



คณะพาณิชยศาสตร์

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For Communication

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Tourism

การท่องเที่ยว

OXFORD ENGLISH FOR CAREERS

Student's Book

TOURISM¹

Robin Walker and Keith Harding



OXFORD ENGLISH FOR CAREERS

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Contents

CAREER SKILLS AND KNOWLEDGE			LANGUAGE SKILLS				LANGUAGE KNOWLEDGE		
It's my job / Where in the World?	Customer care	Find out	Listening	Reading	Speaking	Writing	Language spot	Vocabulary	Pronunciation
1 What is tourism? • p.4									
Andrew Sharpe	'The customer is always right'	Facts and statistics on your country	Three jobs	Tourism: the biggest business in the world	Careers questionnaire Job skills	Country fact sheet	Describing job skills Describing job routines	Adjectives for job skills Industry sectors Personal Learning Dictionaries	Syllables
2 World destinations • p.12									
New Zealand, The Balearic Islands	Different destinations – different customs	Country / region fact sheet, brochure, presentation	Where do tourists go? Favourite places	Where do tourists come from?	The biggest spenders and the biggest earners Describing a destination	Describing a destination	Describing resources and features	Tourism features and attractions	Dictionary transcriptions
3 Tour operators • p.20									
Begoña Pozo	The personal touch	Tour operators in your country	Why choose a package holiday? The 'Peace in Burma' tour	The role of tour operators An inclusive tour	Talking to tour operators Designing a package tour	A web page for a package tour Describing local tour operations	Asking questions Prepositions of time	Tour operation	Word stress
4 Tourist motivations • p.28									
Kenya	'We know what you want ...'	Old and new tourism	Reasons for travel and money spent on travel Passenger survey Interview with a Kenyan tour operator	Why do people travel? The changing face of tourism	Changes in tourist motivation	Old and new tourism in your country or region	Talking about reason Describing trends	Reasons for travel	/ʃ/, /tʃ/, /dʒ/
5 Travel agencies • p.36									
Michaela Cambelová	Identifying needs	Local travel agency evaluation	All in a day's work A new customer Presenting a product	The sales process The impact of the Internet	Investigating a client's needs Suggesting alternatives and making a recommendation	A report on a travel agency	'Open' and 'closed' questions Suggestions and advice	Sales terms	The alphabet
6 Transport in tourism • p.44									
Cruise ship	Exceeding expectations	Transport in your country	Transport systems and cable cars in San Francisco A cruise ship worker	San Francisco transport timetables and schedules	What is most important for tourists when travelling? Timetable information	Transport and timetable information	Comparing things Describing a timetable	Transport words Adjectives describing transport	/e/, /i:/, /ei/ /æ/, /ɑ:/, /aɪ/

Writing bank • p.52

- 1 Personal statement
- 2 Letter of application

- 3 Email to a client
- 4 Email to one of your bosses

- 5 Email to a colleague at work
- 6 Fax

- 7 Messages and memos
- Writing bank key** p.59

7 Accommodation • p.60

Celina Alvarez Valle Smile on the phone

Local accommodation

A place to stay
Taking a reservation by telephone

What makes a good hotel?
Accommodation in Scotland

Giving information about hotels
Unusual accommodation
Taking a telephone booking

Local accommodation

Describing location

Types of accommodation
Services and facilities
Describing accommodation: adjectives and nouns

Question stress

8 Marketing and promotion • p.68

Newcastle Gateshead Learn from your customers

Local tourism promotion

Analysing your product
Promotion in tourism

What is marketing?
Promotional techniques

Do you SWOT?
Presenting a campaign

Adverts
Promotional campaign news

Verb patterns
Superlatives

Marketing terminology
The language of advertising

Phonetic transcriptions

9 The airline industry • p.76

Javier Díez Questionnaire tactics

Carbon offset schemes and blacklists

The ups and downs of flying
Low-cost or traditional?

Tourism and air travel
Revolution in the skies

The air travel route map

Producing a questionnaire

'like' or 'dislike'
Asking questions politely

Air travel
Low-cost carriers

Airport names and codes /t/ and /d/

10 Holidays with a difference • p.84

Antarctica Ability and suitability

Cultural tips

At the trade fair
Interview with a mountaineer

The Karakoram Experience
Cultural differences

Have you ever ... ?
Questions on Antarctica
Tourist types and holiday types

Cultural tips

Asking and talking about experience
Describing service provision

Different holiday types
Escape and enlightenment holidays

/b/, /v/, /w/

11 Reservations and sales • p.92

Huayan Ye Putting on the pressure

Local use of GDSs

Taking a booking
The origins of CRSs
Handing over tickets

Holiday bookings – getting the right information
Computer reservation systems
Abbreviations and codes
The small print

Have you decided where to go?
Explaining booking conditions
Checking the details

Confirming a booking

'If'

Reservation systems for tourism

/æ/, /eɪ/, /ɪ/, /aɪ/

12 Airport departures • p.100

Airport Care or control?

Your nearest airport

An airport worker
Two airport dialogues
Two more airport dialogues

Working in airports
Air passenger rights

The check-in and information desks
Incident and action log
Controlling passengers

Airport factfile

Responding politely to questions and requests
Giving orders and stopping people doing something

Airport facilities and services
Airport language

Sounding firm but polite

1 What is tourism?

Take off

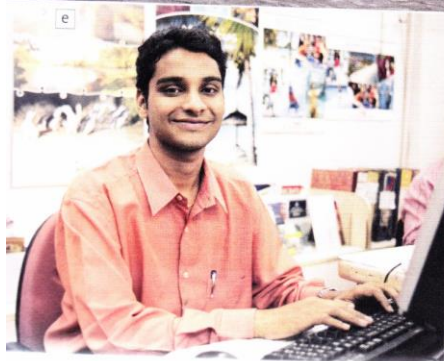
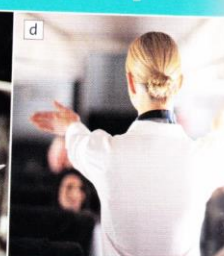
pilot
tour guide
flight attendant
tourist information officer
travel agent
receptionist

waiter
resort rep
chef
porter
hotel manager
airline check-in clerk

- 1 What jobs do the people in the pictures do? Choose from the list.
- 2 Put the other jobs into categories, for example, *travel jobs*, *hotel jobs*.
- 3 How many different categories are there? Can you think of other tourism jobs for each of the categories? If you don't know the name, describe or mime what the person does.
- 4 What is the best job in tourism in your opinion?



Tourism: the world's biggest industry ... the world's best jobs



In this unit

- jobs in tourism
- describing job skills
- describing job routines
- the tourism industry today

Vocabulary

Adjectives for job skills

With a partner, look at the adjectives for describing people.

- 1 Find six pairs of opposite adjectives.

calm	friendly	flexible	extrovert
nervous	lazy	smart	shy
disorganized	creative	confident	hardworking
scruffy	practical	organized	unfriendly

- 2 Choose one of the jobs in *Take off*. Say which three qualities are the most important.

Speaking

Careers questionnaire

- 1 What is your working style? Look at the questionnaire and tick (✓) the qualities and skills which describe you.

Questionnaire

QUALITIES

I am			
smart	<input type="checkbox"/>	extrovert	<input type="checkbox"/>
flexible	<input type="checkbox"/>	organized	<input type="checkbox"/>
creative	<input type="checkbox"/>	creative	<input type="checkbox"/>
		hardworking	<input type="checkbox"/>
		practical	<input type="checkbox"/>
		confident	<input type="checkbox"/>

SKILLS

I enjoy meeting new people.	<input type="checkbox"/>
I enjoy working as part of a team.	<input type="checkbox"/>
I like working independently.	<input type="checkbox"/>
I am good at explaining things.	<input type="checkbox"/>
I am good at dealing with people.	<input type="checkbox"/>
I can make people relax.	<input type="checkbox"/>
I am able to do more than one thing at the same time.	<input type="checkbox"/>
I like working under pressure.	<input type="checkbox"/>
I know how to use computers and technology.	<input type="checkbox"/>
I feel confident about dealing with money.	<input type="checkbox"/>
I am willing to work long hours.	<input type="checkbox"/>
I am good at languages.	<input type="checkbox"/>

- 2 Discuss your answers with a partner.
- 3 Which three skills are most important for a career in tourism?

● Language spot

Describing job skills

Look at the sentences for describing job skills and abilities.

+ infinitive	+ -ing or noun
I can make people relax.	I enjoy meeting new people.
I know how to use computers.	I like working independently.
I am willing to work long hours.	I am good at languages.
I am able to do more than one thing at the same time.	I feel confident about dealing with money.

- 1 Complete the paragraph. Choose from the words in the list.

be / being	understand / understanding
smile / smiling	use / using
speak / speaking	work / working

So you want to work in tourism?

1 What do you have to do? What do you need to know?

In most tourism jobs you have to enjoy _____¹ with people – not just the customers but your colleagues as well. You have to be able to _____² as part of a team. You have to know how to _____³, even if you're having a bad day. It's also important to be able to _____⁴ clearly on the phone. In many jobs you need to be good at _____⁵ people with different languages and cultures, and you need to be confident about _____⁶ the languages that you know. Sometimes, especially if you work in an office, you have to know how to _____⁷ computers. It's also important to be flexible, and you often have to be willing to _____⁸ long or unusual hours. But most of all you have to like _____⁹ with people.

- 2 Look back at the jobs in *Take off*. What skills and abilities do you think they need?

EXAMPLE

A flight attendant has to be willing to work long hours.

» Go to Grammar reference p.119

Andrew Sharpe

Personal details

Age 28

Single

Born in the Parish of Manchester, Jamaica



Tourism experience

Started in tourism at the age of twelve, as an assistant in a restaurant

Trained on the Cayman Islands – one-year work experience as a chef

Other tourism jobs: hotel front desk, car rental supervisor, night manager of a small hotel, check-in clerk for a charter airline

Present job

Runs his own tour company ('Authentic Caribbean Holidays Ltd.')

Promotes 'Unique Jamaica' programme (adventure travel)

Attends trade fairs

Runs in-school programmes for Jamaican students to teach tourism development, sustainability, and community tourism

Offers internships and work experience for university students

'There's so much to do in tourism.

There are many aspects: hotels, water sports, tour operation, travel agents.'

What do you need to succeed in tourism?

'Working in tourism is about love – love for the industry. If you don't love it, forget it. It's a people industry. It's providing service. It's people enjoying and experiencing your culture. That's crucial. If you don't have that love, it doesn't make sense. If you work in the industry, you've got to love it.'

It's my job

Read about Andrew Sharpe from Jamaica.

- 1 When did Andrew start working in tourism?
- 2 What jobs has he done in tourism?
- 3 What does he do now?
- 4 What does he think is important when you work in tourism?
- 5 What does he want to do in the future?

What do you like about tourism?

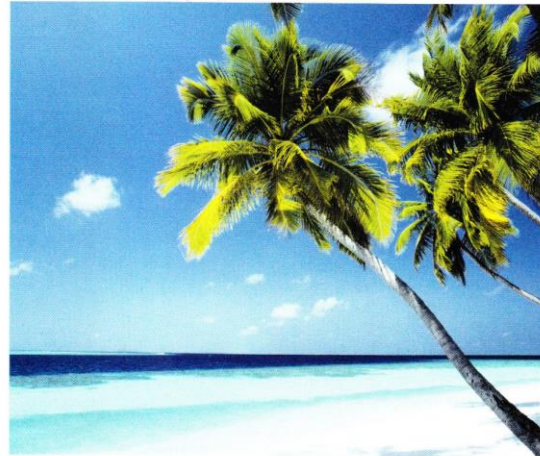
'You get to experience different cultures, coming to Europe to see how they operate and live, what they like ... In Europe you see something done differently which can help you with the same procedure back home, looking at it from a different angle. Even travelling inter-island, visiting various islands, then you see "OK, this island does it this way, we do it that way", and so forth.'

What do you do to relax?

'As a Caribbean, part of our life is enjoyment – having fun, our music, food, culture – it's natural for us. I play cricket. I love cricket, with friends, on the beach, and football ...'

What's the future for you?

'My goal is hopefully to become Minister of Tourism, Director of Tourism, that's my main goal. You have to have a rounded knowledge of the industry, from ground level to the top.'



Listening

Three jobs



1 Kelly 2 John 3 Suzanna

- Listen to three people talking about their jobs.
 - Which job do they each have? Choose from the list in *Take off*.
 - Which of them
 - enjoys working with people?
 - gets one day off a week?
 - works shifts?
 - works mainly in the back office?
 - only works part of the year?
- Listen again and complete the extracts.

Extract 1

I _____¹ arrivals, hand out _____², process enquiries and _____³, that kind of thing. I work _____⁴, which can be a drag. I _____⁵ start at six in the morning, which is OK because I get off nice and early, but then _____⁶ I do the late turn and I don't finish till after midnight – this week I _____⁷ the late shift.

Extract 2

I _____⁸ directly with the public at the desk. On a typical day, I'm on the phone and the _____⁹ most of the time. I _____¹⁰ the day by checking my _____¹¹, and that _____¹² the agenda for the first part of the morning at least. I have to talk to local businesses, hotels, tour companies, to check that _____¹³ the service they want, that we're stocking their brochures and so on. I also _____¹⁴ presentations, and I get invited to a lot of social events to network and talk about tourist information services in the city.

I _____¹⁵ on a big presentation for some Italian clients at the moment.

Extract 3

We work very _____¹⁶, especially on changeover days. We take the _____¹⁷ who are going home to the airport at six in the morning, and bring back the new group. We then have to get them settled, sort out any _____¹⁸ – and there always are problems! – and do the paperwork. So I _____¹⁹ until midnight on changeover day.

Language spot

Describing job routines

EXAMPLE

Kelly: 'I usually **start** at six in the morning ... but this week I'm **doing** the late shift.'

- Which of the verbs describes a habitual action and which describes a temporary activity or arrangement?
- Underline other examples of the tenses in Listening 2.
- Complete these sentences with the correct form of the verb in brackets.
 - I usually _____ (finish) at five, but today I _____ (work) until eight.
 - We _____ (not have) many guests outside the summer season, but a big conference _____ (take place) this weekend, so we're very busy.
 - Some of the rooms _____ (not have) private bathrooms. Which room _____ (stay) in, madam?
 - I _____ (wait) for a call from the manager. She _____ (want) me to show some important clients our deluxe suites. They _____ (think) of holding a business meeting there.
 - I _____ (work) with computers a lot. In fact, I _____ (do) a special training course at the moment. I _____ (go) to college every Tuesday evening.

» Go to **Grammar reference** p.119

What is tourism?

Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and their activities during the stay at these destinations.

Tourism Society
UK, 1991

This is the stuff that changed the world. Along with a handful of other things – television, sex, and the computer – the ability to travel the world freely sets those who live in the late 20th century (and early 21st century) apart from those who lived before it.

Michael Elliot
1991, 'The Pleasure Principle', *The Economist*, London

Speaking**Job skills**

- 1 What questions would you ask to find out this information about the two people?

Nationality *Where does he / she come from?*
Age
Job
Qualities and skills
Working hours
Typical daily tasks
Things he / she enjoys about the job
Relaxing after work
Own holidays

- 2 Work in pairs. Student A, look at p. 108. Student B, look at p. 118. Ask about each other's person.

Vocabulary**Industry sectors**

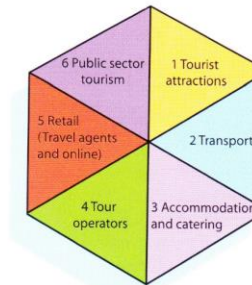
- 1 The travel and tourism industry has different sectors. Look at the diagram and match the descriptions a – f below with the six sectors.
- people or companies that organize and assemble the different parts of a holiday or tour
 - places to stay, such as hotels, and the food and services that are provided there
 - places that tourists want to visit
 - ways of travelling between different places, such as trains and airplanes
 - government organizations that promote and develop tourism
 - people or companies that sell the holiday or tour to the customer

Pronunciation

- 1 Listen to these words. How many syllables do they have? Tick (✓) the right column.

