



# **SLEST Model**

## **listening/speaking (level B2)**

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## **contents of the general communication skills**

(These hints follow the general can-do indicators in the Common European Framework of Reference for Languages - CEF)

Can comprehend the main topics of a complex general dialogue containing certain concrete and some abstract subjects; can also follow business discussions in his/her field of competence; is able to conduct a formal telephone call.

Has a sufficiently broad spectrum of communication tools at his/her disposal, in order to be able to talk about most subjects of general interest, to express his/her own point of view and the pro and cons of different solutions, to articulate problems, and make hypotheses about reasons or results.

Shows an acceptable proficiency in grammar in order not to make serious mistakes which might cause misunderstandings. Is able to speak fluently and can correct most mistakes (also in pronunciation) in an autonomous manner. When he/she hesitates in order to search for words or expressions, there are rarely long pauses.

Can participate in discussions and talks in an active way and expresses his/her opinion in different situations in a spontaneous, clear, and detailed manner, in order to maintain a normal conversation with mother tongue speakers without great effort on either side. He/she is able to encourage, to express his/her own opinion, to ask for information, to make inquiries, to state his/her own point of view regarding a given circumstance, to make counter proposals, to talk about problems and offer solutions.

Can initiate talks and obtain a leading role when appropriate and especially when the subject is known; can also end a conversation when necessary, even in cases where it might not seem elegant. Can confirm what others said, invite them to talk and so on.

Is able to use a certain number of link words in order to obtain a clear and well connected speech; longer contributions might sound a bit disjointed.

Pronunciation is clear and comprehensible; the influence of the mother tongue language might be heard, but this does not affect comprehension.

**negotiation**

**management of human resources**

**b2\_ls\_n\_mhr**

<b>main task</b>	<b>detailed can do indicator CEF/PROFILE (*)</b>	<b>SLEST can do indicator</b>	<b>example for examination</b>	<b>texts</b>
1) managing staff relations	can clearly present an issue and evaluate pros and cons	can inform about quality control in a company and indicate possible improvements	Read a short description about the quality control in a given tourist company; afterwards give a short summary.	briefing conversation seminar lecture
	can actively take part in conversations, and discuss, give reasons and defend his/her opinion in familiar situations	can participate in a conference with staff members, where a questionnaire about customer satisfaction is analysed, and discussing with them possible consequences	Read the results of a customer satisfaction questionnaire and discuss them with other staff members.	discussion seminar lecture
		can describe work habits and practice in different business cultures at management level	Read the case studies which deal with problematic intercultural business situations and choose one of three interpretations/ explanations of the cultural background from the critical incidents presented.	discussion conversation
2) managing equipment and office supplies	can clearly present an issue and evaluate pros and cons	can talk to a foreign business partner about problems; beginning and ending the conversation in an adequate way	Talk to a foreign supplier and discuss with him the problem of deliveries which often arrive too late (using the keywords given).	meeting briefing conversation smalltalk

(\*) changes and abbreviations are possible

**negotiation**

**management of problematic situations**

**b2\_ls\_n\_mps**

1) handling conflicts with partners	can actively take part in conversations, and discuss, give reasons and defend his/her opinion in familiar situations	can indicate problematic situations and speak about problems when talking to a foreign business partner	Speak to a foreign tour operator, explaining the unexpected problems you have encountered in organising a particular tour, and ask him/her how to resolve them (using the key information given).	meeting discussion conversation smalltalk
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2) knowing how to suspend a contract	can clearly present an issue and evaluate pros and cons	can explain the reasons why a contract has to be suspended, taking into consideration intercultural aspects	<p>Read a report which indicates the difficulties your agency has encountered with a colleague (in L1); afterwards talk to this person, explaining why the management has decided to stop the collaboration (using the keywords given).</p> <p>Read a text about cultural differences dealing with ways of suspending a contract; then explain why the underlined statements in the text are right or wrong.</p>	<p>meeting statement</p> <p>statement discussion</p>
3) managing complaints	can give detailed answers to questions and objections relating to his/her field of experience	in a meeting, can react to a client's complaint and try to resolve the problem	Explain to a customer, why the hotel booked by him/her had to be substituted, suggesting a couple of solutions (using the key words given)	giving information meeting conversation
4) managing conflicts with customers	can clearly present an issue and evaluate pros and cons	can explain to a customer who complains the reasons for a certain problem	Using the key words given, explain to a customer the reasons for the extreme delay of his/her flight, indicating also possible solutions.	giving information meeting conversation

