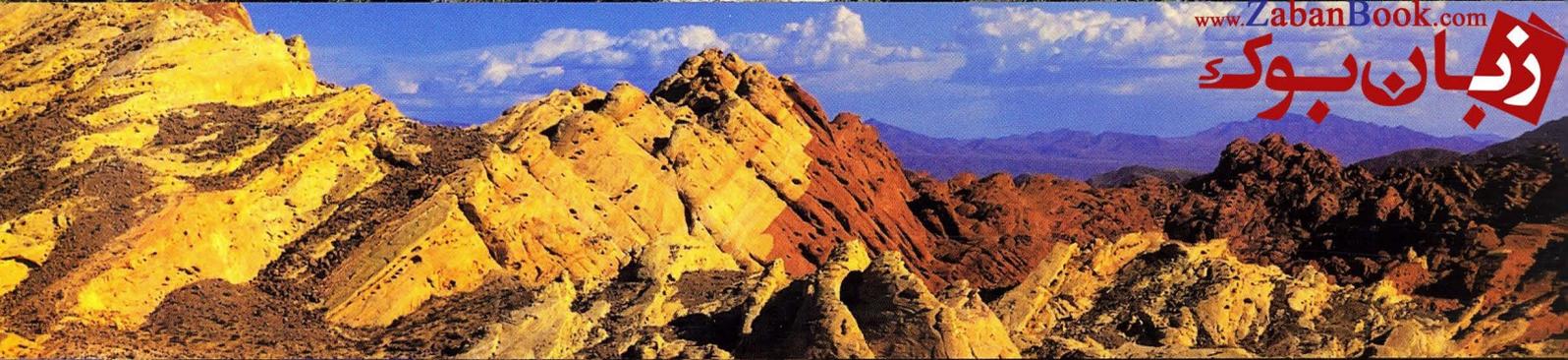


PRE-INTERMEDIATE COURSEBOOK

ENGLISH FOR INTERNATIONAL TOURISM

NEW EDITION



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IWONNA DUBICKA • MARGARET O'KEEFFE



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ENGLISH FOR INTERNATIONAL

TOURISM



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INTRODUCTION

English for International Tourism is a three-level series designed to meet the English language needs of professionals working in the tourism industry and students of tourism in further education. The course includes authentic material taken from Dorling Kindersley's acclaimed *Eyewitness Travel Guides* which explore some of the world's top tourist destinations. The course helps you to:

- build confidence in professional skills such as dealing with enquiries, marketing destinations, offering advice, negotiating, writing emails and speaking to groups
- develop language awareness through an integrated grammar and skills syllabus
- acquire the specialized vocabulary needed by tourism professionals
- practise language skills in realistic Case studies that reflect issues in the tourist industry today.

Structure of the Coursebook

The Coursebook contains ten units and two Review and consolidation sections. Each unit is divided into four lessons. The Unit Menu shows you the key learning objective of the lesson. Each unit has the same structure:

- a vocabulary lesson
- a grammar lesson
- a Professional skills lesson
- a Case study or tourism-related game.

KEY VOCABULARY

The vocabulary lessons introduce and practise many words and expressions required in the tourism industry introduced either through a reading text or a listening. By the end of the lesson you will be better able to use the specialist vocabulary in appropriate tourism contexts. At the end of each unit there is a Key Word box that provides a selection of words and phrases from the unit and a reference to the Mini-dictionary on the DVD-ROM.

KEY GRAMMAR

In the grammar lessons key aspects of grammar that are essential for progress at this level are presented within an authentic tourism context. These lessons include clear explanations and activities designed to help you understand and use the language effectively. By the end of the lesson you will be able to use the grammar more confidently. For additional support there is a comprehensive Grammar reference at the back of the Coursebook.

PROFESSIONAL SKILLS

The Professional skills lessons provide you with the opportunity to learn and practise effective interpersonal and business skills which are an essential job requirement in the travel and tourism industries. You will learn professional skills ranging from dealing with customer enquiries and meeting clients' needs to preparing a guided tour or a presentation.

CASE STUDIES

Each unit ends with a Case study linked to the unit's tourism theme. The Case studies are based on realistic tourism issues or situations and are designed to motivate and actively engage you in seeking solutions. They use the language and professional skills which you have acquired while working through the unit and involve you in discussing the issues and recommending solutions through active group work.

Language skills

Speaking skills: Each unit provides you with a range of speaking activities. The pairwork tasks are designed to provide you with further opportunities to communicate in realistic and motivating tourism-related contexts. The Case studies require you to engage in extended communication about topical issues in the tourism industry. At each level further speaking practice is available in a tourism-related board game.

Listening skills: Each unit contains several listening tasks developed around topics related to the travel industry. A range of British, American and other international native and non-native speakers are featured helping you understand how people speak English in different parts of the world. Audio scripts of the recordings are available at the back of the Coursebook.

Reading practice: Reading texts feature regularly in the units providing you with a variety of texts and topics that you are likely to encounter in a tourism context.

Writing practice: In the writing sections you will write real texts related to the tourism workplace such as emails, tour itineraries. At each level there are also writing tasks to help you get a job in tourism. Models of text types are available in the Writing Bank at the back of the Coursebook.

Workplace skills

Working with numbers: Throughout the course there are sections that help you to manipulate numbers in English, which is a vital skill in the travel and tourism workplace.

Research tasks: Each unit contains one or more research tasks that encourage you to explore tourism-related issues on the internet or in your local environment.

Private study

Workbook: A separate Workbook with a CD provides you with extra tasks for study at home or in class. There are two versions of the Workbook – one with the answer key for private study and one without a key which can be used by the teacher for extra practice in class.

DVD-ROM: The course has a DVD-ROM designed to be used alongside the Coursebook or as a free-standing video for private study. The DVD-ROM is attached to the back of the Coursebook and provides you with five authentic films featuring different aspects of tourism. Each film has a printable worksheet, a transcript and a key to the exercises. These films give you the opportunity to listen to a variety of native and non-native speakers using English as an international language in five authentic documentary videos. Additionally, the DVD-ROM has a comprehensive Mini-dictionary featuring over 300 tourism-related terms along with their definitions, pronunciation and example sentences. The DVD-ROM also contains the MP3 files of the Coursebook audio material.

