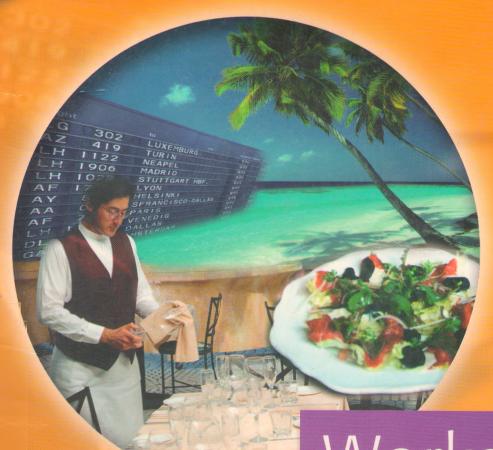
Tourism and Catering

Neil Wood



Workshop

Inter Press

OXFORD

Tourism and Catering Workshop

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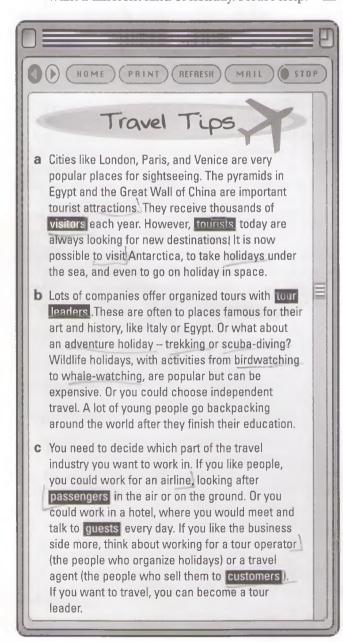
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Before you read

1 Work in pairs. Tell your partner which country you most want to travel to and why.

Reading

- 2 'Travel Tips' is a website where people can get information or advice about travel and holidays from travel experts. Match the questions (1–3) with the answers (a-c).
 - 1 I'd like to work in the travel industry when I leave school. What advice can you give me?
 - 2 I'm doing research on popular tourist destinations. Do you have any information?
 - 3 My friends are going on a package holiday to Greece, but I don't want to spend two weeks sunbathing on the beach. I'm eighteen, and I want a different kind of holiday. Please help!



Vocabulary

- **3** Complete the definitions (1–6) with the highlighted words in the text.
 - 1 _____ buy products or services.
 - 2 _____ stay in hotels.
 - _____travel in planes, trains, buses, or boats.
 - take groups of people on organized holidays.
 - visit particular places or buildings.
 - _____ travel to places on holiday.
- 4 Match the holiday activities (a–f) with the pictures (1-6).
 - a sunbathing
 - d scuba-diving
 - e whale-watching b sightseeing c trekking
 - f backpacking











Speaking

- **5** Work in pairs.
 - 1 Make a list of some popular tourist destinations in your own country or from around the world.
 - 2 Describe the places on your list to the class but don't say their names. The other students have to guess the places and say whether they would like to go there.

This is a city in Italy. It's very beautiful. It's got canals and gondolas instead of streets and cars . . . (Answer: Venice)

Get real

Work in groups. Use maps, the Internet, or reference books to find out as much as possible about an unusual or strange destination. Report back to your class. Choose the top three unusual destinations for a class 'tourist information board'.

What's your job?

Before you read

- 1 Look at these four jobs in the tourist industry. Which one would you most like to do and why?
 - a hotel receptionist
- c tour leader
- b restaurant manager
- d tourist information officer

Reading

2 Read about four people who work in the tourist industry. Match each person with one of the jobs in Exercise 1.



Kukrit 🔣

I work in the centre of Bangkok, at Hualamphone railway station. My job is to advise tourists about accommodation, transport, and sightseeing. It takes a lot

of energy - you need to be patient and friendly. I really like helping people to have a nice time in my city, but it's very tiring.



Monika 📗

I work six days a week, including evenings. In this job you need to be Well organized and efficient. I plan the menus with the chef, handle the day-to-

day running of the business, do the accounts, and manage a team of ten. The only part of the job I don't like is dealing with customers' complaints.



Ramon 🖳

What I like about my job is that every day is different. I'm part of a team and we all get on well. I have to check guests in and out of the hotel, take

reservations, and sort out problems. I enjoy dealing with people - except the ones who are rude. For a job like this, you need to be a sociable person and to be diplomatic.



Alex 🗀

When I'm on a Lour, I'm my own boss, and I really enjoy that. You need to be calm and resourceful for this job. Bastcally, I'm

responsible for making sure that the tour goes smoothly and that people enjoy their holiday. I check the transport arrangements, organize the accommodation, tell people what's happening each day, and deal with any problems. The only negative thing is that it's a big responsibility.

3 Read the information again. Complete the no	otes.
---	-------

Person	Job	Responsibilities
Kukrit		advises travellers about
		accommodation, etc.
Monika		
Ramón		
Alex		

4 Write the correct name.

a	doesn't like dealing with complaints.
h	likes helping people to have a nice time
	in his/her city.
_	111 1 1 1 1 1

_likes being his/her own boss.

d _____ doesn't like rude people.

Vocabulary

5 Find two words in the texts in Exercise 2 that describe the personal qualities you need for each job. Then add one more of your own.

Jo	b	Qualities	S
1	tourist information		
	officer	patient	
2	restaurant manager		
3	hotel receptionist		
4	tour leader		ALL SALES

6 Here are some other jobs from the tourist industry. Check that you know what they all do.

travel agent ■ resort manager ■ interpreter ■ check-in staff ■ courier

Speaking

- **7** Work in pairs. Choose a job from the list in Exercise 6. Imagine it's your job. Think about:
 - what you do every day
 - the personal qualities you need.

Describe the job to your partner and ask him/her to guess which it is.

Writing

8 Read the information in Exercise 2 again. Write a similar paragraph about a job you'd like to do.



Work in pairs. Use newspapers or the Internet to find adverts for jobs in the tourist industry. Tell your class where you found the adverts and what experience and qualities you need for each one. Create a class 'jobs page' with the best ones.

Hotel facilities

Before you read

1 You have won the prize of a weekend in a hotel. Which three of these things would be most important to you and why?

gym ■ swimming pool ■ famous restaurant

- beautiful view of the city near to shops
- near to museums and tourist sights
- satellite television sauna

Is there anything you want to add?

Reading

- **2** Read the information about three different hotels from a guidebook. Answer the questions.
 - 1 Which countries are they in?
 - 2 Which one would be most suitable for:
 - a a businessman travelling to a meeting?
 - b a family with two young children?
 - c a student backpacking around Europe?

Hotel Heart *** (\$\$\$)

A family-run, traditional hotel in a stunning mountain location, with views of the Alps and the town of Gstaad. Indoor swimming pool, large garden, tennis, games room, babysitting service. Delicious local food. 35 comfortable, spacious bedrooms. Mid-priced. D, B&B, TV, minibar, wheelchair access.

Hotel Metro * (\$)

Centrally-located budget hotel with friendly staff. Close to Latin Quarter and Sorbonne – clean, but quite noisy. Basic double and triple rooms – many are small and cramped. Cheap dormitory beds also available. Baggage lockers.

Internet cafe. Room only or B&B.

Ambassador ***** (\$\$\$\$)

Luxurious, modern hotel with discreet and professional staff. Central, yet quiet, close to the financial district. Top floor suites have spectacular views of Manhattan. Internet access in all rooms, two pools, gym, sauna. Laundry/valet service. Extensive breakfast and dinner menu. Three bars. 24-hour room service. Limousine service to and from airport. D, B&B, satellite TV, minibar, wheelchair access.

3 Read the information again. Tick the facilities that each hotel has.

	1	2	3
restaurant			
swimming pool			
bar			
childcare			
fitness room/gym			
room service			
Internet access			
TV			
minibar			
laundry service			
baggage lockers			
disabled access			

Vocabulary

4 These adjectives come from the information in Exercise 2. Use the Glossary or a dictionary to check any words you don't know.

luxurious ■ modern ■ cramped ■ traditional
■ basic ■ comfortable ■ friendly ■ centrallylocated ■ spectacular ■ quiet ■ noisy ■ spacious
■ professional

- 1 Which adjectives can be used to describe a-c below? Some adjectives can be used to describe more than one thing.
 - a a hotel?
- b a room?
- c the service?
- 2 Which adjective can be used to describe a view?

Speaking

- **5** Work in pairs. Discuss what kind of hotel would be most suitable for the following guests.
 - 1 A couple and three young children who want a cheap holiday.
 - 2 A retired couple who have a lot of money.
 - 3 A group of people from a computer company at a conference, one of whom is disabled.

Writing

6 Choose one of your hotels from Exercise 5. Write a description of the hotel for a guidebook.

Get real

Work in groups. Use the Internet or magazines to find information about places to stay. Get information about the:

- · biggest hotel you can find
- · cheapest bed and breakfast
- · most unusual hotel.

Report back to your group and create a 'hotel guide'.

Reserving accommodation

Before you read

- 1 Match the words and phrases (a-f) with the pictures (1-6).
 - a single room

c twin room

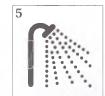
- **d** family room
- **b** double room
- e en suite room f dormitory













Reading

- 2 The receptionist (R) at the Hotel di Lago is taking a telephone reservation from a guest (G). Read the first part of the dialogue below. How many functions (a-f) does (R) do, and in what order?
 - a Ask when the reservation is for.
 - **b** Ask for the guest's name.
 - **c** Give the price of the room.
 - d Ask how many nights the guest is staying.
 - e Give the name of the hotel.
 - f Ask for a credit card number.
 - R Hello. Hotel di Lago. Can I help you?
 - G Hello. I'd like to make a reservation, please.
 - R Certainly. When is it for?
 - G For the weekend of 25th and 26th June.
 - **R** OK. How many nights is that for?
 - **G** Three nights Friday, Saturday, and Sunday.
 - R Is that a single or a double room?
 - **G** A double room, please. With a bathroom.
 - R All our rooms have a bathroom. That's 120 euros per night, including tax.
 - G That's fine.
 - **R** Would you like a smoking or non-smoking room?
 - **G** Non-smoking, please.
 - R OK, so that's a double room, non-smoking, for three nights, from Friday 24th to Sunday 26th June.
 - **G** That's right.
- **3** Look back at the things a receptionist needs to do when taking a reservation. Can you add to the list?

Vocabulary

4 Complete the second part of the dialogue with the words in the box.

confirmed ■ credit card ■ expiry date ■ name

R	Can	I have	your	, please	?
---	-----	--------	------	----------	---

- G Yes, it's Dowling, Anita Dowling.
- R Sorry, can you spell that, please?
- G Yes, it's A-N-I-T-A, Dowling, D-O-W-L-I-N-G.
- R OK. Can I take your _____ details?
- G It's a Visa card, number 4838 1867 3324 0089.
- R Let me just check ... 4838 1867 3324 0089.
- G That's right.
- R And what's the ?
- **G** It's 09/05 September 2005.
- R OK, that's all _____ for you, Ms Dowling. We'll look forward to seeing you on 24th June.
- G Thank you very much. Goodbye.

Speaking

- 5 Work in pairs. Read the telephone dialogues in Exercises 2 and 4 aloud.
- **6** Work in pairs. Read the reservation form and role play a dialogue between a guest and a receptionist.

Hotel Dubrovnik	Customer reservations
Arrival date	16 March
Departure date	18 March
Room type	single, non-smoking
Guest's name	Tony Jamieson
Telephone no.	(00 44) 020 8769 7883
E-mail address	tdjamieson@totalize.co.uk
Room rates	Single 125
	Double 150
Credit card details	
Type of card	
(Visa, Amex, etc.)	Mastercard
Cardholder's name	Mr T. Jamieson
Card number	5432 6172 2351 9846
Expiry date	11/04

Get real

Work in groups. Find out what types of hotels and room prices there are in your town or area. Create a short guide for visitors. Remember to include a budget option, a mid-range option. and a luxury option if you can. Use your price guide to practise role playing the dialogue.

Writing a CV

Before you read

1 List three things you need to include in a CV.

Reading

2 Read the sections of a CV (a-h). Match them with the headings (1-8).

1 Personal statement

2 Personal details

3 Work experience

4 Languages

5 Interests

6 Other information

7 Referees

8 Education and

qualifications

- a Czech (mother tongue), English (fluent), German (good), Russian (good)
- Theo Johnson, Head of Postgraduate Studies, London Business School
 Jan Kay, Marketing Director, Kuoni Travel
- c 1998–99 London Business School Postgraduate Diploma in Marketing

1994–98 Střední hotelová škola, Mariánské Lázně, the Czech Republic – graduated in Tourism Management

- d I am a hard-working and enthusiastic sales and marketing graduate who is looking for a position with an international travel retailer.
- e Travel, swimming, running, classical music

f Name

Alena Hejnová

Address

220 Belsize Gardens,

London SW2 2RT

Telephone

070 2268 2331

Email

hejnova@hotmail.com

Nationality

Czech

Date of birth

17 April 1976

- g I spent a year travelling in Asia and Latin America and I worked for two summers at a summer camp for children in the USA.
- h 2000-date Kuoni World Holidays Assistant
 Marketing Manager Started as trainee, promoted
 within six months

Vocabulary

3 Complete 1–5 with the highlighted words.

are exams or courses.

is what you have done in your life/work.

3 A ______ is a person who has passed a university course.

4 A _____ is a person learning a job.

5 _____ means interested and excited.

Speaking

- **4** Work in pairs. Look at these 'rules' for writing a CV. Which ones do you agree with? Why?
 - Make sure your CV is well-organized.
 - Include a lot of detail a good CV is long.
 - List your education and work experience in reverse order – start with your most recent job.
 - Include additional information that you think could help your application: for example, travel experience, or voluntary work.
 - Don't send a covering letter no one reads it.
- Work in pairs. Read the job adverts below. Discuss the qualifications and experience applicants need. Look at the CV in Exercise 2 again. Which job do you think Alena Hejnová is applying for?

Tourist Services Manager

The city of Cambridge is the home of one of Britain's oldest universities. We have a new position managing visitors' facilities. The successful applicant will have responsibility for:

- · improving and updating facilities for visitors
- managing a team of 20 employees
- promoting the city, both in the UK and abroad.

Apply in writing, with CV, to:

Director of Leisure Services, City of Cambridge.

Sunny Travel

wants a Marketing Information Manager to work in their new offices in Munich.

Responsibilities include:

- · maintaining good relationships with customers
- managing large marketing campaigns
- · training staff in offices all over the world

Apply to: Sunny Travel Group, 45 Queen Victoria Street, London EC4.

Writing

- **6** Write your CV for a job of your choice (say what it is). Use your own details and add qualifications and work experience which you hope to get in the future.
- Get real

Work in pairs. Find adverts for jobs in the tourist industry on the Internet or in a newspaper. Choose an advert for a job you would like to do. Give your advert and CV to your partner and take theirs. Suggest ways that your partner could adapt their CV to fit the job advert.

