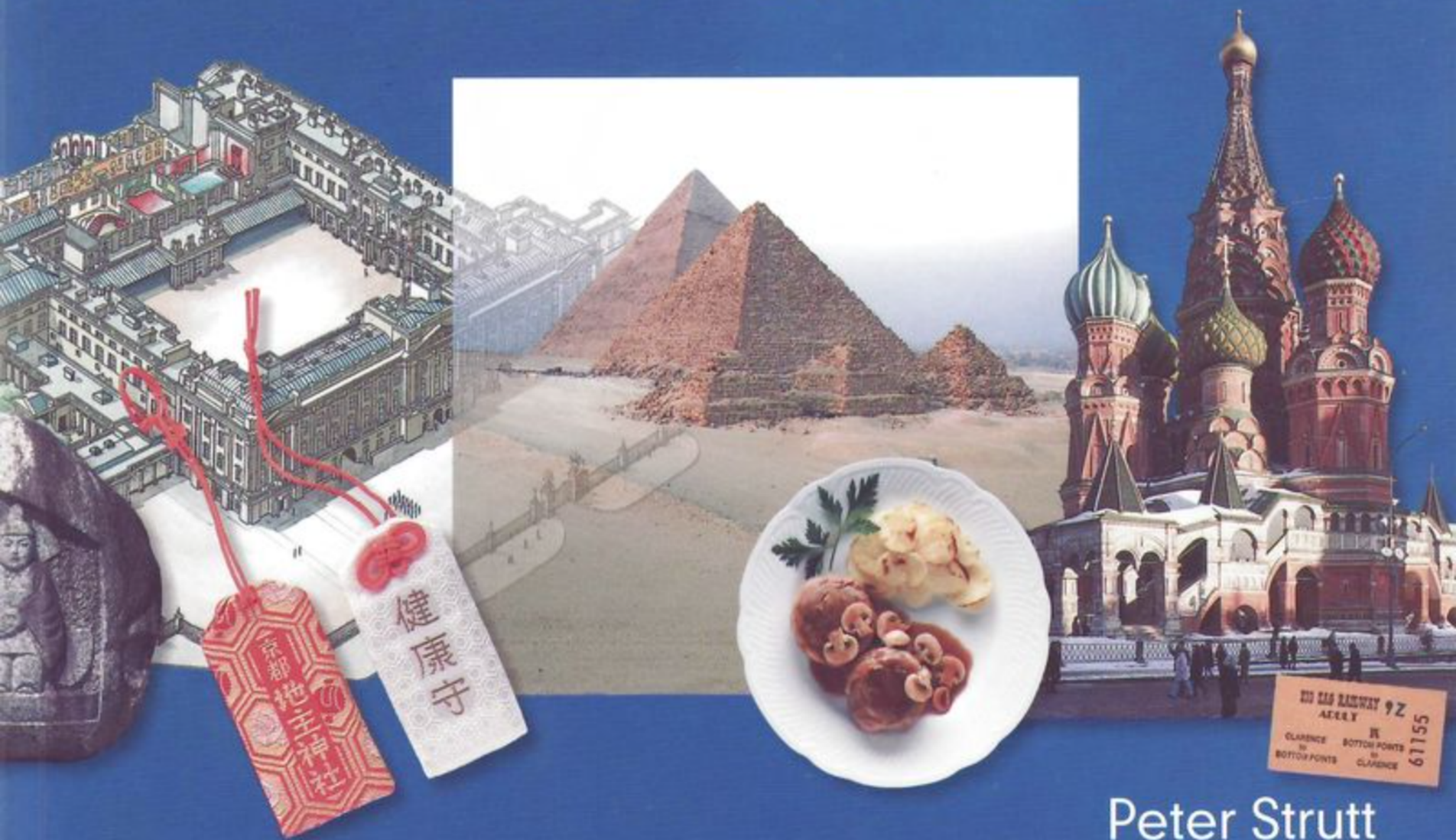


Intermediate Students' Book

English for International Tourism



Peter Strutt



English for International Tourism

Peter Strutt

Pearson Education Limited
Edinburgh Gate
Harlow
Essex CM20 2JE
England
and Associated Companies throughout the world.

www.longman.com

© Pearson Education Limited 2003

The right of Peter Strutt to be identified as author of this Work has been asserted by him in accordance with the Copyright, Designs and Patents Act 1988.

All rights reserved; no part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise without the prior written permission of the Publishers.

First published 2003
Fifth impression 2007

ISBN: 978-0-582-47983-8

Set in Syntax 11 / 15 pt

Printed in Spain by Graficas Estella.

Acknowledgements

The author would like to thank everyone at Pearson Education for their input and support, in particular Ian Wood for his encouragement and many suggestions for improvement.