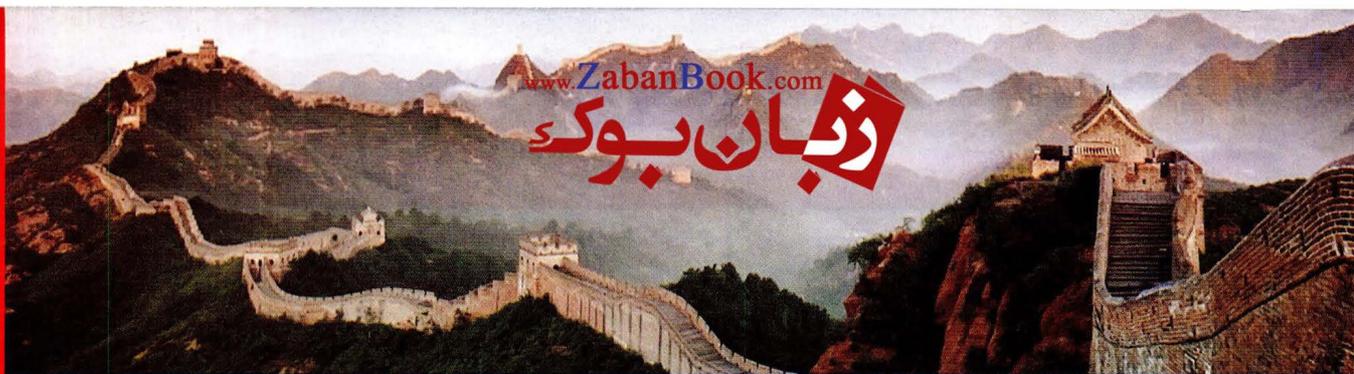
Professional exams

English for International Tourism is recommended preparation for the LCCI English for tourism exams www.lcci.org.uk

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WORLD TOURISM

UNIT MENU

Grammar: present simple question forms

Vocabulary: tourism statistics

Professional skills: checking and confirming details

Case study: make the right booking

Speaking

TOURIST DESTINATIONS

- 1 What are the world's top tourist destinations? Put the countries in order from 1 to 6. Compare your ideas with a partner. Then check your answers in File 1 on page 102.

China France Italy Spain
United Kingdom (the UK) United States of America (the USA)

Reading

THE TOURISM INDUSTRY

- 2 Read the tourism industry facts. Match the key words and phrases 1–8 with the definitions a–h.

Tourism is one of the world's biggest industries, and the World Tourism Organization (WTO) expects it to continue growing by four percent a year.

Germany, the USA and China are the countries that spend the most on outbound tourism all over the world. Other top spenders are the UK, France and Canada.

Most tourism in the world is domestic tourism – people travelling in their own country. It represents about 80 percent of all tourist trips today.

People travel for many reasons. Some inbound tourists travel for leisure, recreation and holidays. Other people are visiting friends and relatives (VFR) or travelling for health and religious reasons. Others travel for business and professional purposes.

- | | |
|--------------------|---|
| 1 inbound tourism | a a member of your family |
| 2 outbound tourism | b people travelling in their own country |
| 3 domestic tourism | c travel for a short time or for a specific reason |
| 4 VFR stands for | d tourists arriving in different countries from their own |
| 5 trip | e time devoted to rest, relaxation and pleasure |
| 6 relative | f visiting friends and relatives |
| 7 leisure | g to give money as a payment for something |
| 8 spend | h tourists visiting places outside their own country |



Vocabulary

NUMBERS

3))) 1.1 Listen and practise saying the numbers.

- 1 1 to 20
- 2 21, 32, 43, 54, 65, 76, 87, 98
- 3 109, 210, 311, 412, 513, 620, 730, 840, 950
- 4 1,000, 1,500, 10,000, 10,750, 100,000, 1,000,000, 1,000,000,000

4))) 1.2 Listen and circle the number you hear. Then practise saying the numbers.

- 1 13, 30 2 14, 40 3 15, 50 4 16, 60 5 17, 70 6 18, 80 7 19, 90

5))) 1.3 Complete the table. Then listen and check your answers.

Percentages	Fractions	Decimals
1 150%	¹ _____	1.5
2 75%	$\frac{3}{4}$	² _____
3 ³ _____	$\frac{1}{2}$	0.5
4 33.3%	⁴ _____	0.33
5 25%	$\frac{1}{4}$	⁵ _____
6 ⁶ _____	$\frac{1}{5}$	0.2
7 12½%	$\frac{1}{8}$	⁷ _____
8 10%	⁸ _____	0.1

Listening

TOURISM STATISTICS

6))) 1.4 Work in pairs. What do you know about international tourism? Discuss these questions. Then listen and check your answers.

- 1 Which continent receives the most visitors?
- 2 Which country receives the most money (receipts) from international tourism?
- 3 Which nation spends the most on travel and tourism?
- 4 Which country does the WTO expect to be the world's top destination within the next five years?

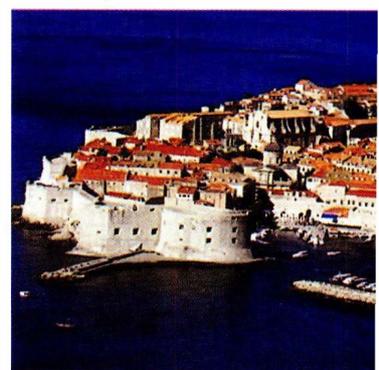
Vocabulary

TOURISM SECTORS

7 Match the tourism sectors 1–7 with the words and phrases a–g. Use a dictionary if necessary. Add at least TWO more words/phrases to each sector.

- | | |
|--------------------------------|--------------------------------------|
| 1 Accommodation | a Olympic Games, business convention |
| 2 Recreation and entertainment | b travel agent, tour operator |
| 3 Attractions | c restaurant, café |
| 4 Events and conferences | d zoo, museum |
| 5 Food and beverage | e airline, railway |
| 6 Transportation | f campsite, bed and breakfast |
| 7 Travel trades | g golf, skiing |

8 Which sector do you work in, or would you like to work in? Which sectors generate the most jobs and money in your country?



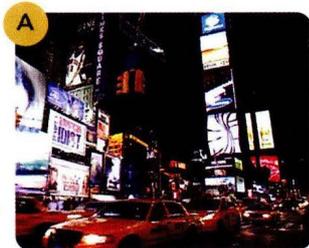
RESEARCH

TOURISM IN YOUR COUNTRY
Find out five key facts and figures about the tourism industry in your country and present them to the class. Think about domestic, inbound and outbound tourism.

THE UNITED STATES

Speaking

THE GREAT USA QUIZ



- 1 Match the photos of places in the USA with the names in the box. What do you know about these places? Compare your ideas with a partner.

Las Vegas San Francisco The Grand Canyon Times Square

- 2 Study the Grammar box below and complete the questions in the quiz. Use the question words and phrases in the box. Not all the words and phrases are needed.

how how long how many how much how often how old
what when where which who why

The Great USA Quiz

- ¹ _____ are most international visitors to the USA from?
a Canada b the UK c Mexico
- ² _____ does the typical visitor spend during their visit to the USA?
a \$2,000 b \$3,000 c \$3,500
- ³ _____ does the average international tourist stay in the USA?
a 12 nights b 16 nights c 21 nights
- ⁴ _____ is the top tourist attraction in the USA?
a Disney World, Florida b Las Vegas, Nevada c Times Square, New York
- ⁵ _____ international tourists does the top attraction receive every year?
a 3 million b 7 million c 37 million
- There are seven natural wonders of the world. ⁶ _____ one is in the USA?
- ⁷ _____ do you say the American English words *vacation*, *cab*, *elevator*, *restroom* in British English?
- ⁸ _____ do people celebrate Thanksgiving Day in the USA?
a the fourth Thursday in November b 4 July c 31 December

- 3 Work in pairs. Complete the quiz. Then check your answers in File 2 on page 102.