Word	Number of syllables			Strongest
	1	2	3	
agent		✓		<i>first</i>
attendant				
manager				
catering				
guide				–
porter				
tourism				
pilot				
attractions				
calm				–

- 2 Listen to the words with two or three syllables. Which syllable is strongest?
- 3 Say each word. Let your partner check your pronunciation.



- 2 Think of a local example for each of the sectors from your city or country, for example, the name of a local travel agent.

tourism /ˈtɔːrɪzəm/ NOUN [U] the business of providing and arranging holidays and services for people who are visiting a place

Customer care

'The customer is always right'

- 1 Do you agree that 'the customer is always right'?
- 2 Look at this definition. Think of your own good experiences as a customer. Tell your partner about them.

Tourism is about customer care:

It's about people, not just places.

It's about always smiling.

It's about always listening.

It's about delighting the customer, not just serving the customer.

It's about loving your job, not just doing it.



Find out

- 1 Where can you find out facts and statistics on tourism in your country?
- 2 What are the names of the main tourism companies in your country? Find their websites and note down information on what they do, when they were founded, what jobs they provide – and anything else that you find interesting.

Writing

Country fact sheet

Complete this fact sheet for your country (or region).

FACT SHEET

Name of country / region:

Sources for information and statistics:

	Website	Location
National tourism board (or office)
Regional / local tourism office (TIC)
Other useful websites

Sector	Example company	Website	Location	Other information (e.g. size, no. of visitors, branches, etc.)
Tourism attractions				
Transport				
Accommodation and catering				
Tour operators				
Travel agents				

challenge (n) something new and difficult that forces you to make a lot of effort

currency (n) the system and type of money that a particular country uses

economy (n) the operation of a country's money supply, commercial activities, and industry

flexible (adj) that can be changed easily

security (n) the state of feeling safe and being free from worry

Reading

Tourism: the biggest business in the world

- Discuss these statements with a partner. Write T (true) or F (false).
 - One in fifty of all workers are employed in tourism related industries.
 - The number of international tourist arrivals will more than double between 2004 and 2020.
 - Tourists often worry about international security.
 - Tourism has only had a good influence on the modern world.
- Read the article to check your answers.

Five Days' Trip to the West of England

CHARMING EXCURSION
CHELTENHAM, GLOUCESTER,
BRISTOL,
EXETER & PLYMOUTH.
TUESDAY, JUNE 18, 1850,
SPECIAL TRAINS

WE are now about to start the first of our special trains, which will be called "The Five Days' Trip to the West of England," and will give you a chance to see the most beautiful scenery in the West of England.

TIME OF STARTING AND FARE: THREE AND SIX PENCE.

PLACES TO VISIT: CHELTENHAM, GLOUCESTER, BRISTOL, EXETER & PLYMOUTH.

A SPECIAL TRAIN WILL LEAVE BRISTOL FOR EXETER & PLYMOUTH, ON TUESDAY, JUNE 18, 1850, AT 10 AM.

FARE: THREE AND SIX PENCE. RETURN FARE: SIX PENCE.

For further particulars, apply to the Ticket Office, Bristol, or to the Railway Station, Exeter or Plymouth.



TOURISM TODAY

Facts and challenges

Tourism is one of the biggest businesses in the world. There are nearly 800 million international tourist arrivals every year. It employs, directly or indirectly, one in fifteen of all workers worldwide, from A to Z, from airport cleaners to zookeepers, and includes bar staff, flight attendants, tour guides, and resort reps. It is a huge part of the **economy** of many countries – in countries such as the Bahamas, over 60% of the economy is based on tourism.

Tourism is a fast-growing business. When Thomas Cook organized his first excursion from Leicester to Loughborough in 1841, he probably didn't know what he was starting. Key developments in the last 150 years or so have led to the rise of mass tourism. There have been technological developments in transport, in particular the appearance of air travel and charter flights. There have been changes in working practices, with workers getting paid holiday time and working shorter and more **flexible** hours.

In recent years we have seen the growth of the Internet and globalization, making the world seem a smaller but very fascinating place. The tourism industry grows faster and faster each year. In 1950, there were 25 million international tourist arrivals. In 2004, the figure was 760 million, and by 2020 it is predicted to be 1.6 billion.

But what are the **challenges** today? The tourism industry is affected by many different things: international events, economic change, changes in fashion. New concerns and worries appear every year, for example as people become more worried about **security** and international terrorism, or as the value of their **currency** changes. But new destinations and new sources of tourists also seem to emerge every year.

Tourism survives. It is a powerful and sometimes dangerous force in the modern world. Tourism creates many good jobs and careers, but it also produces many poor and badly paid jobs. Tourism can help to protect environments and animal life, but it can also damage them. Tourism can save cultures and the local way of life, but it can also destroy them. Tourism can change countries – and people – for the better, but it can also change them for the worse.

Tourism is one of the biggest industries in the world. It is perhaps also the most important.

3 In pairs, answer and discuss these questions.

- 1 What do these numbers in paragraphs 2 and 3 refer to?
 - a 1841
 - b 25 million
 - c 760 million
 - d 1.6 billion
- 2 What are the four positive and four negative effects of tourism mentioned in the article?
- 3 How many jobs in tourism can you think of?
 EXAMPLES
A is for airline check-in clerk.
B is for baggage handler.
C is for ...
- 4 Which of the key developments in tourism do you think were the most important?
- 5 Can you think of some recent international events that have affected the tourism industry?
- 6 Do you think tourism is a positive or a negative influence in the world?

Vocabulary

Personal Learning Dictionaries (PLD)

- 1 Look back at the dictionary entry for the word *tourism* on p. 9. How many different pieces of information does the dictionary give you?
- 2 Which of the pieces of information in this list is not in the dictionary?
 - The word (e.g. *tourism*)
 - Its translation in your language
 - The phonetic transcription (e.g. /'tʊərɪzəm/)
 - The part of speech (e.g. *noun*)
 - Any relevant grammar or language features (e.g. *uncountable*)
 - Use in an example sentence (e.g. *Tourism is the world's biggest industry and employs millions of people throughout the world.*)
 - Related words (e.g. *tourist*)
 - Any other important information
- 3 Select the most important words from this unit. For each word, prepare an entry for your Personal Learning Dictionary.

Checklist

Assess your progress in this unit. Tick (✓) the statements which are true.

- I can understand articles describing the tourism industry
- I can understand people talking about their jobs in tourism
- I can describe job / work routines and skills
- I can ask questions about the personal profiles of tourism employees

Key words

Jobs

check-in clerk
 chef
 flight attendant
 pilot
 porter
 receptionist
 resort rep
 tour guide
 tour operator
 tourist information officer
 travel agent
 waiter

Nouns

catering
 charter flight
 destination
 excursion
 public sector
 retail
 shift
 tourist attraction

Adjectives

online
 worldwide

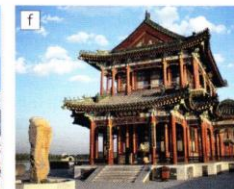
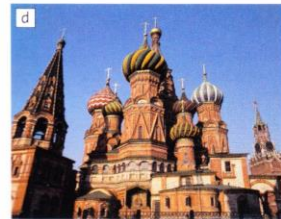
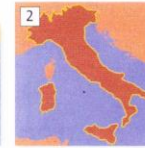
Next stop

- 1 Which countries have you visited as a tourist? Which countries would you like to visit? Why?
- 2 What famous attractions have you seen?
- 3 Which was your favourite, and why?

2 World destinations

Take off

- 1 Do you know the names of these famous attractions?
- 2 Match them with the outline map of the country where they are located. What are the names of the countries?
- 3 What type of attraction is each one? Choose from the list.
 historic monument beach
 theme park cathedral
 castle temple
 natural geographic feature ski resort
 palace
- 4 Can you find these types of attractions in your country? Give examples.



In this unit

- tourist destinations and attractions
- tourism flows
- numbers and statistics
- describing resources and features

Pronunciation

Look at the dictionary transcriptions of some countries and cities.

speɪn	'rʌʃə	mə'drɪd
fra:ns	'kaenədə	'pærɪs
'lʌndən	'ɪtəli	'hʌŋgəri
'meksɪkəʊ	mɒs'kəʊ	'təʊkɪjəʊ
'tʃaɪnə	'æθənz	'dʒɜ:məni
rəʊm	dʒə'pæn	brə'zɪl

- 1 Can you find the following places?

- Spain
- France
- Japan
- China
- Russia

- 2 Identify the other places.

- 3 Listen and identify the ten places you hear.

- 4 Listen again and repeat each place.

- 5 Practise saying the place names from the dictionary transcription.

- 6 How do you know where the stress is in words with more than one syllable?

Listening

Where do tourists go?

- 1 When we look at the movement of tourists (or *tourist flow*), there are three types of tourism. Match the words below with their definitions.

- domestic tourism
- inbound tourism
- outbound tourism

- people leaving their country to take holidays
- people taking holidays in their own country
- people entering the country from abroad to take holidays

- 2 Which countries do you think receive the greatest number of tourists?

- 3 Listen to the numbers. Which one do you hear?

- 19,000 / 90,000
- 18 million / 80 million
- 13.5 / 30.5
- 15 / 50

- 4 Listen and repeat the numbers.

19 90 18 80 13 30 15 50

- 5 Write down some similar numbers. Do not show them to your partner. Read them to each other. Can you identify them correctly?

- 6 Listen to this presentation describing the top ten country destinations for tourists. Complete the table.

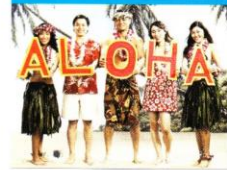
Position	Country	Number of tourists
1st		
2nd		
3rd		
4th		
5th		
6th		
7th		
8th		
9th		
10th		

- 7 What do you know about the ten countries as tourist destinations? Think about the following categories and give examples.

- Towns and cities
- Natural attractions and features (e.g. beaches)
- Historical and cultural attractions
- Purpose-built attractions (e.g. theme parks)

- 8 Think about your own country.

- Where do domestic tourists go? What attractions do they visit?
- What places do inbound tourists visit? Which countries do they come from?
- Where do outbound tourists go? Which countries do they visit?



80% of all international travel is made up of nationals of just twenty countries.

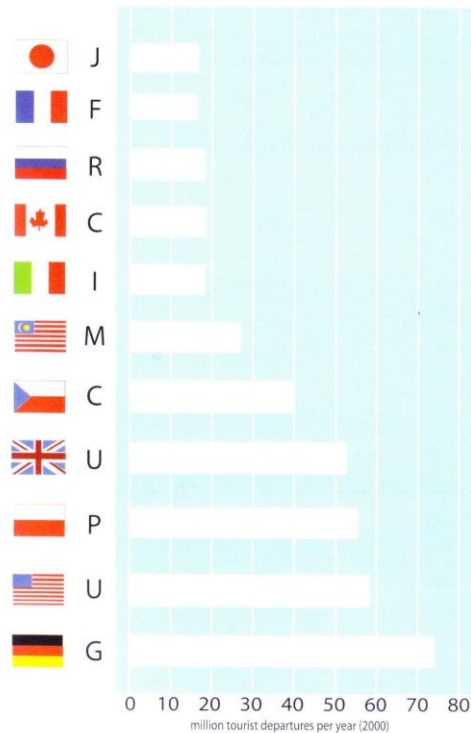
In 2004, an estimated 760m tourists travelled internationally, or nearly 12% of the world's people.

In Hawaii, American and Japanese tourists outnumber Hawaiians by five to one in the summer.

Reading

Where do tourists come from?

- Which countries do you think generate the most tourists?
- Look at this graph of the eleven highest tourist-generating countries. Can you identify each country from the first letter and flag?



- Does any of the information surprise you?

Speaking

The biggest spenders and the biggest earners

- Look at the word grid and complete the sentences.

earn (v) to get money by working

receive (v) to get or accept sth that sb sends or gives to you

spend (v) to give or pay money for sth

Verb	spend	earn	receive
Noun (person)	spender	earner	-
Noun (thing)	expenses expenditure	earnings	* receipt

- If you _____ more than you _____, you will get into debt. But if you _____ more than you _____, you can save.
- The IT manager is one of the highest _____ in the company. His total _____ are twice what I _____.
- ⁴ When you are on a business trip you can claim things like travel and hotel costs as _____. But you must remember to get a _____.
- The travel agency didn't make a profit last year because the _____ was greater than the _____ from customers.
- Which of these countries do you think are the biggest tourist spenders, and which are the biggest tourist earners?

Austria	Germany	the Netherlands
Canada	Greece	the UK
China	Italy	the USA
France	Japan	
- Work in pairs. Student A, look at p.108. Student B, look at p.113. Give your information to your partner and complete the blank chart.
- Compare your charts. Identify the countries which receive more from tourism than they spend.

Vocabulary

Tourism features and attractions

The things that attract tourists to a particular country can be divided into different groups. Look at the table.

Climate	Natural features	Built attractions	Events	Food, drink, and entertainment	Accommodation	Transport
rainy	beach	cathedral	carnival	restaurant	hotel	train
sunny	desert	museum	folk dance	bar	motel	plane

- 1 Decide which column the words in the list should go in (there may be more than one possibility). You can use an English–English dictionary.

harbour	castle	damp
music festival	concert	metro
campsite	countryside	nightlife
waterfall	art gallery	temperate
chilly	heritage	coastline

- 2 Complete the sentences.

- I don't really like the city. I prefer to live in the _____.
 - There aren't many beaches on the island. The _____ is mainly rocky with steep cliffs.
 - The Netherlands has a _____ climate, with mild winters and cool summers.
 - These beautiful old churches are part of our national _____.
- 3 Can you think of any other words to add to the table?
- 4 Work with a partner. Use the new words to talk about your region or your favourite holiday destination.

Customer care

Different destinations – different customs



Working in tourism means meeting people from different countries. It also means sending people to different destinations with different traditions and customs. It is important to respect and understand these different traditions and customs.

- How can you find out more about the traditions of visitors from some of the countries listed in this unit?
- How can you help tourists to understand local traditions and cultures when they visit other destinations?

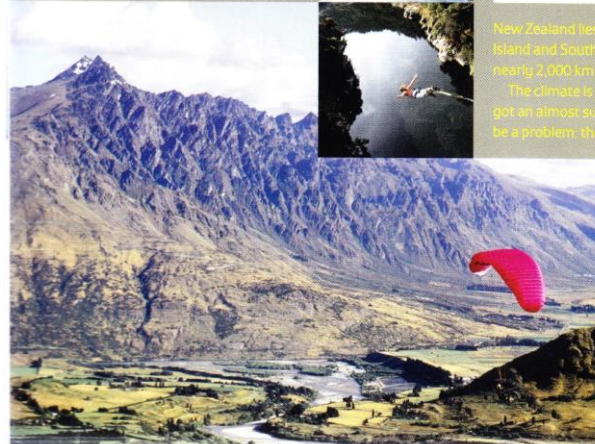
Where in the world?

- 1 What do you know about New Zealand and the Balearic Islands? Think about: climate, geography and location, natural features, main attractions, and their importance as a tourist destination.
- 2 Now read the descriptions and check your answers.
- 3 Which text would you find
 - 1 in a reference book?
 - 2 in an advertisement or brochure?

New Zealand



Capital: Wellington
Population: 4 million
Currency: New Zealand dollar
Official languages: English and Maori



New Zealand lies in the South Pacific Ocean and consists of two islands – North Island and South Island. It is located 1,600 km south-east of Australia and is nearly 2,000 km long.

