

HOSPITALITY & TOURISM PROGRAMME

2 WEEKS



MACKENZIE
School of English





MACKENZIE
School of English

“**EVERY DAY IS
A SPECIAL DAY
AT MACKENZIE
SCHOOL!**”

HOSPITALITY & TOURISM PROGRAMME

Hospitality and tourism are among the fastest growing and most important industries in the world. This thought-provoking and insightful programme develops students' abilities to identify and analyse the challenges of hospitality and tourism-related activities and their impact on the local economy, society and environment. In addition to class-based tuition, students will also undertake work experience with local companies and attend seminars.

Topics include:

- **ON THE JOB ROLE PLAYS**
- **MARKETING & PROMOTION**
- **HEALTH & SAFETY**
- **WORK EXPERIENCE**
- **FINAL PROJECT AND PRESENTATION**





MACKENZIE
School of English

“EVERY DAY IS
A SPECIAL DAY
AT MACKENZIE
SCHOOL!”

SAMPLE PROGRAMME

	WEEK 1						
	MORNING			AFTERNOON			EVENING
SUNDAY	Arrival. Welcome to Scotland! You are about to embark on a festival adventure. Get ready for an unforgettable life experience... The Mackenzie Experience.					DINNER	Free night (school open)
MONDAY	(Tuition) Project Introduction & Presentation	BREAK	(Tuition) Hotels	LUNCH	'Get to Know Edinburgh'		Bowling
TUESDAY	(Tuition) Grading & Facilities		(Tuition) The Market in Edinburgh		Work Experience		Witchery Tour
WEDNESDAY	(Tuition) Health & Safety		Work Experience Preparation		National Gallery		Free night (school open)
THURSDAY	(Tuition) Recruitment		(Tuition) Competition		Free afternoon		Free night (school open)
FRIDAY	Work Experience			Role Play: Hotel Recruitment	Role Play: On the job		Free night (school open)
SATURDAY	Full-day excursion to Glasgow with Kelvingrove Museum						Free night (school open)



WEEK 2

	WEEK 2						
	MORNING			AFTERNOON			EVENING
SUNDAY	Leisure day						Free night (school open)
MONDAY	(Tuition) Reflection on Work Experience	BREAK	(Tuition) Round-Up	LUNCH	Work Experience	DINNER	Free night (school open)
TUESDAY	(Tuition) Tourism and Recent Trends in the UK		(Tuition) Rules and Regulations		Climb Arthur's Seat		Cinema night
WEDNESDAY	(Tuition) Requesting & Giving Information		(Tuition) Sell your City		Royal Yacht Britannia		Free night (school open)
THURSDAY	(Tuition) Final project preparation		(Tuition) Final project preparation		Final project: Preparation		Quiz night
FRIDAY	Final presentation		Reflection & round-up		Free afternoon		Free night (school open)
SATURDAY	Full-day excursion to Glasgow, Mackenzie Sightseeing Coach Tour & shopping						Free night (school open)
SUNDAY	Departure Sadly your fantastic Mackenzie Experience has come to an end. We hope you've had a wonderful time and made some fantastic memories. Have a safe journey home!						



MACKENZIE
School of English

“EVERY DAY IS
A SPECIAL DAY
AT MACKENZIE
SCHOOL!”

COURSE OBJECTIVES

In each lesson learners work on communicative and collaborative language tasks, this is not restricted to conversation and may involve listening, speaking, reading and writing or an integration of two or more skills.

- **TO DEVELOP LEARNERS' CONFIDENCE AND SPEAKING SKILLS THROUGH TASK BASED LEARNING WITH PARTICULAR FOCUS ON THE HOSPITALITY INDUSTRY.**
- **MEANINGFUL, FLUENT INTERACTION IN THE TARGET LANGUAGE.**
- **AN EFFECTIVE APPROACH TO CAPTURE THE ATTENTION OF THE STUDENTS.**
- **A RANGE OF LINGUISTIC BENEFITS.**
- **PRONUNCIATION, NEW VOCABULARY AND GRAMMAR BEING FULLY CONTEXTUALIZED IN AN INTERACTIVE MANNER.**



MACKENZIE
School of English

“EVERY DAY IS
A SPECIAL DAY
AT MACKENZIE
SCHOOL!”

THE COURSE IN DETAIL

Students will use communicative and collaborative language tasks to build on all facets of their English language skills. They will have the chance to learn about the service industry in a classroom environment.



HOSPITALITY & TOURISM TUITION

- **THE MARKET IN EDINBURGH**
- **GRADING & FACILITIES**
- **HEALTH & SAFETY**
- **RECRUITMENT**
- **RULES & REGULATIONS**
- **COMPETITION**



MACKENZIE
School of English

“EVERY DAY IS
A SPECIAL DAY
AT MACKENZIE
SCHOOL!”