GRAMMAR: PRESENT SIMPLE QUESTION FORMS

To form questions with **be**, change the order of the verb and the subject.

Is he American? Are you ready?

What is/What's the capital of the USA?

To form questions with other verbs, use the auxiliary verb **do/does**. The main verb stays in the infinitive form.

Form: question word + **do/does** + subject + infinitive

Do you like New York? Does he speak English?

When does the flight leave?

See Grammar reference, page 112.

Reading

INTERNATIONAL TOURISTS IN THE USA

- 4 What do you think are the top three activities of visitors to the USA? Compare your ideas with a partner.
- 5 Read the report on tourism in the USA and check your answers.

International tourists in the USA

What does the typical international visitor do when he or she arrives in the USA? In a new survey, more than 50% of foreign visitors say that shopping is their number one activity while visiting the USA. According to the survey of 2,500 foreign tourists, most visitors spend about \$3,500 per person during their trip. They spend about a third of the money in retail stores – mostly on clothes. A typical shopping trip includes going to Macy's or JC Penney to look at the Levi's, Ralph Lauren and Diesel **merchandise**, and then eating at McDonald's. These **retailers** and **brands** are the most popular with tourists and the most widely recognized. New York was the number one shopping **destination** followed by Los Angeles, Las Vegas and Atlanta.

The survey focused on visitors from five countries: Australia and South Korea – which are **growth markets** for inbound tourism in the USA – and Brazil, China and India, which are **emerging markets**. There was also a second survey of visitors from Canada, Mexico, the UK, Japan and Germany, which are the current top five markets for inbound tourism. Both surveys gave surprisingly similar results.

After shops, the second most popular destination was parks – both natural parks and theme parks. Visiting museums, zoos and aquariums came next, and then eating out and going to concerts and theaters.

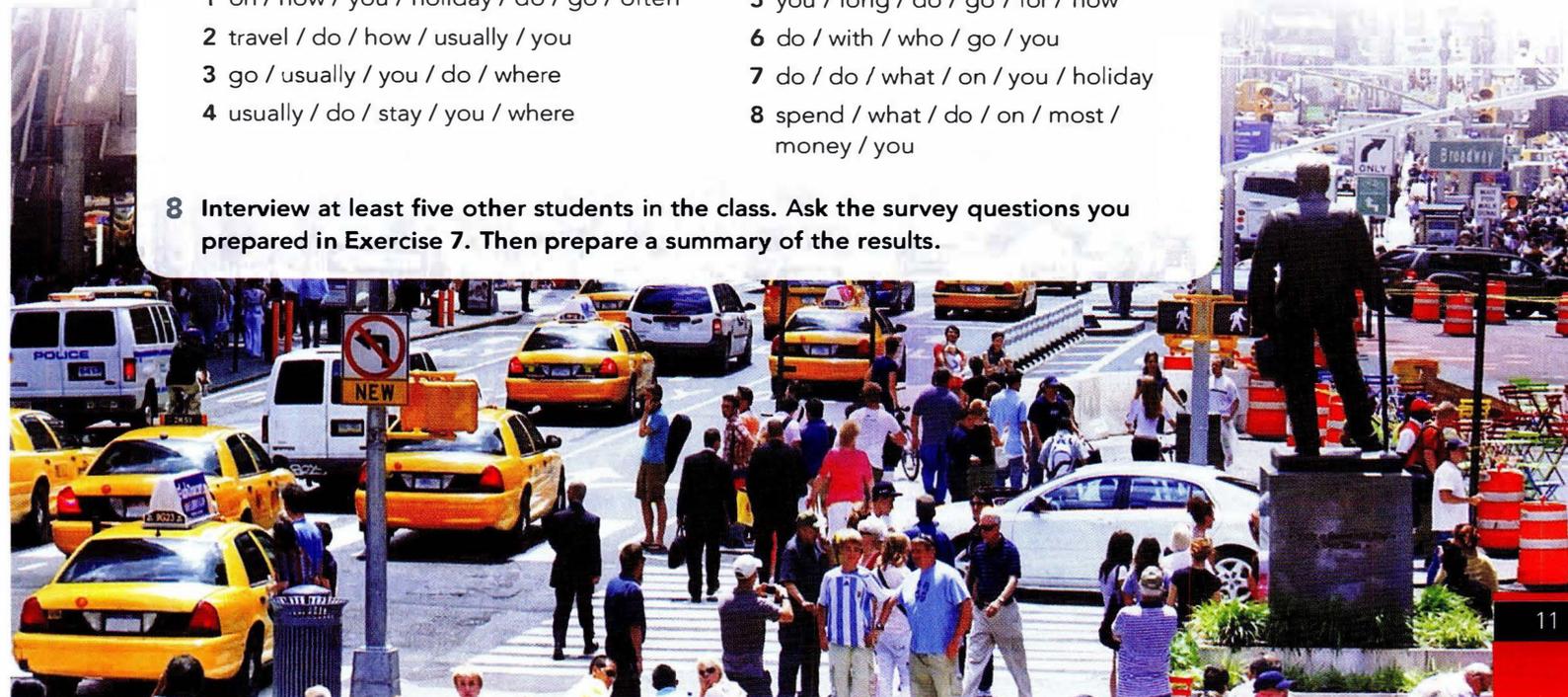
- 6 Complete the sentences with the correct form of a word or phrase in **bold** in the report in Exercise 5.

- 1 The _____ in the shop was very high quality.
- 2 Häagen-Dazs and Ben & Jerry's are _____ of ice cream.
- 3 The Caribbean is a popular _____ with tourists from both the USA and the UK.
- 4 Tiffany's is a luxury _____ in New York.
- 5 As more people travel there is a(n) _____ for low-cost airlines.
- 6 China is one of the biggest _____ for inbound tourism in the USA.

- 7 Prepare a survey to find out more about tourism in your country. Put the questions 1–8 in the correct order.

- | | |
|--|---|
| 1 on / how / you / holiday / do / go / often | 5 you / long / do / go / for / how |
| 2 travel / do / how / usually / you | 6 do / with / who / go / you |
| 3 go / usually / you / do / where | 7 do / do / what / on / you / holiday |
| 4 usually / do / stay / you / where | 8 spend / what / do / on / most / money / you |

- 8 Interview at least five other students in the class. Ask the survey questions you prepared in Exercise 7. Then prepare a summary of the results.



PROFESSIONAL SKILLS

CHECKING AND CONFIRMING DETAILS



Listening

TELEPHONE MESSAGES

1 1.5 Listen to three telephone calls and complete the messages with dates and times.

- 1 Table for six on ¹_____ at ²_____.
- 2 Coach leaves Gdańsk on ³_____ at ⁴_____ in the morning.
- 3 Two twin rooms with bath at the Palma Marina from the ⁵_____ to ⁶_____ July.

