



SLEST Model

writing (level B1)

general content of the communication skills

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

Can write relatively easy texts on general and known topics; can create straight forward articles and reports about known subjects without complex details; can justify his/her opinion; can produce general texts and summaries written in a straightforward way with the use of a dictionary; can write or answer business letters or other forms of written language in an uncomplicated manner, respecting the usual form. In all these cases he/she should not only be able to make use of the correct grammatical structures, but also of the typical terminology and jargon of the tourism business which can be expected at this level; the errors made should not provoke problems with comprehension in general.

This project has been financed with the support of the European Commission. The authors are solely responsible for this publication and the Commission does not accept responsibility for the use that could be made of the information contained within it.

negotiation**management of human resources****b1_w_n_mhr**

main task	detailed can do indicator CEF/PROFILE (*)	SLEST can do indicator	example for examination	texts
1) managing staff relations	can retain simple messages and specify the important points	can write a message to a member of staff	Write a message to a member of your hotel chain, congratulating him/her for his/her success in business (using the keywords given).	information sheet memo
2) managing equipment and office supplies	can retain simple information and specify the important points	can write a message about equipment / supplies to be ordered	Write a message with which you indicate the hotel equipment which has to be ordered (using the keywords given).	information sheet memo

(*) changes and abbreviations are possible

negotiation**management of problematic situations****b1_w_n_mps**

1) handling conflicts with partners	can define, give reasons or explain his/her view	can compose an e-mail or short letter to a partner or colleague in order to clarify a problem	Write an e-mail to a colleague explaining why you behaved in a certain way the day before (using the keywords given).	letter e-mail fax
3) managing complaints	can define, give reasons or explain his/her view	can write a short letter to a foreign partner in which the reasons for certain problems are explained	Write an e-mail in which you explain why your client could not fly on the day he booked his flight for (using the keywords given).	letter e-mail fax
4) managing conflicts with customers	can retain simple information and specify the important points	can write a short letter or e-mail apologising for a disservice which has happened	Write a short of apology to a client, explaining the reasons for the delay of his flight to Tokyo (he complained because he missed an important meeting; use the keywords given).	letter e-mail fax

5) managing a crisis due to natural catastrophes	can report the most important details of an unexpected event	can write a straightforward letter to a business partner regarding a disaster	Write a circular to your business partners in which you briefly explain that the damages caused at your hotel by a fire will have no negative effect on the next season (keywords are given).	letter
		can write a simple press release informing about measures that have been taken to secure safety of tourists	Write a short press release in which you briefly explain the safety measures taken at a beach resort after terrorist attacks in the country (keywords are given).	press release

negotiation

career development / employment opportunities

b1_w_n_cdeo

1) applying for a job in a foreign company	can write a simple official letter	can write a short, but adequate letter of application regarding a job offered in a foreign country	Reply to a job offer with a short formal letter of application regarding employment in a holiday park in Asia (using the keywords given).	letter
2) preparing a job offer	can retain simple information and important points	can describe the characteristics of typical jobs in the tourism industry	Write a short description of the typical tasks of a tourist guide.	information sheet description
4) interviewing a job applicant	can take notes on a familiar topic	can write a memo about what a job applicant should be asked	Write a memo using whole sentences of what you think an applicant for the vacant job on the front desk of your hotel should be asked in an interview (using the keywords given).	memo
5) negotiating career opportunities	can retain simple information and specify the important points	can write a memo to his/her superior asking for a meeting	Write a memo to the head of staff of your company, asking for an appointment and giving reasons why you want to see him/her (using the keywords given).	e-mail memo note

negotiation**practical issues of international management****b1_w_n_piim**

1) buying a tourist product	can retain simple information and specify the important points	can write a short letter to a business partner, explaining facts and giving details	Write a fax to a foreign partner of your company, asking for an appointment to discuss the conditions for a given hotel for next year's summer season (using the keywords given).	letter e-mail fax
2) finding foreign business partners	can retain simple information and specify the important points	can write a message to a foreign colleague asking him for help in a research situation / investigation	Write a message to your colleague in an African country to help you in the research for a local tour-operator.	letter e-mail fax
3) negotiating prices and conditions	can write a simple official letter	can write a letter asking for information about prices	Write a letter to a foreign tour operator, asking him about the prices for local tours (using the keywords given).	letter e-mail fax
	can write a short statement about a familiar topic	can write a short statement about a given travel contract	Using the key words given, write a statement regarding the specified details of a travel contract.	contract
5) evaluating a partnership	can retain simple information and specify the important points	can write a schematic document in which the contribution to a project of each foreign partner is outlined	Write a short report where you give a rough idea of how the partners in a project to promote rural tourism contributed to the task in the last months (using the keywords given).	report commentary statement

