

PRE-INTERMEDIATE COURSEBOOK

ENGLISH FOR INTERNATIONAL TOURISM

NEW EDITION



IWONNA DUBICKA • MARGARET O'KEEFFE



ALWAYS LEARNING

PEARSON

PRE-INTERMEDIATE COURSEBOOK

ENGLISH FOR INTERNATIONAL
TOURISM



IWONNA DUBICKA • MARGARET O'KEEFE

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INTRODUCTION

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

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

Structure of the Coursebook

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

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

KEY VOCABULARY

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

KEY GRAMMAR

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

PROFESSIONAL SKILLS

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

CASE STUDIES

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

Language skills

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

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

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

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

Workplace skills

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

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

Private study

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

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

Professional exams

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

WORLD MAP



DVD-ROM FILMS

- A** Dream Holidays
- B** Cycling in Paris
- C** Kilworth House
- D** Sea Kayaking in the Hebrides
- E** Movie Tourism in New Zealand



FILM D



Bhutan p. 26-27

Masuria, Poland p. 64-65

Moscow, Russia p. 40-41

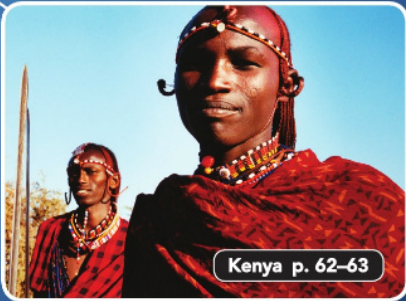
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Thailand p. 90-91



Kenya p. 62-63

Australia p. 58-59



FILM A



FILM E

New Zealand p. 66-67

Unit	Grammar	Vocabulary	Professional skills	Case study
1 World tourism p. 8–15	Present simple question forms p. 10	Tourism statistics p. 8–9 Cardinal numbers p. 9 Decimals and percentages p. 9 Dates and times p. 12	Checking and confirming details p. 12–13	Make the right booking p. 14–15
2 Jobs in tourism p. 16–23	Present simple and continuous p. 19	Working conditions and salaries p. 16–17 Qualities and skills p. 17 Hotel jobs p. 18	Covering letters p. 20–21	Choose the right person for the job p. 22–23
3 Visitor centres p. 24–31	Comparative and superlative forms p. 27	Visitor information centres (VICs) p. 24–25 Adjectives p. 27 Numbers in enquiries p. 29	Dealing with enquiries p. 28–29	Improve a service p. 30–31
4 Package tours p. 32–39	Past simple p. 33	Cultural heritage p. 32–33 Years p. 33 Packages p. 35	City tours p. 36–37	Design a package p. 38–39
5 Hotels p. 40–47	Modal verbs (1) p. 41	Hotel services and facilities p. 42 Hotel trends p. 42–43 Hotel charges p. 43	Dealing with complaints p. 44–45	Make a good hotel great p. 46–47
Review and consolidation 1 p. 48–51				

Unit	Grammar	Vocabulary	Professional skills	Case study
6 Food & beverage p. 52–59	Countable and uncountable nouns p. 55	Food and drink p. 52 Food orders p. 53 Catering p. 54–55 Sales data p. 58	Meeting customers' needs p. 56–57	Rescue a restaurant p. 58–59
7 Nature tourism p. 60–67	Future forms p. 60	Tour itineraries p. 60–61 Geographical features p. 62–63 Dimensions p. 63	Structuring a presentation p. 64–65	Be competitive p. 66–67
8 Air travel p. 68–75	Modal verbs (2) p. 71	Big numbers p. 68 Airport facilities p. 68 Giving directions p. 69	Dealing with difficult passengers p. 72–73	Game: The Airport Game p. 74–75
9 Hotel operations p. 76–83	Present perfect p. 77 Nouns for verbs p. 78	Housekeeping supplies p. 77 Refurbishment, furniture and fittings p. 78–79 Checking a hotel bill p. 80–81	Checking out p. 80–81	Choose a contractor p. 82–83
10 Marketing p. 84–91	First conditional p. 87	Marketing and promotions p. 84–85 Tourism trends p. 86 Negotiating tactics p. 88	Negotiating p. 88–89	Promote a region p. 90–91

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Writing bank p. 96–101 **Pairwork files** p. 102–111 **Grammar reference** p. 112–117 **Audio script** p. 118–128



WORLD TOURISM

UNIT MENU

Grammar: present simple question forms

Vocabulary: tourism statistics

Professional skills: checking and confirming details

Case study: make the right booking

Speaking

TOURIST DESTINATIONS

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

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

Reading

THE TOURISM INDUSTRY

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

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

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

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

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

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

Vocabulary

NUMBERS

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

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

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

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

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

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

Listening

TOURISM STATISTICS

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

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

Vocabulary

TOURISM SECTORS

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

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

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



RESEARCH

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

THE UNITED STATES

Speaking

THE GREAT USA QUIZ



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

Las Vegas San Francisco The Grand Canyon Times Square

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

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

The Great USA Quiz

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

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

GRAMMAR: PRESENT SIMPLE QUESTION FORMS

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

Is he American? **Are you** ready?

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

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

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

Do you like New York? **Does he speak** English?

When does the flight leave?

See Grammar reference, page 112.

Reading

INTERNATIONAL TOURISTS IN THE USA

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

International tourists in the USA

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

The survey focused on visitors from five countries: Australia and South Korea – which are **growth markets** for inbound tourism in the USA – and Brazil, China and India, which are **emerging markets**. There was also a second survey of visitors from Canada, Mexico, the UK, Japan and Germany, which are the current top five markets for inbound tourism. Both surveys gave surprisingly similar results. After shops, the second most popular destination was parks – both natural parks and theme parks. Visiting museums, zoos and aquariums came next, and then eating out and going to concerts and theaters.

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

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

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

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

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