IT and the travel industry

Before you read

1 Work in pairs. Discuss which of these people use a computer in their jobs and why. Make a list of other travel jobs which use a computer.

hotel receptionist ■ travel agent ■ flight attendant ■ tourist information officer ■ pilot

Reading

2 Read the text about IT in the travel industry. Decide if the statements below are true (T) or false (F).

Information technology (IT) is an important part of the travel business. Almost all suppliers, such as tour operators, airlines, and hotels, have their own website. Customers can find information and make online bookings. There are also many 'one-stop' websites, like traveleasy.com. These allow people to find all the information they need on one website — for example, the cheapest deals flights, hotel on or accommodation.

Buying travel services online, rather than through a travel agent, is quicker and usually cheaper for the customer. Customers can also get more information about the services they are buying. Selling online is also cheaper for the suppliers, because they don't have to pay a commission to a travel agent.

Almost any job, from hotel reception to airline reservations, uses a computer. For example, to work for a hotel, travel agent, or airline, you need to be able to use a Central Reservation System (CRS) such as Sabre or Fidelio. If you want to work in IT specifically for the travel industry, you need qualifications in both IT and tourism.

When you apply for a job, you should always mention any IT skills you have, like working on spreadsheets, or designing websites. If you have these skills, you will be more attractive to an employer.

- 1 Most suppliers have their own website. T/F
- 2 A 'one-stop' website is not useful if you want information about many different things. T/F
- 3 Buying and selling online is cheaper for the customer and the supplier. T/F
- 4 Most jobs in the travel industry involve using a Central Reservation System.
- 5 You don't need IT skills to work in the travel industry. T/F

Vocabulary

- **3** Look at the features (1–4) on this travel homepage. Which one do you click on if you want to:
 - a buy a plane ticket?
 - b find more information on another page?
 - c go on holiday to Majorca?
 - d see everything the website sells?

xravel easy.com X
1 Instant search • Flights O Hotels O Entertainment
2 All products search Homepage Travel Any Lygant to go to:
Holidays Hotels Car Hire I want to go to: Destination
4 Click here to see our bargain weekend trips to London

Speaking

- 4 Work in pairs. Discuss the design of your own website homepage. It can be for a specific travel business, or it can be a 'one-stop' site. Decide:
 - · what the website is for
 - who will visit it
 - · what information it needs to include
 - what you want visitors to be able to do.

Writing

T/F

5 Design the website homepage you discussed in Exercise 4.

Get real

Work in pairs. Find two travel websites on the Internet. Write a mini review of each website by answering these questions, and any others you can think of:

- Who and what is the website for?
- · How useful is the information?
- Can you find information quickly?
- Is it attractive?

Put the reviews from the class together to create a 'travel website guide'.

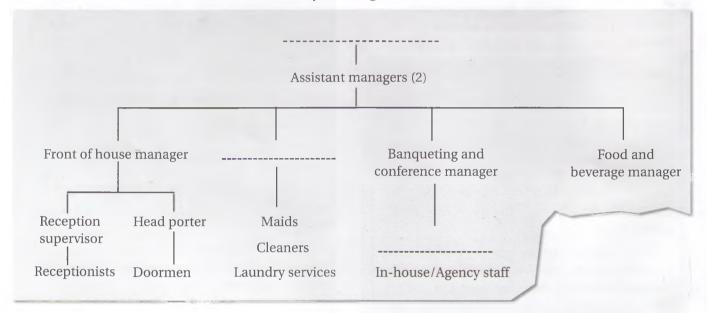
Who's who in hotel and catering

Before you read

1 How many jobs in a hotel and restaurant can you think of? Write in your own language if necessary.

Reading

- **2** Milan Havel works for a large hotel in London. He is giving a presentation about the hotel's organization. Answer the questions.
 - 1 Look at the organization chart for the hotel. Which jobs do you think go in the spaces?
 - 2 Read the extract from Milan's talk and see if you are right.





'My name's Milan Havel, and I'm an assistant manager at the Hotel Ambassador in London. There are two assistant managers, and one of us is always on duty at busy times. The general manager has overall responsibility, of course,

and we report directly to her. We are responsible for the day-to-day running of the hotel. We plan the work schedules, manage the accounts, and deal with any problems to do with staff or guests.

We have a staff of about 100 people. Basically, there are four departments, each with its own manager.

Firstly, there's front of house – that's receptionists, the people who deal with our guests on a daily basis. They check guests in and out, take reservations, make sure that everyone is getting the service they need. The reception team usually consists of a supervisor and two or three

receptionists, depending on the time of day.
They report to the front of house manager, who
is also in charge of the porters and doormen.

Then there's housekeeping – all the services to do with the rooms. The head housekeeper is in charge of this. She has a team of maids who make up the rooms, provide towels and bed linen, and ensure that everything is ready for a new guest. She also looks after laundry, and cleaning in other parts of the hotel.

The banqueting and conference manager organizes all the events that take place in the hotel. That could be a one-day conference for twenty people, or a big corporate function with hundreds of guests. He has a team of event organizers who look after groups and parties. For smaller functions we use our in-house catering staff, but for big occasions we employ agency staff by the hour.

And finally, there's the food and beverage manager. I'll tell you more about the restaurant in a moment . . .'

Vocabulary

3 Complete the sentences (1–5) with a phrase from the box. Look back at the text to help you. More than one may be correct.

responsible for ■ manage(s) ■ in charge of ■ look(s) after ■ report(s) to ■ deal(s) with

- 1 a The general manager is _____ the whole hotel.
 - **b** She probably _____ the company managers.
- 2 a The assistant managers the general manager.
 - b They always _____ day-to-day problems.
- 3 a The receptionists _____ the guests.
 - **b** They have to _____ the front of house manager.
- 4 a The head housekeeper _____ the cleaning.
 - b She _____ a group of maids.
- 5 a The events organizers are _____ parties and groups.
 - **b** They _____ the banqueting and conference manager.

Reading

4 Read the text and draw the organization chart for the food and beverage department.

The food and beverage manager is responsible for the restaurant and the kitchen. Three people report directly to him: the head waiter, the bar manager, and the head chef. The head waiter manages the specialist wine waiters and the other waiters and waitresses. The bar manager is responsible for the bar staff. The head chef manages the kitchens and under him comes the assistant or sous chef. Then any other chefs report to the sous chef. Finally, the kitchen

porters come at the bottom of that reporting line.



Vocabulary

- **5** Complete the job descriptions (1–8) with the jobs on your food and beverage department organization chart.
 - 1 The ____ manages the bars on a dayto-day basis.
 - 2 The _____ wash dishes and do very simple jobs in the kitchen.
 - 3 The ___ serve drinks to customers, mix cocktails, and clean all the glasses.
 - 4 The _____looks after the wines in the wine cellar, and advises customers on which wine to choose.
 - 5 The _____ manages the day-to-day running of the kitchen.
 - 6 The _____ serve food to restaurant customers.
 - 7 The ____ ___ helps the head chef and looks after the kitchen staff.
 - 8 The _____ is responsible for the restaurant and the waiting staff.

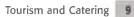
Speaking

- 6 Imagine you are the food and beverage manager. Prepare a short presentation about the jobs and responsibilities of the people in your department. Use Milan's presentation in Exercise 2 to help you. Organize your talk like this:
 - introduce yourself: My name's . . . and I'm the . . .
 - introduce your department: Basically, there are three sections . . .
 - Say who is responsible for the different departments, and what people do: The head waiter...

Get real

Work in pairs. Use the Internet, magazines, or reference books to find out what these people do in a hotel or on a cruise ship. Report back to your class and note any other interesting jobs you find.

night porter, chef de partie, casino manager, purser, cruise director



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Welcoming customers to a restaurant

Before you read

1 Work in pairs. Decide which qualities you need for each of these jobs in a restaurant. Some qualities may match more than one job.

waiter ■ manager ■ chef polite ■ be a good cook ■ creative ■ energetic friendly be a leader

Reading

2 Two customers, Paul and Ilona Martin, arrive at a restaurant. It's 8.30 p.m. Read the four dialogues (waiter=A, Paul=B, Ilona=C). Fill in the gaps with the phrases in the box.

we'd like a ■ your table is ready ■ can I have ■ what name is it ■ Do you have ■ Would you like ■ Here's the menu ■ can I help you ■ so that's I'm sorry, we're fully booked

1	C A	Hello, ¹ Hi, yes, ² No, we don't.	
2	B A B A	have a cancellation At 9.00. Yes, that's OK, 5Martin.	fine, please? smoking or non-

	A	OK, 5, please?
	В	Martin.
	A	6smoking or non-
		smoking?
	C	Non-smoking, please.
3	A	Would you like a drink while you're
		waiting?
	В	Yes, er ⁷ a beer, please?
	A	And for you?
	C	I'll have a sparkling mineral water.
	A	OK, 8 a beer and a water.
4	A	Excuse me, 9 This way,
		please Is this table all right for you?
	C	This is fine.
	A	10, the specials are on the
		board.

Vocabulary

- 3 Read the dialogues again. <u>Underline</u> the phrases that mean:
 - 1 ... until your table is ready

6 Do you have a reservation?

- 2 have you booked?
- 3 come with me
- 4 someone has said they are not coming
- 5 dishes which are only available today.
- **4** Who usually says these things? Write W (waiter) or C (customer).

1	Can I have your name?	
2	We have a reservation for 9.00.	
3	I have a cancellation for 8.30.	
4	Would you like a drink?	
5	Do you have a table for four?	

Speaking

- 5 Work in pairs. Read the dialogues from Exercise 2 aloud.
- 6 Work in pairs. Make up a dialogue using the information below. Try to use phrases from Exercise 2. When you finish, change roles.

Waiter It is 9.00 on Friday evening and your restaurant is fully booked. You have one table free at 9.30 due to a cancellation. Four customers arrive. One of them speaks first.

- Greet them and check if they have a reservation.
- Offer them a table at 9.30.
- · Ask for a name.
- · Offer them drinks.
- Tell them when the table is ready.
- Give them the menu and specials.

Customer You are with three friends. It is 9.00 on Friday evening and you want to eat at this restaurant. You don't have a reservation. Most restaurants in town are fully booked. Speak first.

- · Greet the waiter and ask for a table for four.
- Say you don't have a reservation.
- Accept the offer of a table at 9.30.
- Give your name to reserve the table.
- · Order drinks.

Get real

Work in groups. Use magazines or the Internet to find adverts for restaurants in your town. Create a 'restaurant guide'.

256113

B Thank you.

Explaining the menu

Before you read

1 Number these courses from a menu in the order you think they should be eaten or drunk.

dessert	coffee	
main course	starter	
salad	cheese	

Reading

2 Paul and Ilona are at a restaurant. Look at the menu and label the sections with the headings in

Desserts ■ Main courses ■ Vegetables/salads ■ Starters ■ Drinks

e parama meningan pananan	
1	
Caesar salad	£4.75
Grilled goat's cheese with vegetab	oles £4.95
Tuscan bean soup	£3.95
•	
202202	
2	
Butternut squash risotto with che	
Tagliatelle alla cacciatora	£8.95
Salmon steak with creamed lentil	
Grilled steak with red wine sauce	£11.50
305505	
Z. Z	
3	
Mixed vegetables in season	£2.50
Green salad	£2.50
Potatoes (fried, boiled, mashed)	£1.95
2300	
१०५०५	
4	(2.05
Lemon tart Chocolate mousse	£3.95 £3.95
Ice cream (chocolate or pistachio	
the cream (chocolate of pistachio	25.50
202202	
ANALY	
5	
White wine	(glass) £2.65
	£9.95
Red wine	(glass) £2.75
	£10.55
Beers (by the bottle)	£2.75
Mineral water (500ml)	(still) £1.75
	(sparkling) £1.95

3 Paul and Ilona are ready to order. Read the dialogue (waiter=A, Paul=B, Ilona=C) and complete the waiter's notes.

1 x CS	
1 x SS	

- A Are you ready to order?
- B Yes. Er . . . what's butternut squash?
- A It's a kind of vegetable. It's a bit like courgette. It tastes quite sweet.
- C OK . . . and what is the tagliatelle alla cacciatora? Does it have any meat it?
- A Yes, it's pasta with a sauce made with tomatoes, white wine, and pancetta. It's delicious.
- C Pancetta? What's that?
- A It's a kind of meat from Italy. It's like ham.
- C OK. I'll start with the Caesar salad, then the salmon steak.
- B And I'll have the soup and the butternut squash
- A OK, Caesar salad and soup, then one salmon and one risotto. Would you like vegetables or salad?
- B I'd like a green salad.
- C Yes, me too.
- A So two green salads. And to drink?
- C Some wine . . .?
- A The house white is very good.
- C Fine. Can we have a bottle of the house white, please? And some sparkling water.
- **4** Read the dialogue again. Find two phrases to:
 - a ask for something
- b explain a dish
- c recommend something.

Speaking

5 Work in pairs. Think of two typical dishes from your country. Discuss how you would explain them to a customer.

It's a kind of ... It's made with ... It's a bit like ...

Writing

- 6 Write a short dialogue between a customer and a waiter, asking and answering about the dishes you discussed in Exercise 5.
- Get real

Work in pairs. Use magazines or the Internet to find reviews of restaurants, in your language or in English. Choose your favourite good review and your favourite bad review. Report back to the class on what you found, and what the reviews say.

Before you read

1 Match the signs (1–10) with the definitions (a–j).



1 international flights



2 check-in



3 transit lounge



4 baggage claim



5 customs



6 tax-free shops



7 domestic flights



8 left luggage



9 information desk



10 passport control

This sign tells you where:

- a you collect your bags after your flight
- **b** you catch a plane to a different country
- c you can wait for a connecting flight
- d you must say if you are carrying alcohol, tobacco, or luxury goods
- e you go to show your ticket and get your seat on the plane
- f your passport is checked before you enter a country
- g you can buy things at a reduced price
- h you catch a plane to a different part of the same country
- i you can leave your bags for a few hours
- j you can get information about transport, accommodation, etc.

Reading

- 2 Match the first part of these questions or sentences (1–8) with the endings (a–h). What is the name of the job of the person who says them?
 - 1 Can I see
- a anything for anyone else?
- 2 How many
- **b** is 15A.
- 3 Did you
- c your ticket and passport, please?
- 4 Are you
- d will start boarding at 10.30 at gate 24.
- 5 Are you carrying
- e pack the bags yourself?
- 6 Would you like
- f carrying any of these items in your hand baggage?
- 7 Your seat number
- g bags are you checking in?
- 8 Your flight
- h an aisle or a window seat?

Speaking

- **3** Work in pairs. One of you is a passenger, the other is a check-in clerk. Take turns to role play a scene at the check-in desk. Use the questions in Exercise 2.
- 4 Work in pairs. Imagine a new airport is being built near your town or city. You have to plan the terminal building. Decide where to put the items from Exercise 1 (think about the way people move through an airport), plus anything else you need to include. Compare your plan with another pair.

