

# HOW TO WRITE A COVER LETTER FOR A TOURISM INDUSTRY JOB

## Full Example Cover Letter

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June 24, 2025  
Mr. William Zimmerman  
Human Resources Manager  
Ecuador Adventure Tours  
Washington D.C., USA

Dear Mr. Zimmerman:

I am writing to apply for the position of **Tour Guide** at Washington Adventure Tours. I am very excited about this opportunity to share my passion for USA's natural beauty and culture with international visitors.

With a degree in Tourism and over three years of experience guiding international groups, I have developed excellent communication and organizational skills. I am fluent in English and Spanish and certified in first aid. My knowledge of Ecuador's biodiversity, cultural heritage, and history allows me to create memorable and educational experiences for travelers. I always aim to provide excellent customer service, ensuring that each tourist feels safe, informed, and entertained.

I am confident that my experience and enthusiasm make me a strong candidate for this position. I would welcome the opportunity to discuss how my skills can benefit Washington Adventure Tours.

Thank you for considering my application.

Sincerely,  
Andrea Sofia Ribadeneira Vacacela

## **Structure of a Cover Letter**

1. Your Contact Information
2. Date
3. Employer's Information
4. Greeting (Dear Mr./Ms.)
5. Opening Paragraph (Introduce yourself)
6. Body Paragraph (Show your skills and experience)
7. Closing Paragraph (Thank and request interview)
8. Signature

## **Useful Vocabulary for Tourism Jobs**

- Tour guide
- Customer service
- Communication skills
- Organizational skills
- First aid certification
- Cultural knowledge
- Heritage

## **Final Tips**

- Be polite and positive.
- Check your grammar and spelling.
- Use formal language.
- Keep it short (1 page).

## SHORT QUIZ

**Instructions:** Choose the correct answer.

**1. What is the purpose of a cover letter?**

- a) To tell a story
- b) To apply for a job
- c) To describe your hobbies
- d) To send a gift

**2. What should you include in a cover letter?**

- a) Personal problems
- b) A long essay
- c) Your skills and experience
- d) Family information

**3. Which sentence is correct for a closing paragraph?**

- a) "I hate interviews."
- b) "I want a job now!"
- c) "Thank you for considering my application."
- d) "Call me tomorrow."

**4. How long should a cover letter be?**

- a) 5 pages
- b) 1 page
- c) 3 pages
- d) 10 pages

**5. What tone should you use?**

- a) Formal
- b) Funny
- c) Angry
- d) Rude

### Rubric to Evaluate Students' Cover Letters

<b>Criteria</b>	<b>Excellent (5)</b>	<b>Good (4)</b>	<b>Satisfactory (3)</b>	<b>Needs Improvement (2)</b>	<b>Poor (1)</b>
<b>Format (Structure)</b>	Complete and correct	Minor errors	Some parts missing	Several parts missing	No structure
<b>Content (Relevant Information)</b>	Fully appropriate	Mostly appropriate	Some irrelevant info	Mostly irrelevant	No relevant info
<b>Language (Grammar, Vocabulary)</b>	No errors	Few minor errors	Several errors	Many errors	Too many errors
<b>Professional Tone</b>	Very professional	Professional	Acceptable	Unprofessional	Inappropriate
<b>Vocabulary Use (Tourism Vocabulary)</b>	Excellent use	Good use	Adequate use	Limited use	No use