negotiation**challenges in risk management****b1_w_n_crm**

1) taking a decision whether to invest in a foreign market or not (justifying the decision taken)	can retain simple information and specify the important points	can write a short answer to proposals to invest in tourist activities	Write a brief letter where you explain that your company is not interested in a given investment (using the keywords given).	letter e-mail fax
2) participating in meetings with foreign administrations	can write a simple official letter	can write a formal letter to foreign business partners in order to announce a conference/ a meeting etc.	Write a short letter to a foreign business partner in which you give details about a meeting to be held next month (using the keywords given).	letter e-mail fax
3) evaluating investment risks	can describe familiar aspects simply and clearly	can write a memo about the general situation in a given country, highlighting possible risks	Write a short memo to the management of your company about the country X, putting the accent on general risks which might occur in a new tourist destination (using the keywords given).	report commentary statement

marketing

sales approach

b1_w_m_sa

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) presenting a tourist enterprise	can describe familiar aspects simply and clearly	can write a short presentation of his / her company	Write a brief presentation for an advertisement of your hotel (using the key words given).	report commentary statement
2) designing last minute/first minute offers	can take notes on a familiar topic	can create a time-table of activities needed for launching new last/first minute offers	Look at the list where you find a number of activities in a mixed order, fill them in the correct order on the table and in whole sentences.	report note table
3) organising an international congress	can take notes on a familiar topic	can write a straightforward programme for accompanying persons (for example ladies program) can send a proposal for the organisation of an international congress	On the following page you will find a series of imperfect sentences in a mixed order; complete them and put them into the right order. Write a short proposal for your boss in which you explain how to prepare the next company's international meeting (keywords are given).	schedule offer proposal

marketing

analysis of market situations

b1_w_m_ams

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
2) gathering statistical material about tourist destinations	can summarise uncomplicated texts independently	can write a summary regarding documents which are about the situation in a given tourist destination	Write a short summary regarding the statistical material about the tourist destination described in the attached texts (using the keywords given).	summary

4) generating a 'SWOT' analysis of one's own company and presenting it	can define, give reasons or explain his/her view	can generally outline Strengths, Weaknesses, Opportunities and Threats	Write a short SWOT analysis of a golf course which will open shortly (keywords are given).	report commentary statement
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marketing

marketing tools

b1_w_m_mt

1) defining direct marketing tools for placing a product on the market	can define, give reasons or explain his/her view	can write a short report, explaining the pros and cons of the marketing tools employed in a given situation	Write a short commentary regarding the direct marketing tools employed by your travel agency to promote a series of travel possibilities (key information is given).	report commentary statement
2) calculating costs for different marketing tools	can retain simple information and specify the important points	can write a list with the calculation of costs of various marketing tools (brochures, flyers, radio spots etc.)	Write a list of the costs of various marketing tools of your hotel group, which will be presented during the next corporate meeting (key information is given).	report commentary chart
3) defining indirect marketing tools	can summarise uncomplicated texts	can write about how indirect marketing tools could help ones organisation	Write a summary about two indirect marketing ideas.	report commentary summary

marketing

product and destination marketing

b1_w_m_pdm

1) creating a good image of a tourist	can summarise uncomplicated texts	can write a short overview of a tourist destination	Write a rough draft about the main features of a tourist village which will be opened shortly (using the text given).	report commentary summary
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destination				
2) promoting attractions and advantages of a tourist destination	can retain simple information and specify the important points	can write a short promotion text highlighting the most representative attractions of a given tourist destination	Write a summary and describe the most interesting features of a new adventure trip offered by your agency (using the keywords given).	presentation

marketing

e-marketing

b1_w_m_em

1) creating web pages	can summarise uncomplicated texts and comment on them briefly	can write a summary about different web pages, explaining one's own impressions about their pros and cons	Have a look at the attached web pages. Afterwards give a well-founded explanation of what impression they made on you (and why).	report commentary statement
2) publicising a new product on the internet	can write a simple official letter	can write a letter to ask for the conditions for advertising your product on the web	Using the keywords given, write a letter in which you ask for the conditions for advertising your hotel on a given web-page.	e-mail fax letter
3) preparing answers to frequently asked questions (FAQs)	can retain simple information and specify the important points	can note down answers to FAQs	Read a list with keywords regarding the frequently asked questions about your museum. Write them in whole sentences.	form commentary statement

