

The Role and Scope of English in Hospitality Industry

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Introduction

Amongst the various languages in the world English is the most widely and commonly spoken language. Even when English is not a person's language, many persons prefer to learn English as an additional language in order to augment their skill and marketability as the professionals. Although there are so many careers and opportunities for job progression and promotions these are often out of reach unless a person is a proficient and confident user of English language. If you speak more than one language, particularly English, you are a fit person for hospitality industry.

Scope of hospitality industry

The hospitality industry includes working places like restaurants, hotels, travel and tourism, lodgings, airlines, event management centres, telephone services, holiday parks, contract food service providers, youth hostels, visitor attractions, self-centering accommodations, airport services, shops, motels, resorts, spas, cafes, food and beverage outlets, customs services, immigration, emergency services at the destination, service providers on return (photography, processing, medical) and many other sectors where hospitality is of prime value.

Being able to successfully communicate in English is imperative when working at places which handle multi-cultural, multi racial, and multi-ethnic global communities. In all sorts of hospitality roles it is fundamentally important that the staff is able to communicate effectively with colleagues, guests, and patrons. Studying English bestows a specific professional benefit. It helps the job seekers prepare for a range of

positions from receptionist to manager. This paper focuses on the role and scope of English in hospitality industry.

Learning English

The hospitality industry is rapidly changing due to accelerations in information technology. The benefits of effective communication with others in a wide variety of situations can be directly seen on the customer satisfaction and the professional success of that industry. In the hospitality industry the staff has to interact with agents, insurance companies, customers at shops, food, beverage outlets, customs services, entertainment events etc. It is essential to develop an effective work force.

Learning English will be useful to get good jobs in the hospitality industry. Without doubt, the universal language of the hospitality industry is English. It does not matter whether you are employed in Sydney, Dubai, Chicago or anywhere in the world. It is taken for granted that you have not only the passive understanding of English but also confidence to use it actively. There are many courses that provide the learners excellent hospitality training and also opportunity to learn or extend their English language skills. Before learning the communication skills and soft skills it is essential to learn vocabulary, pronunciation, and grammatically correct sentences for some type of written communication including e-mails. The staff has to write letters for enquiries, asking quotations, setting orders etc. They have to deal with matters related to bank, insurance etc. In the hospitality industry, applying concepts of spoken, written, and interpersonal communications along with soft skills is necessary to meet consumer expectations. Hence, it will be useful if English is learned with the following steps:

- **Vocabulary and pronunciation**

Various words from various fields can be learned with correct pronunciation. The second step in this practice should be learning use of articles, prepositions, verb forms, and connecting words by paying attention to the proper accents. It is possible to increase one's vocabulary by 4 to 5 words or phrases each day. By practicing and using these words each day, one can slowly but steadily and effectively increase one's active vocabulary and confidence with the English language.

Teaching through video-audio language laboratory can help to make the learners confident speakers of English language. In the same way they must be encouraged to use dictionaries of English language. It is necessary to teach them the cultural aspects of various countries so that they become familiar with some vocabulary used by that cultural group.

- **Sentence construction and conversations**

Constructing different types of sentences can be learned by thinking, organizing, drafting, editing, writing, and rewriting. Through the repetitive exercises it is essential to develop critical thinking by giving importance to imagination. Learning the ways of making suggestions, use of active voice and passive voice is also essential.

It is essential to use one's English language skills as often as possible. Memorizing and repeating words, phrases and sentences, listening to and engaging in conversations as frequently as possible will undeniably enhance the conversational skills of the learners.

- **Formal letters, e-mails**

Writing formal letters is important because the hospitality staff has to write letters for making enquiries, ordering payments, demanding quotations etc. They have to

write to the banks, insurance agents etc. In the same way they have to reply or answer queries. Hence, it is obligatory for such students to learn the correct ways of writing.

It is essential to learn e-mail etiquettes by paying attention to correct spellings, grammar, and punctuation. It is also essential to be business-like in the expressions.

