



# SLEST Model

## writing (level B2)

### general content of communication skills

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

**Can write, with the use of a dictionary, a text of medium length in a clear and detailed way in cases where the subject is known or where it forms part of his/her own business experience; can create documents which are not too complex but comprehensible about topics unknown up to now; can write articles or reports in which a certain point of view or tendency is expressed, indicating pro and contra arguments; can give a text or situation a logical appropriate structure; knows how to write a formal letter or other form of message. In all these cases there may be some minor errors in grammar and/or vocabulary or expressions used - these are errors which do not hinder comprehension in a significant way; normally the errors made can be corrected autonomously or after checking or prompting. The specific terminology and jargon of tourism should be known.**

**negotiation**

**management of human resources**

**b2\_w\_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 define a familiar topic systematically and emphasise key points appropriately	can write short reports, describing the quality of the work of staff members	Write a report, explaining the quality of the work of some members of staff in a general way (using the keywords given).	report information sheet memo
2) managing equipment and office supplies	can write simple instructions for a known target group	can write a detailed order	Write an order to a supplier of your company's holiday village (using the key words given).	order

(\*) changes and abbreviations are possible

**negotiation**

**management of problematic situations**

**b2\_w\_n\_mps**

1) handling conflicts with partners	can write about current topics and express his/her opinion	can write a letter to a foreign partner trying to settle a problem in the business relationship	Write an official letter offering a solution to a conflict between your travel agency and a foreign tour-operator (using the key words given).	letter e-mail fax
2) knowing how to cancel a contract	can write letters etc resulting from his/her profession	can write a letter in which a contract is suspended	Write an official letter suspending a contract with a supplier on behalf of your company, giving a logical and detailed explanation (using the keywords given).	letter
3) managing complaints	can write about current topics and express his/her opinion	can give reasons for an unsatisfactory service to clients	Write a letter to a client explaining and justifying the different conditions which are in contrast to what is written in your brochure.	e-mail fax letter
4) managing conflicts with customers	can define a familiar topic systematically and emphasise key points appropriately	can write letters to clients apologising for an unsatisfactory service in an appropriate way	Write a letter to a client, carefully worded, apologising for a room which did not have the same features as the one which had been booked (using the key words given).	letter
		is able to handle problems	Using the key words given, write a detailed answer to an	e-mail

5) managing a crisis due to natural catastrophes	can write clear and detailed reports about topics, which indirectly concern his/her profession	regarding compensation	e-mail in which a customer asks for a compensation.	fax letter
		can write to one's business partners about damages caused, explaining also the overall situation  can write a short press release, informing about measures that have been taken to secure safety of tourists	Read the report about the damages caused by a hurricane, then write a fax to the president of your hotel group, explaining the situation in detail.  Following the key words given, write a detailed press release, explaining the measures which have been taken after an earthquake to assure safety to the tourist present.	e-mail fax letter  press release

**negotiation**

**career development / employment opportunities**

**b2\_w\_n\_cdeo**

1) applying for a job in a foreign company	can write letters etc resulting from his/her profession	can reply to a job advert in an adequate way	Write a formal reply to a job advertisement which you have read in a newspaper.	letter e-mail fax
2) writing a job offer	can define a familiar topic systematically and emphasise key points appropriately	can write a detailed job advertisement for a newspaper	Write a complete advertisement for a newspaper for the job as the head of the reception in your hotel (using the keywords given).	information leaflet description
4) interviewing a job applicant	can write letters etc resulting from his/her profession	can write an letter inviting job applicants to an interview	Write a letter to a job applicant for the job as head of the reception of your hotel, inviting him/her for an interview in person (using the keywords given).	letter
5) negotiating career opportunities	can write letters etc resulting from his/her profession	can write a letter asking about career advancement	Write a letter to your head of staff, asking for a job which will shortly be available in your company.	letter