promotion / PR-activities

organisation of events and meetings

b1_w_ppr_oem

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) organising an international conference	can retain simple information and specify the important points	can write a letter in which he/she outlines the agenda of an international conference including all activities	Write an e-mail to the participants for the annual conference of your hotel chain, outlining the details of the agenda (using the keywords given).	e-mail fax letter
2) planning an event	can write simple texts about more specific topics from his/her own field of experience	can write the programme for an event	Following the key words given, write a detailed programme for the event.	presentation programme
3) organising a workshop	can write simple texts about more specific topics from his/her own field of experience	can write a straightforward invitation to a workshop	Using the key words given, write a short invitation for foreign tourist agents (with details).	invitation

promotion / PR-activities

participation in international trade fairs

b1_w_ppr_pitf

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
3) carrying out follow-up activities	can take notes on a familiar topic, which are precise enough to use at a later date	can note down a short list of tasks to be done after returning from an international tourism fair	Read a list of tasks to be completed (in L1); using them write a short message to your boss (in whole sentences).	memo note
5) collaborating with a marketing	can retain simple information and specify the important	can write a short proposal for an advertising campaign for	Your boss asked you for a short proposal for an advertising campaign of an international tourist fair;	memo note proposal

communications agency	points	preparing a fair	write one using the key words given.	
6) creating a feasibility study	can write simple texts about more specific topics from his/her own field of experience	can write a short statement about the costs for taking part at a trade fair	Write a note about the approximate costs for an international tourist fair your company will attend (travel and subsistence, stand construction and rent, interpreter, gala evening reception).	commentary memo

promotion / PR-activities

production of promotional material

b1_w_ppr_ppm

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) creating a brochure	can write simple texts about more specific topics from his/her own field of experience	can write the introduction to a brochure for a tourist organisation / company	Following the key words given, write a short introduction to the brochure for a holiday village.	brochure information leaflet
2) informing about new tourist products	can retain simple information and specify the important points	can write a short letter or e-mail, addressed to the most important customers, with which they are generally informed about a new product	Write an e-mail with which you inform your clients about the opening of a new ski resort (using the key words given).	e-mail fax letter
	can write a simple official letter	can write a short and polite welcome letter (a letter to be put in the rooms of a hotel, for example)	Write a short letter explaining the advantages for guests since the hotel has become a member of a known hotel chain (using keywords given).	letter memo

promotion / PR-activities

organising tours

b1_w_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 write simple texts about more specific topics from his/her own field of experience	can write a short invitation regarding the presentation of a new tourist product	Write a formal invitation to travel journalists who you want to participate in a tour to present your region (using the keywords given).	invitation information leaflet

promotion / PR-activities

leading press conferences and media meetings

b1_w_ppr_lpc

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) presenting a new product	can write simple texts about more specific topics from his/her own field of experience	can write an invitation to a presentation of a new tourist product	Write the invitation for the presentation of new open-air museum in your region (using the keywords given).	invitation information leaflet
2) preparing a press release	can write simple texts about more specific topics from his/her own field of experience	can write a press release about a new tourist product	Write a press release about an amusement park which will open soon (using the keywords given).	press release
3) organising of a press conference	can retain simple information and specify the important points	can write a list of invited people, indicating who and why	Following the key information given, write a list of the people who will be invited, explaining also briefly why they are important.	note chart

planning**information about economic, legal, political, and cultural issues****b1_w_pl_iel**

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) collecting, comparing and analysing information about employment law	can summarise uncomplicated texts independently	can summarise shortly the legal contents of a document	Write a short summary regarding the legal contents of the attached document (using the keywords given in L1).	summary
2) creating an (inter)cultural report	can retain simple information and specify the important points	can write a short report about the most important cultural and / or intercultural characteristics of a given country	Write a short information leaflet for the employees of your hotel about the main characteristics of Japanese tourists (using the keywords given in L1).	dossier information leaflet note report

planning**participation in regular corporate meetings****b1_w_pl_prem**

1) gathering and presenting factual information	can write simple texts about more specific topics from his/her own field of experience	can write a short introduction to be presented during a meeting	Write a short report for the annual meeting of your hotel chain, outlining the most important statistical information regarding your hotel (using the keywords given).	introduction report dossier memo
2) informing about a meeting and its preparation	can summarise uncomplicated texts independently	can give general information about the details of a meeting	Note down a list with the most important aspects to be dealt with during the next meeting with colleagues of your organisation (using the text given).	report note