**negotiation**

**career development / employment opportunities**

**b2\_ls\_n\_cdeo**

1) applying for a job in a foreign company	can elaborate his/her thoughts without too much help from the interviewer	can talk about oneself in an interview with a foreign staff director and also answer his questions	After having read a job offer, explain to your counterpart why you think you are the right person for the job offered (key information is given).	meeting interview
3) preparing for / having a job interview	can elaborate his/her thoughts without too much help from the interviewer	can talk about his/her strengths and weaknesses	Read the following job offer, then present yourself to the personnel manager and react to his/her questions.	discussion telephone conversation interview

4) interviewing a job applicant	can lead an interview and respond in detail to the interviewee	can demonstrate an understanding of high- and low-context cultures  can lead a general job interview with a candidate	Watch a video showing the concluding parts of a negotiation in different countries, then evaluate the final statements of the business partners by analysing the intercultural aspect of high- and low-context culture.  Read a short report about a new beach resort which will be opened shortly; propose yourself, in a meeting with your boss, to be the new head of the restaurant.	discussion conversation report  discussion interview
5) negotiating career opportunities	can elaborate his/her thoughts without too much help from the interviewer	can discuss with one's line manager possibilities for career advancement; is also able to emphasize one's own professional skills	Tell your counterpart about your level of training and explain why you think that you are the right person to occupy the vacant post as head of the reception in a sports hotel (using the keywords given).	discussion conversation negotiation

**negotiation**

**practical issues of international management**

**b2\_ls\_n\_piim**

1) buying a tourist product	can actively take part in conversations, and discuss, give reasons and defend his/her opinion in familiar situations	can participate at a negotiation with a foreign business partner, based on a former experience	Read the letter sent by a foreign hotel manager regarding a certain quota of beds. Then call him/her and explain under which conditions you could accept the offer (using the keywords given).	meeting discussion telephone conversation
2) finding foreign business partners	can clearly present an issue and evaluate pros and cons	can discuss in a talk with a possible foreign business partner the details of future co-operation  can demonstrate an understanding of protocol, habits and customs whilst hosting international partners  can speak about business matters	Read the short report which talks about the conditions under which your travel company would accept a partnership; then explain them to your counterpart and answer his/ her replies (using the keywords given).  Look at a check list, sent by a French incoming agency, about protocol habits for receiving VIPs. Comment on this list and explain possible changes to it regarding visitors from other countries.  Read a short memo regarding a collaboration with a	meeting discussion telephone conversation  discussion conversation  discussion

3) negotiating prices and conditions	can clearly present an issue and evaluate pros and cons	<p>at a business lunch</p> <p>can make an offer to a foreign business partner</p> <p>is able to discuss contract conditions</p> <p>can use different methods of negotiation at national, regional, and local level (B2 : reading and commenting)</p>	<p>foreign business partner which will be discussed at a business lunch. Respond to each point raised.</p> <p>Read the offer made by an foreign tour-operator; speak with your counterparts about the prices stipulated and answer his/her objections (using the keywords given).</p> <p>Read and make a summary of the extracts from a contract between a tour-operator and a hotel chain (using the key words given). Make proposals of how they should be changed.</p> <p>Read three different texts about doing business in a foreign country. Decide which country is being described and explain the reasons for your choice.</p>	<p>meeting</p> <p>discussion meeting statement</p> <p>discussion meeting telephone conversation</p> <p>conversation discussion</p>
4) promoting the advantages of a company	can pass on detailed and accurate information	can present his/hers company during a meeting and with the help of a written memo	After having read a memo, explain to a group of listeners the advantages your travel agency can offer (using the key words given).	presentation seminar lecture
5) evaluating a partnership	can clearly present an issue and evaluate pros and cons	can call a foreign business partner on the phone and ask him/her about his/her point of view about the state of your partnership	Read the following report about the state of affairs in the co-operation between your company and a foreign airline (in L1); afterwards call this partner and speak with him/her about measures to improve the co-operation.	meeting statement telephone conversation
6) contacting customers and product presentation	can clearly present an issue and evaluate pros and cons	can present a tourist product and explain the pros and cons	Explain the pros and cons of two different organised round trips in your region to a couple of tourists (use the keywords given ).	report discussion presentation seminar lecture