2 What different ways are there for saying the dates and times in Exercise 1? Look at File 3 on page 102.

3 Work in pairs. Answer the questions.

- 1 Can you say today's date in two ways?
- 2 What's the time now? Can you say it in two ways?
- 3 Which months have 30 days and which have 31 days?
- 4 Can you say the days of the week backwards?
- 5 What is your favourite day of the week and your favourite month of the year? Why?

Speaking

EXPRESSIONS AND SPELLING

4 1.6 Listen to two conversations and tick () the expressions when you hear them. Listen again and write the email addresses.

- | | |
|--------------------------------------|-------------------------------|
| 1 _____ Can you repeat that, please? | 4 _____ That's all one word. |
| 2 _____ Double 'S'. | 5 _____ So, that's ...? |
| 3 _____ That's right. | 6 _____ That's 'S' for sugar. |

5 Work in pairs. Take turns to spell the following using the expressions in Exercise 4.

- 1 the address and email address of your organization
- 2 the name and email address of a friend
- 3 the address of your bank

Listening

A TELEPHONE BOOKING

- 6 **1.7** Listen to Part One of a telephone booking and circle the correct option in *italics*.
- The booking is for more than 20 / 30 / 40 people.
 - It is a *musical* / sports event.
 - The event is in *October* / November / December.
- 7 **1.8** Listen to Part Two and complete the booking information.

London theatre reservations

Show: ¹ _____ Ticket price: ⁵£ _____
 Date: ² _____ October Name for booking: Vic ⁶ _____
 Time of performance: ³ _____ Payment method: ⁷ _____
 Name of theatre: _____ Theatre _____ Credit card number: 4593 7688 ⁸ _____
 London _____ Telephone number: _____ ⁹ _____

- 8 Use the expressions in the Professional skills box. Look at audio scripts 1.7 and 1.8 on page 118 and check your answers.

PROFESSIONAL SKILLS: CHECKING AND CONFIRMING DETAILS

Confirming:
 Yes, that's right. ¹ _____
 Yes, that's correct. ² _____, did you say double nine-O-two? ³ _____
 Can I just ⁴ _____ the booking before I put the payment through? ⁵ _____ 34 seats for 16 _____
 I'll send you an email ⁶ _____
Correcting:
 No, *thirty-four*. ⁷ _____
 Actually, it's Victor, ⁸ _____ Vic.

Speaking

TAKING DETAILS ON THE TELEPHONE

- 9 Work in pairs. Student A turn to File 4, page 102. Student B turn to File 38, page 111. Practise taking booking details over the telephone. Use the expressions in the Professional skills box to help you.

Writing

CONFIRMING A BOOKING

- 10 Write an email to confirm the booking you made in Exercise 9. Use the model in the Writing bank on page 99 to help you.



CASE STUDY

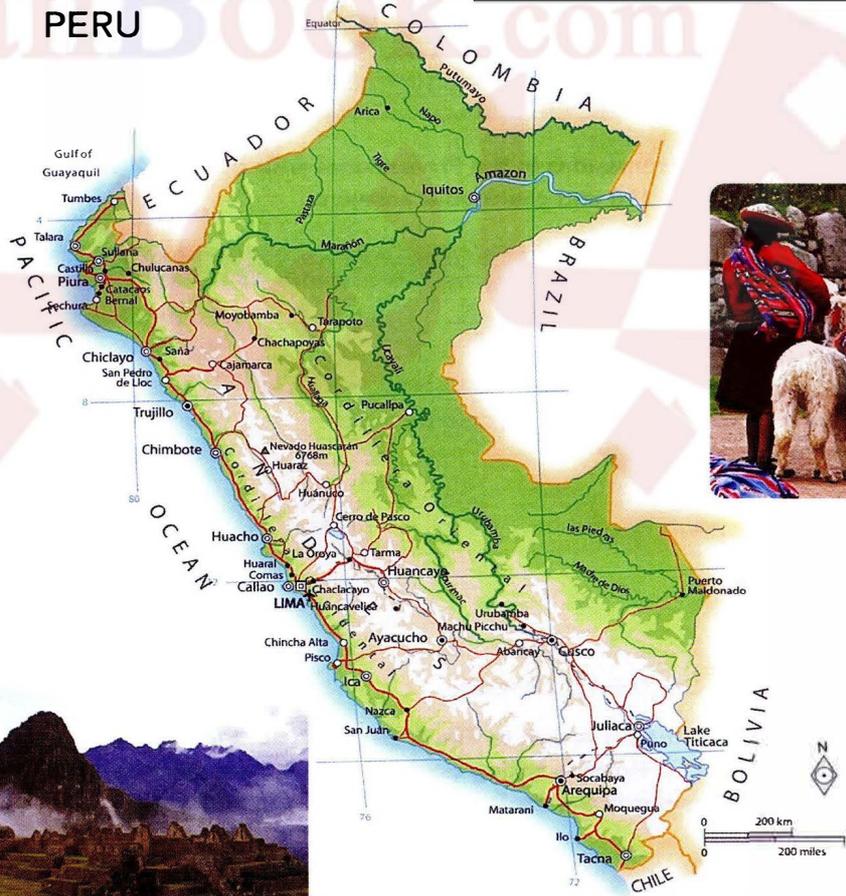
MAKE THE RIGHT BOOKING

CASE STUDY MENU

Aim: To design and confirm a vacation package for a customer.

- 1 Listen to a telephone call and complete the customer's profile.
- 2 Read about and discuss the best holiday package choices.
- 3 Read messages and listen to changes to the customer's needs.
- 4 Make changes to the booking and confirm with the customer.
- 5 Confirm the booking and cost in writing.

Population	nearly 28 million
Located	tropical Andes
Capital	Lima
Official language(s)	Spanish and Quechua
Places of interest	Lima, Machu Picchu, Cusco, trekking on the Inca trail, ancient lines at Nazca, Lake Titicaca and the Amazon jungle
Best time to go	in winter from June to August when it's dry and sunny in the mountains and jungle



- 1 Look at the information and photos of Peru. What is unusual about the country?



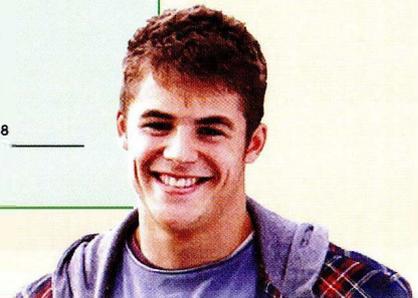
Customer profile

- 2))) 1.9 Gabi Werner works for CSAM Travel in Mexico City. Listen to a telephone call and complete the customer profile.

Customer profile

Name: Mark ¹ _____
 Destination: ² _____
 Interests: trekking and local culture
 Places to visit: ³ _____, the Amazon and
⁴ _____ Titicaca

Travelling with: ⁵ _____
 Travel dates: ⁶ _____
 10-day package: US ⁷\$ _____
 Email: mark.bradford@leeds. ⁸ _____



that's authentic and not everyday. Travellers are becoming more interested in very specific things, like food, art, family history, or bird-watching. If consumers have more specific interests, tourism organizations won't be able to sell general packages. Packages will become more tailored and customized.

