

Catrin E. Morris

ESP  
Series

**FLASH on**  
**English for**  
**TOURISM**

**Second Edition**



# Contents

Unit	Topic	Vocabulary	Skills
<b>1</b> pp. 4-7	An Introduction to Travel and Tourism	Categories of tourism Aspects of tourism	<b>Reading:</b> tourism industry and related jobs <b>Listening and Speaking:</b> exchanging information in a travel agency <b>Writing:</b> filling in an online travel search form; an email saying what kind of holiday you want
<b>2</b> pp. 8-11	Tourism Organisations, Promotion and Marketing	Types of tourism organisations Marketing terms E-marketing	<b>Reading:</b> scanning online tourism marketing for details <b>Listening:</b> key information from a radio promotion <b>Speaking:</b> asking for information in order to market holidays effectively <b>Writing:</b> an advert marketing holidays
<b>3</b> pp. 12-15	Types of Transport	Types of transport Airport procedures Types of Tickets Timetables	<b>Reading:</b> information signs, security check lists and timetables <b>Listening:</b> key information at the ticket office <b>Speaking:</b> at airport check-in and passport control; booking train and coach tickets <b>Writing:</b> an email giving information about local transport
<b>4</b> pp. 16-19	Accommodation	Types of accommodation, catering and leisure Accommodation facilities Telephone language	<b>Reading:</b> types of accommodation and services provided <b>Listening:</b> selecting different services on the phone <b>Speaking:</b> checking in at accommodation; requesting services on the phone <b>Writing:</b> a postcard describing accommodation and facilities
<b>5</b> pp. 20-23	Hotel Staff	Staff positions and duties Job descriptions	<b>Reading:</b> hotel staff positions <b>Listening:</b> describing what a position involves <b>Speaking:</b> a job interview
<b>6</b> pp. 24-27	Planning and Booking a Holiday	Travel documents Booking forms Hotel FAQs	<b>Reading:</b> how to book a holiday <b>Listening:</b> booking a holiday and giving feedback <b>Speaking:</b> role play at the travel agency <b>Writing:</b> an online review of a hotel
<b>7</b> pp. 28-31	Written Communication	Emails Memos and forms Business letters	<b>Reading:</b> how to write emails, memos, forms and business letters <b>Writing:</b> requesting a brochure via email
<b>8</b> pp. 32-35	Oral Communication	Telephone calls Voice mail	<b>Reading:</b> how to make a phone call and a voice mail <b>Listening:</b> booking a hotel; creating an effective voice mail message

Unit	Topic	Vocabulary	Skills
<b>9</b> pp. 36-39	International Tourism: UK	The UK geography Origins and history Cultural activities Local economy	<b>Reading:</b> tourist pamphlets for extensive information <b>Listening:</b> guided tours across the UK <b>Speaking:</b> giving and asking for advice about UK tourism <b>Writing:</b> a short UK travel itinerary for specific types of tourists
<b>10</b> pp. 40-43	International Tourism: Europe	Natural features Holiday activities Expressions for recommending	<b>Reading:</b> winter/summer holiday resorts and itineraries <b>Listening and Speaking:</b> making plans for holiday destinations and activities; booking sightseeing trips <b>Writing:</b> an email requesting information about a guided tour
<b>11</b> pp. 44-47	International Tourism: USA	American culture and lifestyle Security checks and visa requirements	<b>Reading:</b> a guide to the USA <b>Listening:</b> advice and recommendations; a guided tour of Central Park <b>Speaking:</b> giving advice on travel requirements <b>Writing:</b> production of a short 'Must Do' guide
<b>12</b> pp. 48-51	International Tourism: Oceania and India	Australia and New Zealand India	<b>Reading:</b> similarities and differences in Oceania; profile on India <b>Listening:</b> the Aborigenes <b>Speaking:</b> persuading to buy a trip <b>Writing:</b> describing your favourite country to visit
<b>13</b> pp. 52-55	Ecotourism	History and principles of ecotourism Organisations involved Travel habits	<b>Reading:</b> ecotourism projects; identifying principles and benefits <b>Listening:</b> a radio interview about new holiday destinations <b>Speaking:</b> planning sports tourism itineraries <b>Writing:</b> an email giving information about ecotourism holidays
<b>14</b> pp. 56-59	New Tourist Destinations	Sporting events Types of tourists Dates and competitions	<b>Reading:</b> articles about new tourist destinations and sports tourism <b>Listening and Speaking:</b> presenting new tourist destination projects and answering questions about them <b>Writing:</b> devise new tourist destinations and activities
<b>15</b> pp. 60-63	Applying for a Job	Curriculum Vitae Covering letter Tips for a successful interview	<b>Reading:</b> how to write a CV and a covering letter; tips for getting a job <b>Speaking:</b> discuss the suitability of a candidate compared to a job post <b>Writing:</b> production of a covering letter and a simulation of an interview

 1 MP3 audio files downloadable from [www.elionline.com](http://www.elionline.com)

# 1

# An Introduction to Travel and Tourism

## 1 Look at the pictures and answer the questions.

- 1 Do these people travel?
- 2 Are they tourists?