**negotiation****challenges in risk management****b2\_ls\_n\_crm**

1) taking a decision whether to invest in a foreign market or not	can actively take part in conversations, and discuss, give reasons and defend his/her opinion in familiar situations	can speak and discuss certain questions in a talk with different partners	Read the following business offer/proposals and discuss with your colleagues if the proposed investment in a new holiday village is profitable.	meeting debate discussion
2) participating in meetings with foreign administrations	can clearly present an issue and evaluate pros and cons	can explain to foreign administrations why a certain investment will be to the benefit their community	Read the draft for a new beach hotel in Asia; afterwards explain to a local administration what advantages this could bring to his/hers community (using the keywords given).	meeting discussion
3) estimating investment risks	can clearly present an issue and evaluate pros and cons	can discuss with foreign business partners the risks of a given investment	After having read a short presentation of a business plan for a new golf course, talk about the risks you see with a potential foreign business partner, listening and reacting also to his/her objections.	meeting debate discussion

**marketing****sales approach****b2\_ls\_m\_sa**

<b>main task</b>	<b>detailed can do indicator CEF/PROFILE</b>	<b>SLEST can do indicator</b>	<b>example for examination</b>	<b>texts</b>
1) presenting a tourist enterprise	can pass on detailed and accurate information	can present his/her company to potential business partners	Read the description of the characteristics of your holiday village, then explain its strong points to a potential foreign business partner.	meeting briefing presentation
4) giving a talk on Brand Management regarding a given company	can pass on detailed and accurate information	can talk on Brand Management in general	After having read a short presentation, talk on Brand Management of your company with respect to globalisation.	meeting briefing presentation

**marketing****analysis of market situations****b2\_ls\_m\_ams**

<b>main task</b>	<b>detailed can do indicator CEF/PROFILE</b>	<b>SLEST can do indicator</b>	<b>example for examination</b>	<b>texts</b>
1) carrying out an internet search into a new market	can pass on detailed and accurate information	after having completed some internet search, can summarise the results	Search the internet for information about Myanmar, then talk about the possibilities (including all pros and cons) about sending groups of tourists to that country.	seminar lecture summary

**marketing****marketing tools****b2\_ls\_m\_mt**

1) defining direct marketing tools for placing a product on the market	can clearly present an issue and evaluate pros and cons	can indicate in general the pros and cons of a given marketing strategy  can explain the results and conclusions of a given discussion to your team	Give two or three examples for a direct marketing strategy in order to promote a new amusement park.  Explain the results of the above to some colleagues and answer to their questions.	presentation seminar lecture  report presentation seminar lecture
3) defining indirect marketing tools	can clearly present an issue and evaluate pros and cons	can speak about a verbal offer with a foreign tourist company	Read the marketing proposal made to your airline by an expert. Call the contact and talk about it with him/her.	meeting briefing presentation

**marketing****product and destination marketing****b2\_ls\_m\_pdm**

1) creating a good image of a tourist destination	can pass on detailed and accurate information	can summarise the strong points of a given tourist destination	Explain to foreign business partners the potential for tourism of your home region (using the text given).	report seminar lecture summary
2) promoting attractions and advantages of a tourist destination	can pass on detailed and accurate information	can describe the attractions of a given tourist destination	Describe the attractions of your beach resort (using the keywords given) to a foreign tour-operator.	report seminar briefing presentation

**marketing****e-marketing****b2\_ls\_m\_em**

2) advertising a new product on internet	can develop and communicate ideas with little assistance during a conversation	can talk about the possibilities of how to place an advertisement on the internet	You want to put an advertisement on the home page of a tourist company. Call the contact and talk with him/her about the conditions (using the keywords given).	giving information report statement
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**promotion / PR-activities**

**organisation of events and meetings**

**b2\_ls\_ppr\_oem**

<b>main task</b>	<b>detailed can do indicator CEF/PROFILE</b>	<b>SLEST can do indicator</b>	<b>example for examination</b>	<b>texts</b>
1) organising an international conference	can deal with linguistically more complex situations relating to his/her profession	Can welcome an international audience in a relatively casual and spontaneous way and explain the agenda	Read the programme and the list of participants attending an international tourism conference; afterwards welcome the audience and give a short summary of the schedule.	conversation presentation smalltalk
2) organising a VIP-event	can deal with linguistically more complex situations relating to his/her profession	can address an international VIP-audience, using typical greeting forms for the countries represented	Read a short memo about the agenda of a tourism conference and afterwards summarise it's contents for the audience. Integrate this summary into the opening statement at a conference using typical greeting forms for the countries represented.	conversation presentation

