



上海师范大学旅游学院
上海旅游高等专科学校
SHANGHAI INSTITUTE OF TOURISM

Letter of Recommendation:
Glen J Clifford
May, 2019

This letter introduces Mr. Glen Clifford, being a trainer and lecturer at Shanghai Institute of Tourism (SIT), since September, 2018. SIT is a division of Shanghai Normal University (SNU), in the People's Republic of China. SNU focuses on courses related to the technical and theoretical aspects of tourism hospitality, while SIT focuses on the applied - customer facing - aspects.

As his recommendation letters from 2015 detail, Mr. Clifford came to SIT after working as an English instructor at a vocational college for hotel management, as well as a hospitality institute, both academic organisations in smaller Chinese cities (bearing in mind that in 2019, Shanghai has an official population of 26.32 million).

In the first SIT academic semester (autumn), Mr. Clifford taught first and second year students majoring in tourism hospitality. His course was general English, with a focus on core skills related to communication for customer service. As such, he taught language, routines and exercises for 'giving directions/instructions', 'describing landmarks and buildings', 'expressing probabilities/possibilities', and 'expressing feelings/emotions'. He also introduced students to the Cambridge IELTS examination, providing seven weeks of intensive and disciplined training, including the use of many questions from the speaking component of this international English assessment system. This training has been very valuable for students who have firm aspirations to work abroad, whether for internship or on a more permanent basis.

In this second SIT academic semester (spring), Mr. Clifford's course has become akin to subject English, being 'English for tourism hospitality'. He has taught language, routines and exercises for 'the lodging tourist', 'the sightseeing tourist', 'the dining tourist', and 'the shopping tourist'. A compelling part of Mr. Clifford's current course is that he deals with the diplomatic function of language, training students intercultural communication skills, in order to confidently handle problematic situations, such as 'the complaining tourist', 'the misbehaving tourist', 'the sick/victim tourist' and 'the lost tourist'. Therefore, it can be seen that Mr. Clifford's recent training and lecturing has covered both 'customer service' and 'customer relations', placing him in a superior position in terms of foreign language teachers or instructors in China.



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Mr. Clifford accomplishes all requirements of a professional ESL trainer, using 'language immersion techniques', 'simulated learning techniques', constant 'group work activities', opportunities for 'role-play', careful 'supervision and monitoring', and provides both group and individual feedback on a regular basis. In fact, as highlighted above, his work surpasses international industry training standards, as his skills encompass and combine 'General English', 'Subject English', training for 'Intercultural Communication', and preparation for 'International English Assessment Examinations'. In the autumn and spring semesters, his sessions have been visited four times by quality observers from both SIT and SNU. These observers have praised Mr. Clifford for training excellence, as seen in their written evaluations.

It is more than evident from Mr. Clifford's autumn and spring academic semesters, and also the course plans published on his website, that he is a person who is fully dedicated to the training profession. In addition, in many instances, his training is both original and superior, benefiting the vocational and career development of his fortunate students. Further, he continues to develop his course resources, such as the writing of a 16 week semester course book, for internal use. Therefore, I hope that you will take the time to carefully examine his wealth of experience, allowing you to give him proper consideration for the position currently available.



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