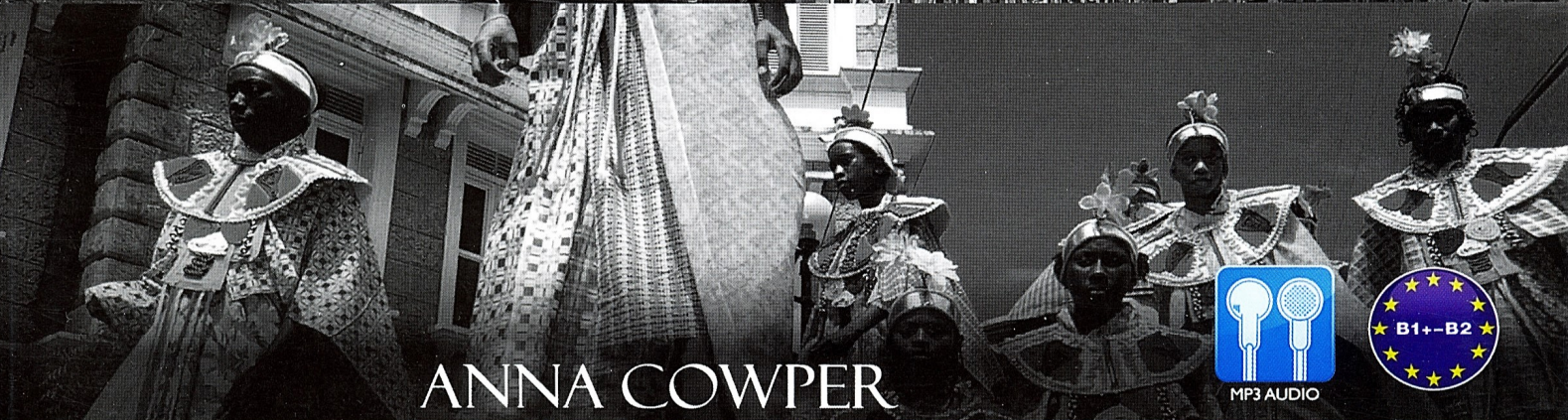


UPPER INTERMEDIATE WORKBOOK WITH KEY

ENGLISH FOR INTERNATIONAL TOURISM

NEW EDITION

مجموعه آموزش زبان ایران زبان
www.irLanguage.com
irLanguage.com



ANNA COWPER



ALWAYS. LEARNING

PEARSON

ENGLISH FOR INTERNATIONAL TOURISM



مرجع زبان ایرانیان

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.

مرجع آموزش زبان ایرانیان
IR .COM
irLanguage.com

ANNA COWPER

Unit	Grammar	Vocabulary	Professional skills	Case study
<p>1</p> <p>Tourism trends</p> <p>p. 4-7</p>	<p>Continuous aspect p. 4-5</p> <p>Pronunciation: the <i>-ing</i> sound in a verb p. 5</p>	<p>Tourist motivations p. 4-5</p> <p>Describing statistics and visuals p. 6</p>	<p>Using visuals p. 6</p>	<p>Tourism in India p. 7</p>
<p>2</p> <p>Get the message</p> <p>p. 8-11</p>	<p>Countable and uncountable nouns p. 9</p>	<p>Advertising and publicity p. 8, 9, 10</p> <p>Web words p. 9, 10, 11</p> <p>Collocations p. 10</p>	<p>Maintaining a website p. 10</p> <p>Pronunciation: word stress p. 10</p>	<p>Improve a company website p. 11</p>
<p>3</p> <p>Hotel branding</p> <p>p. 12-15</p>	<p>Making predictions p. 13</p>	<p>Brands p. 13</p> <p>Hotel facilities p. 12-13</p> <p>Financial terms p. 14</p>	<p>Creating a business plan p. 14</p>	<p>Invest in a hotel p. 15</p> <p>Pronunciation: numbers p. 15</p>
<p>4</p> <p>Sustainability</p> <p>p. 16-19</p>	<p>Reporting verbs p. 17</p> <p>Pronunciation: long and short vowel sounds p.17</p>	<p>Positive and negative connotations p. 17</p>	<p>Chairing a meeting p. 18</p>	<p>Assess impact of tourism on a fragile environment p. 19</p>
<p>5</p> <p>Come fly with me</p> <p>p. 20-23</p>	<p>The passive p. 21</p> <p>Pronunciation: sentence stress p. 21</p>	<p>Airport facilities p. 20</p> <p>Security procedures p. 21</p>	<p>Dealing with difficult situations p. 22</p>	<p>Develop airport infrastructure p. 24</p>

Unit	Grammar	Vocabulary	Professional skills	Case study
6 Heritage p. 24–27	Talking about the past p. 25	Talking about a heritage site p. 25 Architecture p. 24–25	Working as a tour guide p. 26	Make a museum successful p. 27 Pronunciation: word and syllable stress p. 27
7 Managing events p. 28–31	Conditional structures p. 29	Collocations with events p. 28 Pronunciation: stress patterns in <i>have</i> and <i>had</i> p. 29	Understanding contracts p. 30	Plan a high-profile event p. 31
8 Careers p. 32–35	Dependent prepositions p. 33	Remuneration p. 33 Adjectives describing personality p. 35	Interviews p. 34	Recruit the right person p. 35 Pronunciation: stress patterns in parts of speech p. 35
9 Gastronomy p. 36–39	Relative clauses p. 37	Food and cooking p. 36–37	Running a restaurant p. 38 Pronunciation: stress patterns p. 38	Evaluate a restaurant review p. 39
10 Risk p. 40–43	Modal verbs p. 41 Pronunciation: weak forms p. 41	Disasters p. 40 Risk management p. 41	Dealing with crises p. 42	Assess the <i>Titanic</i> disaster p. 43