6 Nowadays there are so many ways to get travel information, and everything is going digital. My colleagues think we should do more online video but I don't agree. Most people don't click on travel videos when they look at websites at work. Either they don't want their boss to know they're using the internet, or they can't watch videos in the office.

10.3

- 1 If there is a natural disaster, the airports will close.
- 2 If the airports close, airlines will cancel flights.
- 3 If airlines cancel flights, passengers won't be able to travel.
- 4 If passengers aren't able to travel, they will complain.
- 5 If passengers complain, the airlines will pay passengers compensation.
- 6 If airlines pay passengers compensation, they will lose money.
- 7 If airlines lose money, they will increase their prices.
- 8 If they increase their prices, people will probably fly less.

10.4

C = Carpet dealer, T1 = Tourist 1, T2 = Tourist 2

C Do you want a Turkish carpet? Best prices in Istanbul!

T1 What about that one, that rug there?

C Ah, this is a quality kilim, a traditional Turkish rug. This is very high quality and handmade. Look, you can see the special marking on the back. Can I ask, are you from London?

T1 No, Liverpool, up north.

C Ah, Liverpool has a great football team.

T1 It certainly has.

C This kilim is the very best traditional craftsmanship. I don't have many left, so I can give you a special price.

T1 OK, how much is it?

C 250 TRY.

T1 250 TRY? Um, that's about 88 pounds. No, sorry, that's too much for me.

C You won't find a kilim of this quality anywhere else in the market for so little.

T1 What if I give you 150 TRY for it?

C Tsk, tsk.

T1 I've seen one like this in a shop for 150 TRY.

C Tsk. Imitation probably.

T1 I'll give you 180 TRY for it.

C What about these cushions? One kilim and two cushions for 220 TRY.

T1 220 TRY?

T2 Andy!

T1 He wants 220 TRY for the rug and cushions.

T2 But we haven't got that much cash. Let's go.

C No lira, no problem. We take euros or pounds. Your husband is buying a beautiful kilim for you!

T1 But look at the colours, Christine – it really is a beautiful piece of work.

C Tell your friends to come to the Grand Bazaar and I'll give them a discount, 10 percent. And I can give you a special extra discount on the rug and cushions – 200 TRY for the lot.

T1 OK.

T2 Andy! If you pay him, I won't have enough cash to buy a handbag!

C Ah, if you want a bag, go to my cousin, Zeki over there. He sells very nice bags, at a good price too.

10.5

B = Bodrum resort representative, V = Vassili

B We are impressed with your CV, Vassili and you have been successful at the assessment centre. So, I'm happy to tell you, you can start with us on Monday. Report to me at eight o'clock and I'll introduce you to the other holiday reps in the Bodrum resort. Any questions?

V Yes. We haven't talked about the salary yet.

B Yes. It's 1,700 TRY per month. Living accommodation and the uniform is included, plus a free flight home once a year.

V Sounds good. But doesn't the company pay for two flights every year?

B It depends. For you it's one flight.

V Really? My friend Dmitri said he had two free flights this year.

B Ah, yes. It's different with Dmitri. He's an experienced rep who has worked for us for three years. He recommended you. If you work well, and we're happy with you, we'll talk about it next year, OK? Don't forget, you get a food allowance too.

V Oh, of course. Thank you. I'm happy to start on Monday, sir.

B Good, good. Now, if you come with me, we'll have some mint tea and I'll show you where you need to go on Monday.

10.6

T = Tourist, A = Attendent

T Hello, we'd like two loungers and a parasol, please.

A Two loungers and one parasol? But there are four of you.

T Yes, but two of us can lie on the beach.

A Tsk. Sorry, that's not possible. This area is for loungers only.

T Oh, I see. Maybe tomorrow.

A Wait a minute. Perhaps I can give you a special offer, because it's almost four. Four loungers for the price of three.

T Four for the price of three? What about the parasol?

A The umbrellas are extra. If you want four loungers, you'll need two umbrellas. That's 22 TRY all together.

T No, sorry.

A Tell me, where are you staying in Bodrum?

T At the Hotel Ephesus.

A Oh yes? I have friends there. Listen, I'll make you a special deal, because you're from Hotel Ephesus. Four loungers for the price of three, and I won't charge for the second umbrella. So that's only fourteen TRY. How does that sound?

T OK, great. 14 TRY.

A Enjoy your stay in Bodrum!

10.7

Bangkok and beaches. That's what most people think when you mention Thailand. Most Asian visitors to Thailand stay in Bangkok. Whilst most Western tourists visit Bangkok but also Thailand's beautiful beaches in the south and resorts like Phuket, Krabi and Pattaya. However, the northeast of Thailand, known as Isan, has a fascinating, unique culture. Isan is situated on the Khorat plateau, and the Mekong river borders this part of Thailand with Laos. It is a region unspoiled by mass tourism and is ideal for travellers looking for an authentic travel experience. Check out the amazing prices: Nakorn Phanom has a three star hotel that overlooks the Mekong with a room rate of 850 baht; that's only €21 or \$28! If you travel in the northeast, you will discover the warm and friendly Isan people, and their diverse culture and historic heritage. Isan also has breathtaking landscapes, Thai boxing and Isan food, famous all over Thailand for its sticky rice and chillies. And sweet mangoes served with coconut cream! Thank you. Wow, that's hot! Could I try the mango now, please?



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English for International Tourism is a three-level series designed to meet the English language needs of professionals working in the tourism industry and students of tourism in further education. The course includes authentic material taken from Dorling Kindersley's acclaimed *Eyewitness Travel Guides* which explore some of the world's top tourist destinations.



The series enables learners to:

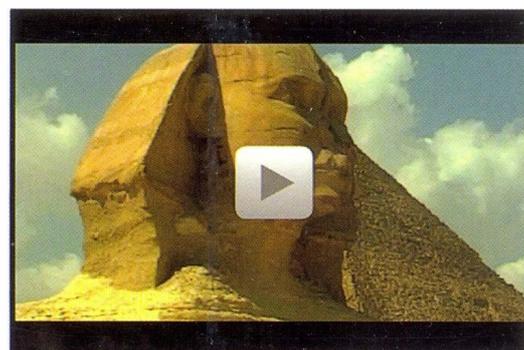
- develop language awareness
- acquire specialized tourism terminology
- build confidence in the professional skills needed for the tourist industry
- practise language skills in realistic Case Studies reflecting topical tourism issues

The DVD-ROM accompanying the Coursebook includes:

- Travel DVDs with accompanying worksheets
- Audio files in MP3 format

Components

- Coursebook and DVD-ROM
- Coursebook Audio CDs
- Workbook and Audio CD
- Online Teacher's Resource Book with accompanying tests



Recommended reading for the LCCI English for Tourism exams www.lcci.org.uk

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A2	Elementary
B1	Pre-intermediate
B1+	Intermediate
B2	Upper Intermediate
C1	Advanced

