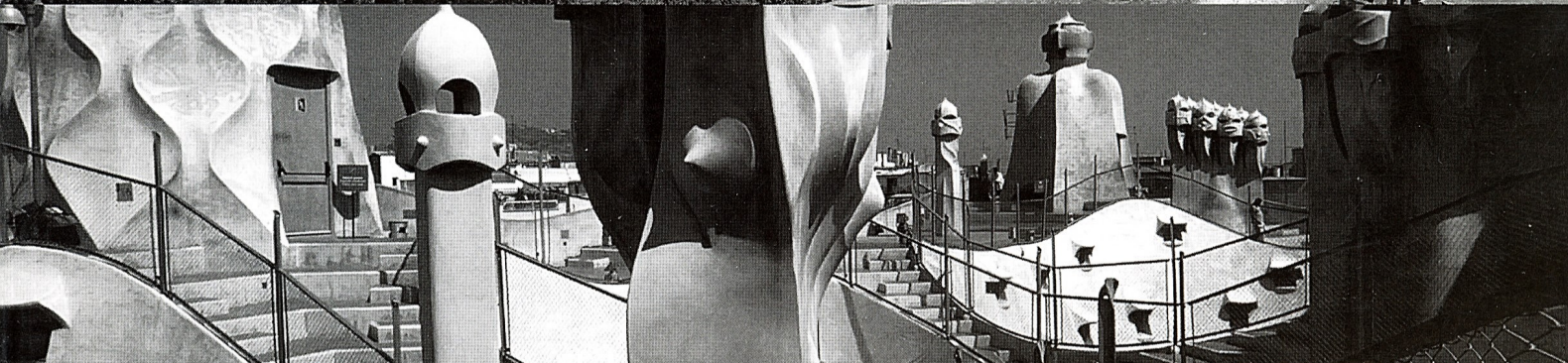


INTERMEDIATE WORKBOOK WITH KEY

ENGLISH FOR INTERNATIONAL TOURISM



NEW EDITION



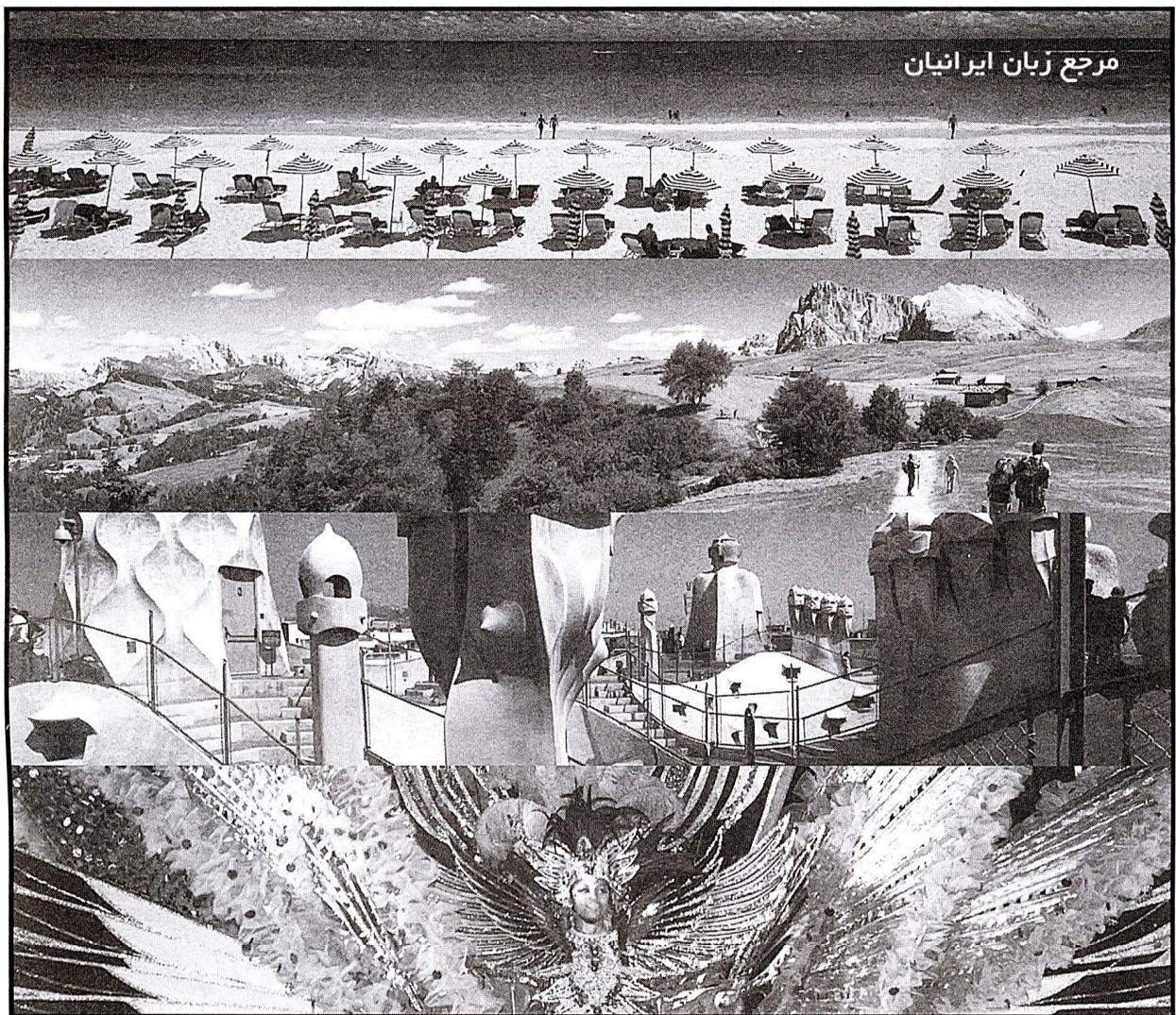
LOUIS HARRISON



ALWAYS LEARNING

PEARSON

ENGLISH FOR INTERNATIONAL
TOURISM



این مجموعه با لوگوی مرجع زبان ایرانیان
به صورت نشر برخط و حامل به ثبت رسیده است.
کپی برداری از آن خلاف قانون، شرع و اخلاق است و شامل پیگرد خواهد شد.

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Unit	Grammar	Vocabulary	Professional skills	Case study
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SELLING DREAMS

UNIT MENU

- Grammar:** tense review
Vocabulary: describing locations
Professional skills: marketing
Case study: tour profit margins



1 Read the text and complete the table.

Date	Event
1980s	companies like ¹ _____ founded
late ² _____	the ³ _____ bubble burst
now	more than ⁴ _____ of sales online

2 Choose the correct verbs to complete the text.

A short history of e-tourism

The potential of the internet for the tourist market ¹*was realized / realized* quickly by entrepreneurs. Companies such as lastminute.com ²*were launched / have been launched* in the 1980s to fill vacant rooms by providing late booking at low cost. When the dot.com bubble burst in the late

1980s, many internet tourism companies ³*didn't survive / haven't survived*. However, since then the value of the internet in tourism ⁴*has been proved / proved* – in Europe, over 33 % of travel and tourism sales ⁵*are now done / are now doing* online.

3 Complete the text with the correct form of the verbs in brackets.

E-tourism

Since the early days of the industry, tourism professionals ¹_____ (try) to find better ways of reaching their customers. A good way of doing this is online, but where on the World Wide Web ²_____ customers _____ (spend) their time? Recent research has provided some answers. Over the last few years, the time spent on social media sites ³_____ (rise) dramatically. Today, social media functions ⁴_____ (integrate) into tourism sites like TripAdvisor.com, so often the search for a holiday ⁵_____ (start) when customers ask people in their social network for advice. This means less time on the websites of

individual travel companies. Reviews posted online by customers are the most trusted form of advertising. Over the past few years, replying to these reviews ⁶_____ (identify) by customer service teams as an area of real importance. Once, the internet ⁷_____ (use) mainly at home, but soon there will be more mobile internet users than desktop users. This means that quite often the customer ⁸_____ already _____ (travel) when they get their information. The development of mobile apps, mobile websites and QR codes is essential if the industry is to meet market needs.

