

# English Proficiency

— IN THE —

# Travel and Hospitality Industry

## THE LANGUAGE OF HOSPITALITY

### An Industry on the Move

Accounting for 10.4% of global GDP and already supporting one in every 10 jobs on the planet, the travel and tourism industry is a dynamic engine of opportunity, one that is expected to grow 4% year on year over the next decade.<sup>1,2</sup>

In hotels, restaurants, airlines and travel services across the world, English is recognized as 'the international language of hospitality'. An English-proficient workforce is critical in an industry whose foundations are built on creating enjoyable experiences for customers and guests from around the world.

With considerable growth predicted for the travel and hospitality sector, ensuring effective English communication skills among employees – from frontline customer-facing staff through to those in bookings and reservations – puts organizations in a strong position to take full advantage of future opportunities.

### The TOEIC® Program in the Travel and Hospitality Industry

Leading travel and hospitality organizations around the world, including Air France, Banyan Tree and China Southern Airlines, already rely on TOEIC® test scores to help them build a more effective, English-proficient workforce – a workforce that provides the level of customer service that today's travelers and guests expect, and one that means customers will keep coming back time and time again.

#### International Travel

**Over 150 travel and hospitality organizations around the world** trust the TOEIC® program to assess English-language proficiency.



#### Flying High

**Five of the world's top ten airlines** rely on the TOEIC® program to assess English proficiency.<sup>3</sup>



#### Be Our Guest

**Over 70 hotels and resorts around the world** use the TOEIC® program to help build an English-proficient workforce.



## Building a More Effective Workforce in the Travel and Hospitality Industry With the TOEIC® Program

The TOEIC® program is the global leader in workplace English-language assessment, measuring all four communication skills: listening, reading, speaking and writing. Effective communication is a significant factor for success in travel and hospitality where customer expectations are high. Guests rarely forget mistakes, so you need to make sure your employees have the communication skills required to create experiences that your customers will remember for the right reasons.

Finding the right people with the right language skills is crucial for service-led businesses. The TOEIC program provides reputable data and English-language standards that enable informed hiring and placement decisions and supports continued development – giving organizations the confidence of knowing your workforce has the communication skills needed to engage appropriately and effectively with co-workers and customers.

## SCREENING AND SELECTION

TOEIC test scores provide accurate, objective evaluations of English-language proficiency that are easy to compare, helping you identify candidates with the skills needed to effectively communicate in English.

With assessments that measure English-language skills of beginner to more advanced learners, organizations can identify and hire candidates with the communication skills needed for specific roles, from front-line customer support to operations director.

***“There is no doubt that the people we recruit today possess better English-language skills.”***

*Patrick Rooy, Pilots Selection Department Manager, Air France*

## PLACEMENT

To get the best out of your employees, you need to put them in the right roles. Doing this requires an understanding of your employees' ability so you can place them accordingly.

TOEIC scores enable organizations to efficiently assess the language skills of your staff and to compare these skills across different departments and properties, ensuring staff are assigned to appropriate positions based on their individual English-language proficiency.

***“The TOEIC [test] was used to identify the areas of improvement for our associates in all areas of operation.”***

*Narumol Sunanchai, Training Manager, Banyan Tree Samui*

## DEVELOPMENT

Investing in your employees is the best way to retain key talent. The TOEIC program provides accurate evaluations of each person's strengths and weaknesses, so you can create development plans to help your employees improve their skills.

TOEIC test scores can help identify current proficiency levels of employees, assign them to the appropriate courses and measure their progress.

***“We believe the TOEIC exam will effectively improve our employees' English-language skills, providing a solid foundation for China Southern Airlines' international operations.”***

*Li Tongjiang, Vice General Manager of Human Resources, China Southern Airlines*

<sup>1</sup> WTTTC 2018 Report

<sup>2</sup> <https://www.wtttc.org/about/media-centre/press-releases/press-releases/2018/public-private-partnership-is-key-to-innovation-and-sustainable-growth/>

<sup>3</sup> SkyTrax World's Top 10 Airlines of 2018



To learn more about the TOEIC® program visit **TOEICglobal.com** or contact your local ETS Preferred Network office.



For almost 40 years as an industry leader, the TOEIC® program has set the global standard for assessing English-language communication skills needed in the workplace. With about 7 million tests administered every year, the TOEIC tests are the most widely used worldwide with 14,000+ organizations across more than 160 countries trusting TOEIC scores to inform the decisions that matter.