



Case study

Profession: Aspiring hospitality manager (France)

Objective: Prepare for hospitality management studies & internships; strengthen grammar; gain service & client language

Outcome: Polished CVs & cover letters; improved interview performance; confident professional communication in hospitality

1. Profile / Background

Age / Nationality: 19, French

Current Level of English: Upper-Intermediate (B1–B2)

Previous Learning Experience: Academic English in school; no specialised professional language training prior to this course.

Occupation / Area of Study: Aspiring hospitality management professional; preparing to study at a leading hospitality management university in France.

2. Specific Needs and Objectives

Language Skills Focus:

- Strengthening grammar and syntax for clear and correct expression.
- Expanding vocabulary related to hospitality and customer service.
- Developing confidence in formal and semi-formal spoken English (client-facing language, polite requests, handling complaints).
- Preparing for job applications and interviews in the hospitality sector.

Reasons for Learning English:

- To succeed in an international hospitality management program.
- To be competitive when applying for internships and early roles in high-end hospitality settings.

Short-Term Objectives:

- Build field-specific vocabulary (hotel departments, guest interactions, food & beverage, events).
- Improve writing accuracy for CVs, cover letters, and professional correspondence.
- Gain confidence in interview skills and professional conversations.

Long-Term Goals:

- Communicate naturally and effectively in an international hospitality environment.
 - Handle client interactions and service situations in polished, professional English.
 - Present confidently and build career mobility in the global hospitality industry.
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3. Method

Tutors' Approach:

- Practical and highly applied learning, with immediate focus on professional needs.
- Continuous feedback on grammar, syntax, and register to tighten expression.

Instructional Strategy:

- Real-life job application tasks using **authentic hotel and hospitality job adverts**.
- Targeted practice in customer service scenarios and guest relations dialogues.
- Structured interview role-play for internships (introducing self, describing experience, answering situational questions).

Materials and Resources Used:

- Job adverts from international hotel groups and hospitality brands.
 - Hospitality industry case studies (service recovery, event planning, guest experience).
 - Grammar and syntax drills embedded in context (e.g., writing polite responses to client emails, describing previous experience in interviews).
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4. Content

Examples of Content Used in Lessons:

- **Hospitality vocabulary building** — hotel departments, VIP service language, guest complaint resolution.
- **Job application workshops** — CV and cover letter writing, adapting to different job ads.
- **Interview role-play and feedback** — typical hospitality interview questions, handling strengths/weaknesses, scenario-based Q&A.

Skills Developed:

- More accurate grammar and improved sentence structure in both spoken and written contexts.
- Increased range of hospitality-specific vocabulary and polite professional phrasing.
- Ability to summarise authentic industry audio and discuss operational and service scenarios.
- Greater fluency and confidence in interview and client-facing situations.

Specific Exercises or Activities:

- Writing cover letters based on real job adverts with guided editing.
 - Formal vs. informal language analysis for client emails and complaint handling.
 - Role-plays: hotel check-in, handling a guest issue, pitching oneself for an internship.
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5. Progress**Challenges Faced:**

- Tightening grammar and syntax to avoid small but distracting mistakes.
- Moving from academic/school English to more natural, professional communication.

Highlights / Key Achievements:

- Strong progress in producing polished job application materials.
 - Marked improvement in confidence during interview simulations — clearer, better-structured answers.
 - Noticeable growth in ability to use field-specific hospitality vocabulary spontaneously.
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6. Outcome**Immediate Applications:**

- Ready to apply confidently for hospitality internships with tailored CVs and cover letters.
- Able to handle internship interviews and client-facing conversations with professionalism.

Long-Term Use:

- Continued development of polished spoken and written English to excel in hospitality management studies and future roles in luxury hotels and tourism globally.