



TRAVEL AND TOURISM COMMUNICATION SKILLS FOR OVERSEAS RESORT REPRESENTATIVES

English Speaking
Board

Level 2
Level 3



**TRAVEL AND TOURISM COMMUNICATION SKILLS
FOR
OVERSEAS RESORT REPRESENTATIVES**

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Qualification Reference Numbers

Overseas Resort Reps	Level 2	500/8569/4
Overseas Resort Reps	Level 3	500/8570/0

ESB: GENERAL INTRODUCTION

Aims and Provision

The English Speaking Board was founded in 1953 to promote and assess effective, confident and constructive oral communication skills for all levels and all ages. The emphasis is very much on spoken English as a practical and enjoyable life skill, with the focus at assessment on the candidate both as a speaker and as an active listener sharing knowledge and ideas with others.

ESB provides qualifications in Spoken English in areas such as:

- Schools
- ESOL
- Adult Learners
- Entry Level Learners

Qualification Format

ESB programmes focus on assessment tasks exploring a range of skills, with a common core of a presentation and interactive questions and discussion. The presentation requires knowledge and skills in differing contexts based on the candidate's own experience, vocational context or interests, appropriately assisted by visual aids. Other tasks, depending on syllabus and level, may include literary or workplace interpretation, telephone or interviewing skills, current affairs, debate, social interaction, etc.

Guided learning hours are flexible to allow for entries throughout the year, individual rate of progress and context for delivery; this might be as the focus for a short course or to complement/assist delivery of e.g. NVQ, Basic / Key Skills or English in the National Curriculum, according to level and application.

Entry and Progression

- There is no specific ESB requirement for prior learning at any level, but it is expected that candidates entering for a given level will have the communication skills, knowledge and understanding to benefit from that level. This will usually mean a prior level of competence at the start of the ESB programme no lower than a level below the expected outcome.
- Where ESB is used in conjunction with a parent programme such as NVQ or BTEC, the entry requirements for that course will determine the entry level for the comparable ESB level.

Booking and Administration

Booking is straightforward. Assessments are booked preferably three months in advance to ensure candidates have sufficient time for preparation and so that an appropriate assessor can be allocated. Centres are asked to give a choice of two preferred dates for the assessment session. The administrative team at ESB's head office provide on-going support and can also refer organisers to a specialist helpline for syllabus queries if required. Full administrative guidance, including information on the centre approval process, is available from ESB head office. **The booklet, *Guidelines for Organisers*, includes procedures for the assessment day and guidelines on candidate numbers.**

ESB: ASSESSMENT AND AWARDING

All assessment is external, carried out on-site at user centres by a trained team of visiting assessors throughout the UK and overseas. All ESB assessors are independent of the centres where they assess.

English Speaking Board assessors work on the premise that each candidate is an individual with unique capability. Candidates are not compared with one another but judged on their own merit. **All assessments are carried out within a listening, participating group** so that candidates are constantly changing roles. The role of the group is to support each candidate in turn by responsive comment, discussion and questions.

Each candidate's assessment involves participating as a member of this group. **Each candidate must be present for the session of at least five others** to give opportunities for each to demonstrate listening and responding skills as well as competence as a speaker. (Occasionally some