## 2 Read the text about travel and tourism and check your answers.

People travel for lots of reasons. They make journeys to and from school or work every day; visit friends and family; take day trips shopping or to football matches; go out for evening entertainment such as the cinema; and they go away on business or study trips. So when does travel become tourism? When people travel to and stay in a place which is not where they live. For example there is **recreational tourism** if you want to relax and have fun, maybe at the beach. There's **cultural tourism**: sightseeing or visiting museums to learn about history, art and people's lifestyles. With **adventure tourism** you explore distant places or do extreme activities. **Ecotourism** is about ethical and responsible trips to natural environments such as rainforests. **Winter tourism** is usually holidays in resorts where there is snow and people go skiing or snowboarding. **Sport tourism** is to play or watch different sporting events like the Olympics. **Educational tourism** is to learn something, possibly a foreign language, abroad. Nowadays there is also health tourism to look after your body and mind by visiting places like spa resorts; **religious tourism** to celebrate religious events or visit important religious places such as Mecca for Muslims; and **gap-year tourism** when young people go backpacking or do voluntary work between school and university.

## 3 Read the text again. Match the type of tourism with its definition and an example.

Type of tourism	Definition	Example
Adventure tourism	holidays to resorts where there is snow	a foreign language
Cultural tourism	to celebrate religious event or visit important religious places	any of the other kinds of tourism
Ecotourism	to explore distant places or do extreme activities	Mecca for Muslims
Educational tourism	to learn about history, art and people's lifestyles	monuments or museums
Gap year tourism	to learn something	rainforests
Health tourism	to look after your body and mind	skiing or snowboarding
Recreational tourism	to play or watch different sporting events	spa resorts
Religious tourism	to take ethical and responsible trips to natural environments	the beach
Sport tourism	to relax and have fun	the Olympics Games
Winter tourism	when young people go backpacking or do voluntary work between school and university	trekking



#### 4 Read the text again and underline the correct answer to each question.

- People travel
  - for different reasons.
  - to go on holiday.
  - to get to work.
- You can take
  - day and evening trips.
  - study and business trips.
  - theatre and cinema trips.
- Tourism is travel
  - in your home town.
  - to countries across the world.
  - to places where you don't live.
- Ecotourism is ethical and responsible about
  - money.
  - shopping.
  - the environment.
- The Olympics is a
  - sporting event.
  - summer event.
  - winter event.
- A spa is a place you visit to
  - celebrate a religious event.
  - learn something new.
  - look after your health.

#### 5 1 Listen to a conversation about where to go on holiday and match each member of the family with the type of tourism they would like from exercise 3.

- |                       |              |
|-----------------------|--------------|
| 1 Dad <i>cultural</i> | 4 Josh _____ |
| 2 Grandma _____       | 5 Mum _____  |
| 3 Hannah _____        | 6 Zoe _____  |

#### 6 2 Complete the conversation below between a travel agent and a customer with expressions from the box. Listen and check your answers.

Any ideas How about I agree I quite fancy I really want to Let's see Personally, I'd like Why don't you

- Travel Agent: (1) *Any ideas* about where you want to go on holiday this summer, Mrs Brown?  
 Customer: Well, (2) \_\_\_\_\_ have a proper family holiday this year.  
 Travel Agent: OK, there are some good all inclusive package holidays by the sea.  
 Customer: Mmm! (3) \_\_\_\_\_ going somewhere different this year.  
 Travel Agent: (4) \_\_\_\_\_ taking a city break?  
 Customer: (5) \_\_\_\_\_ it, but I think the kids might be bored.  
 Travel Agent: (6) \_\_\_\_\_ combine a city break with something for the kids like Euro Disney?  
 Customer: That's a good idea, (7) \_\_\_\_\_, but isn't Euro Disney really expensive?  
 Travel Agent: Well, (8) \_\_\_\_\_ if there are any special offers on at the moment.

#### 7 **Pairwork** A and B. Look at the pictures in exercise 1 of different holiday destinations and role play a conversation between a travel agent and a customer. Try to use expressions from exercise 6.

Student A: you are a travel agent. Ask questions about what kind of holiday the customer wants this year.  
 Student B: you are a customer. Answer questions about what kind of holiday you want this year. When you finish, change roles.

## 8 Read the text and complete the table with the correct information.



Tourism is a multi-billion dollar business with hundreds of millions of travellers arriving in destinations across the world every year, but there's a lot more to tourism than just the tourists.

Before you even leave home you probably use a number of services. You book your trip through a tour operator, if it's a package holiday, or a travel agent, if you want to buy products and services like flights separately.

These days, many people book directly online with companies that offer both organised and independent travel. You usually need to purchase airline, train, ferry and coach tickets to your holiday resort in advance to reserve a seat and get a good price. If you're hiring a car it's also a good idea to book in advance, but you can arrange local transport like taxis and buses when you're there. You also need to book accommodation to be sure to stay where you want, when you want. There is a wide range of options for different people and pockets: from luxury hotels to roadside motels, family-run guesthouses or B&Bs (Bed and Breakfasts), to self-catering apartments to youth hostels. You can decide about hospitality (catering and entertainment) during your holiday, unless you book it with your accommodation. B&B means you get breakfast included in the price of your stay. Half board, usually only available at hotels, means breakfast and dinner are included. Full board means breakfast, lunch and dinner are included. This option is common on package or cruise ship holidays to keep the cost down, as are all inclusive leisure activities such as sport, shopping and live shows. Most places have a Tourist Information Point where they give you free information about what to see and do and how to get around. Organised trips often have travel reps (representatives) on hand to help you, but you can also pay a local tour guide to take you sightseeing or show you tourist attractions.