Writing

5 Draw and label your plan of the terminal.

Get real

Work in groups. Choose three city airports and use the Internet or reference books to find out three pieces of interesting information about each of them (for example, when they were built). Have a class quiz to see who can match the information to the correct airport.

Package holidays

Before you read

1 What is a package holiday? What do you think the price includes?



Reading

- **2** A travel agent (A) is talking to a customer (C) about package holidays. Read the conversation and check your ideas in Exercise 1.
 - C So what does 'from £599 all-inclusive' mean?
 - A You pay one price for everything.
 - C Everything? Really?
 - A The price includes flights, transfers, and accommodation at the resort.
 - C What about meals?
 - A Let me explain. You can choose from different packages: room only, bed and breakfast, half board, or full board. Room only is the cheapest package, at £599, but you have to buy your meals separately in the hotel restaurants. This option also includes some self-catering apartments with their own kitchen, but they are more expensive.
 - C So bed and breakfast is only breakfast?
 - A That's right. Half board means breakfast and dinner are included, full board includes all meals. You pay a higher price for full board, but it usually works out cheaper overall. You can eat at any of the resort restaurants.
 - C OK, and what else is not included in the £599?
 - A Optional excursions, and there's a small charge for some facilities. For example, a sports massage costs £10.
 - C I see. And are there any additional charges?
 - A Well, the price is based on two adults sharing a room. There's a single supplement for one person occupying a double room. That's around £200 – it depends on the room rate.
 - C And what about discounts?
 - A Well, there's a 15% reduction for a third adult sharing a standard room. And there's a reduced rate of 25% for children under ten.
 - C And is this the price per person?
 - A Yes, that's right. Would you like to take one of our brochures? Then you can think about it.

3	What is included (inc.) in a half board package?
	Put a tick in the right column.

	inc.	some inc.	not inc.
accommodation meals			
drinks			
flights			
transfers			,
excursions resort facilities			
resurt facilities			

- 4 Read the dialogue again. Decide if the statements are true (T) or false (F).
- 1 'From £599' means £599 is the lowest price. T/F
 - 2 You can only eat in your own hotel. T/F
- 3 You have to pay for organized trips. T/F
- 4 It's more expensive if you want a T/F room alone.

T/F

5 Children over ten pay the full adult rate.

Vocabulary

5 Complete the definitions (1–4) with these words.

	optional ■ brochure ■ discount ■ self-catering		
	Α	is a lower amount of money means you buy and cook your	
_	own food.	initians you bay and cook your	
3	A	is an information magazine.	
4		means you can choose to do this	
	or not		

Speaking

6 Work in pairs. Use this information to role play a dialogue between a customer and travel agent.

Sunara Resort

Prices per person for 7 nights from:

£549 (room only)

£569 (B&B)

£589 (half board)

£599 (full board)

Price includes flights and full use of facilities

Single supplement: £120

25% reduction for children under 8 years

Self-catering apartments from £629

Get real

Work in groups. Collect package holiday adverts from holiday brochures or the Internet. Create an 'ideal holidays' page with a holiday for everyone in your group.

Facilities at a resort

Before you read

- 1 Match the facilities (a–j) with the symbols (1–10).
 - a fitness centre
 - **b** watersports
 - c nightclub
 - d casino
 - e sauna
 - f bars
 - g hairdresser
 - h indoor swimming pool
 - i babysitting service
 - outdoor swimming pool















Reading

2 Read this brochure information about the Miramar Resort Hotel, Find five facilities not mentioned in Exercise 1. Do you know what they are?

**** Miramar Resort Hotel

A luxurious hotel set in beautiful gardens, with a private beach and a full range of facilities.

Rooms

Our comfortable rooms are temperature-controlled and all have a bathroom with hairdryer, satellite TV, radio, direct-dial phone, electronic security box, minibar, and balcony.

Room upgrades

Superior twin rooms and suites are available.

Facilities

250 rooms – sun terraces and tropical gardens – private beach with beach club and lifeguard - watersports such as waterskiing - children's club with qualified staff tennis club – indoor and outdoor pools – children's pool – fitness centre with gym, sauna, and massage service – shopping centre – six bars, including a beach bar – quiet lounge for reading – daily excursions – nightclub.

Prices (winter 2002–2003)

Prices are per person for seven nights, based on two adults sharing a twin room, and are on a bed and breakfast basis. There is a supplement of £30 for half board and £50 for full board.

Low season

(1st Nov-21st December, 1st Jan-15th March) £599-£749

High season

(22nd-31st Dec, 16th March-30th October) £799-£999

- **3** Here are some questions asked by guests who wanted to book a holiday at the Miramar. Find and underline the answers in the text.
 - 1 We have two young children, but we want to enjoy all the facilities. Is there someone to look after them?
 - 2 Where do we leave our valuables when we're on the heach?
 - 3 Sometimes I just need to be quiet and get away from everything. Is there somewhere?
 - 4 I've heard it's very hot. Will we be able to sleep?
 - 5 I like to keep fit, but I'm not a good swimmer what can I do?

Writing

4 Work in pairs. Design your own resort hotel. Decide where it is, what facilities it has, what the rooms are like, and how much it costs to stay there. Then write some information for a holiday brochure.

Speaking

5 Work in different pairs. With your new partner, ask and answer questions about your resort hotels from Exercise 4. Exchange information about name, location, number of rooms, prices, and so on.

Get real

Work in groups. Collect information about holiday destinations from brochures or the Internet. Plan a 'travel programme' for TV, in which TV presenters visit holiday destinations and comment on the location, the facilities, the price and so on. Decide which places you are going to review. Decide what facilities each person is going to look at and so on. Present your idea to the class and decide whose programme is the most interesting.

Respecting cultural traditions

Sefore you read

1 Have you ever been to Thailand? Do you know any information about it? What?

Reading

- **2** Read the factsheet for visitors wanting to know more about the culture of Thailand. Match the headings (1-5) to the paragraphs (a-e).
 - 1 Social attitudes and gestures
 - 2 King and country
 - 3 Visiting homes
 - 4 Religion
 - 5 What to wear
- 3 Does anything surprise you about manners and etiquette in Thailand? What?

Vocabulary

4 Complete the lists with the correct form of the word from the factsheet.

noun	adjective	opposite
respect	respectful	
politeness	polite	
appropriateness	appropriate	
hospitality		inhospitable
modesty		immodest
courtesy	courteous	
acceptability		unacceptable

Speaking

- 5 Work in pairs. Ask and answer these types of questions with information from the factsheet.
 - 'Is it OK for women to visit Buddhist temples?'
 - 'If I meet someone, should I shake hands like we do in Europe?'

Writing

6 What would be useful for visitors to know about social behaviour in your country? Write a factsheet. Use the headings from Exercise 2.

Get real

Work in pairs. Use the Internet or reference books to find out about behaviour in other countries. Report back to the class on what you found. You could collect the information and create a class 'guide to the world'.

Thailand

- some DOs and DON'Ts for visitors
- a The Thais are very respectful of their king and queen. Visitors should never make disrespectful comments about the royal family. Like the Thais, you should always stand in silence when the national anthem is played. Never stand on banknotes - the king's picture is on them.
- b Always take off your shoes before entering a temple (wat) or other holy building that contains a Buddha image. Do not stand in front of Buddha statues for photographs. Shorts and sleeveless shirts are not appropriate dress for visiting a wat. Both men and women should make sure their legs and arms are covered. Women should never touch a Buddhist monk. If you sit in a temple, make sure that your feet are not pointing towards the Buddha.
- c Thais greet each other with a hands-together gesture called a wai. If someone wais you, you should do the same. It's polite to smile too. When you give things to other people, use the right hand or both hands. Never use the left hand. If you shout, people will think you are very impolite.
- d Generally, wearing shorts is inappropriate unless on the beach. In the street, and in banks, or government offices, try to dress in neat, clean clothes. For men this means a shirt and trousers, for women a modest dress, or blouse and skirt, or trousers. Sandals and short-sleeved shirts are acceptable.
- e Thais are very hospitable. If you are lucky, you may be invited to someone's home. You will usually be offered food or drink. It is polite to accept, and your host may think you are discourteous if you don't accept. Always remove your shoes before entering someone's home.

Giving tourist information

Before you read

1 Work in pairs. You have one minute. How many famous places in London can you name? Make a list. Which one do you think is most popular with visitors?

Reading

- 2 Read the descriptions of places to go and things to do in London. Does the text come from:
 - 1 a newspaper?
 - 2 a history book?
 - 3 a tourist brochure?

Welcome to don

irst stop should be the British Airways Γ London Eye. It is the world's highest observation wheel and offers amazing views of the city. The Eye takes guests on a 30-minute flight, rising to 135 metres above the River Thames, in 32 high-tech, fully enclosed capsules.

Walking tours are a good way of getting to know the real London in the company of a qualified guide. There are organized walking tours every day of the week covering London's history and culture.

Visit Harrods, London's most famous department store. You can buy anything here. Don't forget to visit our luxury Food Halls.

The Tower of London is 900 years old. It has been a palace, and prison, for many kings and queens. Today, the Tower is the home of the Crown Jewels and a museum of arms.

Tate Modern is Britain's new national museum of modern art. Housed in the former Bankside Power Station, Tate Modern displays the Tate collection of international modern art from 1900 to the present day, including major works by Dalí, Picasso, and Warhol, and work by contemporary artists such as Damien Hirst.

- **3** Complete the replies which the tourist information officer gives to three tourists:
 - A Where can we go for a panoramic view?
 - B I'd recommend taking a ride on the. - that's the big wheel on the South Bank. You get spectacular views of the city.
 - A I only have one day I want to see as much as possible, particularly the more historical parts.
 - B The best thing to do is to take a _ The guides tell you all about London's history.
 - A I'd like to buy some typically British gifts for my family.
 - B You could go to _____ ___ if you don't have much time. It sells everything!

Vocabulary

4 Find the phrases in Exercise 3 which the tourist information officer uses to make a suggestion or recommendation and underline them.

Speaking

- 5 Work in pairs. Look back at the places and activities described in Exercise 2. Discuss how you would answer the following requests for information about where to go in London:
 - 'We'd like to take the kids somewhere that's fun and educational. What can you suggest?'
 - 'I'm interested in modern art. Could you tell me where I can find the best collection of paintings and sculpture?'
- **6** Work in pairs. Make and answer requests for information about your own capital city, or the town you live in.

Tourist Ask for information about places to visit and things to do.

Information officer Give advice and make recommendations.

Get real

Work in groups. Use guidebooks or the Internet to find out as much as you can about a city you would like to visit. Write questions to ask other students in the group about their cities. In your groups, ask each other for recommendations and give advice.

Booking a ticket

Before you read

- 1 Choose the best word in the definitions(1–4).
 - 1 The price you pay to travel on a plane, train, etc. is the fee/fare/rate.
 - 2 A journey by water is a flight/ferry/voyage.
 - 3 You board a plane at a gate/platform/quay, and a train from a gate/platform/quay.
 - 4 A ticket to a place and back again is a twoway/return/reverse ticket.

Reading

2 A travel agent is explaining transport choices to a customer who wants to travel from London to Edinburgh. Use the information below and in the box to complete the explanation.

	journey time	fare
bus	10 hours	£40
train	5 hours	£75
plane	1 hour	£99

quicker ■ the cheapest ■ more interesting

- the most expensive more expensive
- the quickest the longest

'Basically, you can go b	y train, by bus, or you can
fly. The bus is 1	option, but it
takes 2	Flying is 3,
but obviously it's 4	– it only takes
an hour. The train is 5_	than the
bus, but it's 6	, and because it
goes through beautiful	countryside it's a
⁷ journey.	,

- **3** The customer decides to fly. Read the conversation and complete the booking information on the computer screen.
 - A OK, what date do you want to travel on?
 - C We'd like to fly to Edinburgh on Friday 10th, in the evening.
 - A And when do you want to come back?
 - C On the Monday morning that's the thirteenth.
 - A OK, ... there's a flight at 18.30, but that's full ... there are seats available on the 19.45 – that lands in Edinburgh at 20.40.
 - C Yes, that's fine.
 - A Let's just look at return flights ... I can offer you seats on a flight at 10.00 on Monday 13th, arriving in London at 10.55.
 - C That's fine.
 - A And the fare is £99 plus £10 UK airport tax.
 - C OK, fine.
 - A Can I have the passengers' names, please?
 - C Andrew Waterstone and Jane Morris.

- A And what's your address?
- C 25 Tadema Road, London SW10 4RJ.
- A And can I have a daytime telephone number?
- C Yes, it's 020 7465 1003.
- A OK. That's all confirmed. You should receive your tickets in the post tomorrow.

		==
Passenger(s)	-	
Names (Mr/Ms)		_
Initials		
Address		The state of the s
City	_	
Postcode		
Tel. no		
Outbound		
Flight no. BA 1221		
From	То	
Date	_ June	
Depart	Arrive	-
Inbound		
Flight no. BA 1224		
From	То	
Date	June	
Depart	Arrive	-
Fare per person (inc	c. tax)	
Baggage allowance 20)kg	

Speaking

- **4** Work in pairs. Read the dialogue in Exercise 3 aloud, taking turns to read each part.
- **5** Work in pairs. Role play a similar conversation. Use the information below.

Customer You want to travel from London to Paris at about 18.00 on Friday 17th, returning on Monday 20th in the morning.

Travel agent The Eurostar train costs £99 return, and there is one train every hour. Flights cost between £100 and £120. The train journey takes three hours; the flight takes just over one hour. There are no seats available on any flight after 16.30 on Friday 17th. There are seats available on all Eurostar trains.

Get real

Work in pairs. You have fourteen days and €750 (or the same amount in another currency). Plan a journey in a country of your choice. Use guidebooks or the Internet to get timetables and information. Tell the class about your trip.

Dealing with money

Before you read

- 1 How do you say these numbers in English?
 - 1 2%
- 3 €27.50
- 2 \$200
- 4 €1,500
- 2 How many ways of making a payment can you think of? Make a list.

Reading

- **3** Match the extracts from the four conversations (a-d) with the places (1-4).

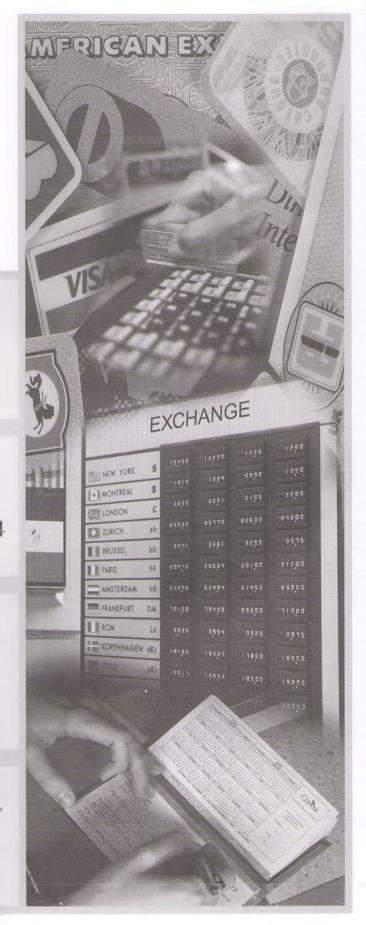
 - 1 A travel agent's 3 A currency exchange
 - 2 A bar
- 4 A hotel

- A I'd like to change some Canadian dollars. Is the exchange rate the same as yesterday?
- B Yes, it is.
- A And what's the commission ?
- B It's two per cent.
- A OK, can I change two hundred dollars, please?