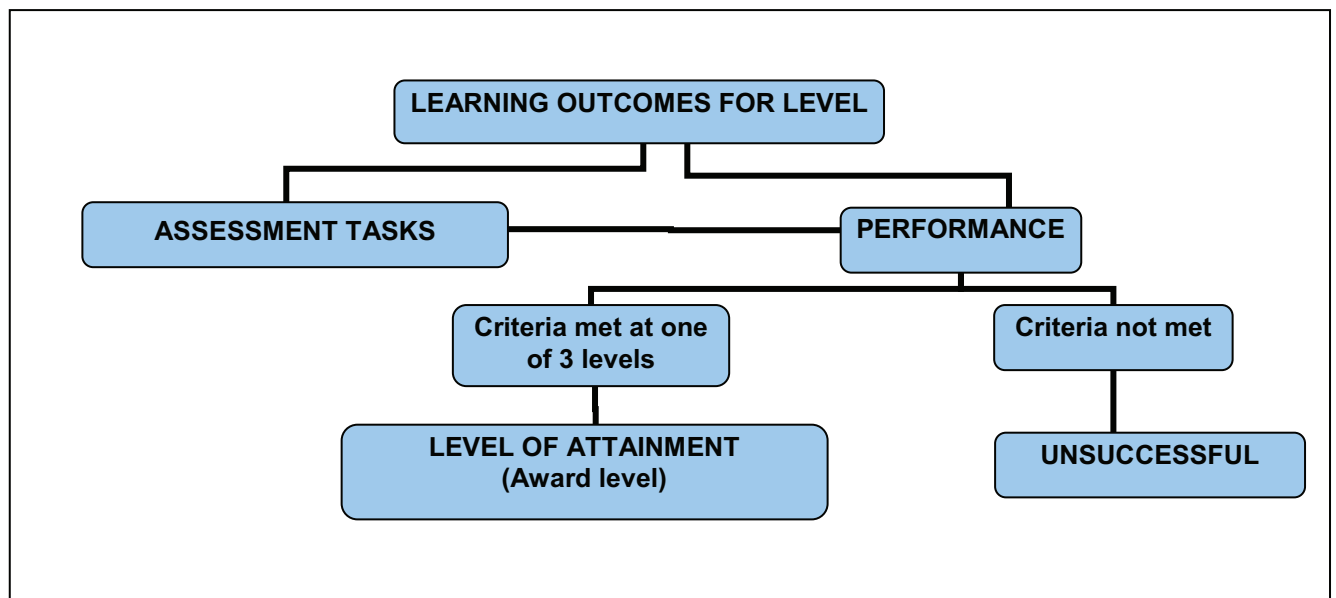
of the participating peer group may comprise students who are not being assessed but are there to provide an audience.) Each candidate is assessed and awarded a grade for each section of the syllabus and for his or her part in group interaction. All four sections are assessed in the same group session.

Assessment is designed to be a supportive process. Although the process itself is independent and the tutor is not involved in the process or outcome, he/she is invited to observe part or all of the assessment as part of the formative nature of the programme. Oral competence is complemented by visual aids / demonstration, notes and written support materials where appropriate, prepared in advance of assessment to assist in fulfilling performance tasks and assessment criteria.

Each candidate receives a specific written report with guidance and provisional results within five working days of the assessment (UK).

All successful candidates receive a certificate within approximately six weeks giving syllabus, level and grade of Pass.

ESB ASSESSMENT FLOW CHART



Grading

'Pass' indicates the minimum standard at which criteria have been met for the qualification. Higher levels of attainment are based on evidence of the increasing degree of independence, skill and control in: selecting, shaping and presenting information, strategy and ideas; handling equipment and visual aids; monitoring and evaluating response; fluency, confidence, technique, language skills and sensitivity in sharing communication and supporting others.

At assessment candidates are awarded a level of pass for each section. The overall award level is the aggregate for the four sections. The presentation in Section 1 carries double weighting unless stated otherwise (i.e. 40% of the total award). Each of the other sections carries equal weighting, i.e. each is equivalent to one fifth of the total award. The individual candidate report gives the level of attainment as a grade for each task and the aggregate (overall) level. The aggregate level is the one recorded on the certificate.

Percentage marks are not given on reports or certificates.

Exceptionally, a candidate may be marked Unsuccessful on one section and still achieve an overall pass level through the standard of other sections. No pass is possible where a candidate fails more than one section.