### Hospitality

Accommodation (Where to stay)	Catering (Where to eat)	Entertainment and leisure (What to do)	Jobs (Who does what)	Transport (How to travel)	Holiday types (What kind of holiday)
<i>luxury hotels</i>	<i>bed and breakfast</i>	<i>sport</i>	<i>tour operator</i>	<i>plane</i>	<i>package holiday</i>

## 9 Read the text again and answer the questions.

- 1 How many travellers arrive in destinations across the world every year?
- 2 How can you book holidays?
- 3 Why do you need to purchase tickets for airlines, trains, ferries and coaches in advance?
- 4 What other transport service is it a good idea to book in advance?
- 5 When can you arrange local transport?
- 6 For whom and what is there a wide range of different accommodation options?
- 7 Which kind of accommodation includes breakfast, lunch and dinner?
- 8 Where is this a common option?
- 9 Do you pay for information from Tourist Information Points?
- 10 Who can take you sightseeing or show you tourist attractions?

## 10 Complete the online travel search information.



### Holidays you like

Trip Search...

HOLIDAY TYPE (only tick [✓] one)

Package holiday  Transport & accommodation   
 Transport only  Accommodation only  Transport, accommodation and car hire

TRANSPORT (tick one or more)

Flight  Ferry tickets   
 Car hire  Coach tickets   
 Train tickets   
 Leaving from: \_\_\_\_\_ Departure date: \_\_\_\_\_ Time: \_\_\_\_\_ Going to: \_\_\_\_\_ Return date: \_\_\_\_\_ Time: \_\_\_\_\_

Accommodation (only tick one)

Hotel  B&B  Full board  Breakfast only   
 Motel  Apartment  Half board  Self-catering   
 Guesthouse  Youth hostel

Catering (only tick one)

Entertainment & leisure interests (you can tick more than one)

Adventure  extreme sport  trekking   
 Culture  museums  art galleries  sightseeing   
 Ecotourism  natural world  conservation   
 Educational  arts & crafts  cooking  languages  music & drama   
 Gap year  backpacking  voluntary work   
 Health  spa resorts  yoga & meditation   
 Religious  events  places   
 Recreational  seaside  shopping  shows   
 Sport  playing  watching   
 which sport(s): \_\_\_\_\_

## 11 Writing There is a problem with the *Holidays you like* online booking system. Write them an email giving them the information in your trip search. Use these expressions to help you.

I want to book...

I'd like to travel by...

I'm leaving from...

I'm going to...

I want to leave on... at...

I'd like to return on... at...

I'd like to book accommodation in  
a... with (catering)

I'm interested in... tourism

In particular, I'd like to...

### MY GLOSSARY

accommodation /əˈkɒməˈdeɪʃn/ \_\_\_\_\_  
 airline /eəˈlaɪn/ \_\_\_\_\_  
 backpacking /ˈbækpækɪŋ/ \_\_\_\_\_  
 to book /tə buːk/ \_\_\_\_\_  
 catering /ˈkeɪtərɪŋ/ \_\_\_\_\_  
 cruise /kruːz/ \_\_\_\_\_  
 entertainment /entəˈteɪnmənt/ \_\_\_\_\_  
 guesthouse /ˈgesthaʊs/ \_\_\_\_\_  
 flight /flaɪt/ \_\_\_\_\_  
 full board /fʊl bɔːd/ \_\_\_\_\_  
 half board /hɑːf bɔːd/ \_\_\_\_\_  
 to hire /tə haɪr/ \_\_\_\_\_  
 hospitality /hɒspɪˈtæləti/ \_\_\_\_\_  
 journey /ˈdʒɜːni/ \_\_\_\_\_  
 leisure /ˈleɪʒə(r)/ \_\_\_\_\_  
 luxury hotel /lʌkʃəri ˈhɒstl/ \_\_\_\_\_

package holiday /ˈpækɪdʒ ˈhɒlɪdeɪ/ \_\_\_\_\_  
 to purchase /tə ˈpɜːtʃəs/ \_\_\_\_\_  
 recreational /ˌrekrɪˈeɪʃənəl/ \_\_\_\_\_  
 to reserve /tə rɪˈzɜːv/ \_\_\_\_\_  
 roadside motel /ˈrɔːdsaɪd məʊtel/ \_\_\_\_\_  
 self-catering /selfˈkeɪtərɪŋ/ \_\_\_\_\_  
 sightseeing /saɪtsiːɪŋ/ \_\_\_\_\_  
 spa resort /spɑː rɪˈzɔːt/ \_\_\_\_\_  
 to take a break /tə teɪk ə breɪk/ \_\_\_\_\_  
 tour guide /tuə(r) ɡaɪd/ \_\_\_\_\_  
 tour operator /tuə(r) ɒəreɪtə(r)/ \_\_\_\_\_  
 travel representative /ˈtrævl reprɪˈzentətɪv/ \_\_\_\_\_  
 tourist information point /tuərist ɪnfəˈmeɪʃn pɔɪnt/ \_\_\_\_\_  
 travel agent /ˈtrævl ˈeɪdʒnt/ \_\_\_\_\_  
 youth hostel /juːθ ˈhɒstl/ \_\_\_\_\_

# 2

## Tourism Organisations, Promotion and Marketing

### 1 Look at these company logos and answer the questions.

- 1 Do you recognise these company logos?
- 2 What type of companies are they?



### 2 Read the text about tourism organisations and check your answers.

**Tourism organisations** fall into three categories. Firstly they can be **non-governmental organisations** or a charity like the World Tourism Organisation, a United Nations' organisation which promotes 'the development of responsible, sustainable and universally accessible tourism' (UNWTO). Secondly, they can be **government organisations** like Britain's national tourism agency, Visit Britain, which markets British tourism at home and abroad. Thirdly, they can be **private sector organisations** like Thomas Cook, which promote and sell holidays for profit.