- C Good morning. I'd like to settle my bill now.
- D Yes, sir. How would you like to pay?
- C Do you take traveller's cheques ?
- D I'm afraid not. We only take credit cards or cash.
- C I'll pay by credit card, then. Is Visa OK?
- D Visa is fine. What's your room number?

- E Can we have the bill, please?
- F Yes, that's €27.50 altogether.
- E OK. Here's fifty. Sorry, I don't have anything smaller.
- F No problem.
- E Can I have a receipt, please?
- F Sure. Here's your change, and your receipt.

- G So, the total price is $\leq 1,500$ that includes flights, hotel vouchers, and insurance
- H That's fine.
- G I need to take a ten per cent deposit now. You can pay the balance later.
- H OK, here's my credit card.



Vocabulary

4 Complete the definitions (1–10) with the words in the box. They all appear and are highlighted in the dialogues in Exercise 3. Check back if you need to.

cash ■ credit card ■ traveller's cheque ■ change

■ commission ■ deposit ■ exchange rate ■ bill ■ receipt ■ insurance 1 The _ is extra money that you pay for a service. __ is a piece of paper that shows how much you must pay. _____ is a sum of money which is the first payment for something. _ is money in the form of notes or coins. ____ is money you pay to protect yourself against something bad happening. 6 A ______ is a piece of paper that shows how much you have paid. _____ is a cheque you can exchange for foreign money. _ is a plastic card you can use to pay for things _____ is the money you get back if you pay more than something costs. _____ is the value of one currency compared to another. 5 Who says these things, the customer (C) or the person (P) serving them? Write C or P in the box. 1 Can I have a receipt, please? 2 How would you like to pay? 3 Can you tell me the exchange rate for Canadian dollars? 4 Do you take traveller's cheques? 5 Here's your change, and your receipt. 6 We only take credit cards or cash. 7 Can we have the bill, please? 8 I need to take a ten per cent deposit. 9 Can I change two hundred dollars, please? 10 That's €27.50 altogether. 11 The total price is €1,500. 12 And what's the commission? 13 Is Visa OK?

14 Sorry, I don't have anything smaller.

Speaking

- **6** Work in pairs. Read the dialogues in Exercise 3 aloud, taking it in turns to read each part.
- 7 Work in pairs. Look at the information below and role play the situations. Take it in turns to be the customer and the person serving.

Customer

- 1 You want to change US\$150 into euros.
- 2 You want to settle your hotel bill and pay by Euro-cheques.
- 3 You want the bill and a receipt. You only have a
- 4 You've just booked a holiday. You have two credit cards, Visa and Amex.

Person serving

- 1 The exchange rate for US\$ is 0.87. The commission is 3% for amounts up to €200, and 1.5% for higher amounts.
- 2 The bill is €490.00. You only take cash or credit cards.
- 3 The bill is €19.00.
- 4 The total price is €2,500. You need a 20% deposit. You take Visa and Mastercard, but not Amex.

Get real

Work in groups. Choose three countries you are interested in. Use guidebooks or the Internet to find out as much as you can about dealing with money in those countries. Write short guides for visitors for each one. Include information about:

- currency
- the best place to change money (banks, bureau de change, etc.)
- the best way to carry money (traveller's cheques, dollars, etc.)
- how easy it is to use credit cards, etc,
- other useful information.

Checking into a hotel

Before you read

- 1 Look at these stages in the process of checking in a new guest. Number them in the order you think they might happen.
 - a Ask to see their passport.
 - b Welcome the guest.
 - c Give them their key.
 - d Ask them to sign the check-in form.
 - e Wish them a nice stay.
 - f Ask if they have a reservation.

Reading

- **2** Read the dialogue between the receptionist (R) and Mr Brolin (B). Check your answers to Exercise 1.
 - R Good evening.
 - **B** Good evening. My name is Lars Brolin.
 - R Welcome to London, Mr Brolin. Do you have a reservation?
 - B Yes, I do.
 - R Let's see ... a single room for three nights?
 - B That's right.
 - R Can I see your passport, please?
 - B Yes, of course.
 - R Thank you ... Can you sign here, please?
 - B Sure.
 - R Here's your key. You're in room 415 on the fourth floor. Breakfast is from 7 a.m.
 - **B** Thanks. Oh, where's the swimming pool? I might have a swim later.
 - R It's in the basement. Would you like any help with your luggage?
 - B No, I'm fine, thanks.
 - R The lift is just over there, on your left. Enjoy your stay.

Speaking

Work in pairs. Read the dialogue aloud, taking it in turns to read each part.

Vocabulary

4 Work in pairs. Test each other. You are in a hotel lift. How do you say these floors?



Speaking

- **5** Work in pairs. Ask and answer questions about the facilities at the conference centre on the board below. Give the location and the floor in your answer.
 - A Where's the lecture hall?
 - B It's in the conference suite, on the first floor.

Facilities	location	floor
sauna and pool	health suite	В
Greens salad bar	dining area	G
lecture hall	conference suite	1
Internet access	business centre	2
seminar rooms	study area	3, 4
bedrooms	residential area	5, 6, 7
Rooftops bar	leisure centre	9

6 Work in pairs. Role play similar dialogues to the one in Exercise 2. Use your own names.

Hotel receptionist

- Welcome the guest.
- Check their reservation.
- Ask to see their passport.
- Ask them to sign the registration form.
- · Wish them a pleasant stay.

Guest

- · Give your name.
- Say you have a reservation for a double room for two nights.
- · Ask what time breakfast is.
- Ask where the bar is.

Get real

Work in pairs. Use guidebooks, hotel information, or the Internet to get printed information about hotels and conference centres around the world. Work with another pair. Give them a short description of one of the hotels, for example, 'It has a gym on the third floor and a roof top bar'. They should look at the details you have collected, and say which hotel you are describing.

Tour guide commentaries

Before you read

1 Match the pictures (1-4) with the names of the tourist attractions (a-d) and the countries they are in (i-iv).









- a the Taj Mahal
- b the Pyramids
- c Ayers Rock (Uluru)
- d the Statue of Liberty
- Egypt ii the USA
- iii India
- iv Australia

Vocabulary

- **3** What is the function of the phrases(a-h) from the texts in Exercise 2? Put them in the correct category (1-5) below.
 - a Do you have any questions?
 - b This is one of the most famous ...
 - c As you can see, ...
 - d OK, if you are ready, let's go inside.
 - e Please notice ...
 - f This is a superb example of ...
 - g The structure was designed by ...
 - h It was built in ... and it stands ...
 - 1 Introduction: saying where you are We are now standing in front of ...
 - 2 Summarizing It is a very good example of ...
 - 3 Giving key information It was built by ... It was completed in ...
 - 4 Pointing out specific details What is interesting is that ...
 - 5 Inviting questions *Are there any questions?*
 - 6 Getting ready to move on OK, follow me, please.

Reading

2 Read these two talks by tour guides. Match them with two of the pictures in Exercise 1.

a __

'We are now standing in front of the world's most famous memorial. This magnificent building is a superb example of Indian Mughal architecture. It was built by Shah Jahan in memory of his wife Mumtaz who died in 1631. It took almost twenty years to build and was completed in 1653. As you can see, it's made of white marble, and it looks especially beautiful early in the morning. Please notice the reflection in the water gardens in front of the main building. Are there any questions? OK, if you are ready, let's go inside.'

Speaking

- 4 Work in pairs.
 - 1 Imagine you are tour guides. Prepare a short commentary for a place that you know well. Use some of the phrases in Exercise 3 to help you.
 - 2 Give your talk to some other students. Ask them to guess the place you are describing.

'This is one of the most famous landmarks in the city. It is a very good example of nineteenth-century engineering. The structure was designed by the French engineer, Gustave Eiffel – it was a gift to the USA from

people of France. It was built in 1886, and it stands 93 metres high. What is interesting is that the outside is made of copper - as you can see, this gives it a green colour. Do you have any questions? OK, follow me, please.'

Get real

Work in pairs. Use the information you have collected from guidebooks, etc. to prepare commentaries for well-known sights. Present them to the class, and get students to guess which sight the commentary belongs to.

Before you read

1 Work in pairs. Tell your partner your favourite form of transport for short journeys (car, bus, etc.) and for long journeys, and say why you prefer them.

Reading

2 Read the title and look at the map. How much of the journey do you think is done by:

a boat?

b bus?

c plane?

d train?

3 Read the itinerary quickly and check your answers.

4 Read the itinerary again. Find out where you can:

1 see many ancient temples

2 cross the border from Laos to Thailand

3 visit the Grand Palace

4 visit caves (two places)

5 see the sunrise

6 visit the Silver Pagoda

7 cross the border from Thailand to Cambodia.

THAILAND, CAMBODIA, AND LAOS

16 DAYS

The trip An exciting journey through the fascinating kingdoms of Cambodia and Laos by boat, train, and bus. A busy trip, but with lots of time for shopping, relaxing, and exploring.

Size of group 5–15 plus group leader and local guides.

Accommodation 11 nights in hotels, 2 nights in local houses

ITINERARY

- Day 1 Depart Heathrow Airport.
- Day 2 Arrive Bangkok.
- Day 3 Visit the Grand Palace, then take train to Aranyaprathet.
- Day 4 Cross the border by train to the old town of Battambang in Cambodia; explore in the afternoon.
- Day 5 Take boat down river to Tonle Sap, then a short bus journey to Siem Reap; afternoon sightseeing in Banteay Srei.
- Day 6 A day to explore the amazing temples of Angkor, including the Bayon, Angkor Wat, Angkor Thom, and countless others.
- Day 7 Early morning boat ride to Phnom Penh; afternoon visiting the Royal Palace and Silver Pagoda.
- Day 8 Fly to Vientiane, the capital of Laos.
- Day 9 Morning tour of Vientiane; afternoon bus journey to Vang Vieng past rice paddies and through dense forests.



- Day 10 Free day to wander around peaceful Vang Vieng, or take a walk and explore the spectacular limestone caves or the surrounding hills.
- Day 11 Drive to Luang Prabang, a world heritage sight.
- Day 12 Early morning climb of Mount Phousi to see the sunrise; rest of the day free to visit the waterfalls or simply relax.
- Day 13 Speedboat trip to Pak Beng, stopping off at the Pak Ou caves.
- Day 14 Another boat trip to the border town Huay Xai and cross the Mekong back into Thailand.
- **Day 15** Fly to Bangkok in the morning. Night flight to London.
- Day 16 Arrive Heathrow Airport.

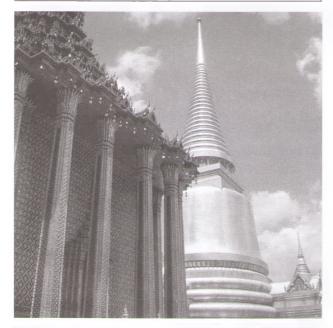
Vocabulary

5 A tour guide is explaining part of the itinerary. Fill the gaps in the two sections with words or phrases from the boxes. Use each word or phrase once only.

then ■ The next day ■ First ■ While we're in ■ On the way

'We start our visit to Laos on Day 8. _____, we fly to Vientiane, the capital. Next, we check in to the hotel, then the afternoon is free. 2_ we go sightseeing in the morning, _ we drive to Vang Vieng which is on the banks of the Nam Xong ____, we'll see rice paddies and drive through dense forests. _ Vang Vieng, you're free to relax in the town, or take a walk and explore the local limestone hills - there are some spectacular caves.'

en route ■ On the following day ■ After that On our last day



'On Day 11 we drive to Luang Prabang in the morning, and you are free in the afternoon. _, there's an earlymorning climb of Mount Phousi to see the sunrise – don't miss it! , you're free to enjoy the scenery, or visit the waterfalls. _ in Laos we take a fast boat to Pak Beng, visiting the Pak Ou caves

Speaking

6 Work in pairs. Look at this short itinerary. Prepare an explanation of it, using the words and phrases from Exercise 5.

ITINERARY

- Day 1 Fly to Warsaw; transfer to Krakow.
- Day 2 Tour of Krakow - visit Old Market. Mariacki church, Jewish Quarter, and the National Museum.
- Day 3 Morning visit to Wawel Castle; free afternoon.
- Day 4 Drive south through Tatra mountains to Zakopane, visiting Wieliczka salt mine en route; aftenoon excursion to Kasprowy Wierch (1,978m) and walk through beautiful Gasienicowa Valley.
- Day 5 Optional morning walk in mountains; free afternoon in Zakopane.
- Day 6 Drive across Slovak border to Hrabusice; short walk and picnic lunch, visit Dobsinska ice caves, then continue to
- Day 7 Cross border into Hungary, and drive through the remote Aggtelek Karst; visit Aggtelek caves, then continue to Eger, famous for its wine; evening wine tasting.
- Drive to Budapest; afternoon tour of Day 8 Castle Hill.
- Day 9 Visit to artists' colony at Szentendre; afternoon cruise along Danube.
- Day 10 Free morning; fly to London.

Writing

7 Work in pairs. Write an itinerary for a visit to a place or places you know well. Use the itinerary in Exercise 3 as a guide. Then explain your itinerary to the class.

Get real

Work in pairs. Collect holiday itineraries from newspaper, travel agent, or Internet adverts. Discuss how interesting you think the itineraries are. Ask questions such as:

- · Do visitors get enough time to spend at important or interesting sights?
- Is there a good variety of things to do?
- Is there enough time to relax?
- Do visitors spend a long time travelling?

Alternative holidays

Before you read

1 The word *alternative* can mean *different* or *unusual*. What do you think an alternative holiday might be?

Reading

2 Read about two holiday centres in the Greek islands. Tick the activities on the right which each centre offers.

Skyros Holidays

Skyros Holidays have a holiday centre on the beautiful Greek island of Skyros. The island has long sandy beaches, clear blue water, lush forests, and a calm, relaxing atmosphere.

Skyros Holidays offer over two hundred courses. Participants have a chance to develop new skills and interests. For those who want something gentle and relaxing, courses include activities such as yoga, meditation, and music. There are courses in more practical and artistic skills like painting, woodcarving, and pottery. And if it's fun and physical exercise you want, there's also sailing and swimming.

Skyros Holidays are informal and friendly. Participants are free to do as much or as little as they please – the emphasis is on creativity, fun, and relaxation. As well as the courses, there are beach parties and boat trips.