**promotion / PR-activities**

**participation in international trade fairs**

**b2\_ls\_ppr\_pitf**

<b>main task</b>	<b>detailed can do indicator CEF/PROFILE</b>	<b>SLEST can do indicator</b>	<b>example for examination</b>	<b>texts</b>
1) communicating / contacts with potential business partners	can ask questions and give detailed answers relating to his/her field of experience	can give or ask for information about one's own or other organisations	Using the key words given, answer the questions of an interested person regarding your travel organisation when attending an international tourist fair.	giving information meeting presentation
2) taking part at a round-table discussion	can deal with linguistically more complex situations relating to his/her profession	can make first contact, taking into account different cultural conventions  can follow the argumentation in a round-table discussion and	Read the DO! and DO NOT! text about the recommended topics for small talk in different countries. Initiate and maintain a conversation with your international partner for three minutes.  Listen to a conversation the with a partner and answer his/her questions on how economic or social changes	conversation presentation  conversation seminar

4) informing about a company's corporate culture, strategy and ethics	can pass on detailed and accurate information	express his/her point of view  can summarise one's company's corporate culture, main strategy and be prepared to answer ethical questions	may affect a certain tourist market.  Listen to a lecture about another company's strategies, then give a summary (in L1).	statement lecture  report presentation lecture
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**promotion / PR-activities**

**production of promotional material**

**b2\_ls\_ppr\_ppm**

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
2) informing about new tourist products	can clearly present an issue and evaluate pros and cons  can give detailed answers to questions and objections relating to his/her field of experience	can propose a new tourist product to a business partner on the phone  can inform oneself about policies of a given company and explain them	Read the description of a new type of cruise; afterwards call a foreign travel organisation with which you already have a good business partnership, informing your counterpart about this new product.  After having read a paper regarding new PR strategies of your hotel chain, explain them to your team.	presentation telephone conversation negotiation  report meeting giving information statement

**promotion / PR-activities**

**organising tours**

**b2\_ls\_ppr\_ot**

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) preparing and leading a tour	can clearly present an issue and evaluate pros and cons	can inform a group of journalist about the most interesting	Read the description of your region; afterwards pass the information in a summary to a group of journalists, also	report meeting giving

		characteristics of a given tourist destination	answering their questions.	information lecture
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**promotion / PR-activities**

**leading press conferences and media meetings**

**b2\_ls\_ppr\_lpc**

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) presenting a new product	can clearly present an issue and evaluate pros and cons	can present a new tourist product	Read the main features of a new tourist product. Pass the information to foreign journalists and answer their questions.	report presentation Briefing statement
3) organising a press conference	can pass on detailed and accurate information	can welcome the participants of an international press conference and inform them about the objectives of the meeting	Read the program for a press conference and the list of the participants, then welcome them on behalf of your company and talk about the programme of events.	presentation
4) answering questions of journalists	can give detailed answers to questions and objections relating to his/her field of experience	can give answers to questions asked by journalists	Answer to questions why your travel organisation decided to withdraw from the catalogue.	debate discussion statement

**planning**

**possibilities for investment in a future destination**

**b2\_ls\_pl\_pifd**

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
2) explaining the advantages of an investment in a given tourist destination	can pass on detailed and accurate information	can summarise a technical text in broad terms, using an exposé written by him-/herself	Read a text about a tourist product (in L2) and inform your partner about the main aspects regarding possible investments.	report presentation summary

3) contacting investors and presenting the destination	can pass on detailed and accurate information	during a meeting, can present and explain the opportunities of business and incentives of investing in a given destination	After having read a description of a new tourist project, explain shortly to your counterpart the advantages of an investment in a given region.	report seminar lecture statement
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**planning**

**information about economic, legal, political, and cultural issues**

**b2\_ls\_pl\_iel**

1) collecting, comparing, and analysing information about employment law	can pass on detailed and accurate information	can summarise a legal text, using header-words	Read a text regarding employment law (in L2) and summarise it in broad terms.	report presentation summary
2) creating an (inter)cultural report	can pass on detailed and accurate information	can summarise information about (inter)cultural aspects of a given tourist destination	Read a report about the main (inter)cultural features of Russia, then give an oral summary of the results.	report presentation summary
		can listen to and summarise similarities and differences between two cultures	Listen to the registered conversation, then complete the list with the cultural and behavioral differences between Italy and Japan.	report seminar lecture summary

**planning**

**participation in regular corporate meetings**

**b2\_ls\_pl\_prcm**

1) gathering and presenting factual information	can pass on detailed and accurate information	with the help of keywords, can give a short summary of his/her area of responsibility in his/her company	Explain to your foreign guests how you occupy yourself in your company (using the keywords given).	report summary
		can follow a lecture about	Write down a memo (in L1) about the lecture regarding	report