We can separate this last group into three more categories. **Independent companies** have one or more branches, which can often be close to each other. They sell their holidays to people locally and market them by word of mouth.

**Miniple companies** have several branches in different areas, which sometimes use different trade names and they have a head office, which can manage the organisation's marketing strategy centrally. **Multiple agencies** have branches in all major towns and cities and they can be part of very large tourism sector companies. They market holidays on the basis of competitive prices or special offer packages. In addition to this, travel agents can be members of **trade associations**, organisations representing travel companies who can help with marketing and protect customers' rights. Of course nowadays many people prefer **online do-it-yourself tourism** to any of these organisations.

### 3 Read the text again and complete the table.

Category of tourism organisation	Example	Type of organisation and what they do
<i>non-governmental organisations/ a charity</i>	UNWTO	
		<i>markets British tourism at home and abroad</i>
<i>private sector organisations</i>		
<i>independent</i>		<i>have one or more branches, ...</i>
<i>miniple</i>		
<i>multiple</i>		
<i>trade associations</i>		

#### 4 Write the equivalent word in your language.

- |                      |                        |
|----------------------|------------------------|
| 1 charity: _____     | 6 to market: _____     |
| 2 sustainable: _____ | 7 word of mouth: _____ |
| 3 to promote: _____  | 8 trade name: _____    |
| 4 profit: _____      | 9 head office: _____   |
| 5 branch: _____      | 10 competitive: _____  |


#### 5 Complete this text about the National Trust with the words and expressions in exercise 4. Be careful to use the appropriate grammatical form. Then listen and check.

The National Trust is a (1) *charity* and a non-(2) \_\_\_\_\_ organisation, which (3) \_\_\_\_\_ British tourism to artistic, historical and natural sites in a (4) \_\_\_\_\_ way. It has two (5) \_\_\_\_\_, one in London and another in Swindon, as well as hundreds of (6) \_\_\_\_\_ all over the UK. Places with the (7) \_\_\_\_\_, 'National Trust' (8) \_\_\_\_\_ themselves through the image of conservation and heritage. However, many of the thousands of visitors to National Trust sites hear about them by (9) \_\_\_\_\_ from friends, colleagues or relatives. They provide great days out for the whole family as you can enter many sites for free and you can also hire venues for special events at extremely (10) \_\_\_\_\_ prices.



**Dunster Castle, Somerset**

#### 6 Read the short descriptions of National Trust sites and match a person with a place to visit.



## National Trust

[Home](#) | [About us](#) | [Accessibility](#) | [Sitemap](#)

- 1 **Wellbrook Beetling Mill:** do you like trying new crafts? Do you enjoy going for walks in the country and having picnics on the lawn? Then come to this water-powered linen mill in Northern Ireland. It's open 2-6 p.m. March to September.
- 2 **South Foreland Lighthouse:** can you imagine living and working in a lighthouse on the White Cliffs of Dover overlooking the sea, at the time of the first international radio transmission? Find out what it's like and learn about Marconi and Faraday's early experiments, March to October, 11 a.m. to 5.30 p.m.
- 3 **Red house, Kent:** if you love looking at beautiful things, this is the place for you. You can see William Morris's art nouveau furniture, Edward Burne-Jones's original artwork, or try relaxing and playing games in the landscaped garden. Open March to December 11 a.m. to 5 p.m.
- 4 **Theatre Royal, Suffolk:** do you have a passion for drama? Visit Britain's last Regency theatre. You can see the amazing hand-painted ceiling. It's just like the sky! Then watch a 19th-century-style play. Open February to November, Tuesday and Thursday p.m., Saturday and Sunday a.m. Entrance is free. You only pay for performances.
- 5 **Dunster Castle, Somerset:** are you mad about history? Explore the secret passage in the medieval castle. Discover the Lovers' Bridge in the gardens. Go bat-watching in the great hall. Find out about the lives of Dunster's noble families. Visit the gardens all year round, 11-4 in winter, 11-5 in summer. The castle opens March to October 11-5.

- a  Claudia is quite artistic and she loves trying new things. She doesn't like science, but she likes being in the country.
- b  David likes art and architecture and he also enjoys relaxing and playing games. He hates learning about history.
- c  Gwen is mad about history and drama. She hates being outside and doesn't really like gardens or nature.
- d  Holli is very romantic and likes investigating mysteries and nature-watching. She's also quite interested in history and gardening.
- e  Mick has a passion for science and loves finding out about how things work. He doesn't like going to museums or to theatres.

## 7 Pairwork Work in pairs. Follow the instructions below, then swap roles.

Student A: Ask your partner about their interests. Then choose the best activity for them from exercise 6.

Student B: Tell your partner about your interests and what you like and don't like doing. Do you agree with Student A's choice of activity for you?

## 8 Match the terms with the correct definitions.

- |               |   |
|---------------|---|
| 1 Advertising | a <input type="checkbox"/> It keeps a product or service in the minds of customers and helps stimulate their demand for it.           |
| 2 Promotion   | b <input type="checkbox"/> It makes sure that customers buy a product or service by understanding and meeting their needs.            |
| 3 Marketing   | c <input type="checkbox"/> It brings a product or service to the attention of customers through the media to persuade them to buy it. |

## 9 Read the text and check your answers.

People are often unclear about exactly what marketing is, and confuse it with advertising and promotion, both important parts of marketing. Advertising brings a product or service to the attention of customers through the media e.g. newspapers, TV, or the Internet to persuade them to buy it. Promotion keeps a product or service in the minds of customers and helps stimulate their demand for it, often through advertising. Marketing is altogether more complex. It is all the activities involved in making sure that customers buy a product or service by understanding and meeting their needs. Traditionally this is called the four Ps marketing mix: Product; Price; Place; Promotion. In other words you need to market the right product at the right price in the right place and in the right way if you want to sell it. You could add one other P to this: you need to sell it to the right people.