Dear Eva

I'm having a great holiday here at the Peligoni Club on the island of Zakinthos

The place is very beautiful - this is a very wild part of the island. I'm enjoying a 'restoration holiday'. This includes guided walks in the mountains, yoga and meditation, guitar-playing and singing, a swim in a healing sulphur water cove, and even Greek dancing! Yesterday we visited a deserted Venetian monastery, and tomorrow we're going on a boat trip.

They also do painting holidays here. It doesn't matter if you're not very good - the whole island is your studio. And it's a perfect place for watersports. You can learn to sail, and there are courses in windsurfing and water-skiing too A lot of the villas have swimming pools too, if you don't want to swim in the sea.

The accommodation is very comfortable, and the food is great. I don't want to leave! See you soon Love,
Andrea

activity	Skyros	Peligoni Club
meditation		
music		
water-skiing		
guided walks		
excursions		
creative writing		
woodcarving		
yoga		
pottery/ceramics		
swimming		

Vocabulary

5 Look at the list of activities in Exercise 2. Write them under the most suitable heading (1–4). Add any more activities that you think of.

1 arts and crafts

3 mind and spirit

2 physical activities

4 watersports

Speaking

4 Look at the information in Exercises 2 and 3 again. Choose three activities you would like to try. Then work in pairs. One of you is a travel agent, the other is a customer. When you have finished, change roles.

Customer Explain what kind of holiday you are looking for.

Travel agent Listen and decide which centre is most suitable for your customer.

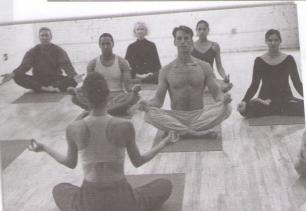
Writing

5 Imagine you are on your holiday, doing the activities you chose in Exercise 4. Write a postcard to a friend, describing the place you are staying in and the activities you do each day. Use these phrases.

I am having a great time here in ... The place is very ... Every day I ...

Get real

Work in pairs. Find out as much as you can about real alternative holidays. Have a class competition to see who can find the most interesting/strange/dangerous, etc.



Dealing with complaints

Before you read

- 1 Look at the four steps (a-d) for dealing with a complaint. Put them in the most logical order.
 - a Apologize for the situation.
 - b Find out exactly what is wrong.
 - c Promise action as soon as possible.
 - d Show that you understand the problem.

Reading

- 2 Read the dialogues (1-3) below. Which one is a complaint about:
 - a a room that hasn't been cleaned?
 - b mistakes on a bill?
 - c other guests in a hotel?

 - A So, what is the problem, exactly?
 - B Well, they're just very rude, and very noisy. And they stay up very late, drinking and playing music.
 - A I quite understand. And you can't get to sleep.
 - B That's right. It's spoiling our holiday.
 - A I'm very sorry about this.
 - B So are we.
 - A OK, I'll speak to them today and ask them to be quieter.
 - B Thank you.

 - A And how can I help?
 - B I'm not happy about my room.
 - A What seems to be the problem?
 - B Well, the room's a complete mess. No one has cleaned it.
 - A Right, I see. I must apologize for the inconvenience.
 - B OK, but what are you going to do about it?
 - A I'll send someone to clean it right away.
 - B Good. Thank you.

 - A Good morning, sir. Is there a problem?
 - B Yes, there are some mistakes on my bill.
 - A Can you tell me what's wrong, exactly?
 - B Yes, you've charged me for drinks from the minibar which I didn't have. And I only made one telephone call to Sweden, not three.
 - A Can I have a look? ... Yes, I see the problem. It's our mistake.
 - B Yes, I think so.
 - A I'm very sorry about this. I'll get you a new bill right away.
 - B Thank you.

Vocabulary

- **3** In each dialogue, <u>underline</u> the phrases that A uses to:
 - a find out what's wrong
 - b show he/she understands the problem
 - c apologize
 - d promise action

Speaking

- 4 Work in pairs. Read the dialogues in Exercise 2 aloud.
- **5** Work in pairs. Role play the following situation at a hotel reception desk, taking it in turns to play each part.

Guest You booked a double room with a private bathroom and a sea view. You are in a single room with no bathroom and a view of the motorway.

Receptionist The hotel is very full and you are very busy. However, you have just had a cancellation by e-mail. A double room with bathroom and sea view is now free. Apologize and say you'll move the guest.

- **6** Work in pairs. Discuss what you would say to the customers in these situations.
 - 1 An aggressive male customer at a busy hotel reception desk, complaining loudly about the slow service.
 - 2 A female guest travelling with three children, complaining about the size of her hotel room.
 - 3 A group of young men, all drunk, complaining because the hotel bar is closed.

Writing

7 Choose two of the situations in Exercise 6 and write the dialogues.

Get real

Work as a class. Use the Internet, magazines, newspapers, or TV programmes to find 'holiday from hell' stories. Report back to the class. Make a list of some of the most serious complaints people have made, and suggest what you might do about them.

Tips for travellers

Before you read

1 Work in pairs. You have one minute. How many things can you think of connected with Egypt?

Reading

- **2** Read this advice for people travelling to Egypt. Does it come from:
 - a a holiday brochure?
 - **b** an information website for British travellers?
 - c a postcard?



3 Read the advice again. Make notes.

You should ... You should avoid ... You definitely must not ...

Vocabulary

4	Complete the definitions (1–10) with the						
	h	ighlighted	words in the advice.				
	1		are the situations on the roads.				
	2		are punishments for breaking the				
		law.					
	3		means officially recognized.				
	4		describes a place where people do				
		not often go.					
	5		are crimes involving drugs.				
	6	The	is the fastest you can go in a				
		car.					
	7		means sending someone back to				
		their home country.					
	8		means no longer able to be used.				
	9		is the care you get in a hospital or				
		from a doct	or.				
	10		are normal ways of living and				
		hehaving	, o				

Writing

5 Complete these sentences about Egypt.

1	Dress
2	Never
3	Respect
4	Make sure you
	Avoid

Speaking

- **6** Work in pairs. Take turns to ask and answer questions about travelling to Egypt.
 - A Do I need a visa?
 - **B** Yes, you need a visa valid for one month.

Writing

7 Work in pairs. Write some tips for a website for visitors planning to travel to your country.

Get real

Work in pairs. Use guidebooks, the Internet, and travel pages to find advice for these people travelling to your country or another country of your choice:

- a disabled person
- a woman on her own
- a person looking for work
- a vegetarian.

Describing a festival

Before you read

1 Work in pairs. You have one minute. How many festivals can you name from other countries, that you don't have in your country?

Reading

- 2 Read this text about a Mexican festival. Is it from:
 - a an advertisement? b a guidebook?
 - c a holiday brochure?

The Day of the Dead

The Day of the Dead is Mexico's best-known festival. It takes place on 2nd November. On this day the souls of the dead are believed to return to the earth. The festival is celebrated everywhere in Mexico.

Before the festival, families decorate their homes with flowers. The night before the festival, they visit cemeteries to sit with their dead friends and relatives by candlelight. On the day itself, they visit the cemetery again, and take presents, such as flowers. It is a celebration of the life of the dead person. The souls of dead children are called angelitos, because they are assumed to become angels. The festivities in the Patzcuaro region are the most famous, especially those on the Isla Janitzio in the Lago de Patzcuaro. There are traditional dances, and there is a parade of decorated canoes late in the evening. It is thought that this tradition originated with the Purepecha Indians. It involves the story of the royal Purepechan lovers, Mintzita and Itzihuapa, whose love was destroyed by the Spanish conquistador, Nuno de Guzman. It is said that the souls of the lovers come to the cemetery of the island's church on this night.

If you want to visit Patzcuaro at this time, you will need to book your hotel in advance. Also, bring a warm sweater, as it can get quite cold in this mountainous area in November.

- **3** Read the text again. Decide if these statements are true (T) or false (F).
 - 1 The Day of the Dead is the most famous festival in Mexico.
 - 2 The atmosphere is cheerful, and one of celebration.
 - 3 The souls of dead children are also celebrated on 2nd November. T/F
 - 4 The festival was introduced by the Spanish conquistadores. T/F

- 4 Look at the words in *italics* in these extracts from the text.
 - a ... the souls of the dead are believed to return to the earth.
 - b *It is thought that* this tradition originated ... These two structures are different ways of saving: People believe or People think that ...
 - 1 Find one more example of each structure in the

a	 _ b	 	

Vocabulary

5 Complete the definitions (1–5) with the words in the box.

atmosphere ■ parade ■ festivities ■ celebrate ■ tradition

- 1 You _____ to show you're happy on a special day.
- 2 A _ _ is a group of people walking in a line.
- 3 _____ are happy events.
- 4 _____ is the mood of a place.
- 5 A _____ is an old way of doing things.

Speaking

6 Work in pairs. Discuss whether you would like to visit the Day of the Dead festival. Tell your partner about another festival that you have seen, taken part in, or heard about.

Writing

T/F

T/F

- 7 Think of a festival from your own town or country. Write a guidebook entry for it.
- Get real

Work as a class. Start a 'world festivals calendar'. Collect information about interesting festivals in different parts of the world and put them on the wall.

Health and safety abroad

Before you read

- 1 Work in pairs. Imagine a friend tells you they are planning to travel around the world. Discuss what advice you would give them about:
 - a eating and drinking.
 - b avoiding illness.
 - c personal safety.

Reading

2 Read the advice for travellers in this information leaflet. Match the headings (1-9) with the paragraphs (a-i).

1	Don't get bitten
2	Dangerous sports

- 3 Be careful what you eat
- 4 Women travellers
- 5 Security
- 6 Take care in the sun
- 7 Take care in water
- 8 Don't drink the water
- 9 Take care on the roads

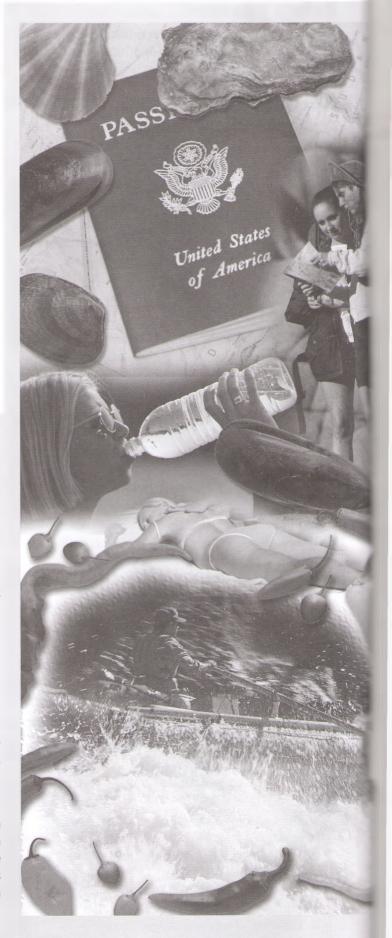


ravelling around the world always involves some risk to your health. However, by taking a few simple precautions, and using your common sense, you can minimize the risk of illness, accident, loss, or injury.

Always wash your hands before you eat. Try to eat only food that you know is freshly cooked. Don't eat food that has been kept warm. Avoid uncooked food like salads, and eat only fruit that you can peel. Be careful about fish and shellfish - in some countries they can be a health risk.

Don't drink tap water unless you know it is safe. Use bottled water for drinking, washing food, and cleaning your teeth. If you can't get bottled water, boil the water before you drink it, or use purifying tablets. Avoid ice unless you know it is made from purified water.

Always check local driving laws. If you are in a car, always wear a seatbelt. If you are on a bicycle or motorbike, wear a helmet. If you hire a car or bike, check that it's safe and that it has insurance. Never drink and drive. If you have an accident, tell the police as soon as possible.



	100
Take care not to get sunburnt. Wear a hat, sunglasses, and use sun cream with a high skin protection factor (25+) on exposed parts of your body. Drink plenty of liquids, particularly at the hottest time of the day. Keep young children and babies out of direct sunlight.	Control of the last of the las
eDon't go swimming alone, especially in very cold water. Adults should watch each other for signs of trouble. Children should always be supervised by an adult who can swim well. Check with local people for information about dangers such as strong currents.	
If you are doing a dangerous sport like skiing, mountaineering, or diving, make sure you follow the safety procedures. Check that there are medical facilities available. You must get insurance which will pay for your medical expenses if you have an accident. Divers should wait 24 hours after their last dive before getting on a plane.	57
Avoid insect bites, particularly mosquito bites, as mosquitos carry malaria and other dangerous diseases. Keep your arms and legs covered after sunset, and use an insect repellent. Sleep in a room with screens on the windows, and use a mosquito net around the bed at night.	
If you are a woman, wear what local women are wearing. Wearing a wedding ring is a good way to avoid unwanted attention from men. Don't walk alone at night, especially in dark or empty streets, and avoid going to bars alone. Don't tell people where you are staying and always lock your door at night. Never accept lifts from strangers.	
Don't carry large amounts of cash, and keep your money and credit cards in an inside pocket. Carry your bags carefully, and watch them all the time, especially in crowded places. Leave your valuables in the hotel safe, and get a receipt for them. Make a photocopy of your passport, and	Control of the Contro

make a note of your credit card numbers. If you

are robbed, always tell the police.

3	W	hich paragraphs give advice about:
	a	health?
		safety?
4		nd two ways to avoid each of these danger ake notes below.
	1	Sickness from eating bad food a wash hands b
	2	Sickness from drinking bad water a b
	3	Injury in a road accident a b
	4	Sunburn a b
	5	Accidents while swimming/doing sport a b
	6	Insect bites a b
	7	Being robbed a b

Speaking

- **5** Work in pairs. Think of replies to these questions from travellers. Don't look back at the text. Use your notes in Exercise 4.
 - 'I'm a woman travelling alone in Egypt with my six-year-old son. How can I make sure we'll be
 - 'We're spending a month in India. We like trying local food and drink, but we're worried about getting ill.'
 - 'We're travelling to Borneo to go trekking in the jungle. It's not the monsoon season, but we're still worried about malaria.'
 - 'I love all sports, especially water sports. Is it OK to go swimming and diving at this time of year?'

Get real

Work in pairs. Find some advice pages for travellers in magazines, newspapers, or on the Internet. Decide if you agree with the advice or not. How would you advise the person differently? As a class, choose the best place to get advice.

Adventure holidays

Before you read

- 1 Match the activities (a–j) with the pictures (1–10).
 - a mountain-biking
 - hiking
 - white-water rafting
 - d paragliding
 - snowboarding
- f climbing
- canyoning
- h kavaking
- i cross-country skiing
- scuba-diving

















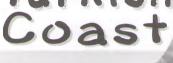




Reading

- **2** Read the text. Does it come from:
 - 1 a guidebook?
- 2 a holiday brochure?
- 3 a newspaper article?