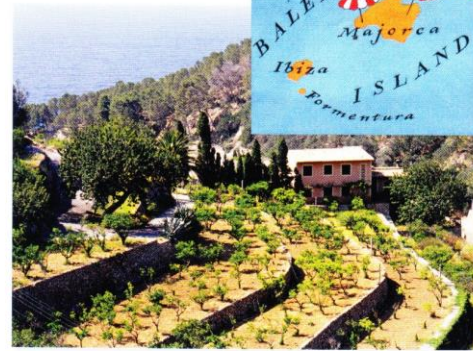
The climate is generally temperate and damp, although the extreme north has got an almost subtropical climate and the extreme south is very cold. Winds can be a problem: the capital (Wellington) is known for its high winds.

The main attraction for tourists is the scenery. The landscape is largely unspoilt and very varied. There are mountains, lakes, glaciers, rainforests, dramatic coastlines, beaches, and geysers.

Other attractions include the Maori culture and outdoor activities such as river-rafting, fishing, skiing, whale-watching, and bungee-jumping (which was a local invention).

Tourists come mainly from Australia, the United States, the United Kingdom, and Japan. Tourism is the largest single foreign exchange earner and continues to grow. An increase in visitor numbers followed the huge success of the *Lord of the Rings* films, which were made in New Zealand.

The Balearic Islands – Mallorca, Menorca, Ibiza, Formentera



- Sun, sea, and culture – with a Spanish style
- 300 days a year of guaranteed sunshine
- Fabulous beaches
- Easy to get to
- Great entertainment
- Something for every type of tourist

Floating between Spain and the North African coast, the Balearic Islands offer the perfect location for a fantastic holiday. There are four main islands for you to choose from, each with their own special atmosphere.

The gorgeous climate boasts more than 300 days a year of guaranteed sunshine, making the islands the ideal setting for a beach holiday. The long hot summer stretches from May to October, with temperatures around 27°C – just right for relaxing and getting a tan.

The islands offer a number of attractions for tourists. Sun-seekers will love the fabulous beaches. Fun-seekers will enjoy the exciting nightlife – the clubs and discos of Ibiza provide plenty of entertainment for young

people. But there's more to these islands than sun and fun. You can also enjoy wonderful architecture (the Gothic cathedral at Palma is well worth visiting), hilltop villages, olive groves, great food, and hidden beaches. You can take a relaxing fishing or sailing trip, or go to one of the many festivals. If you go in June, don't miss the spectacular Fiesta of San Juan at Ciutadella on Menorca.

Whatever you want from a holiday, the Balearics will help you find it.

• Language spot

Describing resources and features

	New Zealand	The Balearic Islands
Describing geographical features	New Zealand lies in the South Pacific Ocean. It consists of two islands. It is located 1,600 km south-east of Australia.	
Describing climate	The climate is generally temperate and damp. The extreme north has got an almost subtropical climate.	
Describing tourist attractions	The main attraction for tourists is the scenery. The landscape is largely unspoilt and very varied. There are mountains, lakes, glaciers...	

- 1 Look at the expressions used to describe resources and features in the text on New Zealand.

Does the text on the Balearic Islands use the same expressions?

- 2 Which different expressions does it use to describe the three areas? The verbs listed below will help you identify them.

float choose stretch provide
offer boast love enjoy

- 3 The text on the Balearic Islands is trying to attract visitors. One way it does this is to use sentences where the subject is 'you'. Find the sentences using 'you'.

- 4 Use the sentences you identified in 2 and 3 to help you to write similar sentences for New Zealand.

EXAMPLE

Floating in the South Pacific Ocean, New Zealand offers the perfect location for an exciting holiday.

- 5 Use the sentences about New Zealand in the table to write similar sentences for the Balearic Islands.

EXAMPLE

The Balearic Islands lie between Spain and the North African coast.

» Go to **Grammar reference** p.120

Listening

Favourite places



- 1 Listen to three people talking about their favourite holiday destinations.

Which of the places in the list do they each say is their favourite?

London	Budapest
Scotland	Prague
Northumberland	Barcelona
Zurich	Cyprus
Vienna	Ibiza

a Liz _____
b Regula _____
c Valery _____

- 2 What do they like about each of their favourite places?

- 3 Listen again to Liz. Match the four adjectives with the four nouns to form word combinations.

A	B
remote	views
spectacular	coastline
ruined	cottage
dramatic	castle

- 4 Match these eight adjectives and eight nouns to form more word combinations. Then check your answers with the listening script on p. 128.

A	B
cheap	memories
cultural	bars
delicious	beaches
happy	heritage
relaxing	nightlife
exciting	flights
lively	break
crowded	food

- 5 Work in pairs. Have you ever been to places with similar features, for example, a *dramatic coastline*? Tell each other about the places.

Speaking

Describing a destination

- 1 Work in groups. Think of another destination (not your own country or region). Make statements to describe it to the other students in the group. Can they guess the place in less than ten statements? You get a point for every statement that doesn't lead to a successful guess.
- 2 What do you know about the Seychelles and South Africa?

Writing

Describing a destination

Write descriptions of two other tourist destinations, using the information files on p. 109. Make one a factual description, and the other more like an advertisement or brochure.

Find out

- 1 Think of a country or a region. It could be your own country or region or a country or region that you know well.

Where can you find out more about the place you have chosen as a tourist destination?

Find out as much as you can and record the information under the following headings.
 - Location and geographic features
 - Climate
 - Transport
 - Tourist attractions
 - Other information
- 2 Use the information you have found out on the country or region to
 - write a factual information sheet
 - write a brochure description
 - prepare a talk or presentation.
 Use pictures and visuals where possible.
- 3 Present your talks in small groups. Listen to each other's talks, make notes, and ask questions.

Checklist

Assess your progress in this unit. Tick (✓) the statements which are true.

- I can talk about tourist destinations and flows
- I can understand and describe statistical charts and simple graphs
- I can understand people talking about their favourite destinations
- I can understand descriptions of resources and features in tourist destinations
- I can produce descriptions of resources and features in tourist destinations

Key words

Specialist industry terms

domestic tourism
inbound tourism
outbound tourism
tourist flow

Nouns

carnival	harbour
cathedral	heritage
climate	historic monument
coastline	landscape
countryside	receipt
desert	temple
expenditure	theme park

Adjectives

remote
spectacular
temperate
unspoilt

Next step

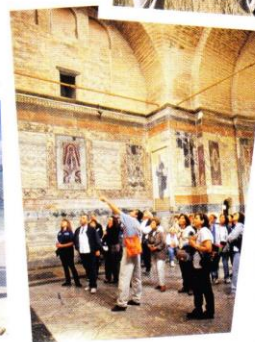
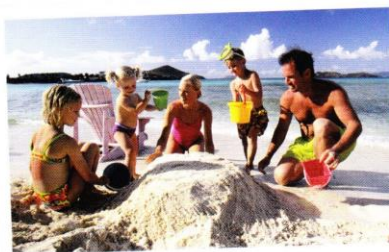
- 1 What different types of holiday have you had in the past?
- 2 What was your favourite holiday? Why?
- 3 How did you arrange the holiday – independently (by yourself), through a company, online, or some other way?

3 Tour operators

Take off

- 1 Look at the different package holidays. What type of holiday are they advertising?
- 2 Which holiday(s) would you choose? Why?
- 3 Have you or has anybody you know ever been on a package holiday?
- 4 Why do you think people go on package holidays? Think of three reasons. Compare your reasons with your partners.

package holiday (US package tour) *noun* [C] a holiday that is organized by a company for a fixed price that includes the cost of travel, hotels, etc.



Listening

Why choose a package holiday?

- 1 Listen to Helga, who works for *Das Reise Büro*, a German tour operator. What are the reasons she gives for choosing a package holiday? Are they the same as yours?



- 2 Listen again and choose the correct answers.

- 1 How far in advance do tour operators buy accommodation or transport?
 - a Six months
 - b One year
 - c Two years
 - d Three years
- 2 What things does Helga say that people will need money for on a package holiday?
 - a Buying drinks
 - b Buying souvenirs
 - c Car hire
 - d Paying for taxis
- 3 According to Helga, what does a tour operator's representative, or 'rep', do?
- 4 Helga says that package holidays produce 'peace of mind'. What does she mean?

In this unit

- advantages of package tours
- the role of tour operators
- asking a tour operator for information
- prepositions of time
- preparing a tour brochure or web page

Reading

The role of tour operators

Read the article and find the answers.

- Package holidays are created by tour operators and then sold through the *chain of distribution*.
 - What are the components of a typical package holiday?
 - Who else forms part of the *chain of distribution*?
 - How many different types of tour operator are there?

- There are two other terms that mean the same as *package holiday*. What are they?
- To *buy in bulk* means to buy something
 - on the Internet
 - in large quantities
 - in secret
 - a long time before you need to use it.
- Why is it important to buy in bulk in tour operation?
- Why do you think specialist tour operators prefer to sell direct to their clients?
- If you could work for one of the four types of tour operator, which would you choose?

Putting a package together

Package holidays, which are also known as package tours, include all of the components necessary for a complete vacation:

transport to and from the destination
transfers between the airport / station / port and hotel
food and accommodation at the destination
other services such as a guide or holiday 'rep'.

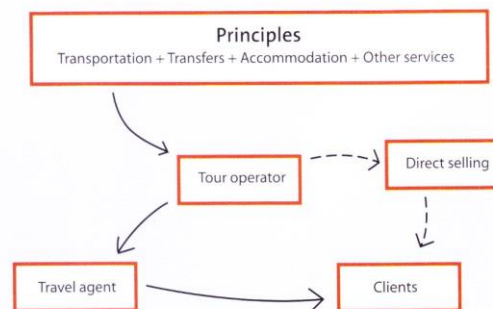
The professionals who bring these elements together to create a holiday are called tour operators. They buy in advance and in bulk from the principles: airlines, shipping lines, hoteliers, and so on. Because they buy hundreds of seats or rooms from the principle, they pay a much lower price for them than an ordinary member of the public. The tour operator then converts this bulk into individual packages known technically as inclusive tours (ITs). These are marketed to the consumer through travel agents or by other systems.

In the past tour operators sold almost entirely through travel agents, but today they also use direct selling. This strategy eliminates the travel agents from the

chain of distribution, and this reduces the final cost of the holiday package because direct sell operators do not have to pay commission to a travel agent. Many smaller tour operators, for example, prefer to deal directly with their clients.

Not all tour operators sell the same type of holiday. The really big operators, the mass market operators, produce low-cost holidays to traditional sea, sun, and sand destinations like Spain, Greece, or Turkey. Other operators limit their

product to customers who want a very specific type of holiday. These specialist operators sell adventure holidays, holidays for single people, holidays for motor-racing fans, and so on. Domestic operators specialize in tours for people who want to holiday in their own country, whilst incoming tour operators are specialists in providing holiday packages to visitors coming from abroad. For example, 'Vastravel', an Italian incoming tour operator, sells tours of Italy to people from the rest of the world.



It's my job

Begoña Pozo



Fifteen years ago Begoña Pozo and her sister opened a travel agency because they both love to travel. Now she is the European agent for Myanmar Gold, a specialist tour operator for Burma. What do you think she likes about her job?

Now read on.

Begoña says:

...about her job I love to sell and to work in the office ... to try to introduce the place to my clients, and to show them the place and tell them that they have to go there.

...about Burma Burma has started to attract tourists from all around the world. It's very beautiful and everything is so traditional.

...about Burmese people They're always smiling. And very often they give you presents because they are Buddhists. You can tell that religion is really important to them.

...about Asia I think that people in Europe are not as friendly as in Asia. Asian people are very friendly. On Thai Airways the flight attendants always bow when you enter the plane. On European airlines they often stand with their arms crossed. Asian culture is more polite.



Listening

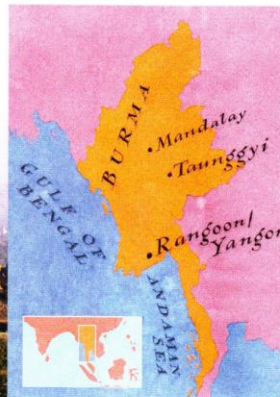
The 'Peace in Burma' tour

Begoña's main job is organizing escorted tours of Burma, in south-east Asia.

- 1 Why do you think people visit Burma?
- 2 Listen to Begoña describing one of the tours she organizes. Tick (✓) the places the tour visits, and the activities the tourists can do.

Place	Activity
<input type="checkbox"/> Bagan	Rent a bicycle
<input type="checkbox"/> Bago	Spend some time at the beach
<input type="checkbox"/> Inle	Visit a school of Buddhism
<input type="checkbox"/> Mandalay	Go trekking in the mountains
<input type="checkbox"/> Ngapali	Practise yoga
<input type="checkbox"/> Sittwe	Visit the city's floating markets
<input type="checkbox"/> Thailand	Visit some of the many temples
<input type="checkbox"/> Thandwe	Go horse riding
<input checked="" type="checkbox"/> Yangon	Visit the capital city

- 3 Listen again. Which activities can you do in which place?
- 4 What is the main problem Begoña has when she tries to get people to go to Burma?



More than **12 million** people in the UK
take a package holiday each year.

• Language spot

Asking questions



One way tour operators like Begoña market their product is by attending tourism fairs. There they can meet other travel agents and direct-sell clients.

- 1 Look at the notes below. They were made by a travel agent who is looking for different types of package holiday to sell.

- ☞ Brochures of tours?
- ☞ Price include transfers?
- ☞ Price include meals?
- ☞ Use local hotels?
- ☞ Accept groups?
- ☞ Discount for groups?
- ☞ How much?
- ☞ Travel agent's commission - how much?

- 2 What were the questions the travel agent asked when talking to a tour operator?

EXAMPLES

- Brochures of tours?
- 'Do you have brochures of your tours?'
- Price include transfers?
- 'Does the price include transfers?'

- 3 Can you think of any other questions the travel agent might ask?

» Go to **Grammar reference** p.120

Pronunciation

- 1 Say the following words. Pay attention to the stress. Is it on the first or second syllable?

accept agent local travel

- 2 Listen to the words. Were you right?

- 3 Listen to the stress pattern in the following words and then write them in the right column in the table.

brochure	customer	holiday	package
commission	discount	include	providers
component	domestic	inclusive	transfers

• •	• •	• • •	• • •
agent	accept		
local			
travel			

- 4 Practise saying the words in each column.

Speaking

Talking to tour operators

- 1 Work with a partner. Student A, look at p.109 and study the information in the box. Student B, you are the travel agent. Look at p.114. Follow the instructions.

EXAMPLE

Tour operator Good morning. Can I help you with anything?

Travel agent Yes, I hope so. I'm a travel agent from (your country / region). I'm looking for tours to ...

- 2 When you have finished, change roles and choose the information from a different tour operator.

former (adj) of an earlier time;
belonging to the past
glimpse (n) a very quick and not
complete view of sb / sth

Reading

An inclusive tour

Tour operators regularly use brochures and the Internet to advertise their package holidays and tours.

- 1 Look at the map of the Baltics. Read through the tour and connect the cities and other places in the order in which they are visited.
- 2 One of your clients is interested in visiting the Baltics. Look at the tour description and find the following information for the client.
 - 1 The length of the tour
 - 2 Departures for the second half of July or beginning of August
 - 3 What type of accommodation will they have?
 - 4 The basic price of the tour
 - 5 How much will the tour cost for one person using a single room?
 - 6 Does the cost of the tour include
 - a all food and meals?
 - b entry costs to monuments?
 - c arrival and departure transfers?
 - 7 Will there be a guide on the tour?
- 3 Work with a partner. Student A, you are the client. Student B, you are the travel agent. Ask and answer questions about the Baltics tour. When you have finished, change roles.



A glimpse of the Baltics

Vilnius – Riga – Tallinn
6 days by private coach

TOUR DESCRIPTION

Visit the three independent
Baltic Republics of Estonia,
Latvia, and Lithuania on
this short escorted coach
tour. The emphasis is on
the capital cities.