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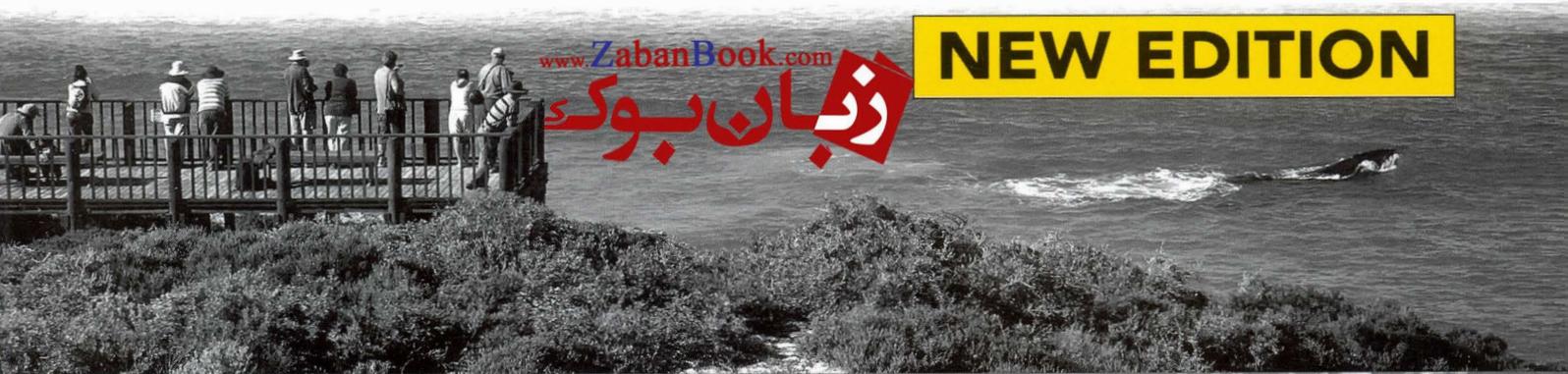
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1

WORLD TOURISM

UNIT MENU

Grammar: present simple question forms

Vocabulary: tourism statistics

Professional skills: checking and confirming details

Case study: make the right booking

- 1 These are the top eight destinations for international tourism. What are the nationalities of people from these countries? Write the words in the correct group.

Australia Britain China France Germany
Italy Spain USA

-n	-ian	-ish	-ese	other
Australian				

PRONUNCIATION

- 2 **1.1** Listen to the countries and nationalities. Underline the main word stress. Practise the pronunciation.
- Australia: Australian*
- 3 **1.2** Add the nationalities from these countries to the table above. Listen and check the pronunciation.

Brazil Canada Greece Ireland India Japan
Kenya Korea Mexico Norway Poland Portugal
Russia Thailand The Netherlands Turkey

- 4 Read this article about Chinese travellers and decide if the statements are true (T) or false (F). Correct the false statements.

- The majority of outbound trips are to Asian destinations. T / F
- Half of outbound trips are to Europe and the USA. T / F
- Germany, France and Italy are the top destinations in Europe. T / F
- Chinese tourists generally like to spend money on luxury hotels. T / F
- Chinese tourists prefer independent travel. T / F



Chinese travellers

China, with the biggest population in the world, is an important emerging market for international tourism. There are now more than 57 million outbound trips every year.

Most Chinese tourists, over 70 percent, go to Hong Kong and Macau. Of the rest, more than half stay in Asia – Japan, South Korea, and Thailand are among the other top destinations. Fewer than 10 percent go to Europe – particularly Germany, France and Italy – and the USA.

Many surveys conducted in these countries show that Chinese tourists' favourite activity is shopping, especially for luxury brands. Chinese tourists also spend more on tax-free shopping than visitors from other countries. In response to this demand, department stores in central Paris now have signs and services dedicated to Chinese shoppers. Surveys also show that the Chinese typically travel in large tour groups of 30–40 people and they prefer to save money on food and accommodation in order to spend more in the shops.

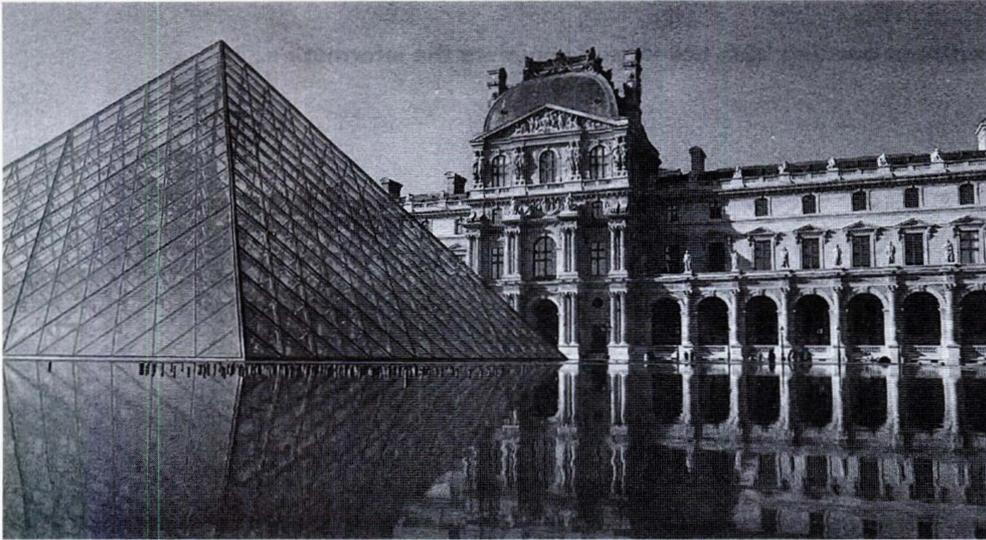
Visiting historic monuments is the second favourite activity. The French attractions of the Louvre, the Eiffel Tower and Versailles Palace are the most popular with Chinese travellers.



5 One word or phrase in each group is **not** part of the tourism sector. Which sector does it belong to?

- 1 Accommodation: campsite, art gallery, bed and breakfast, motel _____
- 2 Transportation: airline, taxi, golf, tram _____
- 3 Attractions: museum, zoo, business convention, theme park _____
- 4 Food and beverage: car hire, café, restaurant, pizzeria _____
- 5 Recreation and entertainment: skiing, trekking, cycling, bistro _____
- 6 Events and conferences: Olympic Games, tennis tournament, hostel, music festival _____

6 Put the questions (1–6) in the correct order. Then match the questions and answers (a–f).



- | | |
|--|--|
| <p>1 museum / the / Louvre / is / where
_____ ?</p> <p>2 visitors / does / how / museum / get / many / the
_____ ?</p> <p>3 big / Louvre's / collection / how / the / is
_____ ?</p> <p>4 attraction / the / is / what / top
_____ ?</p> <p>5 does / visit / how / to / it / cost / the /
museum / much _____ ?</p> <p>6 long / tour / guided / is / how / the
_____ ?</p> | <p>a It contains more than 380,000 objects and exhibits 35,000 works of art from prehistory to the 19th century.</p> <p>b <i>Mona Lisa</i> by Leonardo da Vinci.</p> <p>c The introductory tour lasts 90 minutes and it is available in English.</p> <p>d It's in the centre of Paris, France on the right bank of the river Seine.</p> <p>e Entry is 10 euros for the permanent collection. It is free to visitors under 18.</p> <p>f There are over 8 million visitors a year. It is the most visited art museum in the world.</p> |
|--|--|