- **Reports**

Report writing will be an assigned way of communication when the management wants to undertake the review of some situations in the industry. Conclusions in the report are very important for the industry's development.

Other skills

- **Reading of maps**

Along with the knowledge of English language it is essential to know, refer, and communicate the information through the various maps. Maps are used in almost all the hospitality industries for the purpose of providing information. The people working in this industry must have the mastery over the map reading. It needs the best vocabulary related to the directions, and areas.

- **Reading of pictures**

The reading of the pictures is also essential. Sometimes the information is displayed on the walls in the form of pictures, photographs, advertisements, and posters. One must be able to explain the meaning of the pictures if and when asked. Creation of powerful images of the region is an important part of regional development and it is fundamental for any hospitality industry.

- **The knowledge of the geography**

The knowledge of the geography is needed to keep the customers updated. Hence, the vocabulary related to the climate, weather conditions, forests, plantations,

flora, fauna, forts, mills, rivers, monuments, factories, temples, mosques, museums, various offices, shops, malls, food, cinema houses, hotels, shopping centres, airports, railway stations, bus stands, markets, recreation, sports, etc. is indispensable to learn.

- **Command over multimedia**

A good command over the knowledge of multimedia (computing, video, and communications) is a key aspect of the hospitality industry. Word processing, accounting, and other functions accelerate any industry's progress. This knowledge of multimedia is available mostly in English and those who are working in hospitality industry must be trained to use the multimedia.

The English language based on the vocabulary related to the general aspects of the industry is definitely an addition to the staff's capabilities to please as well as assure the customers.

Effective communication

After learning the vocabulary, sentence constructions, letter and report writing it becomes easy to develop communication skills to meet the consumer expectations.

For hospitality industry effective communication means:

- Using language as a means to establish friendship.
- Expressing your information precisely but clearly.
- Establishing rapport with people.
- Inspiring the listeners.
- Keeping on the conversation.
- Persuading the listeners.
- Satisfying the queries.
- Pleasing politely.

- Giving correct information.

Soft skills

Along with the interpersonal communication skills it is important to learn soft skills. The persons opting for hospitality job must be taught that their goals must be motivating to achieve something good for their industry. They must learn soft skills like:

- Honour other and be honoured.
- Enjoy creating relationships.
- Increase sense of responsibility.
- Develop habit of clear pronunciation.
- Develop a sense of appreciation.
- Learn to deal with criticism.
- Present a critical view.
- Learn to persuade others.
- Develop ability to use body language with well-groomed appearance.
- Proper role play of situation that demonstrates leadership skills can also help the staff to learn effective communication.
- Welcome the customers with a smile.
- Politeness training: Knowing the right things while talking to client, customer, passenger etc. is very important. Providing good customer service is an art. It is important to sound more natural when speaking English which leads to a better experience for both the staff and the people they talk to.

Conclusion

There is a lot of scope to get different jobs in hospitality industry if the person is fluent in English. It is a plus point for getting jobs as flight attendants, tour guides,

travel agents, stewards, stewardesses, tour guides in museums, monuments, parks, entertainment places, trips, scenic buses, boat rides, hiking trips etc. In addition to such works it is possible to get jobs in restaurant, hostels, ski resorts overseas, different camps, drives, reception counters, motels, resorts, spa, tourism centres, cabin crew, check-in-staff, the airports etc. One can commit to and undertake a reliable course that is either focused on the development of language skills for people in the hospitality industry sector or very inclusive in its coverage of English language development.

Good oral and written English communication adds an asset to persons' mode of getting jobs for diverse positions in hospitality industries. Quality service is an important issue in today's world of competition in the hospitality industry. There are so many courses offered for training the hospitality staff. The hospitality industry offers a range of interesting and varied roles. Proficient use of English language provides a definite professional advantage when it comes to hospitality roles and a vital skill for advancing one's career in this dynamic sector. If one is ready for new and innovative features of customer services, there is more success for the hospitality industry's teamwork, customer satisfaction, customer loyalty and staff empowerment and best involvement along with financial benefit. The benefits of higher quality services influence the hospitality sector.

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