



**Tourism and Professional Communication Skills
City University of Macau 15-20 students V2
4-WEEK STUDY TOUR PROGRAM 2020* @\$4,800 per person**

Week 1

Day 1 Sunday 5 July	Arrive at Sydney International Airport, transfer to homestay accommodation	
Day 2 Monday	Opening ceremony, Orientation, Wi-Fi registration, Campus tour with Student Ambassadors, Welcome morning tea	Homestay essentials workshop
Day 3 Tuesday	Australia as a tourist destination – star attractions	E-Learning orientation: Clarity English Business Skills
Day 4 Wednesday	Multiculturalism and its influence on local cuisine	Silver service and 5-star customer service
Day 5 Thursday	International management skills and vocabulary	First day at work – small talk and customs
Day 6 Friday	Sydney CBD Tour – Opera House, Harbour Bridge, Manly Ferry, Darling Harbour, Paddy's Market	
Day 7-8 Saturday-Sunday	<i>Free days: suggested destinations Opera House, St Mary's Cathedral, Balmoral Beach, The Rocks Markets, Luna Park, Bondi Beach, NSW Art Gallery, Blue Mountains & Featherdale Wildlife Tour, Taronga Zoo, Madame Toussaud's Wax Museum, Harold Park Tramsheds, Glebe Markets, Museum of Contemporary Art</i>	

Week 2

Day 9 Monday	Initial introductions and etiquette in the office: a Western perspective	Cross cultural competence
Day 10 Tuesday	Australian wines and wine appreciation	Coffee and tea culture
Day 11 Wednesday	Presentation and image – the best you can be	Taking and adjusting reservations – restaurants, hotels, travel companies
Day 12 Thursday	Brand awareness and influencers	The role of social media in business and tourism
Day 13 Friday	Aussie Farm visit – working dogs, sheep muster, whip cracking display, sheep shearing, boomerang throwing, duck show, horsemanship, billy tea and damper, BBQ lunch	
Day 14-15 Saturday-Sunday	<i>Free days: suggested destinations Manly Beach, The Rocks Markets, Luna Park, Bondi Beach, Hunter Valley wine tasting experience, NSW Art Gallery, Dolphin watching tour, Glenworth Valley day trip</i>	



Week 3

Day 16 Monday	Giving and understanding directions	Providing explanations about how things work
Day 17 Tuesday	Guiding interactions – showing off your city	Dealing with emergencies
Day 18 Wednesday	Industry visit – Australian Wildlife tour behind the scenes with zookeepers	
Day 19 Thursday	Entrepreneurship – case studies of famous Australians	Guest speaker – business skills for the Australian context
Day 20 Friday	Tourism promotion, market segments and brand Australia	Cultural Harmony Day – cross cultural celebrations with international students
Day 21-22 Saturday-Sunday	<i>Free days: suggested destinations Opera House, St Mary's Cathedral, Balmoral Beach, The Rocks Markets, Luna Park, Bondi Beach, NSW Art Gallery, Blue Mountains & Featherdale Wildlife Tour, Taronga Zoo, Madame Toussaud's Wax Museum, Harold Park Tramsheds, Glebe Markets, Museum of Contemporary Art</i>	

Week 4

Day 23 Monday	Do's and don'ts of internships	Punctuality and hospitality cultural norms
Day 24 Tuesday	Basic email skills & clear business communication	Industry visit - Novotel Hotel behind the scenes tour
Day 25 Wednesday	Socialising/entertaining for business outcomes	Voicing opinions at the negotiating table
Day 26 Thursday	Dealing with customer requests and challenges	Industry visit – ANZ Stadium and Precinct sports and media industry tour
Day 27 Friday	The pitch – promoting your brand	Effective business exchanges
Day 28 Saturday 1 August	Transfer to Sydney International Airport, return home	
		Departure briefing, certificate presentation and closing ceremony

**Sample program – maybe adjust to suit client needs*

Key features:

- *Purpose built new campus located at Sydney Olympic [Park](#), site of the 2000 Sydney Olympic Games*
- *Bilingual staff available for student support*
- *Free campus Wi-Fi and access to huge range of online e-learning materials via Western Sydney University library portal*
- *Free Wednesday breakfasts every 2 weeks and other great student activities, e.g. BBQ, cross-cultural celebrations and regular table tennis competitions*
- *International Student emergency help line, access to interpreting and translating service, and University counselling services*