7 Françoise Martin works at the Louvre. Complete the interview questions with **one to three** words.

- 1 _____ your job?
I'm a Visitor Service Officer at the Louvre.
- 2 _____ staff _____ the museum have?
It employs 2,000 people. Over half are security officers.
- 3 _____ some of the typical questions visitors ask you?
'Where's the Mona Lisa?' 'Is the museum open yet?' 'Where are the toilets?'
- 4 _____ a good time to visit?
Early in the week in the morning – the museum opens at 9 a.m. but it's closed on Tuesdays.
- 5 _____ you work at the weekends?
Quite a lot. Usually twice a month.
- 6 _____ like most about your job?
Smiles and thank-yous from satisfied visitors.



PRONUNCIATION

1))) 1.3 Put the other letters of the alphabet in the correct column. Listen and check.

/eɪ/	/i:/	/e/	/aɪ/	/əʊ/	/u:/	/ɑ:/
say	please	sent	l	phone	do	card
A	B C	— —	—	—	—	—
—	— —	— —	—	—	—	—
—	— —	— —	—	—	—	—
—	— —	— —	—	—	—	—

2))) 1.4 Listen to a customer booking train tickets and complete the information.

Outward date: 1 _____

Departure time From London Euston To Manchester Piccadilly Arr _____ Duration 2.07

Return date: 4 _____

Departure time From Manchester Piccadilly To London Euston Arr _____ Duration 2.12

Price 1x Adult: 7 _____

Quantity: 2

Total price: 8 _____

3))) Listen again and complete what the booking agent says. Use one or two words in each space. Practise saying the phrases using polite intonation.

- _____ or return?
- Do you want to travel _____ or return to London?
- _____ you want to travel?
- _____ two return tickets from London Euston to Manchester Piccadilly.
- The cheapest _____ is eighty pounds twenty return.
- Would you like a _____ ?
- 6 a.m. or _____ ?
- _____ you like to pay for that?

5 Complete these expressions for checking and confirming with one word. Listen again if necessary to check your answers.

- Can I _____ your name, please?
- Could you _____ your name for me?
- Can I have your credit card _____ ?
- I'll just read that _____ to you.
- Sorry, sorry, I _____ 9-1-8-7.
- Can you _____ that, please?

4))) 1.5 Listen to the tourist in Exercise 2 making a telephone call. Complete the booking details.



Matchday VIP package

Watch the match from excellent seats near to the Directors' Box. Enjoy this legendary team's entertaining football. Offer includes: match tickets, hot and cold snacks, match programme, free gift.

Match: Manchester United vs Arsenal

Date and time: 1 _____

VIP package per person 2 _____

VIP name(s): 3 _____

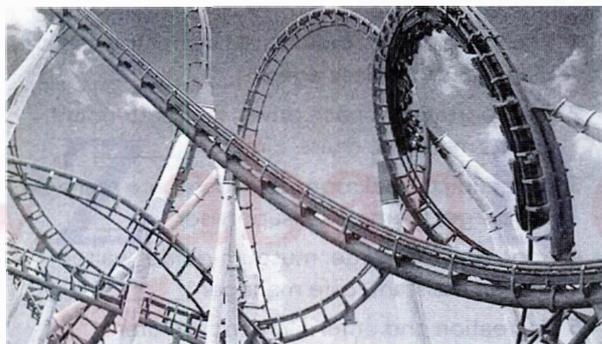
Credit card details: 4 _____

Email: 5 _____

Contact our hospitality team on: 6 _____

- 1 Look at these advertisements for holiday packages in the USA and answer the questions. Write OR for Orlando and AL for Alaska, or OR / AL for both. Which holiday package(s) ...

- 1 include(s) transport at the destinations? _____
- 2 include(s) some meals? _____
- 3 doesn't include accommodation? _____
- 4 is only available in summer months? _____
- 5 include(s) flights? _____



US Fly-drive Holidays*

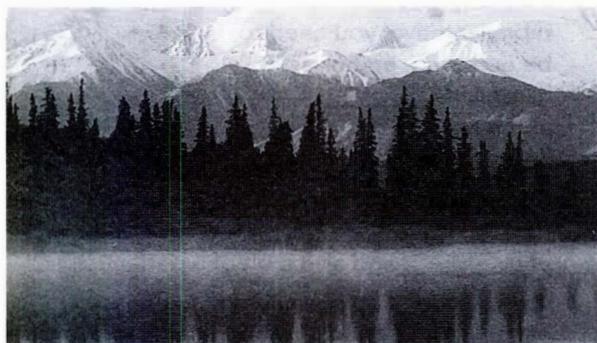
Gives you the freedom and flexibility to go where you want, when you want.

Call our experts on 0266 7797 2000 and we'll design your perfect holiday.

Orlando

Home to the best theme parks in the world. 7, 10 and 14-night fly-drives from just £499 (adult prices).

Buy Orlando One-Pass from us before you go. The One-Pass gives you 14 days unlimited admission to all the top theme parks and attractions.



Alaska Tour

Enjoy this 12-night fly-drive tour: glaciers, national parks, wildlife and beautiful towns and villages. Tour departs daily from 21 May–04 September. Included: hotel accommodation, breakfast, road maps.

Not included: excursions and entrance tickets to national park.

* All of our fly-drive holidays include return flights and car hire for the duration of your stay.

- 2 **1.6** Listen to a customer booking her holiday and complete the form.

Reservation

Type of holiday: Orlando Fly-Drive

Departing from: London Gatwick

Returning from: Orlando Sanford

Number of nights: ¹ _____

Out Date: ² _____

Return Date: ³ _____

Price: ⁴ _____ adult fare

⁵ _____ child fare

Number of Adults: 2

Name(s): ⁶ _____

Number of Children:

Name(s): ⁷ _____

Note: Email client information about ⁸ _____

- 3 **1.7** Listen to a later phone call with the customer and correct the email confirming the changes to the booking. There are **six** changes to the booking.

From: Yolanda@wgtravel.com

To: Odonnell@omail.com

Subject: Reservation Orlando fly-drive

Dear Mrs O'Donnell

Thank you for booking with WG Travel. I am writing to confirm your reservation. Here are the details we discussed on the telephone today:

Flights: London Gatwick (LGW) to Orlando Sanford (SFB)

Departure date: Saturday 4th August at 09.10

Return date: Tuesday 14th August at 05.30

Total duration: 10 nights

Fly-drive only – no accommodation

Not included: Car insurance

Total price: £4,133

Payment made by credit card. Thank you.

Please find attached more details about the flights, car hire and villa.

We wish you and your family a wonderful holiday.