The publishers would like to thank the following people for their help in piloting and developing this course:

Jane Peignard; Noreen Noonan, CRET, Briançon, France; Graham Stanley, Sant Ignasi-Sarrià, Escola Superior d'Hosteleria i Turisme, Barcelona, Spain; Bozena Wiercinska, Wyzsza Szkoła Hotelarstwa Gastronomii i Turystyki, Warszawa, Poland and Diane Legrande at the DK Picture Library for all her hard work.

We are grateful to the following for permission to reproduce copyright material:

Financial Times Limited for an extract adapted from "When an inspector calls" published in the *Financial Times* 7th December 1998; Guardian Newspapers Limited for an extract adapted from "A superior night's sleep" published in *The Observer* 18th March 2001 © The Observer 2001; Independent Newspapers (UK) Limited for an extract adapted from "Who's Britain's best holiday maker?" by Sally Chatterton published in *The Independent* 3rd November 1999; Pearson Education Limited for a table from *Tourism: An Introduction* by Ray Youell; and Telegraph Group Limited for extracts adapted from "Los Angeles" by Paddy Burt published in *The Daily Telegraph* 5th December 1998 and "Cloning the perfect hotelier" by Paddy Burt published in *The Daily Telegraph* 19th December 1998.

Photo acknowledgements

The publishers are grateful to the following for their permission to reproduce copyright photographs:

Adlon Hotel for page 25 top left; Axiom for page 92 bottom right; Aviation Picture Library for page 74; The Bridgeman Art Library for page 5 bottom left; Britannia Airways for page 6 top left; Britstock for page 30 bottom left; Bubbles for page 65 bottom; Cephas Photo Library for page 89; Corbis Images for pages 65 top left, 70, 82 left and 94 left; Corbis Stock Market for page 88 middle; DeragHotel Grosser Kurfurst for page 25 top right; Dublinia Museum, Dublin for page 66 top left; Greg Evans for pages 36 and 65 top right; Mary Evans Picture Library for page 30 right; Eye Ubiquitous for pages 88 right and 96; Getty Images for page 90 bottom; Hertz for page 6 top right; Nigel Hicks for page 92 bottom left; Robert Harding Picture Library for pages 40, 74 and 95 bottom right; Image State for page 14 top right; Impact Photos for page 82 bottom middle; Lunn Poly for page 48; Museo Nacional Del Parado, Madrid for page 54 top right; My Travel Group plc for page 33; P&O Stenna Line for page 6 middle right; The Photographers Library for pages 8 and 52 middle; Pictor International for pages 6 middle left, 56, 83 and 89; Pictures Colour Library for pages 30 top left, 64 bottom right, 91 and 98; R J H Public Relations for page 23; Rex Features for pages 14 left, 64 top left and 90 left; Ellen Rooney for page 20 top middle; The Royal Collection © HM Queen Elizabeth II for page 71; Still Digital for page 90 top left; Stone for pages 81 and 88 left; Werner Forman Archive for page 94 right.

Images taken from DK Eyewitness Travel Guides published by Dorling Kindersley Limited:

Travel Guide Barcelona – page 110cla; Travel Guide Berlin – page 22tl, 22c, 26, 27, 85tl; Travel Guide California – page 15cla, 15c, 16, 17 tr Robbie Polley, 19cra, 19c; Travel Guide Canada – page 64t; Travel Guide Delhi, Agra and Jaipur – page 64tr; Travel Guide Dublin – page 66, 67, 68; Travel Guide Egypt – page 102, 103tl, 103cl, 103clb, 103bc, 103br, 103crb; Travel Guide France – page 101bl; Travel Guide Italy – page 101br; Travel Guide Japan – page 85tc, 90tc, 92, 93, 94; Travel Guide London – page 71, 113; Travel Guide Madrid – page 51cra, 52, 53, 54c, 54cr; Travel Guide Moscow – page 20tl, 20tr, 20cr; Travel Guide New York – page 77cr; Travel Guide New Zealand – page 69cl; Travel Guide Paris – page 82tr, 82cr, 84, 85tc, 87br, 88b; Travel Guide St Petersburg – page 22tr; Travel Guide Sydney – page 22tc, 78tl, 79 br Alan Williams, 111b, 114.

Taken from other DK works -

Biblelands Collection – 103cla, 103bl; Learn Scuba Diving In A Weekend – 101bc; Irv Beckman Collection – page 64cla.

The front cover photographs are all © DK. The back cover photographs are all © DK with the exception of the bottom centre image which is © Robert Harding Picture Library.

Illustrated by:

Bill Donohoe and Micky Finn.