PRONUNCIATION

4))) 1.1 Listen to the verb endings and write /t/, /d/ or /id/ according to the final sound.

- 1 realized /d/ 2 launched _____ 3 survived _____ 4 proved _____
 5 integrated _____ 6 reached _____ 7 provided _____ 8 started _____

5))) Listen again and practise.

6 Read Lucy's email to her office and decide who she should market the destination to.

Choose the correct option.

- a adventure tourists
- b cruise tourists
- c wedding tourists

From: Lucy@Balitours.com

To: Joe@Balitours.com

Subject: Research update

Dear Joe,

I'm in Bali at the moment, checking out new destinations for next year's tours. It really is a ¹ snow-capped / tropical paradise. In the north is the ² unspoiled / clear-blue tranquillity of Mount Agung, which is an ideal ³ off-the-beaten-track / romantic destination for long-distance hiking and wild camping. After the camping and hiking trip we can take backpackers and travellers to Denpasar in the south, with its clear ⁴ blue / isolated sea and ⁵ spectacular / secluded surfing on Kuta beach. I'll video-call you when I've looked at family holidays.

Regards,
Lucy

7 Read the email again and choose the correct adjective.

8))) 1.2 Listen to Lucy's video call to the office and tick (✓) the places on the map she recommends.

9))) Listen again and correct the mistakes in the notes below.

Notes on Lucy's video call

Bali – an ugly Indonesian island

- 1 *adventure tourists – hiking and camping on Mount Batur, but visiting Mount Batur can be peaceful as it's an active volcano. View of dirty Lake Batur at the bottom. Get there by car along winding roads. Lots of comfortable villages to visit.*
- 2 *family holidays – near crowded beach at Lovina. Lovina a good mix of accommodation, from B&Bs to luxury hotels with tiny rooms.*

10 Complete the brochure with the words and phrases in the box.

reasonably-priced second stunning
tropical truly white sand

New tours to Bali

Get away from it all with your family to the unspoiled island of Bali.

Our Bali tour to the ¹ _____ inspiring resort of Lovina with its ² _____ view over the Bali Sea includes ³ _____ accommodation just minutes from ⁴ _____ beaches.

Adventurous tourists can enjoy the ⁵ _____ forests leading up to Mount Batur, the active volcano. You'll find that driving along Bali's winding roads is an experience ⁶ _____ to none!