2) informing about a meeting and its preparation	can pass on detailed and accurate information	tourism topics and summarise its contents	a new type of voyage and summarise its contents.	seminar summary
		can discuss controversial issues, allowing for different cultural points of view to be expressed	Read a short text highlighting the key points of a collaboration with a foreign partner. Listen to the issues raised by the potential partner and interrupt if appropriate, if you do not agree. Tactfully point out any differences of opinion and take the initiative to resolve them.	report meeting discussion
3) leading or attending a corporate meeting	can contribute actively to a formal discussion	can inform about the details of a meeting	Read the note about an imminent work meeting. After that inform your staff members about its contents.	report briefing
		can understand and/or introduce and discuss specific proposals	Read the short proposal regarding the opening of a new branch of your company in an Asian country; then present this proposal during an international meeting of your corporation.	report seminar summary

**planning**

**planning a new tourist destination**

**b2\_ls\_pl\_pntd**

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) planning a new tourist destination	can pass on detailed and accurate information	can follow a presentation of a given tourist destination (in L2) and then give a summary (in L1)	Listen to the following description of a new tourist destination, afterwards give a detailed summary.	report seminar lecture summary

**planning**

**analysis of projects regarding sustainable tourism**

**b2\_ls\_pl\_apr**

<p>1) collecting, comparing and analysing different information</p> <p>2) presenting and justifying the sustainability of a given destination</p>	<p>can ask questions and give detailed answers relating to his/her field of experience</p> <p>can pass on detailed and accurate information</p> <p>can clearly present an issue and evaluate pros and cons</p>	<p>can discuss how to develop and implement a planning strategy, regarding local sustainable tourism</p> <p>can summarise information about the deficiencies in sustainable tourism concerning a given tourism destination</p> <p>can discuss the impact of leisure activities on the environment and the economy</p>	<p>Read the report regarding information about the planning strategies in order to develop tourism in a given region and also the comment on the topic. Then answer questions.</p> <p>Read the following information about deficiencies in sustainable tourism regarding a certain mountain holiday resort, then give a detailed summary.</p> <p>After having read about a new infrastructure in a ski area, speak about the impact on the environment which could be caused by it.</p>	<p>report seminar lecture</p> <p>meeting statement summary</p> <p>report presentation summary</p>
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**customer relationship management**

**customer liaison / retention**

**b2\_ls\_crm\_clr**

<b>main task</b>	<b>detailed can do indicator CEF/PROFILE</b>	<b>SLEST can do indicator</b>	<b>example for examination</b>	<b>texts</b>
1) preparing a tailor-made holiday	can deal with linguistically more complex situations relating to his/her profession	can propose a tailor-made holiday to a client	Read the draft for a tailor-made holiday in your region and explain it's details to a client.	briefing presentation
2) describing facilities/ services offered	can deal with linguistically more complex situations relating to his/her profession	can welcome a group of foreign guests	A group of foreign guest have arrived at your hotel. Welcome them in a 'warm' way and give some details regarding their visit (using the key words given).	greeting conversation presentation
3) offering relevant additional products/ services to customers	can pass on detailed and accurate information	can inform loyal customers in general about possibilities and advantages of a given product	Explain to a client of your agency the advantages of a newly created membership card (using the key words given).	report briefing

**customer relationship management**

**dealing with complaints and problems**

**b2\_ls\_crm\_dcp**

<b>main task</b>	<b>detailed can do indicator CEF/PROFILE</b>	<b>SLEST can do indicator</b>	<b>example for examination</b>	<b>texts</b>
1) acting as an intermediary	can negotiate a solution to a conflict	can intervene to calm down a stressed client / business partner	Try to help a new employee at the reception who is having difficulties with a stressed foreign guest (using the keywords given).	meeting statement
2) responding	can negotiate a solution to	can answer a customer/ partner	Talk on the phone to a client of your travel agency about	discussion briefing

positively to a customer's problem	a conflict	who has complained about an inconvenience suffered	an inconvenience which has happened; give reasons and also offer compensation (using the keywords given).	statement telephone conversation
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customer relationship management

customer insight

**b2\_ls\_crm\_ci**

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) finding out what customers want and why	can ask directed questions and gather additional information	can inform oneself about the needs and wants of a client/customer	A Japanese tourist arrived in your hotel. When you see him in trouble, speak with him and try to find out what he/ she wants (using the keywords given).	briefing conversation smalltalk
2) gathering feedback from customers	can deal with linguistically more complex situations relating to his/her profession	can talk with clients/ business partners about their impressions regarding a given hotel / region / tourist product etc.	Ask a client about his/her impressions about the new tourist attractions opened recently in your city (using the keywords given).	briefing conversation smalltalk