Introduction

Foreword

Effective English language and interpersonal skills are now an essential job requirement in the hotel and tourism industries. In a global working environment where employees are in constant contact with each other and the public, the ability to use English is an absolute necessity.

English for International Tourism is a language course designed to cater for learners studying for vocational qualifications in the travel trade and for working professionals undertaking in-service language training. The course deals with the language of tourism from an insider's occupational perspective rather than that of the individual traveller. However, neither teacher nor student needs first-hand knowledge of the industry because, although the material is professionally relevant, it is not technical or over-specialised in nature.

The Students' Book contains twelve main units and three consolidation sections. Each unit contains a variety of language tasks developed around topics related to the travel industry and the provision of hotel accommodation. Each unit contains one or more listening tasks, a language focus section followed by practice, vocabulary development, pronunciation practice and a speaking section which is designed to bring the language previously studied into active use. Reading and writing skills also feature prominently as do the professional practice boxes which provide language and skills that are necessary when performing work-related tasks.

The skills-based syllabus ensures that students are provided with extensive communicative practice ranging from customer service encounters such as hiring a car or manning a hotel reception desk to preparing and giving presentations or dealing with business mail.

To this end, a wide variety of industry-specific contexts have been chosen to represent the diversity of the travel industry today and to reflect the global nature of tourism. The listening activities are designed to accustom students to a variety of native and non-native speakers using English as an international language.

Language focus aims to teach grammar using a functional approach where the goal is to help the learner become aware of the way in which grammatical choices convey meaning. The grammar and vocabulary sections arise out of the communicative needs of tourism professionals and feed into subsequent activities. For example, the pair work tasks are explicitly designed to give further contexts of use for the language previously introduced.

Authentic materials help learners cope with real English. Thus, many of the pages use extracts from *Dorling Kindersley's Eyewitness Travel Guides* which are visually attractive and provide key, up-to-date information on important travel destinations. Many sections also make use of the internet as the web has become such an important tool in promoting and selling tourism.

A separate **Workbook** is available for extra practice as homework or on a self-study basis. It follows the same unit by unit format and provides further work on reading, grammar, functions, vocabulary, pronunciation and writing. **The Teacher's Resource Book** provides step-by-step notes on using the material, ideas for extra activities, advice on coping with mixed ability classes, background information on tourism topics and destinations as well as a bank of extra photocopiable materials.

I hope you enjoy using English for International Tourism.

Peter Strutt

English for Tourism Intermediate **Bookmap**

Unit	Language focus	Vocabulary	Professional practice
1 Careers in tourism 6	Question forms	Jobs and duties The word <i>Skill</i> Action verbs Pronunciation: Question forms	Write a CV / Resumé Write a cover letter Attend an interview Apply for a job
2 Destinations 14	Present simple and present continuous	Reasons for travelling Describing a destination	Prepare a presentation Give a short presentation
3 Hotel facilities 22	Have / Get something done Making comparisons	Hotel facilities Describing hotels Pronunciation: Word stress	Compare hotels Decide how to refurbish a hotel Write a hotel description
4 Tour operators 30	Present perfect and past simple Pronunciation: /ɪ/, /i:/ and /aɪ/	Tour operators Package holidays	Deal with a complaint Write a letter of apology Persuade a client to buy a package tour
Consolidation 1 38	Grammar review	Pronunciation: Word stress Alphabet quiz	
5 Dealing with guests 40	Articles	Describing people Misunderstanding -ed / -ing adjectives	Deal with a complaint Solve an overbooking problem
6 Travel agencies 48	The future	The word <i>Time</i> Telephone language Pronunciation: The alphabet	Take a telephone booking Prepare an educational report Reply to an enquiry
7 Hotel reservations 56	Indirect questions Reported speech	Text messaging Conferences and conventions Pronunciation: Politeness Contrastive stress	Take messages Send text messages Sell a conference venue to a client Write a formal letter
8 Seeing the sights 64	The passive	Places of interest How Guinness is made Exhibitions Pronunciation: /æ/, /ə/, and /eɪ/	Recommend sights Describe an exhibition Guide for a famous sight
Consolidation 2 72	Grammar review	Vocabulary review	Write an email

Unit	Language focus	Vocabulary	Professional practice
9 Getting around 74	Modal verbs	Checking in Using a dictionary Pronunciation: Same spelling, same sound?	Give advice on driving Give underground directions Car hire bookings Hire a motorhome
10 Eating out 82	Countable and uncountable nouns Quantifiers	Verbs of food preparation Pronunciation: /ə/	Describe dishes Recommend a restaurant Prepare a menu Take an order
11 Traditions 90	Defining relative clauses Vague language	Traditions The theatre Public holidays Pronunciation: Dates	Describe a festival Exchange historical facts Recommend a festival
12 Special interest tours 98	Conditionals	Special interest tours Pronunciation: Word stress	Exchange hobbies Sell a holiday Organise a three-day cruise The hotel management game
Consolidation 3 106	Grammar review	Vocabulary review Pronunciation: Same spelling, different sound	
Pairwork files 108			
Writing bank 118			
Grammar reference 122			
Tapescripts 130			