**negotiation**

**practical issues of international management**

**b2\_w\_n\_piim**

<p>1) buying a tourist product</p>	<p>can write letters etc resulting from his/her profession</p>	<p>can write a letter to a foreign hotel asking to discuss conditions</p>	<p>You are working in a travel agency. Write a letter to a hotel in the US, requesting a discussion about the conditions of the contract for next year (using the key words given).</p>	<p>letter</p>
<p>2) finding foreign business partners</p>	<p>can write letters etc resulting from his/her profession</p>	<p>can formalise by letter a proposal for a business collaboration</p>	<p>Write a detailed letter to a foreign travel agency, explaining that you want to re-discuss your price policy due to high petrol prices (using the key words given).</p>	<p>letter</p>
<p>3) negotiating prices and conditions</p>	<p>can define a familiar topic systematically and emphasise key points appropriately</p>	<p>can write an official letter explaining the economic results of business activities</p>	<p>Write a report which will be presented in a business conference, outlining your company's strengths along with commercial possibilities (using the keywords given).</p>	<p>letter report</p>
<p>4) promoting the advantages and needs of a company</p>	<p>can define a familiar topic systematically and emphasise key points appropriately</p>	<p>can write a detailed report where the conditions of a contract of a certain level of complexity are outlined</p>	<p>Write a report, clearly explaining the most important details, using the keywords given.</p>	<p>travel contract (terms and conditions)</p>
<p>5) evaluating a partnership</p>	<p>can define a familiar topic systematically and emphasise key points appropriately</p>	<p>can write a dossier or report, explaining your company's selling points and future prospects</p>	<p>Write a management report about the current situation in a given business partnership, indicating all pros and cons together with some advice on how to overcome problems (using the keywords given).</p>	<p>dossier report</p>
<p>5) evaluating a partnership</p>	<p>can define a familiar topic systematically and emphasise key points appropriately</p>	<p>can write a report about the contribution of one or more business partners in a partnership</p>	<p>Write a report where you line out in detail how the partners in a project contributed to the task to build a beach resort (using the keywords given).</p>	<p>dossier report</p>

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

1) making a decision whether to invest in a foreign market or not (with reasons)	can define a familiar topic systematically and emphasise key points appropriately	can write a detailed analysis of a foreign market your company wants to invest in	Write a report for a company meeting outlining the advantages and disadvantages of a given investment.	dossier report
2) participating in meetings with foreign administrations	can write simple instructions for a known target group	can write a formal letter to foreign business partners in order to organise a conference/ a meeting etc.	Write a letter to a foreign business partner asking for an appointment to discuss the promotional strategies for next summer.	letter
3) evaluating investment risks	can define a familiar topic systematically and emphasise key points appropriately	can write a report about the general and specific situation in a given country, highlighting possible risks	Write a detailed report to the management of your company about the country Z, putting the emphasis on possible risks regarding the investment in a new tourism destination (using the keywords given).	dossier commentary report

**marketing**

**sales approach**

**b2\_w\_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 write letters etc resulting from his/her profession	can write an effective and detailed resumé of his / her company	Write a resumé for a company's brochure (using the keywords given).	report commentary statement
2) designing last minute/first minute offers	can write offers for known target groups	can write a last minute offer	Using the key words given, write a last minute offer for a travel agency.	offer
3) organising an international congress	can write memo for known target groups	can write a detailed agenda	With the help of the key words given, write a detailed evening and free time programme for the participants of an international conference.	programme
		can send a well formulated bid for the organisation of an international congress	Read the following invitation to participate in an international congress, then write a detailed answer.	offer proposal