FRIDAY VILNIUS Arrival. Transfer with private driver and guide. Check in at the hotel. At 7.00 p.m. welcome drink at the hotel where you will be greeted by tour guide or representative. Overnight at Hotel City Park or similar in Vilnius.

SATURDAY VILNIUS – TRAKAI Morning city tour of Vilnius, capital of Lithuania for more than 600 years. Afternoon trip to Trakai, **former** capital of Lithuania. Visit to a 14th century castle. For ages it served as a defensive structure and residence of Lithuanian Grand Dukes. Overnight at Hotel City Park.

SUNDAY VILNIUS – RIGA Morning departure by coach to Riga, the capital of Latvia. Visit to Rundale, a beautiful baroque palace south of Riga. It is a splendid example of the work of Italian architect F.B. Rastrelli. Arrival in Riga. Check in at the hotel. Overnight at Hotel Radisson SAS Daugava or similar in Riga.

Guaranteed departures: Fridays 2007
Jun 8, 15, 22, 29
Jul 6, 13, 20, 27
Aug 3, 10, 17, 24

From: \$845 per person double
\$345 single supplement

Includes:

- 5 nights at first-class hotels
- daily breakfast
- 1 welcome drink
- transportation by air-conditioned coach
- private arrival transfer
- sightseeing per itinerary
- local tour guides
- tax and service charges
- individual information package (city guides and programmes)



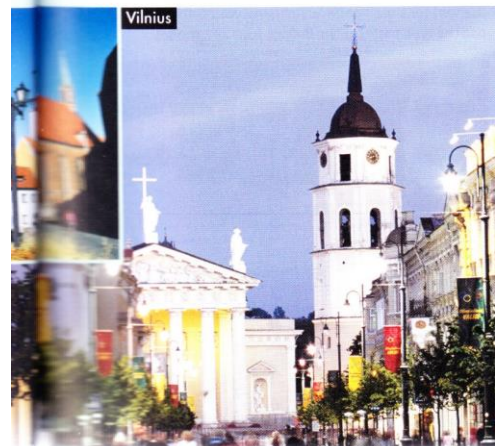
dawn (n) the early morning, when light first appears in the sky
navigable (adj) that boats can sail along
sacred (adj) connected with God, a god, or religion
snack (n) food that you can eat quickly between main meals



MONDAY RIGA – TALLINN In the morning a city tour of Riga, visiting the medieval town, Riga Castle, St. Peter's Church, the Old Guild Houses. Afternoon departure for Tallinn with a stop in Pärnu. Arrival in Tallinn. Check in at the hotel. Overnight at Hotel Domina Ilmarine or similar in Tallinn.

TUESDAY TALLINN Morning city tour of Tallinn, visiting the Old Town of Tallinn – an example of Gothic architecture in the Baltic and Nordic countries. The tour includes the Toompea Castle, the Russian Orthodox Cathedral, and the Town Hall Square. Afternoon free. Overnight at Domina Ilmarine or similar.

WEDNESDAY TALLINN DEPARTURE After breakfast, the tour ends with individual departures.



• Language spot

Prepositions of time

1 Match the prepositions *at*, *for*, *in*, and *on* with the time expressions on the right.

	Sunday
	Easter
	10 June
	the weekend
at	the afternoon
for	six days
in	night
on	the summer
	4 o'clock
	a long time
	2007

2 Use the correct preposition (*at*, *for*, *in*, *on*) to complete the itinerary.

BASICALLY BOLIVIAN

Day 01 Arrive at La Paz International Airport. _____¹ 21.30h. Transfer to the hotel, check-in, and light supper.

Day 02 LA PAZ

Half-day tour of La Paz. Try 'salteñas', a Bolivian **snack** that is only eaten _____² the morning. Afternoon free for shopping. Visit a traditional folk music 'peña' _____³ night.

Day 03 LA PAZ – LAKE TITICACA

Leave after breakfast for the Tiwanaku ruins. _____⁴ more than 500 years Tiwanaku was the centre of American civilization.

Day 04 LAKE TITICACA

Lake Titicaca, the **sacred** lake of the Incas, is the highest **navigable** lake in the world. We make an early start _____⁵ **dawn** to see the sun come up over the lake.

» Go to Grammar reference p.120

Customer care

The personal touch



We always call our clients when they are on holiday in Burma so that we can make sure they are happy and change anything that they don't like.

Myanmar Gold representative

Coach tours can be very impersonal, so as the tour guide, I make a big effort to learn each person's name as soon as possible, and by the end of the second day of the tour at the latest.

Scantours representative

- 1 Have you ever experienced a holiday or a visit to a tourist attraction when you felt you received the *personal touch*?
- 2 How can tour operators give the *personal touch* to tourists before, during, and after their holiday or trip?

Speaking

Designing a package tour

- 1 You are going to prepare a five-day coach tour of your country or region. To do this, you will need to make decisions about
 - 1 which places you will visit
 - 2 which places you will overnight in
 - 3 how many nights you will spend in each place
 - 4 where your tour will begin and end
 - 5 which services and meals you will include in the price
 - 6 the different possible dates of your tour
 - 7 the name of your tour
 - 8 three ways you are going to personalize your tour.

- 2 Look at these phrases. They are often used by people in discussions.

Asking for suggestions

What can we call the tour?

Have you got any ideas about a name?

Making suggestions

We could call the tour ...

Let's call the tour ...

What about calling the tour ... ?

Agreeing with a suggestion

Yes, OK.

Good idea.

That's fine by me.

Disagreeing with a suggestion

I don't know about that.

I don't think that's a very good idea.

- 3 Work in groups of three or four. Nominate one person to be the secretary. The secretary must write down the decisions about each point you discuss.
- 4 Plan your tour, and make sure that everybody participates in the discussion.

Writing

A web page for a package tour

Use the information from your discussion and write the text for a web page advertising your tour. You can use the web page for the Baltics Tour as a model.



Find out

- 1 Who are the biggest tour operators in your country or region?
- 2 Which are the most popular destinations they offer?
- 3 Which are the new destinations this year?
- 4 Do tour operators in your country only sell through travel agents or do they sell direct?
- 5 Are there any specialist tour operators in your country?
- 6 What type of specialist holidays do they market?

(Hint: for answers to these questions, look on the Internet or talk to a local travel agent.)

Writing

Describing local tour operations

Use the information you have collected by answering the questions in *Find out* and write a brief description of how tour operation works in your country.

You can begin like this:

Tour Operation in [the name of your country].

The biggest tour operators in [the name of your country / region] are [the names of two or three tour operators].

There are a number of important providers in our country, including [the names of any airlines, hotel groups, etc.].

The most popular destinations that the tour operators offer every year are [the names of the usual destinations]. New offers this year include...

Checklist

Assess your progress in this unit. Tick (✓) the statements which are true.

- I can understand someone talking about package holidays
- I can understand articles about package tours and tour operation
- I can ask questions to get information about a package tour
- I can produce a tour itinerary for a web page or brochure

Key words

Nouns

brochure	package holiday / tour
client	provider
commission	representative ('rep')
direct selling	tour operator
inclusive tour	supplement
itinerary	transfer
operator	wholesaler

Adjectives

domestic
incoming
independent
specialist

Adverbs

in advance
in bulk

Verbs

include
overnight

Next stop

- 1 Do you have any friends or family who like going on holiday to places that are completely different from where they live?
- 2 What about you? When you go on holiday, do you like things that are completely new, or do you prefer things that are familiar?

4 Tourist motivations

Take off

- 1 Match the quotes with the pictures. Write quotes for the other two pictures.
- 2 Write down the last three trips you or members of your family made, and the reason.
- 3 Work in groups. Show each other the trips you wrote down. Can you put the different reasons into categories?

EXAMPLE *Paris – weekend sightseeing trip*

a I like to be active on holiday – visit museums, galleries, that sort of thing.

b We spent last Christmas in the mountains outside Kyoto – that's where my son lives now. His wife's Japanese.

c I want to see as much of the world as possible. I'm meeting up with a bunch of friends next month and we're going hiking in the Himalayas.

e I have to visit our sales offices in Poland and the Netherlands four or five times a year. It's hard work but I really like Poznań and Rotterdam.

d We go to the beach every summer. I just want to relax and switch off and get some sun.



In this unit

- motivation for travel
- describing purpose and reason
- describing trends
- changes in tourist motivation and behaviour

Reading

Why do people travel?

- 1 Read the text. How many of the types of trip you listed in *Take off* can you find?
- 2 Look again at the trips you listed and put them into the categories described in the text.

Inside tourism: reasons for travel

People travel for many different reasons. In the tourism industry we divide the reasons for travel into three main categories: leisure tourism, business tourism, and visiting friends and relatives (usually abbreviated to VFR).

Leisure tourism can mean anything from excursions, day trips, and weekend breaks to package holidays, pleasure cruises, and longer independent trips such as hillwalking or treks in the mountains. It also includes cultural trips (for example, to music festivals), educational trips (for example, study tours), and religious trips (for example, pilgrims on a walking tour to a holy place).

Business tourism includes any travel away from one's main place of residence, for such events as meetings, conferences, and trade fairs. It also includes special trips when workers are given a reward or a 'thank you' for good work (this is known as an incentive tour).

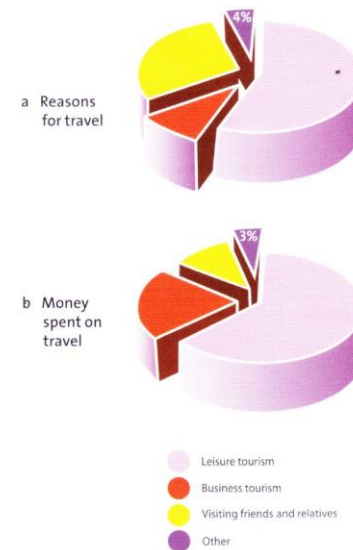
Travel in order to visit friends or family relatives is also regarded as part of the tourism industry. This could be for a special family party, such as a reunion or a wedding, or a regular trip made every year.

Listening

Reasons for travel and money spent on travel

The pie charts show the relative importance of the different categories of travel with reference to British tourists.

- 1 Listen to a lecture extract and label the percentages for each category.



- 2 Compare the two charts. Why do you think people travelling for leisure and for business spend more money than people travelling for VFR?
- 3 Use the information from the trips you listed in *Take off* to make a pie chart. How is it different from the chart for British tourists?

Vocabulary

Reasons for travel

1 Match the words in A with the definitions in B.

A	B
1 Sightseeing	a A long hard walk lasting several days or weeks, usually in the mountains
2 Trade fair	b Tour or excursion that leaves in the morning and returns the same evening
3 Study tour	c Visiting the famous places in a city or town
4 Trek	d Trip, often to a city or countryside hotel, that includes Saturday and Sunday
5 Conference	e Religious or artistic celebration that comes at the same time every year
6 Wedding	f Large official meeting, often lasting several days, for members of an organization or company to discuss subjects related to their work
7 Pilgrimage	g Large exhibition and meeting for advertising and selling a product
8 Day trip	h Visit organized by an airline or tourist resort, etc. where tour operators and journalists can get to know the facilities and services offered
9 Festival	i Trip to a country or an area that includes visits, lectures, and classes
10 Weekend break	j Journey or holiday given to a worker or group of workers as a reward for good work
11 Familiarization (or 'fam') trip	k Travel to an important religious place
12 Incentive tour	l Ceremony where two people get married

2 What is the purpose of each of the travel activities: leisure, business, or VFR?

3 Have you ever travelled for one of these activities? Tell your partner about it.

Listening

Passenger survey



1 Why do you think people would go to these places?

Argentina	Italy	Mecca
Bangkok	London	New York
Edinburgh	Madrid	Pakistan

2 Listen to the conversations at an international airport. Where are the travellers going?

3 Listen again. Complete the information in the table.

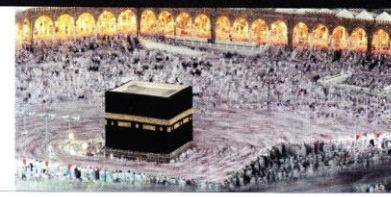
	Where from?	Destination	Purpose	Length of stay
1				
2				
3				
4				

4 Listen to the first two conversations again and complete the sentences.

- We're collecting information _____ us monitor passenger movements.
- We're going there _____ the Holy Shrine of the Prophet Mohammed.
- We'll probably stay for a week or so, _____ to do some sightseeing as well afterwards.
- I have to have my phone on _____ there's a problem at the office.
- Are you travelling _____ trip?

The world's biggest attraction?

The Hajj is the Islamic pilgrimage to the holy city of Mecca. There are an estimated 1.3 billion Muslims in the world, and during the Hajj, the city of Mecca must cope with as many as 4 million pilgrims.



Language spot

Talking about reason

1 Match the questions in A with the answers in B.

A	B
1 Can I ask you a few questions?	a For a week or so.
2 Where are you travelling to?	b OK, thanks.
3 What is the purpose of your visit?	c Certainly.
4 Why are you visiting London?	d Yes, we want to go to Scotland.
5 How long are you planning to stay?	e For a study tour.
6 What's the reason for your trip?	f Bangkok.
7 Why don't you check?	g It's my brother's wedding.
8 Do you have any other reasons to be here?	h Business.

2 Which of the questions are asking about reason?

3 Link these sentences with *to*, *for*, *because*, *because of*, or *in case*. Check your answers with the listening script on p. 129.

- We're doing a passenger survey _____ help with tourism planning.
- I've got an open return _____ they ask me to stay on.
- We had to fly to Madrid _____ there were no direct flights available.
- We are going to London _____ a study tour for four weeks.
- We are here _____ we want to know about the culture, and not only _____ the famous sights.

4 Which sentence refers to a reason that *might* happen?

5 Complete these sentences spoken by other travellers at the airport.

- We're going to Amsterdam _____ visit my sister who's just had a baby.
- We're just waiting for our connecting flight. It's been delayed _____ technical difficulties.
- They say the flight may be delayed, so I think I'll phone the hotel _____ we're late.
- We're going to Rome _____ we want to see the Coliseum.
- I'm going back to my old university _____ a special reunion. I've just bought a video camera _____ take a film of everyone.

6 Use the information in the chart in Listening 3 to role-play the four dialogues with a partner.

» Go to **Grammar reference** p.121

Pronunciation

1 Listen to the underlined part of each country. Are they the same?

Russia China Germany

2 Say the name of each country. Pay attention to the pronunciation of the part underlined.

3 Listen to the part of these words in **bold**, then write the word in the correct column.

brochure	destination	package
change	English	passenger
chart	Egypt	pilgrimage
check-in	expression	religious
cultural	language	

Russia /ʃ/ China /tʃ/ Germany /dʒ/

4 Practise saying the words from each column.

John Muhoho
Director, CKC Tours and Travel, Nairobi

- 1 What do you know about Kenya? What type of holiday activities does it provide?
- 2 What reasons would a tourist give for choosing Kenya as a holiday destination?

Interview with a Kenyan tour operator

- ## 1 Profile

Name	John Muhoho
Age	
Started in tourism	
Started CKC Tours	

- | | | |
|---------------|-------------------|-------------|
| beach | safari | culture |
| swimming | eating out | golf |
| shark-fishing | hiking | camel rides |
| sailing | mountain climbing | |

- 1 What type of tourists do you think are motivated to go to Kenya?
- 2 How is their motivation different from the tourists to your country?



tailor-made (adj) made for a particular person or purpose and therefore very suitable

Tourism in Africa

According to the WTO, tourist arrivals in Southern Africa will grow by 300% between 2000 and 2020. In East Africa they will grow by 170%. South Africa is the most

popular destination in the African continent with 22% of all international arrivals. Little-known African countries like Ghana and Cape Verde are predicted to be popular tourist destinations in the future.