You can identify the right people through a process called market segmentation. This is when you group together people with similar needs and wants to identify your target customers so you can successfully market your product to them. There are many ways of doing this, for instance: by the amount of money people have (do they want budget or luxury holidays?); by the kind of activities they're interested in (heritage, nature or adventure); by their circumstances (are they single, a couple, or a family?); by their age (18-25 or 60+); and by the kind of tourists they are (independent or pampered).

## 10 Read the text again quickly and answer the questions.

- 1 Give three examples of advertising media. *Newspapers, TV and the Internet*
- 2 Give an example of Promotion.
- 3 Name the four Ps of the Marketing mix.
- 4 Name the fifth P.
- 5 Name the process of grouping together people with similar needs and wants in marketing.
- 6 Give three examples of this.

## 11 4 Listen to the interview with a travel agent about his company's e-marketing strategies and decide if these sentences are true (T) or false (F). Correct the false ones.

- 1 They use TV and radio adverts. *F*  
*No, they don't use them because they are too expensive.*
- 2 They sometimes place ads in newspapers or magazines they think their target customers buy.
- 3 They advertise in specialist travel brochures, leaflets or tourism guides.
- 4 Their main marketing area is online.
- 5 They use a combination of low-cost e-marketing strategies.
- 6 They don't like social networking sites.
- 7 They never advertise on search engines.
- 8 Banners are not competitive and they don't always reach the target customers.
- 9 It's not possible to book online.
- 10 They have great word of mouth marketing through their forum.



**12 Pairwork** Look at the list of different kinds of media advertising and discuss which you think you could use to market holidays for each group.

newspapers TV the Internet radio magazines travel brochures leaflets tourism guides  
social networking sites search engine banners websites online forum word of mouth

- 1 A big family who want an all inclusive package holiday
- 2 A retired couple interested in history and heritage
- 3 A group of friends who want an adventure holiday
- 4 A young married couple
- 5 A gap-year student
- 6 A young person looking for a cheap city break
- 7 A group of friends looking for a last minute offer
- 8 You!



Student A: *I think we could use newspapers or tourism brochures to market an all inclusive package holiday to a big family.*

Student B: *I don't agree. I think everybody uses the Internet these days, so maybe we could use a search engine banner or a website.*

**13 Writing** Look at the picture of a holiday destination. You are the marketing team for a big travel company. Choose your target customer and write an advert marketing the holiday to them. Remember the 4 Ps (Product, Place, Price and Promotion) and decide what media to advertise through. In your advert, include details of:

- suitable activities for customers to do
- facilities and services you offer
- the price (with offers/discounts)
- the length and period of the holiday (try to suit it to your customers)
- other information to attract your customers



## MY GLOSSARY

ad\advert\advertisement /æd/ /'ædvɜ:t/ /'ædvɜ:tɪsmənt/ \_\_\_\_\_  
to advertise /tu: 'ædvətəɪz/ \_\_\_\_\_  
artwork /ɑ:twɜ:k/ \_\_\_\_\_  
banner /'bænə(r)/ \_\_\_\_\_  
budget /'bʌdʒɪt/ \_\_\_\_\_  
craft /krɑ:ft/ \_\_\_\_\_  
customers' rights /'kʌstəməz raɪts/ \_\_\_\_\_  
demand /dɪ'mænd/ \_\_\_\_\_  
development /dɪ'veləpmənt/ \_\_\_\_\_  
DIY (do-it-yourself) /du it jɔ:'self/ \_\_\_\_\_  
e-marketing /i:'mɑ:kɪtɪŋ/ \_\_\_\_\_  
government organisation /'gʌvənmənt ɔ:gnə'zeɪʃn/ \_\_\_\_\_  
heritage /'herɪtɪdʒ/ \_\_\_\_\_  
landscaped garden /'lændskeɪpd 'gɑ:dən/ \_\_\_\_\_  
lawn /lɔ:n/ \_\_\_\_\_  
leaflet /'li:flət/ \_\_\_\_\_

locally /ləʊkli/ \_\_\_\_\_  
market segmentation /'mɑ:kɪt segment'eɪʃn/ \_\_\_\_\_  
marketing tool /'mɑ:kɪtɪŋ tu:l/ \_\_\_\_\_  
to meet the needs /tə mi:t ðə ni:dz/ \_\_\_\_\_  
mill /mɪl/ \_\_\_\_\_  
miniple /mɪnɪpl/ \_\_\_\_\_  
multiple /'mʌltɪpl/ \_\_\_\_\_  
(non-)governmental organisation /nɒŋgʌvən'mənt ɔ:gnə'zeɪʃn/ \_\_\_\_\_  
pampered /'pæmpə(r)d/ \_\_\_\_\_  
to protect /tə prə'tekt/ \_\_\_\_\_  
search engine /sɜ:tʃ 'endʒɪn/ \_\_\_\_\_  
to stimulate /tə 'stɪmjʊleɪt/ \_\_\_\_\_  
target customers /'tɑ:ɡɪt 'kʌstəmə(r)z/ \_\_\_\_\_  
trade association /treɪd əsəʊ'si'eɪʃn/ \_\_\_\_\_  
trade name /treɪd neɪm/ \_\_\_\_\_