**marketing**

**analysis of market situations**

**b2\_w\_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 search for a new market	can define a familiar topic systematically and emphasise key points appropriately	can write a detailed report about the results of an internet search	Write a summary about your internet search about a new tourist destination (using the key words given), giving detailed highlights about all pro and cons.	dossier report summary
2) gathering statistical material about	can define a familiar topic systematically and emphasise key points	can write reports and present documents giving detailed information about the situation	Write a report on the tourist destination described in the text attached, explaining all pros and cons also with the help of statistical material.	dossier report summary

tourist destinations	appropriately	in a given tourist destination		
4) generating and presenting a 'SWOT' analysis	can define a familiar topic systematically and emphasise key points appropriately	can present the Strengths, Weaknesses, Opportunities and Threats of a project	Think about a tourist project you would like to realise; then write about it, explaining all pros and cons.	report commentary statement

**marketing**

**marketing tools**

**b2\_w\_m\_mt**

1) defining direct marketing tools for placing a product on the market	can define a familiar topic systematically and emphasise key points appropriately	can write a well structured report, using the specific terminology, explaining the marketing tools to be employed in a given situation	Write a convincing report regarding the new marketing strategy for the next season for an airline company, explaining the pros and cons of certain direct marketing tools.	report commentary statement
2) calculating costs for different marketing tools	can write detailed reports about topics which affect him/her	can write a formal letter or a report describing in detail the various costs of different marketing tools (brochures, flyers, radio spots etc.)	Write a report to the management of your hotel about the marketing tools to be used in the next advertising campaign and the respective costs (key information is given).	report commentary statement
3) defining indirect marketing tools	can write detailed reports about topics which affect him/her	can write about how indirect marketing could increase sales	Write a comprehensive summary comparing two indirect marketing ideas.	report commentary statement

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

1) presenting a positive image of a tourist destination	can write detailed reports about topics which affect him/her	can write a detailed description of a tourist destination	Write a newspaper article about a tourist village that will be opened shortly (using the key words given).	article report commentary summary article
2) promoting attractions and advantages of a tourist destination	can define a familiar topic systematically and emphasise key points appropriately	can write a detailed promotional text detailing the most representative attractions of a given tourist destination	Write a text for a brochure describing the most interesting features of a new adventure holiday offered by your agency (using the key words given).	brochure presentation

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

1) creating websites	can write a summary about topics, that affect his/her profession	can write a summary about different websites by giving pro and contra arguments	Have a look at the websites attached. Give a detailed explanation of what impression they made on you (and why).	report commentary summary
2) advertising a new product by internet	can write simple instructions for a known target group	can write a draft for a web-page to be created for a travel organisation	Outline how you think the website of your travel agency should be presented. Consider typical characteristics of a web page.	commentary statement
3) preparing answers to frequently asked questions (FAQs)	can give clear and detailed instructions concerning familiar topics	can present comprehensive answers to FAQs	Using the key phrases given, write detailed answers to the questions.	commentary statement



**promotion / PR-activities**

**organisation of events and meetings**

**b2\_w\_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 give clear and detailed information concerning familiar topics	can write an introductory speech to a conference or a meeting	Write the introductory speech for the annual conference of your hotel chain (following the key words).	commentary presentation statement
2) planning an event	can write simple instructions for a known target group	can write the objectives of an event and determine the target group	Following the key words given, write a detailed description about the aims of the event. Explain also who you would like to invite (and why).	presentation programme
3) organising a workshop	can write letters etc resulting from his/her profession	can write a detailed invitation to a workshop	Read the agenda for a workshop, write an invitation explaining all details which to be dealt with.	invitation letter

**promotion / PR-activities**

**participation in international trade fairs**

**b2\_w\_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>
3) carrying out follow-up activities	can write a summary about topics, that affect his/her profession	can write a summary of the activities achieved during a trade fair	Write a summary of your activities, meetings held etc. during an international tourism fair (using the keywords given in L1).	memo note summary
5) collaborating with a marketing communications agency	can define a familiar topic systematically and emphasise key points appropriately	can give details for an advertising campaign preparing a fair	Write detailed indications of what should be written in an advertising campaign regarding a tourism fair, including intercultural information (using the key words given in L1).	memo note proposal
6) creating a feasibility study	can define a familiar topic systematically and emphasise key points appropriately	can write a feasibility study about the costs for taking part at a trade fair	Write a detailed feasibility study regarding the costs for taking part in a trade fair which is described in the attached paper.	dossier commentary feasibility study