Turkis



Sport enthusiast week

An action-packed week of watersports, mountain-biking, and hiking. You'll have the chance to go scuba-diving, paragliding or white-water rafting. This is an energetic holiday, for which you need to be fit and healthy. Southern Turkey is ideal for sports. It has everything you'll need: coast, canyons, rivers, and mountains. This amazing week starts with a whole day mountain-biking, which includes descending from a nearby mountain plateau. You can spend the next three days in the water. We go diving on the first day (it doesn't matter if you are a beginner or an expert), followed by a breathtaking day canyoning in the stunning Kibriş Canyon and a day seakayaking to an underwater city. Next, we move on to Kaya for a day's hike along this beautiful stretch of coastline, with the chance to go paragliding. The climax of the trip is a thrilling white-water rafting expedition on the Dalaman river.

Winter itinerary

In winter, the temperatures are warm on the coast, but a few kilometres inland you can try cross-country skiing and snowboarding (depending on snow) instead of mountainbiking. We also include a day's climbing on the sea cliffs instead of white-water rafting.

Accommodation and food

Seven nights' in hotels included, as well as all breakfasts and four lunches.

Dates and prices

Trips run from Sunday to Sunday throughout the year. The winter itinerary runs from November to April. Prices for the week are from £499 to £599 depending on dates. Price includes flights, accommodation, equipment, internal transport, and some meals (see above).

Insurance £25

Deposit £35

Single supplement £70

3 Read the text again. Which activities are not part of the winter itinerary?

Vocabulary

- **4** Find these adjectives (1-10) in the text. Which ones describe:
 - a The people
 - **b** The sports
 - c The places
 - d The holiday
 - 1 action-packed
 - 2 energetic
 - 3 fit
 - 4 healthy
 - 5 ideal
- 6 amazing
- 7 breathtaking
- 8 stunning
- 9 beautiful
- 10 thrilling

Speaking

5 Work in pairs. Look again at the activities in the list in Exercise 1. Have you tried any of them? If so, did you enjoy them? If not, would you like to?

Writing

- **6** You work for an adventure holiday company. You have received an e-mail from a customer, Helena Beck, about the Southern Turkey holiday. She wants to know about the activities, how long the trip lasts, what the price includes, about the accommodation, and whether she needs to bring her own equipment. Write an e-mail back.
 - Get real

Work as a class. Use holiday brochures, the Internet or magazines to find adventure holidays for these people.

- a couple over 60
- a sports-mad teenage boy
- · a family of five with a young child.

What are the main differences in facilities and activities?

Before you read

1 Work in pairs. You have one minute. Make a list of the good and bad things about living in a popular tourist area.

Reading

2 Read the first part of an article on ecotourism. How many of your ideas are mentioned?

Tourism can be a good thing or a bad thing I for local people and the environment. It depends how responsible companies and individual tourists want to be.

Large numbers of tourists visiting villages and forests can damage the environment in many ways. Paths get destroyed, trees are cut down to provide wood for building or fuel, people leave rubbish, and the extra noise frightens local wildlife. Local people may start to work in the tourist industry, but not be paid fair wages. Also, a lot of the money from tourism goes to companies outside the area, so it doesn't help local people.

However, money from ecotourism can help to protect areas where animals and plants are in danger. It can pay for nature conservation programmes, and the planting of trees. Ecotourism can help the economic development of local communities without damaging their traditional lifestyles. Simple ways to do this include using locally-owned hotels and restaurants and employing local people as guides or advisers.

If you are concerned about ecotourism, here are some questions to ask your tour operator.

- · Do they use locally-owned businesses like hotels and restaurants?
- Do they pay fair wages to all employees?
- Do they offer training to local employees?
- How do they manage the rubbish created by tourists?
- 3 Read the first part of the article again. Complete the notes.

	Negative effects of tourism	
environment	paths destroyed	
local people		

Vocabulary

Read the second part of the article. Complete the definitions (1–6) with the highlighted words in the text.

In many parts of the world, there are local projects to encourage ecotourism.

National parks and nature reserves in Costa Rica offer nature-based tours that are aimed at preserving the natural habitat and the local wildlife, including some endangered species.

In northern Australia, cultural tours of aboriginal lands are very popular. This means more employment for the local inhabitants and a better understanding of their traditions.

In Nepal, some trekking companies give large amounts of money to community projects, suchas building schools, buying the technology to use solar energy instead of wood for heating, and providing fresh water in villages.

1	The	is where animals
	and plants normally live.	
2		are ideas, beliefs, and
	ways of doing things.	
3		are places where
	animals and plants are pr	otected.
4		are activities that help
	all the people living in on	e place.
5		are people who live in
	a particular area.	
6	W The second sec	are animals, birds,
	plants, etc. in danger of d	isappearing from the
	world.	

Writing

5 Work in pairs or groups. Make a list of guidelines for tourism companies who want to operate ecotourism holidays. Compare your list with another pair or group. What do you think of their ideas?

Get real

Work in pairs. Find examples of problems caused by tourists and examples of ecotourism in your country or suggest ecological activities suitable for your area or region. Report back to the class.

Marketing and promotion

Before you read

- 1 Work in pairs. Here are some ways of promoting a tourism product or service (a-e), and some products (1-5). Decide which types of promotion would be suitable for each of the products and why. a advertisement in a newspaper or magazine b Internet website
 - c television advertisement
 - d promotional event (e.g. a 'cultural day' at an embassy) 3 a new, low-fare airline e special promotional feature in a magazine
 - f direct mailing to customers

Т	a package nonday to a fuxury resort	
2	cheap, last-minute deals on flights or	
	holidays	

- 4 a little-known holiday destination
- 5 a new tourist attraction

Reading

- 2 Read the advice on how to promote a holiday destination. Match the questions (1-5) with the paragraphs (a-e).
 - 1 What resources will you need?
 - 2 Who are your customers?
 - 3 What promotional methods should you use?
 - 4 What does your region have to offer?
 - 5 What are your objectives?

A campaign to promote a tourist	destination
takes a lot of careful planning.	

First, you have to decide exactly what your region offers to visitors - the weather, the natural features (beaches, mountains, scenery), the culture, historical buildings, etc.

Next, you need to identify your target market. This means knowing who your customers are. What are they interested in? How much money will they spend?

Then you need to decide on the objectives for your campaign. Are you trying to attract new visitors, keep your existing customers, or raise awareness about your region?

Once you've decided who you are talking to and what you want to say, you need to decide the best way to communicate your message. What's the best way to promote your region - advertising, cultural events, etc.?

Finally, you need to plan your resources - this means how much money, how much time, and how many people. Think about all the activities within your campaign, give each one a budget (money), a schedule (time), and the people to make sure it happens.

3 Look at this advertisement for a travel destination. Decide who you think the target market is and what you think the objectives are.

Northern Cyprus

The Mediterranean as it used to be ...

There is a Cyprus of tranquil villages, picture postcard harbours, and ancient castles. There is a Cyprus without crowded beaches. There is a Cyprus where there are still more locals than tourists. This is the old Cyprus. Seven thousand years of history, and the warmest welcome in the Mediterranean.

Ask for a copy of our new brochure, and rediscover the Mediterranean of your childhood.

Cyprus Paradise 020 8343 8888

Speaking

- 4 Work in pairs. Plan a promotional campaign for your country or region. You need to decide:
 - · what your region has to offer
 - · who your customers are
 - · what your objectives are
 - · what promotional methods to use
 - · what resources you'll need.

When you have finished, present your ideas to another pair, or to the class.

Get real

Work in groups. Find examples of holiday promotional material in magazines, travel brochures, or the Internet. Decide how good you think they are. Answer these questions:

- · Which is the most effective?
- Which is the least effective?
- Who are the adverts trying to attract?
- What are the main selling points of the holidays?

Glossary

Short forms

countable uncountable [U]

adi adjective advadverb

[pl] plural prep preposition

A

accept /ək'sept/ verb to agree to take sth that sb offers you

accident /'æksidənt/ noun [C] an unpleasant event that happens unexpectedly and causes damage, injury or death

accommodation /ə,kpmə'der[n/ noun [U] a place to live or to stay in

accounts /ə'kaunts/ noun [pl] a record of all the money that a person or business has received or paid out

action-packed / æk sn pækt/ adj full of exciting events and activity

advice /əd'vais/ noun [U] an opinion that you give sb about what he/she should do

advise /əd'varz/ verb to tell sb what you think they should do

agency /'eid3ənsi/ noun [C] a business that provides a particular service

aggressive /ə'gresiv/ adj ready or likely to fight or argue

airline /'eəlaɪn/ noun [C] a company that sells flights for people or things in an aeroplane

aisle /aɪl/ noun [C] a passage between the rows of seats on a plane

angel / eind3l/ noun [C] a spirit who is believed to live in heaven with God. In pictures angels are usually dressed in white, with wings.

apartment /ə'pa:tmənt/ noun [C] a set of rooms rented for a holiday

applicant /'æplikənt/ noun [C] a person who applies for sth, especially a job, a place at a university, etc.

application / æpli'kei[n/ noun [C, U] a formal written request, especially for a job, a place at a university, etc.

apply /əˈplaɪ/ verb apply (to sb) (for sth) to ask for sth formally, in writing, especially a job

appropriate /əˈprəupriət/ adj suitable or right for a particular situation, person, use, etc. ➤ appropriateness /ə'prəupriətnəs/ noun [U]

arms /a:mz/ noun [pl] weapons, especially those that are used in war arrangement /əˈreɪndʒmənt/ noun [C,

usually pl] a plan or preparation that you make so that sth can happen

arrival /əˈraɪvl/ noun [U, C] the act of coming or being brought to a place artists' colony /'a:tists kpləni/ noun

[C] a group of people who share the same interest in art and who live together in the same city

assistant /ə'sistənt/ noun [C] a person who helps sb in a more important position

attitude / 'ætɪtju:d/ noun [C] the way you think, feel or behave

attraction /ə'træksn/ noun [C] an interesting or enjoyable place to go or thing to do

awareness /əˈweənəs/ noun [U, singular] knowledge that sth exists and is important; interest in sth

В

B&B / bi: ən'bi:/ (Bed and 'Breakfast) noun [U, C] a place to stay in a hotel, etc., that consists of a room for the night and breakfast the next morning; a place that provides this type of accommodation

babysitting service / beibisitin sa;vis/ noun [U] a service provided by a hotel, in which sb takes care of your children while you go out for the

backpacking / bækpækin/ noun [U] a way of travelling on holiday while carrying your equipment and clothes. in a large bag, usually on a metal frame, that you carry on your back (a backpack)

baggage claim /'bægɪdʒ kleɪm/ noun [U] the place at an airport where you get your suitcases, etc. after you have

baggage locker /'bæqɪdʒ lɒkə/ noun [C] a small cupboard that can be locked, where you can leave your clothes, bags, etc while you play a sport or go somewhere

banquet /'bænkwit/ noun [C] a formal meal for a large number of people, usually for a special occasion, at which speeches are often made

bar person /'ba: ps:sn/ noun [C] person whose job is to serve drinks in a pub, etc.

bar staff /'ba: sta:f/ noun [C, usually sing, U] the people who work behind a bar, serving drinks to customers,

beautiful /'bju:trfl/ adj very pretty or attractive; giving pleasure to the senses

beginner /br'gmə/ noun [C] a person who is starting to do sth and cannot do it very well yet

beverage /'bevərɪdʒ/ noun [C] any type of drink except water

be your own boss idiom to work for yourself and make your own decisions

birdwatching /'ba:dwpt[in/ noun [U] the activity or hobby of watching and identifying different birds in their natural surroundings

board1/bo:d/noun1[U] a price for a room in a hotel, etc. which includes breakfast and an evening meal 2 [C] a piece of wood, or other strong material, that is used for writing on by teachers, etc.

board2 /bo:d/ verb (be boarding) when a plane or ship is boarding, it is ready for passengers to get on

boil /boil/ verb to cook sth or be cooked in boiling water (at a temperature of over 100°C)

book /bok/ verb to arrange to have or do sth at a particular time

break /breik/ noun [C] a short holiday breathtaking /'breθteikin/ adi extremely surprising, beautiful, etc.

brochure /'brəʊʃə/ noun [C] a small magazine or book with pictures and information about sth or advertisements for sth

Buddhist /'bodist/ noun [C] a person whose religion is Buddhism (an Asian religion based on the teaching of Buddha) ➤ Buddhist adj

budget /'bʌdʒɪt/ adj (informal) very

busy /'bɪzi/ adj (used about a period of time) full of activity and things to do by /bai/ prep used with the to show the period or quantity used for measuring sth: All temporary staff are paid by the hour.

calm /kg:m/ adj not excited, worried or angry; quiet

cancel /'kænsl/ verb to stop sth that you have asked for or agreed to cancellation / kænsə'leɪʃn/ noun [C] something that has been cancelled

capsule /'kæpsju:l/ noun [C] the part of a spacecraft, etc., in which people

casino /kəˈsi:nəʊ/ noun [C] public building or room where people play gambling games for money

catering /'keɪtərɪŋ/ noun [U] the business of providing food and drink at social events or meetings

centrally-located / sentrali lau'keitid/ adj situated in the centre of a city, town or village

charge /tsa:d3/ noun 1 [C, U] the amount of money that you must pay for sth 2 [U] (in charge of sb/sth) a position of control over sb/sth; responsibility for sb/sth

check /t fek/ verb to make sure of sth **check in** *phrasal verb* to go to a desk in a hotel or at an airport and tell an official that you have arrived

- check-in /'tsek m/ noun 1 [C,U] the place where you go first when you arrive at an airport, to show your ticket, etc. 2 [U] the act of showing your ticket, etc. when you arrive at an airport or a hotel
- check sb in phrasal verb to check a person's passport, ticket, etc. and make sure that everything is in order when they arrive at a hotel or an airport
- chef /fef/ noun [C] a professional cook,
 especially a senior cook in a
 restaurant, hotel, etc.
- childcare /'tʃaɪldkeə/ noun [U] the job of looking after children, especially while their parents are at work
- click /klik/ verb (click on sth) to choose a particular item on a computer screen by pressing one of the buttons on the mouse
- climax /'klamæks/ noun [C] the most
 important and exciting part of sth
- cocktail /'kpkterl/ noun [C] a drink made from a mixture of alcoholic drinks and fruit juices
- comfortable /ˈkʌmftəbl/ adj making you feel physically relaxed, warm enough and without pain
- **commentary** /'kpməntri/ *noun* [C] a spoken description of an event that is given while it is happening
- **communicate** /kəˈmjuːnɪkeɪt/ *verb* to share and exchange information, ideas or feelings with sb
- complain /kəm'plem/ verb to say that you are not satisfied with or happy about sth
- **complaint** /kəm'pleɪnt/ *noun* [C] a statement that says you are not satisfied or happy about sth
- conference /'konfərəns/ noun [C] a large official meeting, usually lasting for a few days, at which members of an organization, a profession, etc., come together to discuss important matters
- conference suite /'kpnfərəns swi:t/
 noun [C] a set of rooms, usually in a
 hotel, that are used for conferences
- **confirmed** /kən'fs:md/ *adj* definite and correct
- **corporate** /'kɔ:pərət/ *adj* shared by all the members of a group or an organization
- countless /ˈkaontləs/ adj very many courier /ˈkoriə/ noun [C] a person who works for a tour operator and whose job is to look after a group of tourists when they are on holiday
- courteous /ˈkɜːtiəs/ adj polite and pleasant, showing respect for other people
- courtesy /'ka:təsi/ noun [U] polite and pleasant behaviour that shows respect for people