OTHER INFORMATION

Candidates with Particular Assessment Requirements

- Organisers should notify the Board of any request for special access requirements where these are known at the point of registration, by completing the Reasonable Adjustments Request Form. This should include a list of documentary evidence where appropriate, without which we are unable to make dispensation e.g. for dyslexia, sight or hearing loss, behavioural difficulties etc.
- Special consideration will also be given to candidates who have been registered but who suffer from a temporary illness, injury or indisposition just before or on the day. If this occurs before the day of assessment and is serious enough to merit special consideration, the Organiser at the centre should contact ESB Head Office immediately. Reasonable adjustments will be made wherever possible without compromising assessment standards. For candidate problems occurring on the assessment day, contact ESB for advice.
- ESB offers discretion to centres wherever possible to keep bureaucracy to a minimum in agreeing arrangements for access.
- **See the reference document, ESB: Reasonable Adjustments and Special Consideration, for full guidance and forms.**

Enquiries and Appeals Procedure

- ESB operates an enquiry and appeals procedure for centres and individual candidates and makes every effort to resolve any appeal or complaint quickly, efficiently and fairly.
- ESB charges an administrative fee (see Examination Fees list) for each result appealed, refundable where an appeal is upheld. The appeal process cannot begin until this fee has been received.
- Any formal queries, appeals or complaints should be made by the organiser or by the adult candidate, in writing or by e-mail, addressed to the Quality Assurance Manager at ESB offices within 14 days of assessment results being received (21 days for overseas centres).
- Any adult candidate making an appeal must inform the centre organiser since an appeal may delay certification for other candidates pending the outcome.
- Full details are available in the document **ESB Enquiries and Appeals Procedures for Centres**, downloadable from the website or available on request.
- All Organisers/tutors are asked to let their candidates know that such procedures are available if needed. This information is also printed on the reverse of candidates' report forms.

RATIONALE

Recommended for candidates preparing for employment in the travel industry as overseas representatives. The programme recognises that a sound knowledge of the area and the tour operator's procedures is enhanced by clear, confident communication in a variety of contexts, and by excellent customer skills. It is expected that candidates will have had some work experience and most will be in college, training for sector awards at a comparable level.

The skills assessed, and the contexts in which they are assessed, complement the BTEC Level 2 Diploma in Overseas Resort Operations (Resort Representative).

LEARNING OUTCOMES

At Level 2 you will be able to apply your speaking and listening skills with discrimination, to show that you can

- Research and organise relevant material
- Give a fluent and engaging presentation without reading or learning by heart
- Convey and confirm PA / microphone information clearly and confidently
- Demonstrate thinking skills and problem-solving skills to suit the occasion
- Demonstrate appropriate customer service skills
- Discuss, debate and share your own and others' opinions, encouraging others to contribute

Notes:

OVERSEAS RESORT REPRESENTATIVES LEVEL 2

TOTAL INDIVIDUAL TIME: 15 MINUTES

(Total individual time: approx 11-12 minutes for Sections 1-3 + feedback credited in Section 4)

Section 1: Welcome presentation

(4 minutes per candidate)

Either: As an overseas resort representative for a tour operator, welcome English-speaking visitors to your resort, give them relevant information about the accommodation and facilities, and list events provided by your company, presenting information in a positive way to promote the resort and your company.

Or: As a children's representative for a tour operator, welcome parents and children to your resort, give them relevant information about the Children's Club, briefly list the facilities, and promote an event in a suitably positive and enthusiastic style.

The presentation should take into account the visitors' need for information and guidance, and demonstrate direct communication without reading or learning by heart, good customer care and selling skills. Use a variety of visual materials to support your presentation, appropriate to the group you are addressing, including publicity leaflet or handouts. Time limits must be observed.

Section 2: Tour introduction

(approximately 4 minutes)

Either: Brief a group of clients about a walking or coach tour mentioned in your list of events in Section 1, that you have arranged for them in or near to the resort.

Include basic information such as when and where it will start, explain the route you will take and what sights you will see on the way or places you will be able to stop such as shops. Use visual aids (e.g. a route map, a tourist brochure or a slideshow) to help make this clear and to make it sound attractive to your clients. In preparing the tour, consider the range of needs that they might have (e.g. mobility, toilet facilities).

Or: Explain a competition or outing mentioned in your list of events in Section 1, that you have devised for a particular age-group, to take place in or near to the resort. Include basic information such as when and where it will start, explain any rules and any equipment that will be needed. Use visual aids (e.g. fancy dress, treasure map, prizes) to help make this clear and to make it sound attractive to your chosen age group.