Best regards

Yolanda Squires

2

JOBS IN TOURISM

UNIT MENU

Grammar: present simple and present continuous

Vocabulary: working conditions, qualities and skills, hotel jobs

Professional skills: categories in a CV

Case study: covering letter, choose the right person for the job

1 Look at the definitions and complete the crossword with jobs in travel and tourism.

Across →

- 2 person who carries a guest's luggage to or from the room
- 4 hotel employee responsible for giving advice and additional services to guests
- 8 person who serves at tables in a restaurant
- 9 person responsible for serving food and drinks, and looking after passengers on a plane
- 10 employee of a hotel who cleans and maintains rooms and public spaces

Down ↓

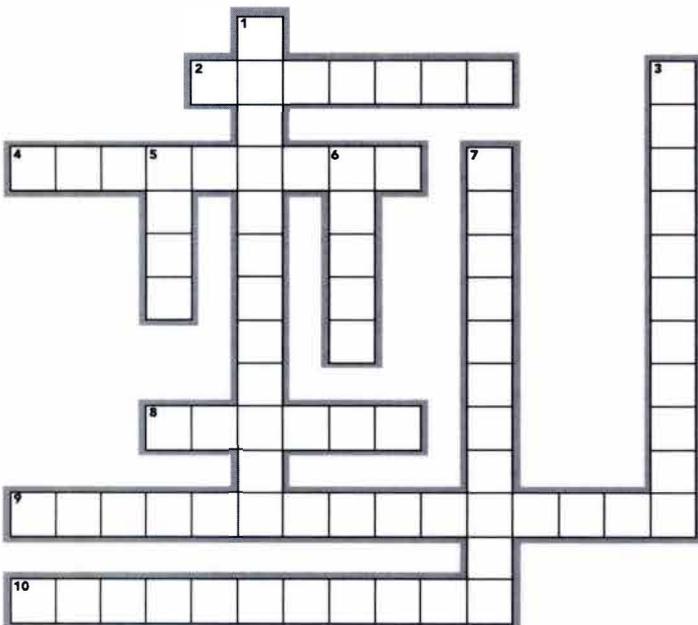
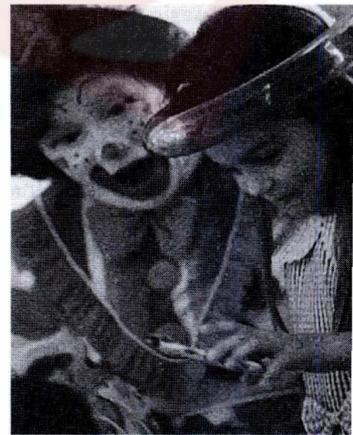
- 1 another name for the front desk clerk of a hotel
- 3 someone who sells or arranges trips or tours for customers
- 5 professional cook
- 6 person who takes visitors on tours of sites, cities, or in nature
- 7 person whose job it is to tell jokes, sing and entertain people

2 Which job does **not** relate to each category? Which sector does it belong to?

- 1 Accommodation: bellboy, ski instructor, campsite manager, front desk agent _____
- 2 Transportation: coach driver, flight attendant, events manager, cruise director _____
- 3 Attractions: cloakroom attendant, site manager, concierge, theme park supervisor _____
- 4 Food and beverage: museum guide, waiter, kitchen assistant, café manager _____
- 5 Recreation and entertainment: children's entertainer, executive chef, entertainments manager, outdoor adventure guide _____
- 6 Events and conferences: travel agent, conference organizer, pilot, exhibitor _____

3))) 2.1 Read about these jobs in tourism and complete the personal qualities needed. The first letters are given. Listen and check your answers.

- 1 If you want to work as a holiday rep, or resort representative, you need to be outgoing, enthusiastic, helpful, *fl*_____ and have a *pr*_____ appearance.
- 2 A housekeeper has to be *ha*_____ - *w*_____, a good team worker, *ef*_____ and also a bit of a perfectionist.
- 3 It's important that a restaurant manager is *or*_____, good at managing a team, and feels *pas*_____ about food.
- 4 If you want to work for a children's attraction, you should be *res*_____ but also fun-loving and *enter*_____ and, most importantly, you have to like children.
- 5 A good tour guide is *enth*_____, patient, *com*_____ and a 'people-person'.



Exercises 3 and 4

- 1 If you take this lovely scarf, I'll give you the lot for 75 lira.
- 2 How much will it be if I buy another dress?
- 3 If you ask Amanda nicely, perhaps she'll work your shift next weekend.
- 4 I'll swap with you the following weekend if that helps.
- 5 If you don't invite all your cousins, I'll agree to a more expensive menu.
- 6 We'll be able to afford a better menu if your mother doesn't invite all her friends.
- 7 How much will it cost if we choose menu 4 and have 110 guests?
- 8 If you decide on menu 4 and 110 guests, it'll come to £9,300.

CASE STUDY, PAGE 43

Exercise 1

- 1 b Mumbai
- 2 c Moscow
- 3 a the USA

Exercise 2

- | | |
|-------------|-----------|
| 1 Bollywood | 6 smile |
| 2 shopper's | 7 shows |
| 3 ethnic | 8 dining |
| 4 board | 9 concept |
| 5 heart | |

Exercise 3

- | | |
|--------------|-------------|
| 1 activities | 6 beauty |
| 2 people | 7 money |
| 3 food | 8 nightlife |
| 4 culture | 9 beaches |
| 5 resorts | 10 weather |

Exercise 4

Six possible tourism values: adventure activities, history and culture, natural beauty, unspoilt beaches, value for money, warm weather

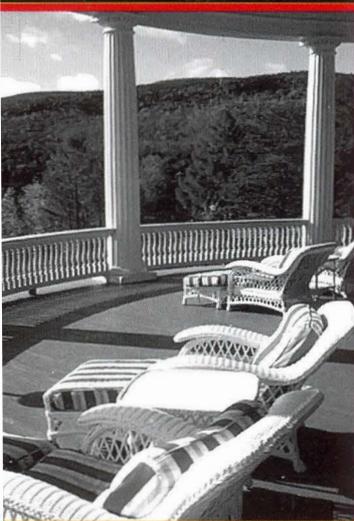
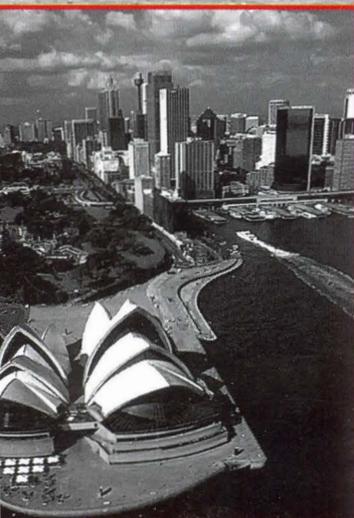
Exercise 5

- 1 a 2 b 3 a 4 a 5 b 6 b

Exercise 6

Option b

Option a is too long for a slogan. Option c doesn't mention the tourism values suggested in Exercise 3 and it doesn't sound very catchy.



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