1

1



2



Careers in tourism

4



5



3

Jobs in tourism

1 Work in pairs. Match the pictures with these sectors of the travel industry. Then answer the questions below.

airlines hotels and accommodation
ferry and cruise companies catering car hire

- 1 What sector of the travel industry most appeals to you?
- 2 Think of two jobs in each sector.
- 3 Which of these jobs interest you the most?

2 What is your idea of a good job? Put the following ideas in order of importance. Discuss your choices with your partner.

- | | |
|---|--|
| <input type="checkbox"/> a chance to travel | <input type="checkbox"/> friendly colleagues |
| <input type="checkbox"/> teamwork | <input type="checkbox"/> a good salary |
| <input type="checkbox"/> flexible working hours | <input type="checkbox"/> long holidays |
| <input type="checkbox"/> job stability | <input type="checkbox"/> opportunity to meet people |
| <input type="checkbox"/> responsibility for other staff | <input type="checkbox"/> benefits (commission, cheap holidays) |

reading Job advertisements

3 Read the job advertisements on the opposite page. Which job do you find the most / least attractive? Give your reasons why.

4 Read the advertisement again. Which of the jobs:

- 1 involves selling?
- 2 requires management skills?
- 3 means working abroad?
- 4 offers extra financial benefits?
- 5 involves making arrangements?
- 6 needs excellent telephone skills?

A

Conference Event Co-ordinator

Conference Consultants is a dynamic events management organisation which provides creative, exciting and affordable solutions for conferences and exhibitions. We are currently looking for a hard-working person to join our staff.

The successful applicant will be responsible for organising special events. This person will have excellent customer service and management skills and be prepared to work under pressure.

An excellent salary package and company car will be offered to the right candidate.



C

Travel Sales Consultant

Leading travel agency is seeking a travel sales consultant to sell holidays and other travel products.

Good telephone, IT and numeracy skills are a must. The job involves booking package tours, making hotel reservations and arranging car hire as well as designing individual holidays for the independent traveller. You will be caring, have an outgoing personality and be able to put others first.

Night Auditor

This is a chance to become part of a well-established international five-star hotel.

We are looking for a Night Auditor for a busy hotel front office. Reporting to the Front Office Manager, you will be skilled at supervising staff, handling guest queries and complaints, maximising room occupancy and producing the daily business figures.

You are well-presented and patient with a friendly, helpful personality. This position has unlimited potential and will suit someone looking at his/her career in the long term.

Resort reps

If you enjoy being in foreign places but don't like being on the move the whole time, then being a resort representative is a great job for you. You will need to be enthusiastic, energetic, possess excellent communication skills and be good at dealing with emergencies and making decisions on your own. There is the opportunity to earn commission from selling excursions to boost your basic salary.

B

vocabulary Duties

5 Which verbs do not go with the nouns?

1 EVENTS

arrange organise ~~make~~

2 EMERGENCIES

handle deal with book

3 ROOM OCCUPANCY

maximise boost produce

4 TOURS

possess book organise

5 STAFF

supervise design join

6 INDIVIDUAL HOLIDAYS

book arrange supervise

D

vocabulary

management
communication
computer / IT
telephone
organisational
people

skills

be skilled at + verb + -ing
she's **skilled at** supervising staff

Success in business depends on **skilful** (UK) / **skillful** (US) management.
A **highly-skilled** chef can earn a lot of money.
Being a porter is a relatively **unskilled** job.

practice

6 Complete these sentences with words from the vocabulary box above.

- 1 Dealing with difficult members of the public requires good communication skills.
- 2 Designing a good computer reservations system demands up-to-date
- 3 She's done a large number of relatively jobs. She's been a chambermaid, a cleaner and a waitress.
- 4 He has to co-ordinate the work of several departments so he's at organising schedules.
- 5 If you work in a call centre it's essential to have excellent
- 6 Conference interpreting is a occupation.

listening

7 Listen to Louisa Smith talk about her job and decide which of the jobs on page 7 she does.



8 Listen again and answer these questions.

- 1 How did she get her present job?
- 2 What does she do when she works 'upstairs'?
- 3 Who does she deal with when she works 'downstairs'?
- 4 What kind of questions do people ask her?
- 5 What questions does she ask customers?
- 6 What questions do people ask her at parties?
- 7 Which countries has she been to this year?