**promotion / PR-activities**

**production of promotional material**

**b2\_w\_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 write detailed reports about topics which affect him/her	can write a short brochure for a tourist organisation / company	Write a short brochure about a golf course which recently opened on the Algarve in Portugal (using the key words given).	brochure information leaflet
2) informing about new tourist products	can write letters etc resulting from his/her profession	can write a commercial letter addressed to the most important customers of a tourist company, informing them about products introduced recently	Write a formal letter to your best clients, informing them about new incentive programs your agency will introduce next year (using the keywords given).	e-mail letter
		can write a welcome letter to hotel guests	With the help of key words, write a detailed welcome letter for the guests of your hotel.	letter memo

**promotion / PR-activities**

**organising tours**

**b2\_w\_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	can define a familiar topic systematically and emphasise key points appropriately	can write a detailed description of a promotional tour regarding the presentation of a new tourist product	Write a description of a sightseeing tour in your region for the attention of foreign travel journalists who you wish to participate in the tour (using the keywords given).	invitation information leaflet presentation

**promotion / PR-activities**

**leading press conferences and media meetings**

**b2\_w\_ppr\_lpc**

<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 new product	can define a familiar topic systematically and emphasise key points appropriately	can write a presentation on a new tourist product	Write the draft for the presentation of a new open-air museum in your region (using the key words given).	dossier presentation
2) preparing a press release	can write press releases resulting from his/her profession	can write a press release about a new tourist product	Write a press release about an amusement park which opened recently (using the key words given).	press release
		can write a press release about a natural disaster or terrorist attack	Using the key words given, write a detailed press release about the situation in an earthquake stricken region.	press release

**planning**

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

**b2\_w\_pl\_iel**

1) collecting, comparing and analysing information about employment law	can define a familiar topic systematically and emphasise key points appropriately	can write an analysis of the legal contents of two documents	Compare the legal contents of the documents, then write a statement (using the key words given).	report dossier note
2) creating an (inter)cultural report	can define a familiar topic systematically and emphasise key points appropriately	can write a relatively complex report about the most important intercultural problems which might occur with tourists from a given country	Write an information leaflet for the employees of your hotel where you anticipate the problems which might occur when they meet guests from Arab countries (using the key words given).	dossier information leaflet note report
	can write a summary about topics, that affect his/her profession	can listen to and note down similarities and differences between two cultures (European	Write a summary of the registration you listened to about the characteristics of Chinese tourists.	note summary

		and non-European)		
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**planning participation in regular corporate meetings**

**b2\_w\_pl\_prcm**

1) gathering and presenting factual information	can define a familiar topic systematically and emphasise key points appropriately	can prepare a report about ones own recent activities (to be presented during a meeting)	Write a report about your business activities in the last twelve months, to be presented during the annual meeting of your hotel chain (using the keywords given).	report dossier memo
2) informing about a meeting and its preparation	can define a familiar topic systematically and emphasise key points appropriately	can write a detailed report about the topics of a meeting	Write a full report about the topics treated in the last international meeting of your company (using the key words given).	report dossier memo
3) leading or attending a corporate meeting	can write a summary about topics, that affect his/her profession	can understand the various issues and take note of the details of a meeting	Listen to the recording and write down the most important details of the various subjects.	report memo summary

**planning planning of a new tourist destination**

**b2\_w\_pl\_pntd**

1) preparing a presentation of the venue for an international tourism fair	can define a familiar topic systematically and emphasise key points appropriately	can write a detailed presentation about a new tourist destination	Create a presentation about a new holiday village that will be opened in Africa shortly (using the keywords given).	brochure presentation
2) preparing a benchmark study	can define a familiar topic systematically and emphasise key points appropriately	can confront prices and services used for a profound analysis	Read the two offers regarding the supplies for a big hotel complex. Make a precise comparison, then write a short report about it, indicating the most advantageous proposal.	dossier report presentation