1

TOURISM TRENDS

UNIT MENU

Grammar: continuous aspect

Vocabulary: tourist motivations, describing statistics and visuals

Professional skills: using visuals

Case Study: tourism in India



1 Read the text about what motivates tourists. Match the sentences A–E with the gaps 1–5.

Many of the reasons that motivate people to travel have remained the same throughout history. It has always been the case, for example, that people will travel to see family and friends.¹ _____

Many of the earliest travellers were pilgrims seeking to improve their health, either by visiting a shrine or other holy place, or, like some early Roman tourists, hoping to cure their rheumatism by bathing in hot springs.² _____ A further significant and unchanging motivation for travel is the spirit of curiosity and the quest for adventure that motivated explorers such as Columbus and Marco Polo.³ _____ People have also always tended to use travel experiences as a way to impress each other and acquire prestige.

⁴ _____ However, as leisure time increases and pursuits that were once only available to the privileged few are enjoyed by the masses, modern tourists are increasingly attracted by anything authentic they can feel a part of – ‘the real Greece’, or ‘authentic Spain’.

⁵ _____ According to travel researcher A. Barlow, ‘What captivates the modern traveller is the idea that this mountain, this view of the sea, takes me outside my ordinary experience: it is precious in its uniqueness and fulfilling in a way that makes me more than I was.’ Those tourism providers who understand this need and can find ways to meet it are those that will prosper most in the future.

- A They have become acquirers and collectors of experiences, a phenomenon known as ‘the experience economy’.
- B Nowadays, people routinely travel round the world to visit their children or grandchildren, or perhaps a best friend who’s got a new job in a different country.
- C These days, this finds its expression in extreme sports or adventure holidays in exotic places, such as trekking in the Amazon jungle or climbing in the Himalayas.
- D This is mirrored today in the renewed popularity of spa breaks and a wide range of different kinds of health and wellness vacations, from medical tourism to yoga and meditation holidays.
- E For example, going on certain kinds of expensive holiday, such as a luxury cruise, is a way in which the socially ambitious can affirm their wealth and status.

2 Complete the table with the missing nouns, verbs or adjectives. You will find most of them in the text. Use a dictionary to help as needed.

Noun	Verb	Adjective
ambition		1 _____
2 _____	3 _____	acquisitive
4 _____	fulfil	5 _____
6 _____	motivation	7 _____
8 _____		prestigious
prosperity	9 _____	10 _____

3 Complete the sentences with the correct form of words in the table.

- 1 The need to collect experiences could be seen as a typically _____ urge of our consumer society.
- 2 People go on spa breaks to _____ their need to recover from a stressful lifestyle.
- 3 Luxury cruises are expensive and beyond the reach of all but the most _____ tourists.
- 4 People gain status by doing something that others cannot: the more exclusive the experience, the more _____ it is.
- 5 The idea that they are doing exactly the same thing as everyone else isn’t _____ for most modern tourists.



- 4))) 1.1 Listen to three people – Marc, Sharon and Andrei – talking about their holidays as a child and the kinds of vacation they take now. Who mentions each of these things? Write M, S or A.

adrenalin _____ problems with unfamiliar food _____ the Sahara desert _____
 ancient ruins _____ working parents _____ activities for children _____
 sunburn _____ stress _____ youth camps _____

- 5 Listen again and complete the summaries of how the people's holiday experiences have changed.

- As a child, Marc never travelled very much but spent most of his holidays with his ¹ _____ in the South of France. Nowadays, he has very ² _____ holiday time but travels widely. He enjoys ³ _____ sports and intense experiences.
- Sharon used to go on ⁴ _____ holidays to Spain and Greece with her parents. Nowadays, she prefers not to travel ⁵ _____ with her young family and instead likes to ⁶ _____ a holiday home by the sea in the UK.
- When Andrei was growing up, there were few ⁷ _____ for international travel, so now he loves to travel abroad. For Andrei and his wife, ⁸ _____ is very important when they travel, so they enjoy package tours to European ⁹ _____.

- 6 Choose the correct option to complete the sentences about the development of the luxury travel market.

- 1 Nowadays, Thailand and South Africa have become mainstream destinations, ideal for adventurous travellers who *are / were* looking for new exotic places to explore.
- 2 Over the last few years, the Russian Far East and Greenland *have been / are* developing their tourism facilities in response to new interest from American tourists.
- 3 New destinations *are being / are* opened up in places that were formerly resistant to tourism, such as Bhutan and Cambodia.
- 4 In the past, local stakeholders may have felt that they *were being / have been being* exploited by tourism developers, but there are more positive feelings about these latest initiatives.
- 5 Exclusive cultural tourism is an area which many tourism providers *have been / will be* investing in recently, and lots of interesting new products *are / were* appearing on the market.
- 6 Due to its prohibitive cost, it is unlikely that space tourism *will be / will have* expanded significantly by the year 2050.

PRONUNCIATION

- 7))) 1.2 The *-ing* sound in a verb is always unstressed but must be pronounced. Listen and choose the word or phrase in each pair that you hear. Note the stressed syllable.

- 1 seeing – sing 3 calling – call in 5 ringing – ring in
 2 coming – come in 4 bringing – bring in 6 looking – look-in

- 8))) 1.3 Listen and repeat the pairs of words/phrases.