Reading

The changing face of tourism

1 Discuss these questions with a partner.

- How do you think tourists' reasons for travelling have changed in the last twenty or 30 years?
- What do you think is meant by 'old' and 'new' tourism?
- Do you think these words are related to 'old' or 'new' tourism? Use a dictionary to help you.
high-rise package long-haul independent
concrete authentic fly-drive ecotourism

2 Read the article to check your answers.

3 Use information from the text to complete these tables.

In Africa	Old tourism	New tourism
-----------	-------------	-------------

- What do tourists want to do?
- What do tourists want to eat?
- Where do tourists stay?
- Who are the tourism employees?

In general	Old tourism	New tourism
------------	-------------	-------------

- Types of holiday
- Length of holiday
- Types of activities on holiday
- Destinations



Old and new tourism

In the 1980s and early 1990s, when Africans first realised that tourism could be a way out of their poverty, they built very large concrete hotels on the beaches of Kenya, South Africa, and other countries. For a time the charter flights poured in from Germany and Italy. The tourists hoped to see lions, but also wanted to lie by the pool and to eat food from their own country and enjoy the other comforts of home. The revenue from tourism rose sharply, but most of it went to international tour operators.

That was then. Fortunately, a new kind of travel is now in fashion. Today's tourists are leaving the high-rise hotels and European comforts. Instead they are looking for more authentic experiences. On the wild coast of South Africa, young tourists ride horses on unspoilt beaches and make their way through hills of subtropical vegetation. In

the evening they sit round the fire and eat a traditional Xhosa meal of meat and vegetables; they listen to the local Xhosa people tell folk stories, before going to bed in simple tents and lodges. The experience is not offered by an international tour operator but by the Xhosa themselves. The Xhosa tour guides are paid two and a half times the average rate of pay.

The change from 'old tourism' to 'new tourism' did not happen suddenly. Interest in the traditional two-week sun and sea package holiday fell gradually towards the end of the last century. Individual tailor-made or independent holidays – such as fly-drive – have steadily become more popular. Nowadays people are taking shorter yet more diverse holidays. Long-haul flights are increasing and are making faraway places easier to get to. More and more tourists are looking for

adventure, activity, and authenticity. Adventure travel, ecotourism, cultural tours, and sports vacations are taking people to more exotic destinations: China, the Maldives, Botswana, Vanuatu.



• Language spot

Describing trends

1 Look at these sentences from the text. Which ones describe

- 1 a current trend?
- 2 a past trend?
- 3 a trend from the past to the present?

- a The revenue from tourism rose sharply.
- b Today's tourists are leaving the high-rise hotels and European comforts.
- c Interest in the traditional two-week sun and sea package holiday fell gradually towards the end of the last century.
- d Individual tailor-made or independent holidays – such as fly-drive – have steadily become more popular.
- e Nowadays people are taking shorter yet more diverse holidays.
- f Long-haul flights are increasing and are making faraway places easier to get to.

2 Which tense is used in each sentence?

3 Can you find any other examples of current trends in the text?

4 Divide these verbs into two groups: go up [▲] and go down [▼].

rise
decrease
grow
increase
fall
drop

5 Put these adverbs in order – from small change to big change.

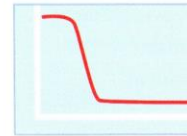
dramatically steadily
gradually sharply

6 Use the graphs to write sentences about the current trends in 1–6.

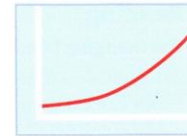
Start each sentence with: *The number of...*

EXAMPLE

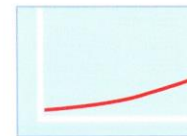
The number of people taking package holidays is decreasing sharply.



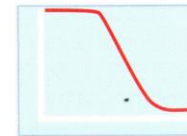
1 package holidays



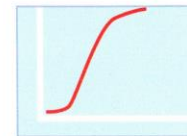
2 weekend city breaks



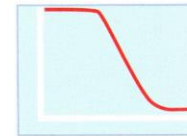
3 long-haul flights



4 beach holidays



5 online holiday bookings



6 High Street travel agents

>> Go to **Grammar reference** p.121

Find out

- 1 Have there been similar changes in tourism in your country or region?
- 2 What was tourism in your country like (a) twenty years ago, (b) ten years ago?
- 3 How can you find out? Who can you ask?
- 4 What are the main reasons why tourists come to your country or region now?
- 5 Use the information you have found out to make a list of 'old' and 'new' tourism features in your country or region.

Writing

Your country or region

Use the information from *Find out* to write a short article – with graphs and charts if appropriate – about trends in 'old' and 'new' tourism in your country or region.

Speaking

Changes in tourist motivation

Work in pairs. You are going to look at two surveys on the main reasons given by tourists for their holiday. One is from 1986 and one is current. Student A, look at p.110. Student B, look at p.116.

- 1 Find out what, if anything, your survey says about
 - 1 the main reason for holiday travel
 - 2 attitudes to food and eating
 - 3 the importance of having fun
 - 4 the importance of weather and nature
 - 5 wanting new experiences
 - 6 meeting people and being with people.
- 2 Tell your partner and compare answers.
- 3 Look at the two surveys together. Can you identify any trends in tourist motivation?

Customer care

'We know what you want ...'



Staff working in tourism must be able to understand the different reasons why tourists have come on holiday. It is important to get to know your customers. Find out why they've come on holiday, what they want to do, and then help them to achieve their dreams. *Tourism Training Journal*

- 1 Do you agree that people working in tourism should help tourists and visitors to 'achieve their dreams'? Or should they leave them alone?
- 2 What questions could you ask to find out why a tourist has come on holiday and what they want to do?

Checklist

Assess your progress in this unit. Tick (✓) the statements which are true.

- I can talk about purpose and reason
- I can understand a simple passenger survey
- I can describe past and current trends in tourism and tourist motivation
- I can read articles about changes in tourist motivation

Key words

Specialist industry terms

business tourism
ecotourism
fam trip (familiarization trip)
incentive tour
leisure tourism
VFR (visiting friends and relatives)

Nouns

concrete
conference
day trip
fly-drive holiday
motivation
pilgrimage
safari
study tour
trade fair
trek
trend
wedding
weekend break

Adjectives

authentic
high-rise
long-haul

Next step

- 1 How did you book your last holiday?
- 2 Think of a travel agency you know. What kind of holidays do they specialize in?

5 Travel agencies

Take off

- 1 Which travel agency sells more holidays?
- 2 What sort of message do you think each window gives to people in the street?
- 3 What kind of holidays do these two travel agencies sell? Who do you think their clients are?



Listening

All in a day's work

- 1 Look at the typical travel agency products and services. Which of them are free, and which of them does the travel agent make money from?
 - 1 Advice on visa and passport applications
 - 2 Airline tickets
 - 3 Brochures for tour operators
 - 4 Coach tours and trips
 - 5 Foreign currency and traveller's cheques
 - 6 Hotel bookings
 - 7 Package holidays
 - 8 Train tickets
 - 9 Transport information
 - 10 Travel insurance
- 2 Listen to these customers. Which product or service do they want?



Speaker Product / Service

1

2

3

4

5

In this unit

- services and products offered by travel agencies
- the stages of the sales process
- dealing with new customers
- suggestions and advice

Reading

The sales process

Read the article.

- 1 In which stage does a sales consultant do most of the talking?
- 2 In which stage does a sales consultant have to listen most carefully?
- 3 Can you think of any other ways of raising customer awareness?
- 4 If customers are looking at brochures, why should you leave them alone?
- 5 Features, advantages, or benefits – which is the hardest for a sales consultant to explain to a customer?
- 6 The last two stages are not described in the article. What do you think happens in each stage?

Six steps to successful selling



Your job as a travel agency sales consultant is to help your customers to choose their next holiday. This is a skilled job, and in order to do it well, you need to follow an established routine called the sales process.

Stage 1

To begin any sales process, it is important to raise your customer's awareness of the products your agency offers. Adverts in the agency window, for example, attract people's attention, and may bring them into the shop.

Stage 2

This is possibly the most important stage in sales. Many people are nervous about buying because they think that sales consultants only want to get their money. From the very first moment with a new client, you need to convince

them that you are really interested in helping them find the right holiday. Of course, sometimes people go into a travel agency just to browse through the brochures. In this case, do not stand next to them and ask questions. Let them know you are there, but leave them alone. Give them time.



Stage 3

When a customer asks for help or information, we move on to the next stage – investigating the customer's needs. This is also an important part of the sales process; it is only when you have a clear idea about where a client wants to go, when they want to travel, who with, and so on, that you can select the best products for them.

Stage 4

When you have selected the most suitable products, you need to present them in terms of:

Features – these are what a holiday has, such as the hotel facilities, transfers from the airport, excursions, etc.

Advantages – these are what make the holiday better than other similar holidays. The fact that the price of a holiday includes all the excursions, or all your bar costs, for example, would be an advantage.

Benefits – why a particular feature is good for the customer you are talking to at that moment.

At this point in the process many customers will want time to think. The best thing to do is to get their contact details and invite them to take the brochures home and browse through them. If you have done a good job of presenting the product, they will probably be back a few days later.

Stage 5

When the customer returns to your agency ...

Vocabulary

Sales terms

- 1 Match the words in the list with their definitions.

advantage	benefit	consultant
awareness	browse	convince

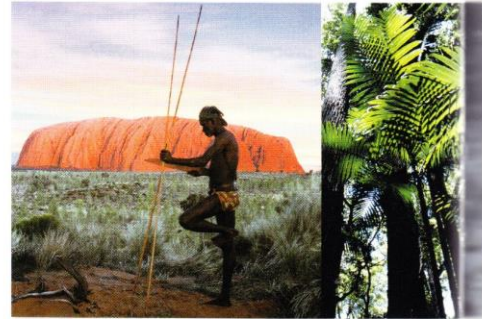
- 1 a person who gives information or advice in business
- 2 a useful, positive effect that something has
- 3 knowing about something and probably being interested in it
- 4 something that helps or that gives a better chance of success
- 5 to spend time looking at something without a clear idea of what you want
- 6 to succeed in making somebody believe something

- 2 Which words are nouns and which are verbs?

- 3 Complete the sentences using the words in the list.

- 1 A good _____ does not necessarily know the answers to every question, but does know where to find the answer.
- 2 Adverts on TV and in magazines are used to create _____ of new products.
- 3 The _____ of using a travel agent is that they can help you to find the best holiday.
- 4 The main _____ of learning English is that most people in tourism speak it.
- 5 There is so much information to _____ through on the Internet that it is easy not to find what you want.

- 4 Use your dictionary. Find three more terms in the article. For each one write out the definition from your dictionary. Ask your partner to find the word in the article.



Listening

A new customer

- 1 Karl and Anita want to go to Australia. They go to a travel agent's for advice. Listen to their conversation and answer the questions.

- 1 Which two stages of the sales process do you hear?
- 2 Does the sales consultant finish the second stage?

- 2 Listen again and write T (true) or F (false).

- Karl and Anita want
- 1 to travel around Australia with their daughter
 - 2 a package holiday for the three of them
 - 3 to fly to Adelaide
 - 4 to travel out to Australia in July
 - 5 to stay for longer than three weeks
 - 6 to stay in Melbourne for twelve hours.

- 3 Do you think the sales consultant did her job well in these stages? Why / Why not?

Language spot

'Open' and 'closed' questions

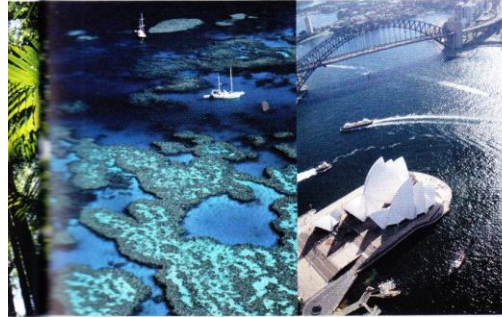
- 1 Listen again and complete the following questions.

- 1 Can I _____ you?
- 2 Were you _____ about a _____?
- 3 Where is _____ daughter, by the _____?
- 4 When _____ did you want to _____?

Travel sales commissions

Travel agencies receive commission for the sale of different products. For package holidays this is usually 10%, for traveller's cheques 1% and for travel insurance 35–40%.

Commission on air ticket sales used to be around 8% but is now usually 0%, so the travel agency charges the customer for this sale instead.

**Customer care****Identifying needs**

Customer: An individual with a unique set of characteristics who buys or uses tourism products and services. Customers have very different needs and it is a travel agent's job to find out what these are.

- 2 Which of the questions in 1 can you answer with *Yes* or *No*?
- 3 How would you answer the other two questions?
- 4 Questions can be 'open' or 'closed'. What do you think this means?
- 5 Convert the following closed questions into open ones.
 - 1 Do you want to be in Australia for a month?
 - 2 Are you interested in visiting Sydney?
 - 3 Do you want to stay in hotels?
 - 4 Are you travelling in a group?
 - 5 Can you go in the autumn?
 - 6 Are you willing to pay a lot of money?
 - 7 Do you go there every day?

» Go to **Grammar reference** p.122

Speaking**Investigating a client's needs**

- 1 Work in threes. Take turns to be the sales consultant and the customers. Sales consultant, look at p.110. Customers, look at p.115.
- 2 The sales consultant should complete the initial enquiry form where possible.
- 3 When each conversation is finished, check that the information is correct.

- 1 What sort of characteristics can you identify as soon as a customer walks into your agency?
- 2 What other characteristics do you need to determine? How will you find these out?

TRAVELWELL TOURS**Initial Enquiry Form**

Customer name

Booked before with TT? Yes / No

Contact telephone / fax / email:

Holiday type: Adventure / Beach / Cruise / Family /
Historic / Nightlife / Tour

Dates: Departure Return

Size of party:

Type of party: Married couple / Family / Friends / Other

Accommodation preferences:

Meal preferences:

Needs / Interests:

Other requirements / useful details:

It's my job

Michaela Cambelová



Michaela Cambelová works in a busy travel agency in Prague. Think about the stages in the sales process. Find out which stage Michaela is best at.

Q Michaela, what do you like about being a sales consultant?

A I like the contact with the clients. People are very different, and for me, finding out what each customer is like and what they want is fascinating.

Q What skills does a good sales consultant need?

A Patience, psychology, and a comprehensive knowledge of the products available.

Q Why do you need psychology?

A You've got to know when a customer is ready for your help, when they need more time, or when they're ready to buy.

Q And knowledge of the product?

A Well, above all, you've got to know what's inside the brochures, and not just what's on the page.

Q What do you mean?

A Well, it's not the same talking about a place in a brochure as talking about a place you've been to, or that a client has told you about. You're only as good as the information you've got, so you need to read, to

travel, and to keep in touch with your clients.

Q What about the Internet for information?

A It's really important. But you've got to find information quickly and efficiently. There's so much on the Internet that if your reading skills are poor you'll need all day to examine each site. And you haven't got all day.

Find out

How good is the service in your local travel agencies? Think of a holiday or a journey you would like to go on. Visit a local travel agency and ask for information. During your visit carefully observe

- 1 the shop window (Attractive? Original? etc.)
- 2 the interior (Organized? Spacious? etc.)
- 3 the greeting (Immediate? Warm? etc.)
- 4 the sales consultant's manner (Friendly? Attentive? etc.)
- 5 the result of the visit (As expected? Better than expected?)

Writing

A report on a travel agency

Write up your experience at the local travel agency as a report. Use the following structure

Title:	Travel agency quality assessment
Assessor:	Put your name and contact details
Agency:	Put the name of the agency you visited
Date of visit:	Put the full date of your visit
Address:	Put the contact details of your agency
Features:	Write one or two sentences describing and evaluating the window. Do the same for the interior, the travel agent's greeting, and their manner.
Result:	Write one or two sentences describing and evaluating the result.
Grade:	Give each feature a mark from 0 (minimum) to 5 (maximum)
	Window <input type="checkbox"/> Interior <input type="checkbox"/> Greeting <input type="checkbox"/>
	Manner <input type="checkbox"/> Result <input type="checkbox"/>

Where do visitors to Australia come from?

