



# SLEST Model

## reading (level C1)

### 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 understand longer texts with a broad spectrum of more sophisticated expressions and specific jargon for the Tourism sector; is able to follow complex subjects even if the topic is not known; can understand articles and reports, even if they are not always clearly formulated; can recognize differences in style and language means such as ironic expressions and inconsistencies. In all these cases errors should only occur infrequently and should not disturb communication; all special terminology and high level jargon should generally be known.

*Note: “reading” generally is combined with a written task!*

**negotiation****management of human resources****c1\_r\_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 extract information from texts relating to his/her specialist field	can interpret and evaluate the office records and personnel files of employees	Read the attached personnel files of some employee, their CV and the accompanying letters; then write an evaluation, comparing the various people and their staff records (in L1).	C.V. official letter information leaflet

(\*) changes and abbreviations are possible

**negotiation****management of problematical situations****c1\_r\_n\_mps**

2) knowing how to suspend a contract	can understand detailed reports etc, in a specific context	can analyse and resolve a critical situation concerning collaboration with a foreign partner	Analyse two slightly different texts about difficulties in dealing with a foreign customer (in L2). Write a summary (in L1) for your boss, underlining disagreements and mentioning possible solutions.	report information sheet official letter minutes
3) managing complaints	can understand any correspondence using the dictionary only occasionally	can analyse a letter of complaint from an important customer and mediate in an effective way	Analyse a letter from a foreign tour operator which describes continuous complaints from tourists who stay in your hotel with the corresponding comments from the heads of department involved; write a suggested response for your boss (in L1).	report official letter

**negotiation****career development / employment opportunities****c1\_r\_n\_cdeo**

1) applying for a job in a foreign company	can extract information from texts relating to his/her specialist field	can analyse and compare job advertisements	Compare several job advertisements published in a newspaper, describing in detail the individual advantages and disadvantages (in L1).	job offer
4) interviewing a	can understand any	can analyse a CV / a covering	Read two or three CVs / covering letters, noting in detail	c.v.

job applicant	correspondence using the dictionary only occasionally	letter and is able to select an ideal applicant	(using the keywords given) one's personal choice for the ideal applicant.	letter of application
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**negotiation**

**practical issues of international management**

**c1\_r\_n\_piim**

1) buying a tourist product	can understand any correspondence using the dictionary only occasionally	can analyse the answer to a letter written by him-/herself	Analyse two letters (in L2) in response to your demand for a price proposal for an allocation of beds for the next summer season, evaluate the advantages and disadvantages and write an evaluation for your boss (in L1).	official letter
2) finding foreign business partners / proposing business partnerships	can understand detailed reports etc, which deal with different situations and opinions	can examine the characteristics of a potential foreign business partner	Read two or three presentations about potential foreign business partners (in L2), then give a detailed evaluation about the advantages and disadvantages of each (in L1).	report commentary statement
3) negotiating prices and conditions	can extract information from texts relating to his/her specialist field	can analyse the annual results of a foreign business partner	Read the annual results of two or three of your foreign business partners (in L2), then write a summary indicating the positive and negative points (in L1).	information leaflet annual report
		can analyse the conditions of a tourist contract and propose changes	Read the following conditions of a tourist contract, then indicate where you would introduce changes and why (key words are given).	contract
5) evaluating a partnership	can understand detailed reports etc, which deal with different situations and opinions	can analyse the contribution of each partner in the success of a project	Analyse a report in L2 regarding the co-operation with various partners in a project; afterwards note down a detailed evaluation (using the keywords given) about the contribution of each partner (in L1).	report commentary statement

6) contacting customers and product presentation	can understand detailed reports etc, which deal with different situations and opinions	can analyse the characteristics of new tourist proposals	Read the information about a new tourist village; provide an evaluation of the offer (with key words given).	brochure information sheet prospectus
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**negotiation**