Section 3: Face-to-Face: dealing with a request for local information (3 - 4 minutes)

You are a resort representative on a property visit to one of your group's hotels. The assessor, acting as a customer, will request information or advice about local services and facilities. This will cover individual customer needs e.g. medical, local shopping, travel or entertainment, other than those briefed under Section 1. In preparing for this you should consider the range of needs to be catered for. You could use relevant fliers or brochures to assist you.

Section 4: Group Interaction

Throughout the session, the assessor and the group will have an opportunity to ask questions. You may be asked to explain or justify the choices of material you have made, and you should also join in constructively in active listening, open-ended questioning and discussion during the sessions of others in the group.

OVERSEAS RESORT REPS LEVEL 2
GRADING CRITERIA

Section	Pass	Merit <i>As for Pass criteria +</i>	Distinction <i>As for Merit criteria +</i>
Talk 40%	Present relevant material, covering all the requirements Show adequate depth and breadth of interest Use language and formality appropriate for a presentation Speak with clarity and show some vitality and enthusiasm. Show audience awareness during presentation, using eye contact and appropriate stance to support communication Supply and use appropriate visual material Observe the time limits	Structure material logically and clearly for ease of listeners' understanding Demonstrate personal investigation in talk content Deliver talk with projection, vitality and assurance Positive eye contact and stance add to authority in communication Demonstration material effective, and clearly used Written materials support presentation Appropriate pace	Depth and breadth of interest in subject, springing from sound local knowledge Speak with confidence and real enthusiasm to communicate fully and naturally with the audience Professional, interactive approach Demonstration material an integral part of the whole Written materials well designed and fully effective for context
Tour Introduction 20%	Choose appropriate information, related to your chosen context Select and apply information appropriately Explain material to listeners to highlight key points	Fit the explanation, content and manner of delivery to the audience Speak with persuasive energy	Choose language and explanation to be highly persuasive
Face-to-face request 20%	Respond to request with suitable information or advice Show sensitivity or understanding of customer needs	Repeat / highlight any key points as appropriate Discuss details accurately with customer Demonstrate good local knowledge	Convey information throughout the task in business-like, confident manner
Group Interaction 20%	Listen actively to other speakers in the group Deal with factual questions clearly Ask relevant questions and join in group discussions	Amplify some answers using personal experience and comment where appropriate Ask open questions, to extend information given Contribute constructively to help advance discussion	Share facts, ideas and opinions with enthusiasm, in questions, answers and discussion

RATIONALE

Recommended for candidates preparing for employment in the travel industry as overseas representatives. The programme recognises that a sound knowledge of the area and the tour operator's procedures is enhanced by clear, confident communication in a variety of contexts, and by excellent customer skills. It is expected that candidates will have had some work experience and most will be in college, training for sector awards at a comparable level.

LEARNING OUTCOMES

At Level 3 you will be able to apply your speaking and listening skills with discrimination, to show that you can

- Research and organise in-depth relevant material
- Give a professional standard of presentation
- Demonstrate thinking skills and problem-solving skills to suit the occasion
- Explain and evaluate customer service skills in context of chosen career
- Discuss, debate and share your own and others' opinions with sensitivity, encouraging others to contribute

Notes:

OVERSEAS RESORT REPRESENTATIVES LEVEL 3

TOTAL INDIVIDUAL TIME: 20 MINUTES

(Total individual time: approx 15-16 minutes for Sections 1-3 + feedback credited in Section 4)

Section 1: Welcome Promotion

(6 - 8 minutes per candidate)

Either:

As an Overseas Resort Representative for a tour operator, welcome English-speaking visitors to your resort, give them relevant information about accommodation and local information and use your skills to promote specific excursions.

Or:

As a Children's Representative for a tour operator, welcome parents and children to your resort, give them relevant information about the Children's Club and promote facilities and events with positive enthusiasm and appropriate skills.

Your presentation should take into account the visitors' need for both information and guidance. You should demonstrate, without reading or learning by heart, direct communication, good customer care and selling skills. Use a variety of visual materials to support your presentation, appropriate to the group you are addressing, including publicity leaflet or handouts. Time limits must be observed.