# 3

## Types of Transport

1 Read the four texts about different types of transport and match them with the pictures.



1 **Air travel** is a fast way of travelling both for domestic and international journeys. Some airline companies operate scheduled flights, when take-off and landing are at major airports in major cities. Because departure and arrival times are regular and guaranteed tickets can be expensive. Alternatively, there are cheap charter flights when a travel company buys all the seats on a plane and sells at a discounted price. Charter airlines and low-cost scheduled airlines often operate from more accessible local airports and fly direct to holiday resorts, particularly in peak season. You usually need to buy tickets in advance. It is also possible to buy round the world tickets where you stop off at different global destinations. There is a limit to how much luggage passengers can carry and it takes time to check-in for flights due to security checks. Nowadays many people try to avoid taking too many flights because they aren't good for the environment.

2 **Sea travel** can be a clean alternative to air travel. Ferries operate from one mainland destination to another, or between islands, departing and arriving at major ports. You can often take your car on ferries and there are no limits on the luggage you can carry. Journeys are long compared to flights and they can be quite expensive, especially if you sleep in a cabin overnight. You can buy tickets directly from the ferry companies or through tour operators, usually in advance. You can also take a luxury cruise, but they are generally quite expensive, all-inclusive packages.

3 **Rail travel** also has a low environmental impact and is a very flexible and convenient mode of transport because you can buy tickets in advance or just turn up at the station. Price varies a lot according to distance and destination. Luggage allowance is limited on trains, but on long distance trips you can book a bed to sleep in, called a berth. There are also young person's rail passes for travelling around Europe and many countries have cheap or subsidised rail travel.

4 **Road travel** can be by car or by coach, but neither is very environmentally friendly. Car travel is very convenient because you can choose your own departure and arrival points and times, and take as much luggage as your vehicle can carry. The cost is generally low apart from fuel and any tolls, but travel time can be long. Alternatively you can arrive at your destination and hire a car on arrival, but this can be expensive. Coaches, like trains, follow timetables and you need to buy tickets in advance to be sure of a seat. Journeys can be slow and arrival times are unpredictable because of traffic. They are however cheap and convenient, with stops at both major and minor destinations.


2 Match these words and expressions from the text with their definitions.


- |                            |  |
|----------------------------|--|
| 1 charter flight           | a <input type="checkbox"/> a plane leaving at the same time each day or each week  |
| 2 environmentally friendly | b <input type="checkbox"/> a plane journey organised by a company that buys all the seats                                    |
| 3 fuel                     | c <input type="checkbox"/> a special train ticket you can buy to travel around a specific area for a specific period of time |
| 4 landing                  | d <input type="checkbox"/> bags and suitcases that you take on a journey   |
| 5 luggage                  | e <input type="checkbox"/> something that doesn't damage the natural world   |
| 6 peak season              | f <input type="checkbox"/> the activities to protect a country, building or person against attack or danger                  |
| 7 rail pass                | g <input type="checkbox"/> the time of year when a lot of people go on holiday   |
| 8 scheduled flight         | h <input type="checkbox"/> what we put in a car to make it go, e.g. petrol or diesel   |
| 9 security checks          | i <input type="checkbox"/> when an airplane leaves the ground and starts flying  |
| 10 take-off                | j <input type="checkbox"/> when the plane returns to the ground at the end of a journey                                      |

**3** Read the four texts again and answer the questions. Be careful, some have more than one answer.

Which type of transport:

- 1 can be quite expensive if you travel overnight?  
*sea*
- 2 has a low environmental impact?
- 3 has a luxury version with all-inclusive packages?
- 4 has limits on passenger luggage?
- 5 has long security checks?
- 6 has unpredictable arrival times?
- 7 is convenient because you can choose your own route?
- 8 is not environmentally friendly?
- 9 operates between mainlands or islands?
- 10 has guaranteed departure and arrival times?

**4**  **5** Listen to the conversation and decide where it takes place (in a ticket office, travel agency, tour operator's, on the phone) and what kind of tickets the customer wants to buy.


**5**  **5** Listen to the conversation again and complete it with the missing information.

- Woman: Hello, I'd like to buy a ticket to (1) *London* please.
- Ticket officer: Is that a (2) \_\_\_\_\_ or a (3) \_\_\_\_\_ ticket?
- Woman: A (4) \_\_\_\_\_ please.
- Ticket officer: When do you want to (5) \_\_\_\_\_?
- Woman: Now.
- Ticket officer: And when do you want to (6) \_\_\_\_\_?
- Woman: Today, please.  
(7) \_\_\_\_\_ is that?
- Ticket officer: A (8) \_\_\_\_\_ day return ticket is (9) \_\_\_\_\_.
- Woman: What time is the next (10) \_\_\_\_\_?
- Ticket officer: It's at (11) \_\_\_\_\_ from platform (12) \_\_\_\_\_.
- Woman: Thank you.

**6** **Pairwork** Role play conversations at the ticket office. Use the dialogue from exercise 5 to help you. Then swap roles.

**7** Read these airport procedures and put them in the order you should do them. The first and the last are done for you.

- a  Arrive at the airport and go to the correct check-in desk.
- b  Check in your luggage and take your boarding pass.
- c  Give the airline staff your passport and booking information.
- d  Present your boarding card and identification for inspection at passport control.
- e  Proceed to the departure gate when it opens.
- f  Put your hand luggage and coat through the security check.
- g  Show your passport and boarding card to staff before boarding.
- h  Walk through the metal detector.

