.
9. Excursion: A short journey or trip, especially one engaged in as a leisure activity.
10. Front Desk: The reception area of a hotel where guests check in and out and where guest inquiries are addressed.
11. Hospitality: The friendly and generous reception and entertainment of guests, visitors, or strangers.
12. Itinerary: A planned route or journey, often including destinations to visit, transport arrangements, and accommodations.
13. Loyalty Program: A rewards program offered by a company to customers who frequently make purchases, used often in hotels and airlines.

14. MICE (Meetings, Incentives, Conferences, Exhibitions): A type of tourism in which large groups are brought together for a particular purpose.
15. Package Tour: A holiday at a fixed price in which the travel company arranges your travel, hotels, and sometimes meals for you.
16. Sustainable Tourism: Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities.
17. Tour Guide: A person employed to show tourists around places of interest.
18. Up-Selling: A sales technique where a seller induces the customer to purchase more expensive items, upgrades, or other add-ons in an attempt to make a more profitable sale.
19. Voucher: A small printed piece of paper that entitles the holder to a discount or that may be exchanged for goods or services.
20. Yield Management: A variable pricing strategy based on understanding, anticipating, and influencing consumer behavior in order to maximize revenue or profits.

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DISCLAIMER

This book, “English For Operational Tour and Travel” is intended solely for educational and informational purposes. The content within is designed to provide Indonesian students in the second semester of their tourism and travel programs with a comprehensive understanding of English language usage specifically tailored to the tourism industry.

The information and guidance offered in this book are based on the author's expertise and extensive research in the fields of English language learning and the tourism industry. However, readers should be aware that the practices, norms, and standards in tourism are subject to change and may vary by region, culture, and industry developments.

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