

Designing short courses for hospitality and tourism practitioners: Theory and practice

By Gladys A. Otieno (B.A, M.A)

PhD candidate at Sorbonne-Nouvelle-Paris 3 University, France

Lecturer, Kenya Utalii College, Nairobi

The objective of this paper is to present a theoretical approach to designing short training courses for employees of the hospitality and tourism sector. It then goes ahead to give a practical application of the proposed approach and the implications it may have on the greater learning process. The respondents were cooks currently employed in hospitality outlets attending a Food Production Apprenticeship Course at Kenya Utalii College, Nairobi. Results show that the group was predominantly male, young and fairly well educated. Their motivations for learning French were affective/integrative and pragmatic/instrumental. The cognitive dimension was largely lacking. The primary needs that emerged in relation to learning French could be categorized as social, professional and functional, with a bias towards oral communicative skills. These categories can be broken down into more specific needs such as the need to enhance the one's status as a multilingual person and as a global citizen, for oral communication and interaction, for the acquisition of certain, specific professional skills such as reading and understanding French culinary terms as well as for accessing diverse non-related information.

Key words: Short courses, needs analysis, French for specific purposes