**challenges in “risk management” (investment)**

**c1\_r\_n\_crm**

1) taking a decision whether to invest in a foreign market or not	can understand any correspondence using the dictionary only occasionally	can examine a commercial offer	Analyse two business offers (in L2), underline the positive and negative points and write a final evaluation for your boss (in L1).	offer official letter
2) participating in meetings with foreign administrations	can understand legal texts relating to his/her profession	can understand the legislation of the country in which one wants to establish business	Examine a law which regards tourism infrastructures; then explain if they respond or not to the prerogatives given previously by your company (using the keywords given), also indicating why (in L1).	legal text decree
3) estimating investment risks	can understand detailed reports etc, which deal with different situations and opinions	can analyse the political, social and economic situation in a given country	Study a text (in L2) which informs about the general situation in a country; then write a report (in L1) for your boss, summarising the most important details.	subject report commentary report

**marketing**

**analysis of market situations**

**c1\_r\_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 internet research into a new market	can extract information from texts relating to his/her specialist field	can find and compare detailed information found on web pages	Find and compare specific information on the internet (written in L2; with detailed key words given); insert them into a table and write an evaluation (in L1).	subject report report
2) gathering statistical material about a given tourist destination	can understand detailed reports etc, which deal with different situations and opinions	can analyse figures and information and summarise them	Gather statistical material in L2 (with key words given) and summarise the information found in a report for your boss (in L1).	subject report newspaper and magazine articles
3) researching information about trends in demand	can understand detailed reports etc, which deal with different situations and opinions	can evaluate a market research on future trends	Read thoroughly the results of a market research regarding actual trends in the field of tourism, then answer the detailed questions.	market analysis report

**marketing**

**marketing tools**

**c1\_r\_m\_mt**

2) calculating of costs for different marketing tools	can extract information from texts relating to his/her specialist field	can compare offers regarding specific costs	Examine various offers regarding the branding of a hotel brochure (in L2), summarise the most important details, and highlight the individual advantages and disadvantages (in L1).	information sheet quotation official letter
3) defining indirect marketing tools for an airline company	can understand any correspondence using the dictionary only occasionally	can analyse an offer and make a business proposal	Read the offer of a travel agency (in L2) addressed to your airline company; summarise its contents for your boss (in L1), proposing also the wording for the answer (in L2).	quotation official letter

**marketing****e-marketing****c1\_r\_m\_em**

1) creating a web page	can extract information from texts relating to his/her specialist field	can analyse web pages, examining possibilities of co-operation	Compare different offers for the creation of a website for your company (in L2), choose the most convincing one from various points of view (key words are given) and write a summary for your boss (in L1).	information leaflet quotation
2) advertising of a new product on the Internet	can understand any correspondence using the dictionary only occasionally	can analyse business conditions	Compare two or three offers by companies which offer advertising space on the internet (in L2) and write a summary, highlighting the points for and against (in L1).	quotation official letter

**promotion / PR-activities production of promotional material****c1\_r\_ppr\_ppm**

<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) creating a brochure	can understand in detail complex specific terminology	can correct a given text	Find the errors in the brochure of your company, written in L2 (high level of difficulty).	brochure prospectus
2) informing about new tourist products	can extract information from texts relating to his/her specialist field	can analyse information about policies of a tourist company	Read carefully the information about a hotel chain, then answer the detailed questions.	brochure information leaflet

**promotion / PR-activities**

**organising tours**

**c1\_r\_ppr\_ot**

<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 and leading a tour	<p>can understand and summarise longer more demanding texts</p> <p>can understand detailed reports etc, which deal with different situations and opinions</p>	<p>can rigorously compare various proposals from associations which carry out study tours in foreign counties</p> <p>can collect important information about a given country (statistical and economical data, cultural background and other facts)</p>	<p>Analyse various proposals for study tours in a foreign country (in L2), summarise them and indicate the best proposal, also giving convincing reasons for your choice (in L1).</p> <p>Following the given instructions, examine the text which describes the expectations of Chinese tourists when travelling in Europe.</p>	<p>brochure prospectus official letter</p> <p>essay report dossier subject report textbook newspaper and magazine articles</p>

