

**CAREER
PATHS**

Tourism

Book
2

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Cultural differences

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What is a culture you want to learn more about? Why?
- 2 How can cultural differences cause problems?



Training Manual About Cultural Differences

ADDRESSING THE GUEST - Always **address** the guest as either Mr. or Ms. followed by his or her last name, or **surname**. If you don't know the guest's name, call him or her either "sir" or "ma'am".

EYE CONTACT - *Guests from North America, Europe and Australia:* Make **eye contact** when speaking to visitors from these areas. This shows that you are **paying attention** to the speaker.

Guests from Asia, Africa and South America: Avoid making eye contact - it is considered **confrontational** or disrespectful.

PERSONAL SPACE - **Personal space** is the area around an individual. Be careful not to violate your guests' personal space.

Guests from Asia, Africa and South America do not expect a lot of personal space. However, guests from North America and Europe prefer at least half a meter of personal space. To **ensure** your guest's comfort, don't stand any closer than that.

APPOINTMENTS AND TIMELINESS - Part of the great service at the Luxe Hotel is our **timeliness**. If you make an **appointment** with a guest, make sure to be on time.

Reading

2 a) Listen and read part of a training manual for hotel employees. Employers should avoid making eye contact with people from which place?

b) Read and mark the following statements as (T) true or (F) false.

- 1 ___ Hotel employees should not make eye contact with English guests.
- 2 ___ Standing closer than half a meter to an English visitor violates their personal space.
- 3 ___ A hotel employee doesn't know the female guest's name. He should call her "ma'am".

Vocabulary

3 Read the sentences and choose the correct meaning of the underlined word.

- 1 The client preferred to arrive at the meeting early.
A went against or show disregard for something
B wanted something a certain way
C was somewhere at the agreed time
- 2 The driver paid attention to my directions.
A spoke to someone B looked at somebody's eyes
C listened carefully to someone
- 3 The employee respected the guest's personal space and stood a meter away.
A area around someone B need for communication
C agreement to meet or do

4 Choose the correct word pairs to fill the blanks.

- 1 The receptionist ___ the man by his ____ .
A addressed - surname
B preferred - eye contact
C paid attention - cultural differences
- 2 We know our client's expectation of ___ when making ____ .
A cultural difference - eye contact
B timeliness - appointments
C confrontation - surnames
- 3 John stood a meter from the guest because he didn't want to ___ her ____ .
A ensure - eye contact
B address - cultural differences
C violate - personal space