**planning**

**analysis of projects regarding sustainable tourism**

**b2\_w\_pl\_apr**

2) presenting and justifying the sustainability of a given destination	can define a familiar topic systematically and emphasise key points appropriately	can write a presentation about a given tourist destination, outlining its particular sustainability	Write a report for the attention of your agency's management, explaining in your opinion why a newly opened tourist village did not take sustainable tourism into account (using the keywords given).	report dossier commentary note
3) examining alternative leisure activities	can define a familiar topic systematically and emphasise key points appropriately	can put in writing a comprehensive report with hints for best practice in tourism operations	Write a detailed report, explaining the best practice for ecological and environmental aspects for country houses and hotels in your region (using the key words given).	report dossier commentary
4) creating quality products	can define a familiar topic systematically and emphasise key points appropriately	can write about measures needed for the implementation of quality standards	Write a comprehensive statement about the measures to be taken for an air line to gain a high quality standard (using the key words given).	report dossier commentary

**customer relationship management**

**customer liaison / retention**

**b2\_w\_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 write letters etc resulting from his/her profession	can write an offer for a tailor-made holiday	Write a convincing letter to a foreign company that has asked you to prepare a teambuilding trip for their members of staff (using the keywords given).	letter offer proposal
2) describing facilities/ services offered	can write detailed reports about topics which affect him/her	can make a detailed description of services offered	Write a leaflet / an informative letter to the customers of your hotel chain in order to inform them about the new characteristics of a recently restructured hotel (using the keywords given).	information leaflet letter memo
3) offering relevant additional products/ services to the customers	can define a familiar topic systematically and emphasise key points appropriately	can inform loyal customers about possibilities and advantages of a given product	Write a convincing letter to the clients of your agency, informing them about the advantages of a membership card (using the key words given).	letter memo

**customer relationship management**

**dealing with complaints and problems**

**b2\_w\_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 write letters etc resulting from his/her profession	can write a detailed letter or e-mail regarding the complaints of a customer	Write a letter to a hotel on behalf of a group of clients of your travel agency regarding their stay in that hotel (using the keywords given).	e-mail fax letter
2) responding positively to a customer's problem	can write letters etc resulting from his/her profession	can write an answer to a letter by a customer who complained about an inconvenience experienced	A client of your travel agency is complaining about an inconvenience experienced. Write a letter to the client giving reasons for the problem and offer some sort of recompense (using the keywords given).	e-mail fax letter

**customer relationship management**

**customer insight**

**b2\_w\_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 ask simple questions concerning known topics	can write a comprehensive questionnaire to be presented to the clients of a hotel	Create a questionnaire which will reveal the interests, degree of satisfaction etc of the clients of your hotel / agency / company.	questionnaire
2) gathering feedback from customers	can define a familiar topic systematically and emphasise key points appropriately	can write a report about a survey regarding customer's satisfaction	Write a detailed report about the conclusions drawn from the questionnaires which have been distributed to the clients of your hotel / agency / company (using the key words given).	report dossier commentary

**general aspects**

**use of appropriate terminology**

**b2\_w\_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>
1) explaining the details of a new tourist product	can define a familiar topic systematically and use relevant specialist terminology appropriately	can write a well structured report or statement using sufficient terminology when outlining the details of a new tourist product	Write a report about a new holiday village, inserting a certain number of special expressions in the correct way and in the right place (key information is given).	report dossier commentary
2) describing the advantages and disadvantages of a certain tourist product	can define a familiar topic systematically and use relevant specialist terminology appropriately	can write a precise commentary about the pros and cons of a given tourist destination, using the appropriate terminology skilfully	Write a commentary on how a certain recreation park on the beach is laid out, choosing the right terminology from of a vocabulary list (key information is given).	report commentary memo