Section 2: Communicating using microphone

(approximately 4 minutes)

N.B. The chosen location for this task should differ from that used for Section 1.

- a. Using a working microphone, give a coach transfer commentary to a group of visitors on a daytime transfer from airport to hotel at the start of their stay. This should include clear, relevant instructions, information and advice, demonstrating both good local awareness and understanding of your visitors' needs.
- b. Provide a compact graphic aid (e.g. spidergram / table / chart / pictorial reference) using information from at least three different sources. You may refer to this as appropriate, but keep your delivery lively and interesting.
- c. You will be asked to discuss your choice of material, both oral and written/graphic.

Your introductory remarks may be made standing up and facing the group; you should then be seated with your back to the audience to represent the realistic working environment of a moving coach.

Section 3: Face-to-Face: Customer Complaints

(4 - 5 minutes)

You are a resort representative on a property visit to one of your group's hotels. The assessor, acting as a customer, will make a complaint, which you will receive. Demonstrate good customer care skills in handling the situation and, on behalf of your tour operator, reach an agreed solution or compromise.

Be prepared to discuss outcomes, possible alternative strategies and the relevance of customer service in the context of your chosen career.

Section 4: Group Interaction

Throughout the session, the assessor and the group will have an opportunity to ask questions. You may be asked to amplify, defend opinions, put your own viewpoint etc. and take your turn at joining in constructively in active listening, open-ended questioning and discussion during the sessions of others in the group.

OVERSEAS RESORT REPS LEVEL 3
GRADING CRITERIA

Section	Pass	Merit <i>As for Pass criteria +</i>	Distinction <i>As for Merit criteria +</i>
Talk 40%	Present relevant material, covering all the requirements Show adequate depth and breadth of interest Use language and formality appropriate for a presentation Speak with clarity and show some vitality and enthusiasm Show audience awareness, using eye contact and appropriate stance to support communication Supply and use appropriate visual material Keep to the time limits	Structure material logically and clearly for ease of listeners' understanding Demonstrate personal investigation in content Deliver talk with good projection, vitality and assurance Positive eye contact and stance add to authority in communication Demonstration material effective, and clearly used Appropriate pace	Depth and breadth of interest in subject, springing from sound local knowledge Speak with confidence and real enthusiasm to communicate fully and naturally with the audience Professional, interactive approach Demonstration material an integral part of the whole, well designed / chosen and fully effective for context
Using Microphone 20%	Material reasonably organised Introduce self - refer briefly to context Essential procedures communicated, with most key information Show audience awareness Use some reference material	All essential information and procedures communicated Neat and appropriate use of microphone, sustaining good contact with audience throughout Use appropriate reference material	Material very well organised for listeners' understanding Introduce self and context clearly, with friendly authority Maintain excellent contact and rapport with audience throughout, with good microphone technique Reference material well integrated
Face-to-Face Complaint 20%	Listen attentively and with empathy to the complainant Ask and answer questions / points to show good understanding of the complaint Decide on and explain proposed action to achieve an appropriate outcome	Deliver the task calmly and with confidence Use positive strategies (verbal and non-verbal) to avoid or lessen conflict Positive interaction with customer leading to partial resolution of possibilities Use time effectively	Act and react with calm, sensitive authority throughout, using active listening skills Ask and answer questions to show perception and full understanding of the complaint Interaction with customer works towards full resolution of possibilities, defusing tension Use authority to take effective and appropriate decisions Discuss customer service with understanding
Group Interaction 20%	Answers on own sections show thought and some depth Ask straightforward questions on others' work Show some ability to include facts and ideas in discussion Make effort to handle differing views Good effort to support group	Ask pertinent questions of others Use facts and ideas appropriately in discussion Balanced approach includes debating a range of views	Memorable ability to ask and answer questions throughout Ability to call on both facts and ideas, to take discussion forward Balanced approach allows for range of views and objective evaluation Support group as a whole and individually throughout

Further Information

For further information regarding any aspect of English Speaking Board assessments,
or our range of Training and INSET courses, contact:

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