

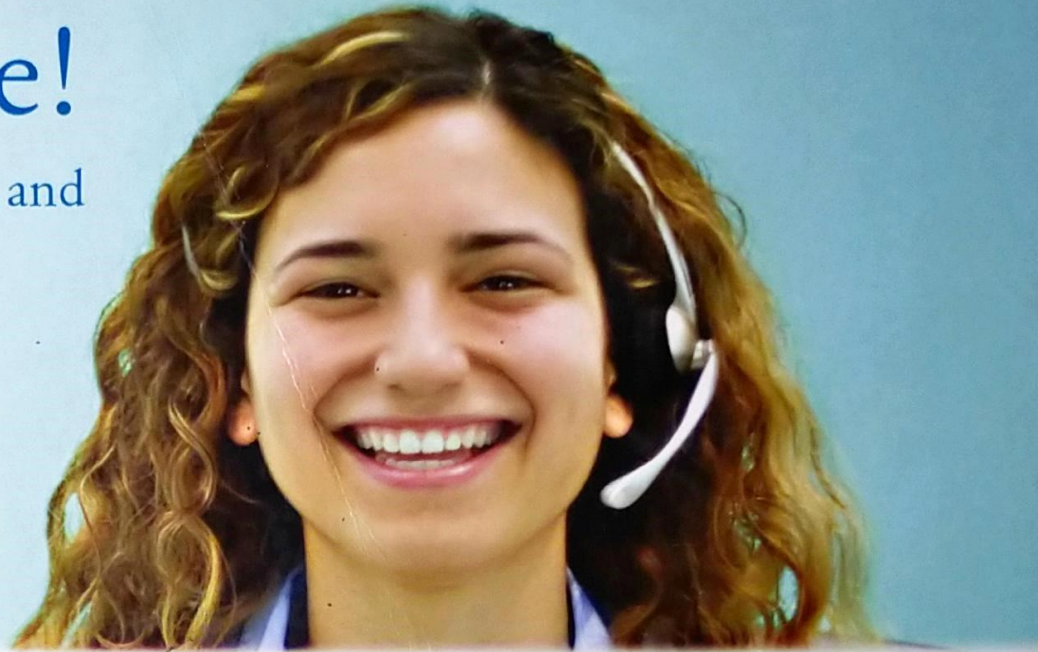
CAMBRIDGE

Professional English

Welcome!

English for the travel and
tourism industry

Second Edition



Student's Book

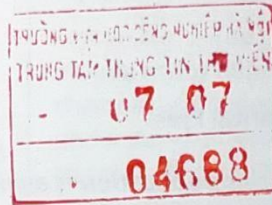
Leo Jones

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Welcome!

Who is this course for?

Welcome! is for people in the travel and tourism industries who need (or will need) to use English when talking to clients: tourists, guests, visitors, customers or passengers.

Welcome! covers a wide range of different travel and tourism jobs and situations:

hotels • restaurants • cafés and bars • travel agencies • tour operators • information offices • airlines • cruise liners and ferries • rail and road transport • leisure facilities.

If you have to talk English to foreign visitors in your work, then **Welcome!** is for you!

How is the book organised?

There are 10 Modules in **Welcome!** and each contains 4 or 5 Lessons. Each Module is based on a different theme, and each Lesson covers a different aspect of the theme. Each lesson is divided into shorter sections containing different exercises and activities.

The Modules on more specialised themes (such as *Accommodation* or *Food and Drink*) are relevant for everyone, not only for people who are going to work in that particular area.

What does **Welcome!** contain?

The main focus of **Welcome!** is on speaking and listening, because these are the skills that are most important when dealing with clients. But you'll also have a chance to improve your reading and writing skills in some lessons. There are also lots of vocabulary exercises and some grammar review exercises.

Speaking In many of the speaking activities you'll be working in pairs or in groups. These activities give you a chance to practise using English in discussions and in role plays where you can practise talking to clients. These activities help you to become more confident in speaking English.

Some role plays are 'Communication Activities', where each person looks at a different Activity.



The Activities are printed on different pages at the end of the book (pages 108–126). This means that you can't read each other's information, and a natural conversation develops between you.

It's important to use English all the time when you're working with partners – because the only way to improve your spoken English is by speaking it!

Before some role plays there's an exercise where you have to complete one side of a dialogue in writing before trying it yourself. There are pronunciation exercises to help you to speak in a clear, polite and friendly way.

Listening The recordings for **Welcome!** include many different voices speaking at their natural speed. This will help you to understand different people when they speak to you in English. The questions in the book will help you to understand the main points the speakers make.

Vocabulary **Welcome!** will help you to enrich your vocabulary. When you come across a useful new word or expression in the book, you should highlight it (using a fluorescent highlighter). This will help you to remember the new words you meet, so that you can use them yourself.

Reading **Welcome!** includes reading texts from different sources, with questions to help you to understand them. There are also letters, emails and faxes from clients for you to read and act upon.

Writing **Welcome!** includes Writing tasks which help you to improve your writing skills, so that you can write letters, emails and faxes to clients.

Welcome! includes advice on how to deal with clients.

Thank you for reading this introduction.
Enjoy using **Welcome!**

Geo-Jaen

Thanks

I'd like to thank everyone whose hard work, fresh ideas, helpful comments and criticisms have enhanced this book immensely.

The following teachers tried out the pilot lessons and reported on their experiences using them with their students:

Núria Cáceres in Sabadell, Spain; Jennyfer Chai-Chang in Valencia, Spain; Rose Cheung in Hong Kong; Suzanna Harwood in Athens, Greece; Patrick Lawlor in London; Mary Mumford de De Santiago in Guadalajara, Mexico; Bill Pellowe and Jayne Feldart in Fukuoka, Japan; Robin Walker in Oviedo, Spain; Nursel Yalçin in Aydin, Turkey

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Picture research by Sally Smith

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