- | | |
|---------------|--------------|
| 1 New Zealand | 6 Korea |
| 2 Japan | 7 China |
| 3 UK | 8 Malaysia |
| 4 USA | 9 Germany |
| 5 Singapore | 10 Hong Kong |



Listening

Presenting a product

AUSTRALIA • TOURS

TOUR NAME	# OF DAYS	DESTINATION
All Australia	19	Melbourne—Great Ocean Road—Kangaroo Island—Adelaide—Uluru (Ayers Rock)—Alice Springs—Palm Valley—Darwin—Kakadu National Park—Cairns—Great Barrier Reef—Brisbane—Sydney
Australia's Best	13	Melbourne—Alice Springs—Uluru (Ayers Rock)—The Olgas—Cairns—Great Barrier Reef—Kuranda Scenic Railway—Brisbane—Sydney
East Coast Highlights	9	Melbourne—Cairns—Kuranda Scenic Railway—Great Barrier Reef—Sydney
Reef and Rainforest	7	Cairns—Great Barrier Reef—Daintree National Park—Dunk Island—Kuranda
West Coast and the West	8	Alice Springs—Macdonnell Ranges—The Olgas—Uluru (Ayers Rock)—Kalgoorlie—Perth—the Pinnacles

- 1 Listen to the travel agent presenting two products to Karl and Anita.
- Which place does Karl want to visit?
 - Which place does Anita want to visit?
 - Which two tours does the travel agent recommend?
- 2 Listen again. For each of the two tours recommended, note down
- the length of the tour
 - the types of transport each tour uses
 - the accommodation and meals included.

- 3 Listen again and complete the sentences.

- ... they have two in Australia that you think about, in _____.
- ... full-board option with all the meals. But if I were _____ half board.
- Well then, why don't you _____ the Australia's Best tour?

Language spot

Suggestions and advice

- 1 Match the expressions for advice on the left with possible continuations on the right.

- | | |
|---------------------------------|-------------------------------|
| 1 In my opinion, you should ... | a I'd look on the Internet. |
| 2 Have you thought about ... | b is to look on the Internet. |
| 3 How about ... | c look on the Internet? |
| 4 If I were you ... | d look on the Internet. |
| 5 Why don't you ... | e looking on the Internet? |
| 6 Your best option ... | f the Internet? |

- 2 Now do the same with these expressions.

- | | |
|---------------------------------|--|
| 1 Have you thought about ... | a ... going in the autumn? |
| 2 How about ... | b ... is to hire a car. |
| 3 If I were you ... | c ... taking the coach to the airport? |
| 4 Why don't you ... | d ... take a look at these brochures? |
| 5 In my opinion, you should ... | e ... I'd ask a travel agent. |
| 6 Your best option ... | f ... travel overnight on the train. |

- 3 Work in groups of four.

Each person should think of two travel decisions a visitor to your country or region might want advice on.

Take turns to ask your partners for advice.

Give marks (a) for each different advice expression used correctly, and (b) for each original piece of advice given.

» Go to Grammar reference p.122

benefit (v) to produce a good or useful effect

career (n) the series of jobs that sb has in a particular area of work

expertise (n) a high level of special knowledge or skill

myth (n) an idea or story which many people believe but that does not exist or is false

value (n) sth that is well worth the money it costs

Pronunciation

- 1 Listen to the letters of the alphabet and their pronunciation. Write them in the right column.

Pronunciation						
/eɪ/	/i:/	/e/	/aɪ/	/əʊ/	/u:/	/ɑ:/
a	b	f	i	o	q	r

- 2 Practise saying the letters column by column.

- 3 Say the alphabet.

Speaking

Suggesting alternatives and making a recommendation

- Work in pairs. Take turns to be the sales consultant and the customers. Student A, look at p.110. Student B, look at p.115. Act out a conversation in a travel agent's going through the three stages of the sales process you have seen in this unit: establishing rapport, investigating needs, and presenting possible products. Finish your conversation by getting your partner to spell out their name.
- Now think about your own area of the world. Your partner will be a customer who does not know the area at all. Establish rapport, investigate needs, make suitable recommendations, and then present possible products. And don't forget to get your client's name!
- Record your conversation and give it to your teacher to mark for language and pronunciation.

Reading

The impact of the Internet

Many holidays are now sold on the Internet. Travel agencies around the world are worried about this and are trying to explain why they are still important. The *American Society of Travel Agents* (ASTA) is using the Internet to do this!

- 1 Here are five popular myths about travel agencies.
- all travel agencies are the same so it does not matter which one a client uses
 - because of the Internet, people will not use travel agencies in the future

TRAVEL AGENCY myths AND REALITIES

Myth: Travel agents are just glorified sellers of airline tickets.

Reality: Travel agents are professionals who provide **value** by helping save time and money. They act as travel consultants, offering personal service for their clients. Clients who turn to an ASTA travel agent want the advice and **expertise** of a professional who

- analyses current promotions
- explains the small print, such as cancellation charges and restrictions
- makes recommendations on travel options
- gets problems solved.

Myth: The Internet will replace the need for travel agents.

Reality: When it comes to booking travel, travel agents are experienced professionals. Travel agents sell

- 87% of all cruises
- 81% of all tours and packages



- 3 travel agencies are against travel products being on the Internet
- 4 travel agencies are just *shops* that sell tickets for planes
- 5 young people do not use travel agents

Four of these myths are discussed in the ASTA article. Which four?

- 2 What is the reality for each myth according to ASTA?
- 3 How would you answer the fifth myth from ASTA's point of view?

- 55% of all airline tickets
- 47% of all hotels
- 46% of all car rentals.

The Internet is a valuable resource, but it cannot replace the expertise, guidance, and personal service of a travel agent.

Myth: Travel agents do not support use of the Internet.

Reality: Both consumers and travel professionals **benefit** from the Internet. The Internet gives travellers the ability to shop for attractive offers or packages. It has also helped many travel agencies, hotels, resorts, and other travel-related suppliers to grow by bringing in business through websites.

Myth: Young people do not understand or value the services of a travel agent.

Reality: Yes, they do. Of the people who use travel agents

- 40% are age 35–54
- 33% are Generation X and Y travellers, age 18–34.

One of the winners of ASTA's and Hyatt Hotel's 'Best Practices Program' has made a point to educate students about the adventure of travel and of being a travel agent as a **career**. This process has made young people aware of the expertise required to be a professional travel agent.

Checklist

Assess your progress in this unit. Tick (✓) the statements which are true.

- I can investigate a client's holiday needs
- I can make suggestions and give advice to a new customer
- I can make a report on travel agency quality and features
- I can pronounce the letters of the alphabet and spell aloud
- I can understand texts about travel agency work today

Key words

Nouns

- | | |
|----------------------|------------------|
| advantage | product |
| advice | rapport |
| awareness | requirement |
| benefit | sales consultant |
| contact details | sales process |
| feature | travel insurance |
| foreign currency | visa |
| initial enquiry form | |

Adjectives

- skilled

Verbs

- browse
- convince
- establish (rapport)
- investigate (needs, requirements)
- present (a product)
- raise (customer awareness)

Next step



- 1 How do you prefer to travel – by car, by coach, by train, by boat, ...? Why?
- 2 What was the most uncomfortable journey you have ever made? Tell your partner.
- 3 If you could travel around the world, but you couldn't fly, how would you go?

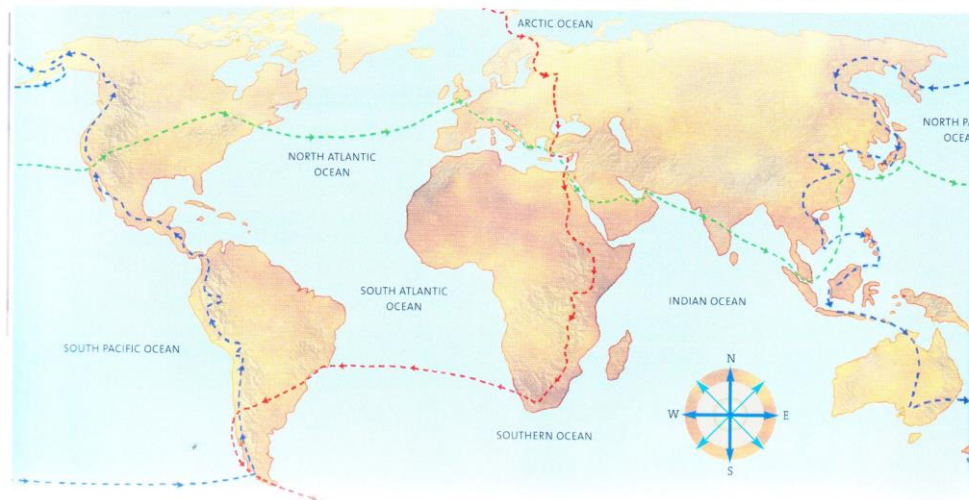


Vocabulary

1 Use words from the table to complete the text on 'transport for tourism'.

- 1 Look at the map below. Which countries does each route pass through?
- 2 Choose one of the journeys. What type of transport could be used on each stage?
- 3 Which route would you prefer to take? Why? What would you hope to do and see? Exchange ideas with a partner.

	Method of travel	Journey types	Transport types	Places and features	Tourism professionals
	Air	flight (long-haul) (short-haul)	airplane / jet light aircraft helicopter	airport terminal runway	pilot flight attendant
	Water	cruise crossing	cruise ship liner ferry hovercraft hydrofoil	port harbour cabin pier	steward purser
	Land	ride journey drive tour	train coach bus car motorbike ¹ bicycle	station carriage terminus motorway track	guard driver conductor tour guide



In this unit

- types of transport and journeys
- describing transport
- comparing types of transport
- describing timetables

Inside tourism: transport for tourism

Transport for tourists can be divided into three main categories: journeys by air, journeys on water, and journeys on _____.¹ Within each category there are several types of transport.

Air travel usually means a short-haul or _____² international _____³, operating from large _____⁴, which in big cities often have more than one _____⁵ building. But in some more remote places there may be little more than a small airstrip with only one simple _____⁶ for planes to land and take off. At some tourist destinations air transport may include short transfers or sightseeing trips by _____⁷.

Journeys on water can include luxury _____⁸, which take tourists on all-inclusive holidays of three days or more, visiting a number of different locations. Passengers sleep in _____⁹, and have a full range of services on board. They are looked after by a team of

_____¹⁰, with a _____¹¹ in overall charge of tourist services. Ferry _____¹² are usually much shorter journeys connecting two points of land or going between islands. The ferries will stop at a large _____¹³ or a small _____¹⁴.

Land travel is probably the most diverse category. It includes rail journeys by _____¹⁵, departing from a large _____¹⁶ and stopping at _____¹⁷ en route. Passengers sit in separate _____¹⁸ or coaches. The most common form of transport by road for tourists, if they don't have their own car, are also called _____¹⁹. These vehicles can either travel from city to city along fast _____²⁰ (or sometimes quieter roads), or they can be used for transfers from airports and other smaller journeys. Very often they are used for sightseeing trips when as well as a driver there will be a _____²¹ to tell the passengers about the sights.

- 2 Can you add any more words to the table? Look back at the previous units.

- 3 Which sections would you put these words in?

taxi	marina
ticket collector	jeep
hire car	service station
captain	scenic route
freeway	shuttle
yacht	tunnel

- 4 How do tourists use the different types of transport? Put the journey and transport types (from columns 1 and 2 of the table) into the categories below.

- 1 to and from destination only (e.g. *international flight*)
- 2 at destination only (e.g. *taxi ride from airport*)
- 3 as a main feature of the holiday (e.g. *sightseeing helicopter ride*)

- 5 Which types of transport have you used? Think about the best and worst journeys you have ever made. Exchange ideas with a partner.

Find out

What do you really know about transport in your country? With a partner, try to guess the facts in the table.

When you have made your predictions, research websites of national transport carriers and find the actual figures. Report back in class. How close were your predictions?

Your country:	Prediction	Actual
No. of city / town bus stations		
No. of city / town train stations		
No. of passenger airports		
No. of kilometres of road		
No. of kilometres of rail tracks		
No. of flights per day		

Transport in the USA

Number of cities or towns served by different transport types		Percentage of person-trips (intercity)	
Bus stations	4,200	Car	80%
Train stations	600	Air	17%
Airports	750	Train	1%
		Bus (BrE = coach)	1%

**Pronunciation**

- 1 Listen to the words about transport. Listen to their pronunciation. Write three words in each column.

clean	ferry	leisure	safe	train
easy	jet	plane	scenic	

ten /e/	see /i:/	day /eɪ/
---------	----------	----------

- 2 Which column has the shortest vowel sounds?

- 3 Practise the words. Remember to make them short / long as appropriate.

- 4 Now do the same with these words. Listen and write them in the right column.

car	drive	guard	harbour	track
craft	fast	guide	ride	

hat /æ/	arm /ɑ:/	five /aɪ/
---------	----------	-----------

Vocabulary**Adjectives describing transport**

- 1 Find pairs of opposites from the adjectives in the list.

boring	exciting
cheap	expensive
clean	fast
comfortable	punctual
crowded	quiet
dangerous	safe
difficult	slow
dirty	uncomfortable
easy	unpunctual

- 2 Choose three adjectives that describe what is most important for tourists when travelling. Are they different for different types of transport?
Tourists want planes to be _____ and _____, but they don't want them to be _____.

Language spot**Comparing things**

- 1 Complete these sentences with the correct form of the adjectives: *fast, easy, or comfortable*.
- Trains are _____ than buses, but planes are the _____.
 - The _____ way to buy a ticket is to go online.
 - It's _____ to travel first class than economy.
 - Helicopters aren't as _____ as jet planes.
 - Travelling by bus is usually less _____ than travelling by train.
- 2 What are the rules for comparing adjectives? Complete the table.

Adjectives	Example	Comparing two things	Comparing more than two things
One syllable	cheap	X is cheaper than Y or Y isn't as cheap as X	Z is the cheapest
Two syllables ending in y	easy		
Two or more syllables	comfortable		
Irregular adjectives	good bad		

- 3 In pairs, compare the following.
- ferries / cruise ships
 - trains / coaches / cars
 - working as a pilot / working as a ticket collector
 - the most convenient ways to get around a city

» Go to Grammar reference p.122

There are **4 million miles**
(6.4 million kilometres) of road, 51,000 of
which are 'scenic' roads.

There are **22,000 miles**
(35,400 kilometres) of train track.

There are approximately **25,000 flights** a day.

Speaking

What is most important for tourists when travelling?

- 1 Work in groups. Look at the factors that affect a tourist's enjoyment of a journey. Can you add any more?

At the airport	On a train	On a long coach journey	On a four-hour ferry crossing
Quick check-in	Punctuality	A window seat	A private cabin
Good restaurants	Interesting passengers to talk to	On-board toilets	Opportunity to buy tax-free goods
Thorough security check	Comfortable seats	Safe driver	Calm sea

- 2 Discuss which you think are the most important features for a tourist on each journey. Put them in order.

- 3 Compare your ideas with other groups. Give arguments why you think your order is correct.
The most important thing on a coach journey is ...
Comfort is more important than _____ because ...

Customer care

Exceeding expectations



In tourism the most important thing is not just to meet expectations, but to exceed them.

Do you agree?

Hotels try to exceed expectations in many ways. How can we exceed expectations in the transport sector? Think about the different transport types – air, sea / river, rail, and road.

Listening

Transport systems and cable cars in San Francisco



Listen to the recorded information line on transport (AmE = transportation) in San Francisco.

