

INTERMEDIATE WORKBOOK

ENGLISH FOR INTERNATIONAL
TOURISM



LOUIS HARRISON

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1

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:

To:

Subject:

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 tranquility 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!



1 Read the first part of the article and choose true (T), false (F) or no information (NI).

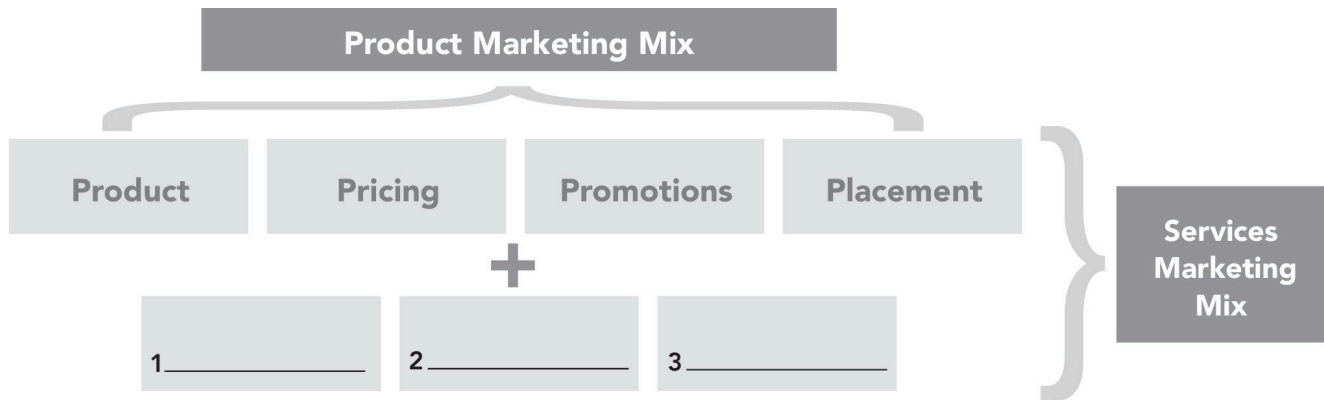
- 1 The marketing mix is something companies often get wrong. T / F / NI
- 2 The 'four Ps' were developed to clarify the marketing mix. T / F / NI
- 3 The 'four Ps' is the only marketing mix model. T / F / NI

The Marketing Mix

When a company gets its marketing mix wrong, it can be disastrous. The 'marketing mix', or 'four Ps', is the combination of elements that make up your product and it is at the heart of

any business. 'The four Ps' were developed in 1960 as a way of defining the elements of the marketing mix and today it is the most widely accepted model of the marketing mix.

2 Read the next part of the article and complete the lower half of the diagram.



The Extended Marketing Mix

While 'the four Ps' is the standard model, it can be extended to 'the seven Ps', the additional 'Ps' being more specific to service industries.

One of the things that defines 'service industry' is people. In a restaurant or hotel, your chef or front desk define you for your customer and they need to make a good impression. This is why service companies spend a lot of money training their staff in customer service.

For our next 'P', let's take a very successful chain of restaurants – Snackway. Its success is partly based on quick service to the customer

without a loss in quality, time and time again. It is successful because of its strong processes, which deliver a quality product quickly and repeatedly, showing that process is central to a service industry marketing mix. The final added element is also very important: physical layout. Although services are intangible, tangible elements often come with them to create a good customer experience. Take the example of two hotels: both offer the same service but one has a nice atmosphere, well-dressed staff and music in the background. The other doesn't. Which would you choose?

3 Read the article again and match the questions below with the additional 'Ps'.

- a Is the service environment clean? _____
- b Am I greeted pleasantly _____
- c Is the service of good quality? _____
- d Do I like being here? _____
- e Did I receive the service when it was promised? _____
- f Are the staff paying attention? _____

4 Read the article again and answer the questions.

- 1 Why are three more Ps sometimes added?
- 2 Why do service companies spend money on customer service training?
- 3 Which elements of Snackway's process create a good customer experience?
- 4 Which of these is a tangible element? Choose the correct option.
 - a the efficiency of the front desk
 - b the way the furniture is arranged
 - c the manner of the receptionist

1 Read the brochure and choose the correct options.

- 1 Who is the party for?
 a young married couples
 b young men before they get married
 c families
- 2 What is the total cost for a group of 12 people?
 a £2100
 b £2160
 c £2120
- 3 The cost of the trip always includes:
 a quick entry to a club
 b a sightseeing tour
 c a driving activity.



A stag party you'll never forget

A *Stagtour's* Amsterdam bachelor party can be as active or as easy-going as you like.

In Amsterdam's laid-back cultural atmosphere you'll be surprised how much this cosmopolitan city has to offer. Relax and let us organize your last weekend as a single man.

Our Amsterdam stag weekend includes:

- pre-booked hotel and airport transfer, saving you time and money
- guest-list club entry
- optional sightseeing tours of the canals or Ajax football stadium
- guided shopping tour with your own personal shopping consultant
- optional Grand Prix Karting Event

With *Stagtours*, you can be certain your Amsterdam bachelor weekend will be unforgettable and completely stress free!

And all for £180 per person!

2 Read the brochure again and find:

- 1 one word meaning *from many different countries*

- 2 one word meaning *something you will remember*

- 3 three words/phrases meaning *relaxed* _____; _____; _____

3 Read the invoices and decide which part of the tour A–F was the most expensive.

A

Invoice from **Northern Charter Planes**
 to Stagtour
 Return flight Manchester to Amsterdam



£44.50 per person	12 people	£534
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B

Invoice
AIRPORT SHUTTLE >>>>

Hotel transfer for Stagtour bachelor group

£12.50 per person: £150

C

Invoice
Amsterdam Canal Tours

Canal tour	£10 per person	12 people	£120
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D

Invoice
 ★STADIUM TOURS★

£15 per person	5 people	£75
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E

Invoice
Vondelpark Hotel

Twin room plus breakfast

Two nights at £45 per night per person with 20% discount	£972
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F

Invoice
Escape Nightclub
 Invoice for Stagtour group

£15 per person; 10% group (of 12) booking discount	£162
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4))) 1.3 Listen to Eve and Matt discussing the costs of the weekend break and correct the invoices they think are wrong.

5))) Listen again and answer the questions.

- 1 Do Eve and Matt think their profit margin is good at first?
- 2 Why was the tour invoice wrong?
- 3 Why was the hotel invoice wrong?
- 4 What do they calculate their profit margin to be at the end?
- 5 What are they going to do?