ROLE PLAY TUITION

- **ON THE JOB**
- **ON THE PHONE**
- **TRICKY CUSTOMERS**
- **SELL YOUR CITY**
- **TOURIST INFORMATION**

Learners are given the chance to practise target language in a contextualised environment.

WORK EXPERIENCE

- **PUBLIC SURVEY**
- **CONSTITUTION BAR VISIT**

These sessions give students hands-on experience with the hospitality industry. They will have the opportunity to practise target language while getting involved in the work place and interacting with the public.





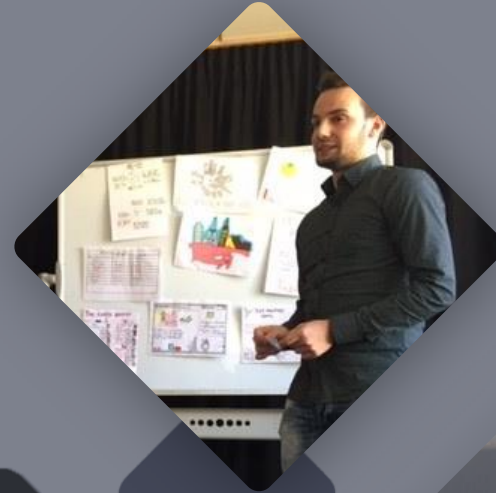
MACKENZIE
School of English

“EVERY DAY IS
A SPECIAL DAY
AT MACKENZIE
SCHOOL!”

PROJECT WORK

- **BRANDING**
- **DEMOGRAPHICS & UNIQUE SELLING POINTS**
- **MARKETING STRATEGY**
- **SETTING A BUDGET**
- **PUTTING THE PITCH TOGETHER**
- **FINAL PRESENTATION**

With advice from their teacher, students take the time to put together a presentation. They create their own business idea and plan to pitch it in a formal presentation in front of their friends, teachers and Scottish hosts.





MACKENZIE
School of English

“EVERY DAY IS
A SPECIAL DAY
AT MACKENZIE
SCHOOL!”

ACTIVITIES

- **‘GET TO KNOW EDINBURGH’**. THE FIRST VISIT TO EDINBURGH CITY CENTRE; A POPULAR MACKENZIE SCHOOL EXCLUSIVE.
- **ARTHUR’S SEAT**. BREATH-TAKING VIEWS OF EDINBURGH FROM THIS DORMANT VOLCANO.
- **PERTH AND SCONE PALACE**. VISIT THE HISTORIC SCONE PALACE ON THE SITE WHERE ALL SCOTTISH KINGS WERE ONCE CORONATED. LEARN ABOUT SCOTLAND’S RICH HISTORY THEN LOSE YOURSELF IN THE HEDGE MAZE WHILE WALKING AMONGST THEIR COLLECTION OF EXOTIC BIRDS.
- **ROYAL BOTANIC GARDENS**. THE WORLD’S FINEST BOTANIC GARDENS. THIS IS NOT ONLY FOR BUDDING BOTANISTS!
- **GLASGOW**. SCOTLAND’S BIGGEST AND BOLDEST CITY. THIS IS SCOTLAND’S CAPITAL OF INDUSTRY, MUSIC AND SHOPPING, AND A POPULAR CHOICE FOR STUDENTS.
- **WITCHERY**. BE PREPARED TO BE FRIGHTENED, TORTURED OR EVEN ACCUSED OF WITCHCRAFT ON THIS GRUESOME AND ENTERTAINING GHOST WALK THROUGH EDINBURGH’S DARK AND ATMOSPHERIC OLD TOWN...
- **BOWLING**. A CLASSIC NIGHT OUT WITH YOUR FRIENDS - REJOICE AT THE STRIKES AND LAUGH OUT LOUD AT THE GUTTERBALLS AT EDINBURGH’S PREMIER TEN-PIN BOWLING ARENA!
- **CINEMA**. KICK BACK, UNWIND & RELAX FROM YOUR BUSY PROGRAMME WITH A MOVIE... IN ENGLISH! DON’T WORRY WE’LL PROVIDE THE DRINKS, POPCORN & OF COURSE, SUBTITLES!
- **QUIZ NIGHT**. COMPETE AGAINST YOUR FRIENDS TO SEE WHO ARE THE ‘BRAINS OF MACKENZIE SCHOOL’.

DON'T GIVE YOUR STUDENTS AN AVERAGE EXPERIENCE...
GIVE THEM AN UNFORGETTABLE LIFE EXPERIENCE...

THE MACKENZIE EXPERIENCE

Accredited by the
 **BRITISH
COUNCIL**

ENGLISH**UK**
member

**YOUNG
LEARNERS**
ENGLISH**UK**

 **Quality
English**



MACKENZIE
School of English