- 1 Which of the following transport types does the information line describe?

ferries	trains	bike rental
cruises	airplanes	coach tours
buses	helicopter rides	walking tours
metro	cable cars	car hire

- 2 Complete the information sheet on cable cars.

FACT SHEET

First introduced:

Number of lines:

Hours of operation:

Days of operation:

Cost of single journey:

Board at:

Amtrak has **68,000** passengers per day,
which means **25 million** passengers per year.

Amtrak was established in 1971 with **25** employees;
it now has **22,000** across the USA.

Reading

San Francisco transport timetables and schedules

Look at the three timetables for (a) trips to Alcatraz and Muir Woods, (b) BART trains to and from San Francisco airport, and (c) Amtrak train services between Los Angeles and San Francisco.

a **BLUE AND GOLD TOURS**
Visit the famous island prison of Alcatraz, only accessible by ferry.

Alcatraz

FISHERMAN'S WHARF, PIER 41 (DAILY)

Depart Pier 41	Depart Alcatraz
9:30 am	9:50 am
10:15 am	10:35 am
10:45 am	11:10 am
11:15 am	11:45 am
11:45 am	12:15 am
	12:45 pm
	1:15 pm
	1:45 pm
	2:15 pm
	2:45 pm
	3:20 pm
	3:50 pm
	4:30 pm

Access: SEAT (Sustainable Easy Access Transport) is available for wheelchair users and visitors with a mobility need who are unable to walk up the quarter-mile, 12% grade hill.

Children under 14 must be escorted by an adult.

Only service dogs allowed.

No bicycles or scooters allowed on island.

For Daytime Alcatraz Tours: No service Christmas Day (Dec 25) or New Year's Day (Jan 1)

For Evening Alcatraz Tours: No service Thanksgiving Day (Nov 25), Christmas Day (Dec 25) or New Year's Day (Jan 1)

Muir Woods See the fabulous redwood trees and walk the coastal trails

FISHERMAN'S WHARF, PIER 41 (DAILY)*

9:15 am 2:15 pm

Muir Woods Package includes round-trip bus shuttle or the option to return to Pier 41 via the Sausalito Ferry and 45-60 minutes in the woods

Total tour length approximately 3.5 hours

Muir Woods Tour does not operate during inclement weather; check with ticket booth on day-of for schedule. Service dogs allowed. No bicycles or scooters allowed.

*No service Christmas Day (Dec 25)

b BART (Bay Area Rapid Transit):

Services between downtown San Francisco and SFO (San Francisco International Airport)

Trains depart every 15 to 20 minutes and take approximately 30 minutes.

		Inbound	Outbound		
		SFO	Powell St	Powell St	SFO
Weekdays	First train	4:10 am	4:39 am	4:57 am	5:27 am
	Last train	11:51 pm	12:20 am	1:04 am	1:34 am
Saturday	First train	6:05 am	6:34 am	6:34 am	7:04 am
	Last train	11:51 pm	12:20 am	1:04 am	1:34 am
Sunday	First train	8:05 am	8:34 am	8:29 am	9:04 am
	Last train	11:51 pm	12:20 am	1:04 am	1:34 am

Notes:

Bicycles are not allowed during rush hours

Free parking is available at most BART stations

Discount fares available to seniors and people with disabilities

c

Amtrak train services

between Los Angeles and San Francisco

Los Angeles	Dep	1:25a	7:45a	10:45a	1:15p
Bakersfield	Arr	4:40a	10:00a	1:00p	3:30p
		#711	#713	#715	#717
Bakersfield	Dep	4:55a	10:15a	1:15p	3:45p
Fresno	Arr	6:46a	12:16p	3:16p	5:46p
Fresno	Dep	6:50a	12:20p	3:20p	5:50p
Stockton	Arr	8:54a	2:26p	5:26p	8:01p
Stockton	Dep	8:58a	2:30p	5:30p	8:05p
Emeryville	Arr	10:43a	4:13p	7:13p	9:48p
		#717	#715	#713	#711
Emeryville	Dep	10:47a	4:17p	7:17p	9:52p
San Francisco	Arr	11:20a	4:50p	7:40p	10:15p

Notes: Services operate daily. Bicycles can be carried on all trains. Buses have some bicycle space but this is limited. Special discounts for frequent riders



- 1 Which trip (or trips)
- 1 is by ferry?
 - 2 runs every day?
 - 3 involves more than one form of transport?
 - 4 provides special transport for people in wheelchairs?
 - 5 offers cheaper fares for the elderly or disabled?
 - 6 offers cheaper tickets for people who travel a lot?
 - 7 allows bicycles?
 - 8 does not allow bicycles?
 - 9 does not operate in bad weather?
 - 10 allows dogs?

2 Match the two halves of these exchanges.

- | | |
|---|--|
| 1 Where does the ferry for Alcatraz leave from? | a It leaves at 2.15. |
| 2 Can I take my bicycle on the ferry? | b It takes about 20 minutes. |
| 3 How frequent are the ferries? | c No, they're not allowed. |
| 4 When is the last ferry back? | d It departs from Pier 41. |
| 5 How long does the ferry take? | e They leave approximately every 30 minutes. |

• Language spot

Describing a timetable

A number of different language areas are important when we describe a timetable

Present Simple

The train *leaves* at 9.15 a.m.

Prepositions

The train leaves *at* 9.15 a.m.

Time phrase

Trains depart *every 30 minutes*.

Modals of possibility and prohibition

Bicycles *can* be carried on all trains.
Children under 14 *must* be escorted by an adult.

- 1 Can you find other examples of these language areas in the listening on cable cars? Look at the listening script on p.131.

- 2 Complete this paragraph giving recorded information on the Alcatraz ferry service.

Ferries for Alcatraz _____¹ approximately _____² 30 minutes. The first ferry _____³ _____⁴ Pier 41 _____⁵ 9:30 a.m., and the last ferry is _____⁶ _____⁷. Return ferries run throughout the day. The last ferry _____⁸ Alcatraz _____⁹ _____¹⁰ p.m. Services are _____¹¹ except for Christmas Day and New Year's Day. You _____¹² take bicycles or scooters on to the island.

» Go to **Grammar reference** p.122

Speaking

Timetable information

Work in groups. Half of you are tourists asking about cable cars in San Francisco. The other half will ask about Amtrak services from Los Angeles to San Francisco.

- 1 Think of questions you can ask a travel information officer about
- times and frequency
 - facilities (e.g. for disabled people)
 - first and last services
 - bicycles, etc.
 - routes
- 2 Work with someone from the other group and take turns to ask and answer each other's questions. To answer the questions you should refer to the texts, but some of the information will not be there, so you will have to think of a likely answer.
- 3 Return to your groups and compare answers.

Writing

Transport and timetable information

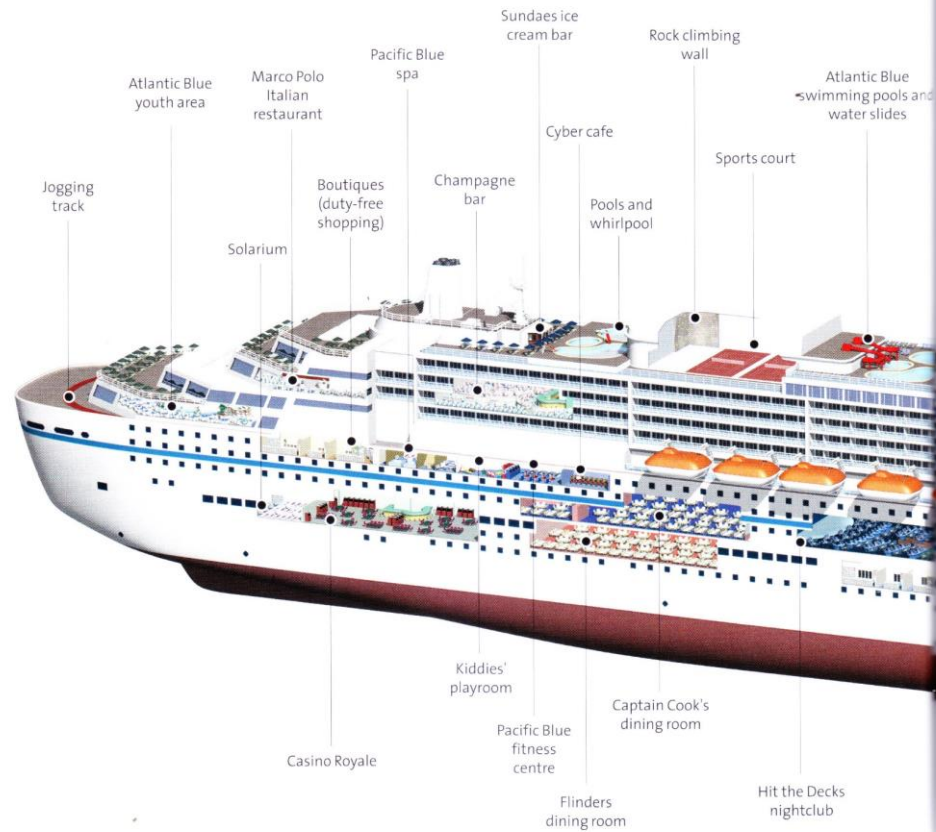
Prepare a website about transport in your city or region. It should include the following sections

- A general introduction to transport services
- Getting to and from the nearest airport
- A brief description of each of the different types of transport, including advantages, frequency, hours of operation, and any restrictions and regulations

Where in the world?

- 1 Look at the picture of a modern cruise ship. Find
- five places where passengers can eat or drink
 - four sporting activities passengers can do
 - three places that are suitable for children
 - two places where passengers can dance
 - one place where you would most like to be.

- 2 Which of the facilities do you think you would use most as a passenger?
- 3 In which of the facilities would you most like to work?
- 4 In which of the facilities would you least like to work?



Listening

A cruise ship worker

- 1 Work in pairs. Discuss the questions.
- 1 What do you think it is like to work on a cruise ship?
 - 2 What would the living conditions and hours be like?
 - 3 What do you think are the advantages and disadvantages of working on a cruise ship?
- 2 Listen to Steve Fairclough from Manchester and answer the questions.
- 1 What jobs and training did he have before working on a cruise ship?
 - 2 Apart from a letter, what two things did he send when he applied for a job?
 - 3 Where did he join his first cruise ship?
 - 4 What does he say are the disadvantages of the job?
 - 5 What are the advantages?

Checklist

Assess your progress in this unit. Tick (✓) the statements which are true.

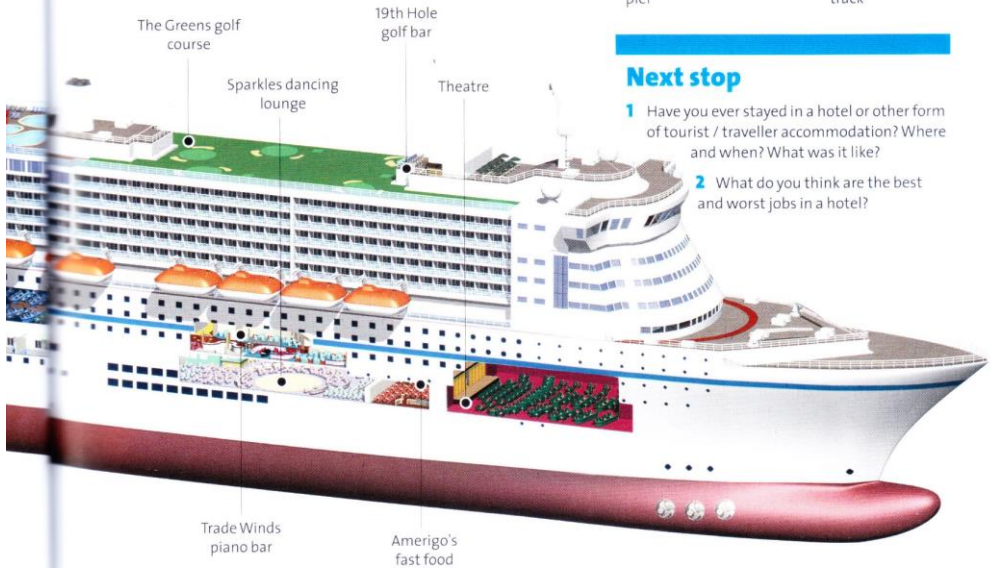
- I can discuss and compare different types of transport
- I can discuss customer preferences when travelling
- I can understand and describe timetables

Key words

Type of transport	Jobs in transport
cable car	conductor
cruise ship	guard
ferry	purser
hovercraft	steward
jeep	ticket collector
shuttle	
yacht	
Other nouns	
cabin	runway
carriage	service station
marina	terminal
motorway (AmE = freeway)	terminus
pier	track

Next step

- 1 Have you ever stayed in a hotel or other form of tourist / traveller accommodation? Where and when? What was it like?
- 2 What do you think are the best and worst jobs in a hotel?



Writing bank

1 Personal statement

Personal statements are a way of stating your interests, skills, experience, and development needs in your education and training. They are useful for seeing what your strengths are and for seeing what you need to improve. You can also send them to potential employers, together with a CV.



Name: Gabriela Cometa

- 1 Read the personal statement for Gabriela Cometa.
 - 1 Which of these jobs do you think she would be interested in?
hotel receptionist
children's entertainer
flight attendant
tour guide
nanny
 - 2 Which of her skills and qualities will be most useful for this job?
- 2 Write a personal statement for yourself.

I am interested in tourism because it is an exciting industry and it will give me the opportunity to travel to other countries.

Describing general interests

The sector of tourism I want to work in is accommodation and catering, particularly child care and entertainment.

Describing specific interests

My skills and qualities include the following: I am very friendly, hardworking, and creative. I am good at looking after children and I enjoy working with people. I am willing to work long hours. I am quite good at languages. My English is intermediate level, and I also speak a little French.

Describing skills and qualifications

I have had some training and experience in tourism already. This includes an initial tourism training certificate, and experience with child care.

Describing experience and training

I need to improve my English language skills in a number of ways. I need to get more practice at speaking English. My grammar is good, but I need to use it more fluently. I also need to learn vocabulary for tourism.

Describing language ability

Name:

I am interested in tourism because ...

The sector of tourism I want to work in is ...

My skills and qualities include the following:

I have had some training and experience in tourism already. This includes ...

I need to improve my English language skills in a number of ways:

2 Letter of application

- 1 Read the letter of application.
 - 1 What job is she hoping to find?
 - 2 What points does she include from her Personal Statement? Are there any extra ones?
- 2 Look at the extracts from a summer jobs book below. Prepare a letter of application for one of them. Use the same layout and some of the same expressions as Gabriela.

EAC Activity Camps

59 George Street, Edinburgh EH2 2LQ

Multi-activity day and residential camps for children aged 5 to 16 throughout the UK. Positions available: Camp Directors, Assistant Camp Directors, Qualified Instructors (archery, swimming, football, and tennis). Accommodation and food provided. Must have all round sporting ability and be enthusiastic. Approx 40 hours per week. The work is hard but good fun and very rewarding. Overseas applicants welcome.

Butlins Skyline Bognor Regis

Bognor Regis, West Sussex PO21 1JJ

Summer staff required for variety of positions in following departments: Guest Catering, Accommodation, Sports and Leisure, Security, Retail, Nursery, Entertainments, Funfair, Administration, Lifeguards. Competitive rates of pay and benefits. Training available. Accommodation available.

The Manager
Sunnyside Holiday Camps
Ipswich Road
Kessingland
Suffolk NR3 7JN
UK

Gabriela Cometa
via Statuto 246
Milan 1008

15 April 2006

Dear Sir or Madam

I am writing to enquire if you have any opportunities for children's entertainers and nannies at your resort this summer.