**planning**

**possibilities for investment in a future destination**

**c1\_r\_pl\_pifd**

<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) collecting, comparing and analysing different information	<p>can understand detailed reports etc, which deal with different situations and opinions</p>	<p>can compare and analyse texts which give information about a given region, in order to be informed about the possibilities for investment</p>	<p>Analyse various short texts which describe a certain region (in L1; using the keywords given), indicating the best criteria for a possible investment (in L2).</p>	<p>essay report dossier subject report summary</p>
3) contacting investors and presenting the destination	<p>can understand detailed reports etc, which deal with different situations and opinions</p>	<p>can analyse the characteristics of a given tourist destination</p>	<p>Insert the missing information in the following text, choosing from the words given.</p>	<p>essay report dossier subject report prospectus textbook newspaper and magazine articles</p>

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

**c1\_r\_pl\_iel**

<p>1) collecting, comparing and analysing information about travel law</p>	<p>can understand legal texts relating to his/her profession</p>	<p>can analyse a text which gives information about travel law</p>	<p>Read a text about travel law (in L2) and write a detailed summary (in L1) for your boss regarding a conflict with a partner.</p>	<p>legal text decree</p>
<p>2) understanding an (inter)cultural report</p>	<p>can understand detailed reports etc, which deal with different situations and opinions</p>	<p>can evaluate a text regarding analogies and differences between two given cultures</p>	<p>Read the following text; then explain clearly the differences described (in L1).</p>	<p>essay report dossier subject report textbook newspaper and magazine articles</p>
<p>3) analysing legal issues concerning tourism</p>	<p>can understand legal texts relating to his/her profession</p>	<p>can understand texts concerning legal questions on travel law</p>	<p>After having examined the sentences about a legal problem, put them into the right order.</p>	<p>legal text decree</p>

**planning participation in regular corporate meetings**

**c1\_r\_pl\_prem**

<p>4) preparing minutes and written consents</p>	<p>can extract information from texts relating to his/her specialist field</p>	<p>can analyse texts in order to prepare for a meeting</p>	<p>Read the following extracts from different texts; afterwards chose those which fits best for your purpose, explaining also why you chose them (key words are given).</p>	<p>essay report dossier subject report textbook newspaper and magazine articles</p>
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**planning****planning of a new tourist destination****c1\_r\_pl\_pntd**

1) preparing a presentation of a new tourist destination	can understand detailed reports etc, which deal with different situations and opinions	can analyse a dissemination agreement	Read the following proposals for a dissemination agreement, then chose those which fit best for your dissemination plan. Explain also your choice. (Key words are given.)	report dossier
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**planning****analysis of projects regarding sustainable tourism****c1\_r\_pl\_apr**

1) collecting, comparing and analysing different information	can understand detailed reports etc, which deal with different situations and opinions	can analyse a text which informs about sustainability in the field of tourism	Read a text regarding the sustainability of a certain tourism project (in L2) and write a summary (in L1) for your boss, highlighting in a clear way the advantages and disadvantages.	essay report dossier subject report textbook newspaper and magazine articles
3) examining alternative leisure activities	can understand detailed reports etc, which deal with different situations and opinions	can check information about alternative and / or ecological activities in tourism	Frm a range of quite complex answers, chose those which fit best to a given text.	essay report dossier subject report newspaper and magazine articles
4) creating quality products	can extract information from texts relating to his/her specialist field	can examine certain quality standards needed in a tourist company	Compare the following rules regarding a quality standard with the given text; then chose the right rule and explain why it is the appropriate one.	dossier decree

**customer relationship management**

**customer insight**

**c1\_r\_crm\_ci**

<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) finding out what customers want and why	can understand and summarise longer more demanding texts	can interpret the results of a survey about customer satisfaction	Read the results of a survey about customer satisfaction (written in L2) and write a summary, highlighting the problematical points.	report commentary statistics questionnaire summary
2) gathering feedback from customers	can understand and summarise longer more demanding texts	can analyse a report about the preferences of the foreign clients regarding leisure activities, sightseeing visits, accommodation etc.	Read a report about the preferences of the foreign visitors (in L2) and write down a statement with proposals regarding improvements to be initiated in your hotel (in L1).	report commentary statement questionnaire summary

**general aspects**

**use of appropriate terminology**

**c1\_r\_ga\_uat**

<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>
3) being able to understand texts with a high volume of specific terminology and jargon	can understand in detail complex specific terminology	can answer to questions regarding terminology in a difficult text	Explain 20 specific terms in other words in a given text.	essay report dossier subject report prospectus guide textbook newspaper and magazine articles