**8**  **6** Now listen and check.

**9** Read the conversation below between an airline steward and a customer and complete it with the expressions from the box.

A window seat, please. ~~Here they are.~~  
Just one. Yes, I did.  
Good, it doesn't weigh very much.

Airline steward: Good morning, can I have your passport and booking information, please?

Customer: (1) *Here they are.*

Airline steward: Would you like a window or an aisle seat?

Customer: (2) \_\_\_\_\_

Airline steward: Did you pack your bag yourself?

Customer: (3) \_\_\_\_\_

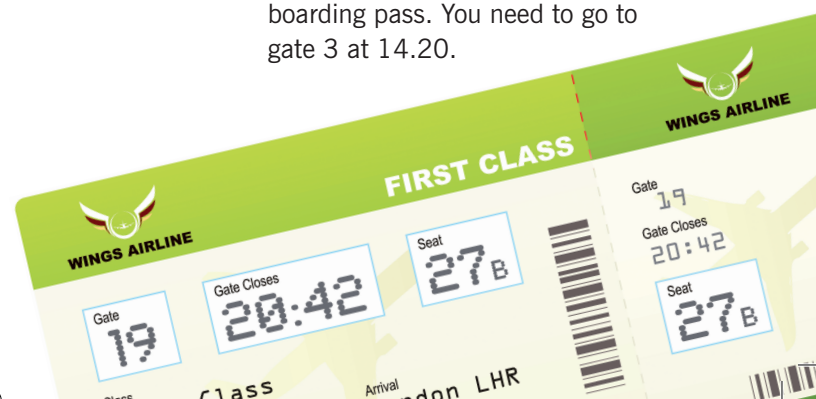
Airline steward: Put your bag on the scales, please.

Customer: (4) \_\_\_\_\_

Airline steward: How many pieces of hand luggage have you got?

Customer: (5) \_\_\_\_\_

Airline steward: Here are your passport and boarding pass. You need to go to gate 3 at 14.20.



**10 Match these transport symbols you see in airports with the words in the box.**

buses car hire parking taxis trains underground



1 \_\_\_\_\_



2 \_\_\_\_\_



3 \_\_\_\_\_



4 \_\_\_\_\_



5 \_\_\_\_\_



6 \_\_\_\_\_

**11 Read the text and complete the table.**

You're at your holiday destination, and now you need to continue your journey. Taxis are quick and efficient for short journeys, but they can be expensive. Many charge per passenger, piece of luggage, as well as surcharges for airport and night time journeys. If you want to be free to travel when and where you like, car hire can offer good value. You pay a daily or weekly rate for hiring a car, plus fuel costs and you choose the kind of car you want, but most are bad for the environment. Adventurous tourists can rent a motorbike, moped or bicycle. These are cheaper and also more environmentally-friendly, but watch out for traffic or people stealing your bike! For people on a budget, public transport is a good and green option. Cities usually have a choice of underground, buses, trains and sometimes trams and cable cars too. In small towns, the options are more limited. Cost and convenience vary a lot in different places, so look out for special offers like combination tickets, weekend or all-day travel passes. Of course if you want to save your money and the planet, you could always walk!

Mode of transport	Positive things about it	Negative things about it
<i>taxi</i>		
		<i>bad for the environment</i>
<i>motorbike</i>	<i>adventurous</i>	
<i>public transport</i>	<i>good for people on a budget</i>	<i>cost and convenience vary a lot</i>

**12 Read the email below. Who is it to?**

Send Chat Attach Address Fonts Colors Save As Draft

To the head of tourist information

Dear Sir/Madam,

As you know our town is twinned with yours and we are currently working on a joint project to promote tourism in both towns. I am writing to you to find out about the local transport services available. I am preparing a leaflet with information for our residents about what local transport to expect on arrival in your town and I would like some help from you.

We would like to know what public and private hire transport is available; how much it costs on average; whether it is convenient and reliable for getting around town and visiting tourist attractions and any other relevant information. Please could you write back to me as soon as possible with as much detail as possible?

Kind regards  
John Humphries  
Tourist information officer

### 13 Read the email again and answer the questions.

- Who is the email from?
- What is the relationship between the two towns?
- What is the joint project for?
- Why is John Humphries writing?
- What information does he want to know?
- When would he like to receive a reply?

### 14 You work at a tourist information office. Your boss shows you Mr Humphries's email and asks you to complete this survey about transport available in your town.

PUBLIC TRANSPORT	
[Please tick your answers]	
• What public transport is available?	<input type="checkbox"/> underground <input type="checkbox"/> buses <input type="checkbox"/> trams <input type="checkbox"/> trains <input type="checkbox"/> cable cars <input type="checkbox"/> other _____
• Are they reliable services?	<input type="checkbox"/> yes, usually <input type="checkbox"/> not always <input type="checkbox"/> sometimes <input type="checkbox"/> not usually
• How much does an average journey cost?	_____
• Are there a lot of stops around town?	<input type="checkbox"/> Yes, there are. <input type="checkbox"/> No, there aren't.
• Are they convenient for tourist attractions?	<input type="checkbox"/> Yes, they are. <input type="checkbox"/> Yes, some are. <input type="checkbox"/> No, they aren't.
• Where can you buy tickets for public transport?	<input type="checkbox"/> on board <input type="checkbox"/> at the stop/station <input type="checkbox"/> other _____
• Are there any problems with these modes of transport?	<input type="checkbox"/> traffic <input type="checkbox"/> overcrowding <input type="checkbox"/> crime <input type="checkbox"/> other _____

### 15 Writing Write a reply to John Humphries's email, using the information in your transport survey. Be honest about the local transport available, but be as positive as possible. Remember you want tourists to visit your town!