I am eighteen years old and I am currently studying for a Diploma in Tourism at the College of Travel and Tourism in Milan. I have also worked as a part-time assistant at a local nursery. I am fully experienced in looking after babies and young children up to the age of twelve. I am able to help with babysitting, preparing children's meals, and organizing activities. I enjoy looking after children and I like working as part of a team.

My mother tongue is Italian and I have a good spoken level of English. I also speak a little French.

I would be grateful if you could send me details of any available positions, including an application form.

I look forward to hearing from you.

Yours faithfully

Gabriela Cometa

Address of company
you are writing to
Date

Your name and address

Dear Sir or Madam

I am writing to ...

De Vere Hotels and Leisure

2100 Daresbury Park, Warrington WA4 4BP

A highly-focused company concentrating on two growth markets – hotels and health and fitness. Vacancies for Waiting Staff, Room Attendants, Porters, Bar Staff, Commis Chefs, and Casual Banqueting Staff. Must be over eighteen and available to work for a minimum of four weeks between May and October. Overseas applicants who speak English and are eligible to work in the UK may apply.

3 Email to a client

1 Look at the email.

- Who is it from, who is it for, and what is it about?
- Where is the client travelling to, and when will the client get back home?
- What three things does the client have to do now in response to the email?

2 Mr Kaboodvand has replied saying that he cannot leave Lima until Wednesday morning. There's a flight at 14.30h on the Wednesday. Email him to ask him to confirm that this flight is OK for him. Remind him that he still has not told you if he wants a paper ticket or an electronic one.

Send a copy of emails to people who should know about the content.

Make sure the subject line describes the content of the email clearly.

Do not address a client with informal greetings like 'Hi' or 'Hello'. Use 'Dear'.

Always refer to previous communication with the client.

Organize your text so that it is easy to read. Leave blank lines between different parts of your message.

If the client has to respond to your email, tell him / her what you want them to do clearly. If there is a time limit for their response, make this clear to the client, or put the word URGENT in the subject line.

Use 'Yours sincerely' when you know the client's name. If you know the client quite well, you can use 'Kind regards' as an alternative.

From:	MURAKAMI, Hiromi <murakami@osakatravel.com>
To:	Abdhol Kaboodvand <kaboodvandabd3@hotmail.com>
Cc:	TAJINO <tajino@osakatravel.com>
Subject:	URGENT: Flight details Tokyo to Lima

Dear Mr Kaboodvand

Following your instructions in our telephone conversation of this morning, I have made enquiries about your flights details. These are:

Outward journey (14th, December)

JL5016

Dep: Tokyo Narita (NRT) 17:25h
Arr: Los Angeles (LAX) 10:00h
Code Share Flight with AA (American Airlines)
AA601

Dep: Los Angeles (LAX) 12:30h
Arr: Lima (LIM) 23:50h

Return journey (Tuesday 19th December)

AA948

Dep: Lima (LIM) 00:15h
Arr: Dallas/ Fort Worth (DFW) 06:17h
JL5011

Dep: Dallas/ Fort Worth (DFW) 10:10h
Arr: Tokyo Narita (NRT) 14:40h (Arr next day)

Code Share Flight with AA (American Airlines).

I have reserved a seat in your name, but I need to confirm this within the next 48 hours. To make the confirmation I will need your full name and your passport number.

I also need to know if you are happy with an electronic ticket, or if you want me to issue a paper ticket.

I look forward to hearing from you.

Yours sincerely

Hiromi Murakami
Assistant to Sumire Tajino, Managing Director

4 Email to one of your bosses

Cathie works for the travel agency *Travelweb* where she is a junior sales consultant. Her boss, Elaine Watts, asked her to find accommodation in Hanoi (Vietnam) for Professor Kate Jacoby, one of *Travelweb's* important clients. Unfortunately, Cathie discovers that the hotel the company normally uses is fully booked, and decides to get help from a friend who knows Hanoi very well. First, she writes to her boss to tell her this.

- 1 Read Cathie's email to Elaine. What things in the email show that Elaine is Cathie's superior?
- 2 Imagine you work in *Travelweb*. You have just been talking on the phone to a regular client, Dr Leshem. The doctor has made a mistake with the dates he gave you for a flight you booked for him. Unfortunately, the ticket has already been issued, and the ticket conditions do not officially accept changes. In this situation technically there is nothing you can do to help Dr Leshem, and he will have to buy a new ticket. However, you have friend at KLM, the company that issued the ticket, and you want to ring her and try to get her to help you. Email your boss, Elaine, and ask her permission.

✉		_ □ ×	
From:	Cathie Bailey <cbailey@travelweb.com>		
To:	Elaine Watts <ewatts@travelweb.com>		
Cc:			
Subject:	Accommodation in Hanoi for Professor Jacoby		
<p>Dear Elaine</p> <p>I have just had a reply from our usual hotel in Hanoi, and I am sorry to have to tell you that they are fully booked on the first two nights of Professor Jacoby's stay in Vietnam. I know that Professor Jacoby is an important client so I am not very sure what to do next.</p> <p>Do we have an alternative hotel that we use in the city that I can put Prof. Jacoby into?</p> <p>Also, would you prefer me to book Professor Jacoby into the alternative hotel for the whole of her stay, or just for those first two nights?</p> <p>Alternatively, I have a friend who knows the city very well. Would you give me permission to get a recommendation for a good hotel from him?</p> <p>Many thanks</p> <p>Cathie</p>			

5 Email to a colleague at work

Cathie wrote to her friend who works in another travel agency.

- 1 Read Cathie's email. How can you tell that Russell is a friend and not a superior?
- 2 Imagine you are Russell. Write back to Cathie and recommend the Lucky Plaza Hotel. Choose four or five pieces of information from the web page to describe the key features of the hotel.

From:

Cathie Bailey <cbailey@travelweb.com>

To:

Russell Carter <russcart@auslands.de>

Cc:

Subject:

Accommodation in Hanoi for Travelweb VIP

Hi Russell

How are things? Busy as always I guess!

Russell, I've got a small problem at work and I thought you might be able to help. We've got a VIP that we usually book into the Guoman in Hanoi, but it's fully booked right now and so I'm looking for an alternative. You know the place well. Any suggestions? Something special. Not one of the big chain hotels – my client really doesn't like them.

Best

Cathie

(PS How's Christiane? Did she get the new job?)

Home

About us

Contact

Services



Lucky Plaza Hotel ***

HANOI – VIETNAM

Description

- * The Lucky Plaza Hotel is located in the centre of Hanoi, in a quiet part of the old quarter.
- * Built in 1918, this French colonial-style building has been recently renovated and now offers 50 quiet guest rooms with excellent views over the nearby gardens.
- * 50 rooms and suites equipped with AC, satellite TV, in-house movie, IDD phone, mini-bar, music system, and executive desk.
- * Deluxe: 38 large, elegant rooms with garden and city view.
- * Suite: 12 larger rooms, double view of garden and city view.

Room	Single	Double
Deluxe	US\$45	US\$55
Suite	US\$55	US\$65

Restaurants and other services:

- * Restaurant: the cafe serves a variety of European, Vietnamese, and Chinese specialities.
- * Internet, email service available.

6 Fax

- 1 Sometimes a fax can be more useful than email. Read the fax and answer the questions.
 - 1 Who is it from and who is it to?
 - 2 Where do these people work?
 - 3 Why do they know each other?
 - 4 Why has a fax been used?
- 2 You work for Globe Travel in Birmingham. You need to send a map of the location of his hotel to Mr Stuart Hosfield, a client. You are also going to send him a copy of his hotel voucher, and you need him to tell you if he wants a smoking or a non-smoking room in the hotel. Prepare a fax cover sheet. Mr Hosfield's fax and phone numbers are 0121 456 1784 and 0121 456 1766.

FAX COVER SHEET

GLOBE TRAVEL
23, Cotteridge Lane
Birmingham B12 2HX
Tel: 0121-485-1478
Fax: 0121-485-1480

To: *Globe Travel, Sheffield Main Office*
From: *Savita Kumar*
Attention of: *Anna Hudson*
Date: *25 Nov 06*
Fax number: *0114 236 2688*
Phone number: *0114 236 2689*
Total pages, including cover sheet: *4*
Comments:

Anna

Here are the three pages of the Edwards brochure that you needed. I tried scanning them to you but it didn't work. There are still some things where good old faxes are better than email!

Will send 2 or 3 full brochures to you asap.

Best

Savita

7 Messages and memos

1 Read these messages.

- 1 Which one is
 - a a text message from a mobile phone?
 - b a typed internal memo?
 - c a handwritten telephone message?
- 2 Which one has a problem with
 - a a fax?
 - b a delayed train?
 - c people not checking their emails?
- 3 Find abbreviations for
 - a as soon as possible
 - b concerning / about
 - c November
 - d See you
 - e Meeting
 - f Curriculum Vitae.

2 Write the messages from these notes. Decide if it should be a memo, a phone message, or a text. Make sure you include two of each type.

- 1 Any ideas for the hotel end of season staff party?
- 2 Ralf can't make lunch today. Text him with an alternative time to meet.
- 3 Reminder about security – after recent series of thefts from people walking into the travel agency office.
- 4 Zurich office needs to know when the brochures were sent out – reply before 5 p.m. today.
- 5 John needs Frank's mobile number immediately.
- 6 Good luck on your first day in the new job (from Mum).
- 7 You've left your mobile on the coach. Do you want it brought over to the office?

1

Memo

From: Peter Halford

To: All staff

Date: 19 Nov 2006

Re: New tours

Just a reminder to you all that we are launching a new range of tours for the 18 to 30 age group next season. Please make sure you are all familiar with the tours, the details of which are attached to the email I sent to all departments last week, but which I don't think some of you have looked at.

Can you also please make sure you check your email regularly?

Peter

2

Telephone message

For: Greg

Time: 10:00 Friday

Johann phoned. Can you call him back asap? It's about the CV you faxed over – he can't read it.

Taken by: Alex

3

Message 1

TRAIN DELAYED.
BE AT MTG 5.
CU SIMON



Writing bank key

1 Personal statement (p. 52)

- 1 children's entertainer or nanny
- 2 friendly, hardworking, creative, enjoys working with people, willing to work long hours, tourism training certificate, experience with childcare, languages

2 Letter of application (p. 53)

- 1 children's entertainer or nanny
- 2 from her Personal Statement: childcare experience, languages extra: age, current study details

3 Email to a client (p. 54)

- 1 From: Hiromi Murakami
For: Abdhul Kaboodvand
About: Flight details Tokyo to Lima
2 Lima; 14.40 on 20 December
3 send his full name; send his passport number; confirm if he is happy with an electronic ticket

2 Possible answers

Dear Mr Kaboodvand

I have found a flight leaving Lima on the Wednesday at 14.30h. This flight would get you back to Tokyo early the next day. The flight details are:

Return journey (Wed 20th Dec) AA950

Dep: Lima (LIM) 14:30h

Arr: Dallas/Fort Worth (DFW) 20:35h
JL5013

Dep: Dallas/Fort Worth (DFW) 22:10h

Arr: Tokyo Narita (NRT) 02:40h

Code Share Flight with AA (American Airlines).

I need to confirm this as soon as possible, so could you let me know if this flight is OK for you. I also need to know if you want an electronic ticket or a paper one.

I look forward to hearing from you.

Yours sincerely

4 Email to one of your bosses (p. 55)

- 1 Dear Elaine
I am sorry to have to tell you that ... would you prefer me to ...
Would you give me permission to ...
Many thanks

2 Possible answer

Dear Elaine

I have just been talking to Dr Leshem. I am sorry to have to say that he made a mistake with the dates he gave me for a flight I booked for him. I have already issued the ticket, and the conditions do

not officially accept changes. I know that Dr Leshem is an important client so I am not very sure what to do.

Technically he should buy a new ticket. However, I have a friend at KLM. Would you give me permission to ring my friend and ask her to help me to change Dr Leshem's ticket?

Many thanks

5 Email to a colleague at work (p. 56)

- 1 Hi Russell
How are things? Busy as always I guess! Russell, I've got ...
Best

2 Possible answer

Hi Cathy

Good to hear from you. Yes, things are busy. As always! But Cristiane got the job and is very happy. We both are!

For your client, I recommend the three-star Lucky Plaza Hotel. It's located in the centre of Hanoi, in a quiet part of the old quarter. It's an old building in French colonial style so I think your client will like it. It has been recently renovated so it has the usual services like restaurant, Internet, etc.

There are 50 rooms with AC, TV, etc. They all have good views of the nearby gardens. There are also deluxe rooms and suites and these will be best for your client. The deluxe rooms are \$55/night, and the suite \$65. Not too expensive.

Hope this helps.

Best

Russell

(P.S. When are you coming to see us?)

6 Fax (p. 57)

- 1 From: Savita Kumar. To: Anna Hudson.
2 Globe Travel.
3 Because they work in different branches of the same company.
4 Savita couldn't scan the pages to Anna by email.

2 Possible answer

Dear Mr Hosfield

Here is the map of the location of your hotel and a copy of your hotel voucher. Could you tell me if you want a smoking or a non-smoking room? I need this information to complete the booking.

Yours sincerely

Edward Ho

7 Messages and memos (p. 58)

- 1 a 3 b 1 c 2
2 a 2 b 3 c 1
3 a asap b Re c Nov
d CU e mtg f CV

2 Possible answers

1 Memo

From: Jason Masters, manager

To: All staff

Date: 19 Nov 2006

Re: Staff party

As you know we are approaching the end of the season, so it's time to think about the end of season staff party. Please let me know if you have any suggestions. Last year we had a great karaoke evening, but perhaps we could do something different this time.

2 (text)

Sorry u can't do lunch. Tmrw 13.00?

3 (memo)

Memo

AT Travel

From: Peter Halford

To: All staff

Date: 19 Nov 2006

Re: Security

We have had a number of thefts recently from people walking into the office. I would like to remind you all to be extra careful about security. If you see anyone acting suspiciously please go over and talk to them.

4 Telephone message

For: Peter

Time: 14.00

Zurich office phoned – when were the brochures sent out? Can you call back before 5 p.m.?

Taken by: Alex

5 (phone message, but could be a text)

Telephone message

For: Frank

Time 14.30

John phoned. He needs your mobile number asap.

Taken by: Alex

6 (text, but could be a phone message)

Good luck! Love Mum xx

7 Telephone message

For: Jenny

Time: 15:00

Coach driver called. You've left your mobile on the coach. Do you want it brought to the office?

Taken by: Alex

7 Accommodation

Take off

- 1 Make a list of different types of tourist accommodation in your country.
- 2 Which of these have you stayed in?
- 3 Tell your partners about the best / worst / most unusual accommodation you have ever stayed in.
- 2 Which of these types of accommodation do you have in your country?
- 3 Think about each type of accommodation. Is it serviced (meals are provided) or self-catering (you cook your own meals)? Discuss this in pairs or groups and complete the diagram. (Hint: Some types will fit into either category. Put these into the shaded area.)

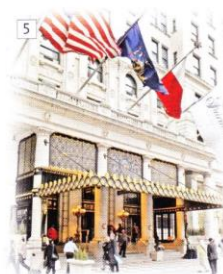
Vocabulary

Types of accommodation

- 1 Match the pictures to the different types of accommodation.



apartment
bed and breakfast
campsite
caravan
chalet
country house
cruise ship
farmhouse
guest house
hostel
hotel
lodge
log cabin
motel
motorhome
mountain refuge
university hall of residence
villa



- 4 Now repeat your discussion, but this time categorize the different types of accommodation as

- 1 urban *or* rural
- 2 static *or* mobile.

Make a new diagram for each discussion.

Find out

- 1 Go to the Internet or your local tourist information office. Find serviced or self-catering accommodation in your area that would be suitable for

- 1 a family (two adults, two small children) on holiday, but with a limited budget
- 2 a business traveller staying in your area for three days for a conference
- 3 a retired couple who want to see the important monuments in your area
- 4 a student like you.