planning planning of a new tourist destination

b1_w_pl_pntd

<p>1) preparing a presentation of a new tourism destination at an international tourism fair</p> <p>2) preparing a benchmark study</p>	<p>can write simple texts about more specific topics from his/her own field of experience</p> <p>can write simple texts about more specific topics from his/her own field of experience</p>	<p>can write an introduction to a new tourist destination</p> <p>can analyse the (hotel) prices in an area where a new tourist destination is being planned</p>	<p>Write a short presentation about a new golf course (using the keywords given).</p> <p>Complete the following table inserting the missing information which you can find in the L1-text (write whole sentences).</p>	<p>brochure presentation</p> <p>report chart</p>
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planning analysis of projects regarding sustainable tourism

b1_w_pl_apr

<p>2) presenting and justifying the sustainability of a given destination</p> <p>3) examining alternative leisure activities</p>	<p>can retain simple information and specify the important points</p> <p>can retain simple information and specify the important points</p>	<p>can write a list or short presentation, giving the reasons for the sustainability (or not) of a given tourist destination</p> <p>can write a short report with guidelines for best practice in tourism operations</p>	<p>Write a memo for your agency's management, outlining your impression that a hotel which wish to become your partner does not meet your standards in sustainable tourism (using the keywords given).</p> <p>Write a short document in which you explain in general the possibility of practising alternative leisure activities in a newly created park (using the keywords given).</p>	<p>report dossier commentary memo</p> <p>report dossier commentary</p>
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4) creating quality products	can retain simple information and specify the important points	can write about measures needed for the implementation of quality standards	Write a short article about the measures to be taken so that a new golf course respects all environmental requirements (using the keywords given in L1).	report dossier commentary
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customer relationship management

customer liaison / retention

b1_w_crm_clr

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) preparing a tailor-made holiday	can retain simple information and specify the important points	can outline the main characteristics of a tailor-made holiday	Write a short proposal to a foreign customer regarding a tour around your region (using the keywords given).	offer memo proposal
2) describing facilities/ services offered	can write simple texts about more specific topics from his/her field of experience	can provide an overview of the services offered	Write a short description of a new three-dimensional representation of ancient Athens in your museum (using the keywords given).	report memo
3) offering relevant additional products/ services to the customers	can retain simple information and specify the important points	can inform briefly about an additional product	Write a short leaflet, informing the clients of the new possibilities offered by your hotel in their leisure time (using the keywords given).	brochure information leaflet

customer relationship management

dealing with complaints and problems

b1_w_crm_dcp

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) acting as an intermediary	can write a simple official letter	can write a short letter or e-mail about a complaint from a customer	Write an e-mail to your management, informing them about the complaint from a customer of your hotel (using the keywords given).	e-mail fax letter
2) responding positively to a customer's problem	can write a simple official letter	can write a short answer to a customer (letter or e-mail) regarding his/her complaints	Write a short letter to a client of your travel agency in which he/she complained about the bad room and cleaning service in their hotel (using the keywords given).	e-mail fax letter

customer relationship management

customer insight

b1_w_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 take notes on a familiar topic, which are precise enough to use at a later date	can write a short questionnaire about the needs of the clients of a hotel	Write a short questionnaire to find out interests, satisfaction etc. of the clients of your hotel / agency / company.	questionnaire
2) gathering feedback from customers	can summarise uncomplicated texts independently	can write a short commentary/summary about talks he/she had with clients	Write a short report/summary about your impressions after having talked with clients of your hotel / agency / company (using the keywords given).	report commentary summary

general aspects

use of appropriate terminology

b1_w_ga_uat

main task	detailed can do indicator CEF/PROFILE	SLEST can do indicator	example for examination	texts
1) explaining the details of a new tourist product	can use uncomplicated specific terminology independently	can write a short, simple report or statement, using sufficient adequate terminology and jargon	Write a short report about a new ski resort, inserting in the correct way and in the right place a certain number of special expressions (key information is given).	report commentary memo
2) describing the advantages and disadvantages of a certain tourist product	can use specific terminology in his/her own field of experience	can insert into a given text a certain amount of specific terminology and jargon	Choose the right terminology out of the given list and insert it into the text.	---