Dear Mr Humphries,

Thank you for your recent email. In answer to your questions...

---



---



---



---

Kind regards

## MY GLOSSARY

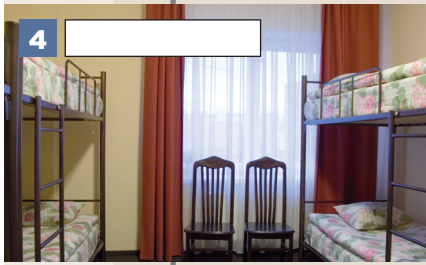
airline steward /eəlaɪn 'stjuːəd/ \_\_\_\_\_  
 aisle seat /aɪl si:t/ \_\_\_\_\_  
 berth /bɜːθ/ \_\_\_\_\_  
 boarding pass /bɔːdɪŋ pɑːs/ \_\_\_\_\_  
 cable car /keɪbl kɑːr/ \_\_\_\_\_  
 to charge /tə tʃɑːdʒ/ \_\_\_\_\_  
 cheap day return /tʃiːp deɪ rɪ'tɜːn/ \_\_\_\_\_  
 coach /kəʊtʃ/ \_\_\_\_\_  
 departure /dɪpɑːtʃə(r)/ \_\_\_\_\_  
 discounted price /dɪ'skaʊntɪd praɪs/ \_\_\_\_\_  
 environmentally-friendly /ɪnvaɪərən'mentli frendli/ \_\_\_\_\_  
 ferry /feri/ \_\_\_\_\_  
 fuel /fjuːl/ \_\_\_\_\_  
 gate /geɪt/ \_\_\_\_\_  
 hand luggage /hænd 'lʌɡɪdʒ/ \_\_\_\_\_  
 landing /lændɪŋ/ \_\_\_\_\_  
 long distance /lɒŋ 'dɪstns/ \_\_\_\_\_  
 low environmental impact /ləʊ ɪnvaɪərən'mentl 'ɪmpækt/ \_\_\_\_\_  
 luggage allowance /'lʌɡɪdʒ ə'laʊns/ \_\_\_\_\_  
 mainland /meɪnlænd/ \_\_\_\_\_

moped /məʊpəd/ \_\_\_\_\_  
 motorbike /məʊtəbaɪk/ \_\_\_\_\_  
 overcrowding /əʊvə'kraʊdɪŋ/ \_\_\_\_\_  
 overnight /əʊvə'nait/ \_\_\_\_\_  
 passenger /pæsəndʒə(r)/ \_\_\_\_\_  
 peak season /pi:k 'siːzn/ \_\_\_\_\_  
 platform /plætfɔːm/ \_\_\_\_\_  
 private hire /praɪvət haɪə(r)/ \_\_\_\_\_  
 rate /reɪt/ \_\_\_\_\_  
 return ticket /rɪ'tɜːn 'tɪkɪt/ \_\_\_\_\_  
 scale /skeɪl/ \_\_\_\_\_  
 scheduled flight /ʃedʒuːld flɑɪt/ \_\_\_\_\_  
 security checks /sɪ'kjʊərti tʃeks/ \_\_\_\_\_  
 surcharge /sɜːtʃɑːdʒ/ \_\_\_\_\_  
 take-off /teɪkɒf/ \_\_\_\_\_  
 toll /teʊl/ \_\_\_\_\_  
 travel pass /trævl pɑːs/ \_\_\_\_\_  
 twinned towns /twɪnd taʊnz/ \_\_\_\_\_  
 weekly /wi:kli/ \_\_\_\_\_  
 window seat /wɪndəʊ si:t/ \_\_\_\_\_

# 4

## Accommodation

- 1 Where do you usually stay when you go on holiday? Make a list of all the different types of tourist accommodation you can think of.
- 2 Read the text and write the names of the types of accommodation under the pictures.



Nowadays, the choice of **tourist accommodation** to suit your taste, budget and destination is endless. At the high end of the market there are **hotels**, offering rooms and meals. **Motels** are similar, except they are for motorists. So they are generally on major roads and always provide parking, but not always meals. **B&Bs**, or **guesthouses**, differ from hotels as they are usually small, less expensive, owner-occupied, family-run businesses without staff on call 24/7. Alternatively, **holiday villages** are popular with families who may be travelling on a budget. They

offer a choice of self-catering accommodation from small wooden cabins or chalets to studio apartments to large holiday villas, all in modern resorts with many leisure and recreational services available on site.

Private holiday rental offers a wide variety of accommodation. Then there are **timeshares**, where several people own accommodation they can use at specific periods each year. To avoid getting bored with the same destination, how about doing a **house swap**, where people holiday in each others' houses?

**Hostels** provide a low-cost, self-catering alternative to hotels, and appeal to young travellers, as the shared dormitories make it easy to meet people. Increasingly, universities offer **campus accommodation** in students' halls of residence during the holidays. This is the type of accommodation you often find on **study holidays**, but it can also be a cheap and sociable way to take a city break.

If you're looking for an adventure on a budget, **campsites** are perfect. You can take your own tent, or even stay in a traditional round Mongolian yurt or a tall Native American tepee. For more comfort, there are also **caravans** and **campervans**, which enable you to enjoy a holiday on the move. Finally, if you like to combine transport and accommodation, why not try a **barge**, a long flat boat which travels on rivers and canals, or a **yacht** if you prefer the sea.