- covering letter /ˌkʌvərɪŋ'letə/ noun [C] a letter containing information that you send with sth else, especially a CV, when you are applying for a job
- cramped /kræmpt/ adj not having enough space; small
- creative /kri'ertrv/ adj using skill or imagination to make or do new things
- crèche /kreʃ/ noun [C] a place where small children are looked after while their parents are working, shopping, etc.
- credit card /'kredit ka:d/ noun [C] a small plastic card that you can use to buy goods and services and pay for them later
- currency /ˈkʌrənsi/ noun [C, U] the system or type of money that a particular country uses
- **customer** /'kʌstəmə/ *noun* [C] a person who buys things in a shop, restaurant, etc.
- customs /'kʌstəmz/ noun [pl] the place at an airport, etc. where government officials check your luggage to make sure you are not bringing goods into the country illegally
- CV / si: 'vi: / noun [C] a formal list of your education and work experience that you send when you are looking for a job

D

- day-to-day / der to 'der/ adj involving the usual events or tasks of each day deal /di:l/ noun [C] an agreement or arrangement, especially in business
- deal with sb phrasal verb to treat sb in an appropriate way, according to who you are talking to, managing,
- deal with sth phrasal verb to take action in a particular situation in order to solve a problem, complete a task, etc.; to handle sth
- **delicious** /dɪˈlɪʃəs/ *adj* having a very pleasant taste or smell
- **department** /dr'pa:tmənt/ noun [C] one of the sections into which an organization (for example a school or a business) is divided
- departure /dɪˈpɑːtʃə/ noun [U, C] the act of leaving or going away from a place
- **depend on sb/sth** *phrasal verb* to be able to trust sb/sth to do sth; to rely on sb/sth
- **deserted** /dɪˈzɜ:tɪd/ *adj* empty, because all the people have left
- **design** /dr'zaɪn/ *verb* to decide how sth will look, work, etc., especially by drawing plans
- **dessert** /dr'z3:t/ *noun* [C] something sweet that is eaten after the main part of a meal

- **destination** /,destr'nerfn/ *noun* [C] the place where sb/sth is going on a journey
- destroy /dr'stroi/ *verb* to damage sth so badly that it can no longer be used or no longer exists
- **details** /'di:teɪlz/ noun [pl] all the information and facts about sth
- diplomatic / dipləˈmætɪk/ adj good at dealing with people without offending or upsetting them
- direct sunlight /daɪ,rekt 'sʌnlaɪt/
 noun [U] the strongest rays of light
 from the sun
- **disabled** /dɪs'eɪbld/ *adj* unable to use a part of your body properly because of an accident or illness
- **discount** /'dɪskaʊnt/ *noun* [C, U] a lower price than usual; a reduction
- discreet /dr'skri:t/ adj careful in what you say or do so as not to cause embarrassment or difficulty for sb
- dive /darv/ verb to swim underwater wearing breathing equipment, collecting or looking at things
- domestic flight /də'mestik flait/ noun
 [C] a trip by plane to and from places inside a country
- doorman /'dɔ:mən/ noun [C] a man, often in uniform, whose job is to stand at the entrance to a large building such as a hotel, and open the door for visitors, find them taxis,
- **dormitory** /'dɔ:mətri/ noun [C] a room for several people to sleep in, especially in a school or hostel
- **double room** / dabl 'ru:m/ noun [C] a bedroom with a bed for two people

E

- education /,edʒu'kerʃn/ noun [C, usually singular, U] the teaching or training of people, especially in schools
- efficient /ɪˈfɪ∫nt/ adj able to work well without making mistakes or wasting time and energy
- e-mail address /'i:meil ədres/ noun [C] the details of where an electronic message can be sent to sb
- **emphasis** /'emfəsis/ *noun* [C, U] special attention or importance
- **employ** /ɪm'plɔɪ/ *verb* to pay sb to work for you
- employee /m'ploii:/ noun [C] a person who works for sb
- enclose /m kləʊz/ *verb* to surround sb/sth with a wall, etc. ➤ enclosed /m'kləʊzd/ *adj*
- energetic / enə'dʒetɪk/ adj full of energy and enthusiasm
- engineer / end3r'nro/ noun [C] a person whose job is to design, build or repair engines, machines, etc.

en suite /ˌñ'swi:t/ adj, adv (used about a bedroom) having a private connecting bathroom

enthusiastic /ɪnˌθju:zi'æstɪk/ adj full of excitement and interest in sth

event /r'vent/ *noun* [C] a planned public or social occasion

excursion /ɪkˈskɜ:ʃn/ noun [C] a short trip that a group of people make for pleasure

existing /ɪg'zɪstɪŋ/ *adj* that is already there or being used; present

expedition / ekspə dı∫n/ noun [C] an organized journey with a particular purpose, especially to find out about a place that is not well known

expensive /ɪk'spensɪv/ *adj* costing a lot of money

experience /ɪk'spɪəriəns/ noun [U] the things you have done in your life and/or your work

expert /'eksps:t/ noun [C] a person who has a lot of special knowledge or skill

expiry date /ik sparari deit/ noun [C] the date after which a credit card, etc. can no longer be used

extensive /ɪk'stensɪv/ *adj* large in area or amount

F

facilities /fə'sɪlətiz/ *noun* [pl] services, buildings, equipment, etc. that make it possible to do sth

family room /'fæməli ru:m/ noun [C] a room in a hotel for three or four people, especially parents and children

family-run /'fæmɪli rən/ adj managed by one family rather than a company

famous /ˈfeɪməs/ adj well known to many people

financial district /far'næn∫l distrikt/ noun [C] an area of a city where all the banks, finance companies, etc. are

fit /fit/ adj strong and in good physical health (especially because of exercise)

fitness centre /'fitnəs sentə/ noun [C] (also 'fitness room) a room or group or building with equipment for doing physical exercise

flight attendant /ˈflaɪt ətendənt/ noun
[C] a person whose job is to serve
and look after people travelling on an
aeroplane

forest /'forist/ noun [C] a large area of land that is covered with a lot of trees

friendly /'frendli/ *adj* behaving in a kind and open way

front of house / frant əv 'haus/ noun [U] the part of the hotel business that involves dealing directly with the public

fry /frai/ verb to cook sth or to be
 cooked in hot fat or oil ➤ fried /fraid/
 adj

full board / ful 'bo:d/ noun [U] a price for a room in a hotel, etc. which includes breakfast, lunch and an evening meal

fully booked / fuli 'bukt/ adj having no more rooms, tables, tickets, etc. available

function /'fʌŋk∫n/ noun [C] a social event or official ceremony

G

gesture /'dʒest∫ə/ noun [C] a movement of the hand, head, etc. that expresses sth

get on/along with sb; get on/along (together) phrasal verb to have a friendly relationship with sb

graduate /'grædʒuət/ noun [C] a
 person who has a first degree from a
 university, etc.

grill /grɪl/ *verb* to cook sth or to be cooked in very strong heat that comes from above or below the meat, etc. ➤ grilled /grɪld/ *adj*

guest /gest/ noun [C] a person who is staying at a hotel, etc.

gym /dʒɪm/ noun [C] a room with machines and equipment for doing physical exercise, in a school, a hotel, etc.

H

hairdryer /ˈheədraɪə/ noun [C] a machine that dries your hair by blowing hot air through it

half board /,ho:f 'bo:d/ noun [U] a price for a room in a hotel, etc. which includes breakfast and an evening meal

hand baggage /'hænd bægidʒ/ noun [U] a small bag that you can keep with you on a plane

handle /ˈhændl/ *verb* to deal with or control sb/sth

healthy /'hel θ i/ adj not often ill; strong and well

heritage /'heritidz/ noun [U] the history, traditions, etc. that a country has had for many years and that are considered an important part of its character

high season / har 'si:zn/ noun [U, singular] the time of year when a hotel or tourist area receives most visitors (opposite: low season)

homepage /ˈhəʊmpeɪdʒ/ noun [C] the first of a number of pages of information on the Internet that belongs to a person or an organization. A homepage contains connections to other pages of information.

housekeeping /ˈhaʊski:pm/ noun [C] the work involved in looking after a house or an organization so that it runs well

house wine / haus 'wam/ noun [U, C] the cheapest wine that is available in a particular restaurant, not usually listed by name on the menu

ideal /aɪ'di:əl/ adj the best possible; perfect

immodest /r'mpdist/ adj not
 considered to be socially acceptable
 by most people

improve /im'pru:v/ verb to become or to make sth better

in advance (of sth) *idiom* before a particular time or event

in/into reverse order idiom starting with the last one and going backwards to the beginning

inclusive /mˈklu:srv/ adj having the total cost, or the cost of sth that is mentioned, contained in the price

independent /,indi'pendent/ adj
confident and free to do things
without needing help from other
people

indoor /'mdo:/ adj situated, done or used inside a building (opposite: outdoor)

inhospitable /ˌɪnho'spɪtəbl/ adj (of people) not giving a polite and friendly welcome to guests

in-house /'m haus/ *adj* existing or happening inside a company or an organization

inland /'mlənd/ (*adj, adv*) away from the coast or borders of a country

international flight / intəˈnæʃnəl flaɪt/
noun [C] a trip by plane to or from a
foreign country

Internet access / internet ækses/ noun
[U] a service provided by a hotel
which allows guests to use a
computer and connect with the
Internet

Internet cafe /'mtənet kæfei/ noun [C] a cafe or bar with computers on which customers can use the Internet, send e-mails, etc.

interpreter /in'ta:prita/ noun [C] a
 person whose job is to translate what
 sb is saying immediately into
 another language

IT /,aɪ 'ti:/ noun [U] Information
Technology; the study or use of
electronic equipment, especially
computers, for collecting, storing
and sending out information

L

large /lɑːdʒ/ adj big last-minute /ˈlɑːst mɪnɪt/ adj at the latest possible time laundry /'lɔ:ndri/ noun [U] clothes, etc. that need washing or that are being washed

laundry service /ˈlɔ:ndri sɜ:vɪs/ noun [C] a service provided by a hotel, in which sb washes and irons your clothes for you

leader /'li:də/ *noun* [C] a person who leads a group of people

left luggage / left 'lagidʒ/ noun [C] a place where you can pay to leave bags or suitcases for a short time, for example at a railway station

lifeguard /ˈlaɪfgɑːd/ noun [C] a person at a beach or swimming pool whose job is to rescue people who are in difficulty in the water

lifestyle /'larfstarl/ *noun* [C] the way that you live

limestone /ˈlaɪmstəʊn/ noun [U] a type of white stone that is used in building and in making cement

limousine service /ˈlɪməziːn sɜːvɪs/
noun [C] a service provided by a
company, in which a limousine (= a
long expensive car) takes you where
you want to go in exchange for
money

link /liŋk/ noun [C] (computing) a reference to another document that takes you there when you click on it

liquid /'likwid/ *noun* [C] a substance, for example water, that is not solid or a gas and that can flow or be poured

little-known / lrtl nəun/ adj not known about by many people

locally-owned /ˌləʊkəli 'əʊnd/ adj belonging to people who live in the same area

location / ləʊˈkeɪʃn/ noun [C] a place or position

look after sb/sth *phrasal verb* to be responsible for or take care of sb/sth

look forward to sth/to doing sth phrasal verb to think with pleasure about sth that is going to happen in the future

low-fare /'ləʊ feə/ adj cheap luxurious /lʌg'ʒʊəriəs/ adj very comfortable; full of expensive and beautiful things

luxury /'lʌkʃəri/ noun [U] the enjoyment of special and expensive things, especially food, drink and accommodation

M

magnificent /mæg'nɪfɪsnt/ adj
extremely impressive and attractive
maid /meɪd/ noun [C] a woman whose
job is to clean the rooms in a hotel
main course /ˌmeɪn 'kɔ:s/ noun [C] the
most important part of a meal
maintain /meɪn'teɪn/ verb to make sth
continue at the same level, standard,

major /'meɪdʒə/ adj very large, important or serious

manage / mænidʒ/ *verb* to control or be in charge of a business, a team or people, an organization, etc.

manager /ˈmænɪdʒə/ noun [C] a person whose job is to control a business, a shop, a hotel, etc. or part of an organization

marketing campaign /'mɑ:krtɪŋ kæmpeɪn/ noun [C] a planned series of activities and advertisements that are intended to make people want to buy a particular product or service

mashed /mæʃt/ adj (used about potatoes, etc.) that have been crushed into a soft mass

massage /ˈmæsɑːʒ/ noun [C, U] the act of rubbing and pressing sb's body in order to reduce pain or to help him/her relax

medical expenses / medikl ikspensiz/ noun [pl] the money that you spend on medicines or on medical treatment by a doctor, etc.

memory / meməri/ noun [U] (formal) what is remembered about sb after they have died

menu /'menju:/ noun [C] 1 a list of the food that you can choose to eat at a restaurant 2 a list of possible choices that are shown on a computer screen

mid-price /mid 'prais/ adj (used about products for sale) neither the most expensive nor the cheapest that you can buy

mid-range / mid 'remdz/ adj (used about products for sale) neither the best nor the worst that you can buy

mineral water /ˈmmərəl wɔ:tə/ noun 1 [U] water that comes straight from under the ground and that contains minerals or gases 2 [C] a bottle or glass of mineral water

minibar / mmiba:/ noun [C] a small fridge in a hotel room, with drinks in it for guests to use

modern / modn/ *adj* new and different from traditional styles

modesty /ˈmɒdəsti/ noun [U] the action of behaving or dressing so that you do not show your body or attract sexual attention

monastery / monəstri/ noun [C] a place where religious men (monks) live in a community

museum /mju'zi:əm/ noun [C] a building where collections of valuable and interesting objects are kept and shown to the public

N

nightclub /'nartkl^b/ noun [C] a place where you can go to dance and drink late at night night porter / naɪt'pɔ:tə/ noun [C] a person whose job is to be in charge of the entrance to a hotel or large building at night

noisy /'nɔɪzi/ adj full of noise non-smoking /ˌnɒn 'sməʊkɪŋ/ adj (used about a place) where people are not allowed to smoke

0

observation / pbzə'veɪʃn/ noun [U,C] the act of watching sb/sth carefully for a long time, especially to learn sth occupy / pkjupaɪ/ verb to live in or use a building, a piece of land, etc.

on/off duty /'dju:ti/ idiom (used about nurses, doctors, etc.) working/not working at a particular time

one-stop /'wʌn stɒp/ adj in which you can buy and do everything you want in one place

one-way ticket /wʌn ˌweɪ 'tɪkɪt/ noun [C] a ticket for a journey to a particular place, but not back again

online / pn'lam/ (adj, adv) controlled by or connected to a computer or the Internet

option /'pp∫n/ noun [C] something that you can choose to have or do optional /'pp∫ənl/ adj that you can choose to do or have if you want to

order /'ɔ:də/ verb to ask for food or drinks in a restaurant, bar, etc.

organized /ˈɔːgənaɪzd/ adj involving a lot of people working together to do sth that has been carefully planned overall /ˌəʊvər'ɔːl/ adj including

everything; total

P

pack /pæk/ verb to put your things into a suitcase, etc. before you go away or go on holiday

package holiday / pækrdʒ holəder/
noun [C] a holiday that is organized
by a company at a fixed price and
that includes the cost of travel,
hotels, etc.

pagoda /pəˈgəʊdə/ noun [C] a religious building (a temple) in India or E Asia in the form of a tall tower with several levels

panoramic / pænə ræmɪk/ adj giving a view of a wide area of land

passenger /ˈpæsɪndʒə/ noun [C] a person who is travelling in a car, bus, train, plane, etc. but who is not driving it or working in it

passport control /'pɑ:spɔ:t kəntrəʊl/
noun [C] the place at an airport, etc.
where you have to show an official
document that identifies you as a
citizen of a particular country (your
passport), before you can enter or
leave a country

patient /'persnt/ adj able to stay calm
and not get angry, especially when
there is a difficulty or you have to
wait a long time

physical activity / fizikl æk'tivəti/
noun [C] a sport or exercise that you
do in order to keep fit, etc.

pilot /'pailət/ noun [C] a person who
flies an aircraft

plateau /ˈplætəʊ/ noun [C] a large high area of flat land

polite /pə'laɪt/ adj having good
 manners and showing respect for
 others ➤ politeness /pə'laɪtnəs/ noun
[U]

porter /'po:tə/ noun [C] 1 a person whose job is to carry suitcases, etc. at a railway station, airport, etc. 2 a person whose job is to be in charge of the entrance of a hotel or other large building

postgraduate / paust grædguat/ noun
[C] a person who is doing further
studies at a university after taking
his/her first degree

present /'preznt/ noun [C] something
 that you give to sb or receive from sb;
 a gift

the present day / preznt 'deɪ/ noun [singular] the situation that exists in the world now, rather than in the past or future

price /prais/ noun [C] the amount of money that you must pay in order to buy sth

problem / problem/ noun [C]
 something that is difficult to deal
 with or to understand

product /'prodakt/ noun [C]
 something that is made in a factory,
 etc. to sell to people

professional /prəˈfe∫ənl/ adj doing a
 job in a way that shows skill, training
 or care

promote /prəˈməʊt/ verb 1 to advertise sth in order to increase its sales or make it popular 2 (often passive) to give sb a higher position or a more important job

protect /prə'tekt/ verb to keep sb/sth
 safe; to defend sb/sth

purify / pjuərıfaɪ/ verb to remove dirty or harmful substances from sth

➤ purified / pjuərıfaɪd/ adj

0

qualification / kwpliff*ker[n/ noun [C] an exam that you have passed or a course of study that you have completed

quiet / kwarət/ adj with very little or no noise

R

raise /reiz/ verb to increase sth; to make sth better, stronger, etc.

rate /reit/ noun [C] a fixed amount of
 money that sth costs or that sb pays
 for sth

ready /'redi/ *adj* prepared and able to be used

recent /ˈriːsnt/ adj that happened or began only a short time ago

reception /rr'sepfn/ noun [U] the place inside the entrance of a hotel or office building where guests or visitors go when they first arrive

receptionist /rr'sepfənist/ noun [C] a person who works in a hotel, office, etc. answering the telephone and dealing with visitors and guests when they arrive

reduction /rɪˈdʌkʃn/ noun [C] the amount by which sth is made smaller, especially in price

referee / refə'ri:/ noun [C] a person who gives information about your character and your ability, usually in a letter, for example when you are hoping to be chosen for a job

region / ri:dʒən/ noun [C] a part of the country of the world; a large area of land

relations /rɪ'leɪʃnz/ noun [pl] the way that people, groups, countries, etc. feel about or behave towards each other

religion /rɪˈlɪdʒən/ noun [U] the belief in a god or gods and the activities connected with this

remove /rɪˈmuːv/ verb to take sth off report to sb phrasal verb to have sb as your manager in the company or organization that you work for

reservation /rezə'veɪʃn/ noun [C] an arrangement for a seat on a plane, a table in a restaurant, a room in a hotel, etc. to be kept for you

reserve /rɪ'zɜ:v/ *verb* to ask for a seat, table, room, etc. to be available at a future time: to book

resort /rr'zɔ:t/ noun [C] a place where a lot of people go on holiday

resourceful /rɪˈsɔːsfl/ adj good at finding ways of doing things and solving problems

respect /rɪˈspekt/ verb to show care for or pay attention to sb/sth

➤ respectful /rɪˈspektfl/ adj responsibility /rɪˌspɒnsəˈbiləti/ noun [U, C] a duty to deal with sth/sb so that it is your fault if anything goes wrong

responsible /rr'sponsabl/ (responsible for sb/sth) *adj* having the job or duty of dealing with sth/sb, so that it is your fault if sth goes wrong

restaurant /'restront/ noun [C] a place where you can buy and eat a meal

restoration /ˌrestəˈreɪʃn/ noun [U, C] the return of sb/sth to a previous condition

retailer /ˈriːteɪlə/ noun [C] a person or company who sells goods to the public in a shop

rob /rɒb/ *verb* to take money, property, etc. from a person or place illegally

room service /'ru:m s3:vis/ noun [U] a service provided in a hotel, by which people staying in the hotel can order food and drink to be brought to their rooms

royal /'rɔɪəl/ adj connected with a king or a queen or a member of their family

rude /ru:d/ *adj* not polite; not showing respect to sb

run /rʌn/ verb to organize or be in charge of sth; to provide a service

S

safety procedure /'seifti prəsi:dʒə/ noun [C] a way of doing sth, especially the usual or correct way, to make sure that people, equipment, etc. are safe

satellite television / sætəlart 'telrvrʒn/noun [U] television programmes that are sent to your home using an electronic device up in space that moves around the earth

sauna /'so:nə or 'saunə/ noun [C] a
type of bath in which you sit or lie in
a small hot room, (also called a
sauna)

scuba-diving /ˈskuːbə darvɪŋ/ noun
[U] the sport or activity of swimming
underwater using special equipment
for breathing

search /sa:tʃ/ noun [C] an act of
looking for information in a
computer database or on the
Internet

seat /si:t/ *noun* [C] a place where you pay to sit on a plane, in a theatre, etc.

self-catering /,self 'kertərin/ adj (used about a holiday or a place to stay) where meals are not provided for you, so you cook them yourself

serious /'sɪəriəs/ adj needing to be treated as important

service /'sɜːvɪs/ noun [C,U] the work or the quality of work done by sb when serving a customer

sight /sart/ noun [C] a place of interest
that is visited by tourists on holiday
sightseeing / sartsi:rn/ noun [U] the

activity of visiting the places of interest, monuments, etc. in a city, as a tourist

single /'singl/ noun [C] (also ,single
 'room) a room in a hotel, etc. for
 one person

sociable /'səʊʃəbl/ adj enjoying being with other people; friendly

social /ˈsəບʃl/ adj connected with society and the way it is organized

sort sth out *phrasal verb* to find an answer to a problem; to organize sth spacious /'spei∫əs/ *adj* having a lot space; big

sparkling / spa:klin/ *adj* (used about a drink) containing bubbles of gas

special /'speʃl/ noun [C] a dish that is available to order in a restaurant but that is not on the regular menu, and is usually available on one particular day

specialist /'spefəlɪst/ noun [C] a person
with special or deep knowledge of a
particular subject

specifically /spə'sıfıkli/ adv connected with or intended for one particular thing or purpose only

spectacular /spek'tækjələ/ adj very
impressive to see; incredible

speedboat /'spi:dbəot/ noun [C] a
 small fast boat with an engine

spell /spel/ verb to say or write the
letters of a word in the correct order
spreadsheet /'spredfitt/ noun [C] a
computer program for working with

computer program for working with rows of numbers, used especially for doing accounts

staff /stæf/ *noun* [C, usually singular] the group of people who work for a particular organization

standard /'stændəd/ adj average or normal rather than having special or unusual features

starter /'sta:tə/ noun [C] a small amount of food that is served before the main course of a meal

statue /'stætʃu:/ noun [C] a figure of a person or an animal that is made of stone or metal and usually put in a public place

still /stil/ adj (used about a drink) not containing bubbles of gas

stop off (at/in...) phrasal verb to stop during a journey to do sth

stretch /stret \int / noun [C] an area of land or water

stunning / stanin/ adj very attractive, impressive or surprising

successful /sək'sesfl/ adj having
 achieved what you wanted
suite /swi:t/ noun [C] a set of rooms,

especially in a hotel sulphur /'sʌlfə/ noun [U] a chemical

sulphur /'sʌlfə/ noun [U] a chemical element with an unpleasant smell

summer camp /'sʌmə kæmp/ noun [C] (especially in the US) a place where children go during the summer and take part in sports and other activities

sunbathing /'sʌnbeɪðɪŋ/ noun [U] activity of taking off most of your clothes and sitting or lying in the sun in order to make your skin go darker (get a tan) supervisor /'su:pəvaɪzə/ noun [C] a person whose job is to make sure that work is being done properly

supplement /'saplment/ noun [C] an amount of money that you pay for an extra service or thing, especially in addition to the basic cost of a holiday

supplier /sə'plaɪə/ *noun* [C] person or company that sells or provides goods or services

swimming pool /'swimin pu:l/ noun [C] an area of water in the ground that has been built especially for people to swim in

T

tax-free / tæks 'fri:/ adj (used about goods, etc.) that you do not have to pay tax on

team /ti:m/ noun [C] a group of people who work together

tiring /ˈtaɪərɪŋ/ adj making you want to rest or sleep

tour /tuə/ noun [C] a journey that you make for pleasure, during which you visit many places

tourist /'tʊərɪst; 'tɔ:r-/ noun [C]
person who is travelling or visiting a
place for pleasure

tourist attraction /'toərist ətræk∫n/
noun [C] an interesting or enjoyable
place to go to or thing to do when
visiting a place for pleasure

tourist guide /'toərist gard/ noun [C] a person whose job is to take tourists around a city, etc. and give them information about the places of interest and the history of the place they are visiting

tourist information officer / tuerist info mein pfise/ noun [C] a person whose job is to give information to people on holiday about interesting places to visit, etc.

tour leader /'tuə li:də/ noun [C] a person who goes with a group of tourists on a tour and gives them information about the different places they visit

tour operator /'too pperette/ noun [C] a company that organizes holidays during which you visit many different places

traditional /trə'dɪʃənl/ adj following a custom, belief or way of doing sth that has continued from the past to the present; old

train /trem/ *verb* to learn or to teach sb how to do a job

trainee / trei'ni:/ noun [C] a person who is being taught how to do a particular job

transfer /'trænsf3:/ noun [U, C] the act of changing to a different, place, vehicle or route when you are travelling

transit lounge / trænzīt laondʒ/ noun [C] the part of an airport where passengers who are going to continue their journey on another plane can wait for their next flight

transport /'trænspo:t/ noun [U] vehicles that you travel in; a method of travel

travel agent /'trævl eɪdʒənt/ noun [C] a person whose job is to make travel arrangements for people and to reserve tickets, hotels, etc. for them

travel industry / trævl mdəstri/ noun [U] the companies involved in the selling of tickets, hotel reservations, etc. for people travelling to other places

trekking /'trekɪŋ/ noun [U] activity of spending time walking, especially in the mountains, for enjoyment and interest

trip /trɪp/ noun [C] a journey to a place and back again, either for pleasure or for a particular purpose

twenty-four hour (also 24-hour)
/,twenty fo:r 'auə/ adj lasting all day
and all night; without stopping

twin room / twin 'ru:m/ noun [C]
(also twin bedroom) a room in a
hotel, etc. that has two single beds
in it

U

unacceptable /,\nnak'septabl/ adj that most people in society will not allow or approve of

underwater /ˌʌndəˈwɔːtə/ (adj, adv) existing, happening or used below the surface of water

update /,Ap'dert/ verb to make sth more modern

V

valet service /'væler s3:VIS/ noun [C]
1 (in Britain) a service provided by a
hotel, by which sb washes and irons
your clothes for you 2 (in the US) a
service which provides sb to park
your car for you when you arrive at a
hotel, restaurant, etc.

valuables /'væljuəblz/ noun [pl] the things that you own that are worth a lot of money, such as jewellery, etc.

view /vju:/ noun [C] what you can see from a particular place, especially beautiful natural scenery

visitor /'vizitə/ noun [C] a person who goes to see a place or to stay with a person for a period of time

voluntary /'vɒləntri/ adj (used about work) done by people who choose to do it without being paid waiter /'weitə/ (feminine waitress /'weitrəs/) noun [C] a person whose job is to serve customers at their tables in a restaurant, etc.

wander /'wondə/ verb to walk somewhere slowly with no particular sense of direction or purpose

waterskiing /ˈwɔːtəskiːɪŋ/ noun [U] the sport or activity of skiing on water while being pulled by a fast boat

watersport / wo:təspo:t/ noun [C] a sport that is done on or in water, such as waterskiing or scuba-diving

website (also site) /'websaɪt/ noun [C] a place where a company, etc. has information about itself on the Web

well organized / wel 'o:gənaizd/ adj able to plan your work, life, etc well and in an efficient way

whale-watching / werl wot sin/ noun [U] the activity of going on an excursion by boat to see whales in their natural surroundings in the sea, for interest and enjoyment

wheelchair access / wi:ltʃeə ækses/
noun [U] a way of entering or leaving
a place for sb in a wheelchair (= a
chair with wheels, used by people
who cannot walk)

wine cellar /'wam selə/ noun [C] an underground room where wine is stored; the wine stored in this room

work out (at) phrasal verb to come to a particular result or total after everything has been calculated

work schedule / w3:k fedju:l/ noun
[C] a plan of things that will happen
or of work that must be done

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Corbis p 25 (Ayers Rock, Pyramid and Sphinx); Corel p 32 (trees); Photodisc pp 3 (businessman, businesswoman, smiling woman, Asian man), 8 (smiling man), 9 (culinary school), 18 (credit card transaction, currency exchange, credit cards, writing a cheque), 23 (Grand Palace, Thailand), 24 (meditation class), 25 (Taj Mahal, Statue of Liberty), 28/29 (chillies, white water rafting, applying sun cream, women looking at map, shells, passport, drinking water), 31 (white water rafting)

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Margaret Welbank

Help! I'll have to deal with customer complaints.

What do I do

with a CRS?

When do I give the customer a receipt, and when do I give them the bill?

I have no idea what's included in a package holiday.

I don't play football. Why do I need a referee?

> How do I give a customer advice on what food or holiday they should have?



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