



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 to 20
 - 21, 32, 43, 54, 65, 76, 87, 98
 - 109, 210, 311, 412, 513, 620, 730, 840, 950
 - 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%	$\frac{1}{\quad}$	1.5
2 75%	$\frac{3}{4}$	$\frac{2}{\quad}$
3 $\frac{3}{\quad}$	$\frac{1}{2}$	0.5
4 33.3%	$\frac{4}{\quad}$	0.33
5 25%	$\frac{1}{4}$	$\frac{5}{\quad}$
6 $\frac{6}{\quad}$	$\frac{1}{5}$	0.2
7 12½%	$\frac{1}{8}$	$\frac{7}{\quad}$
8 10%	$\frac{8}{\quad}$	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.
- Which continent receives the most visitors?
 - Which country receives the most money (receipts) from international tourism?
 - Which nation spends the most on travel and tourism?
 - 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

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

- What do you think are the top three activities of visitors to the USA? Compare your ideas with a partner.
- 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.

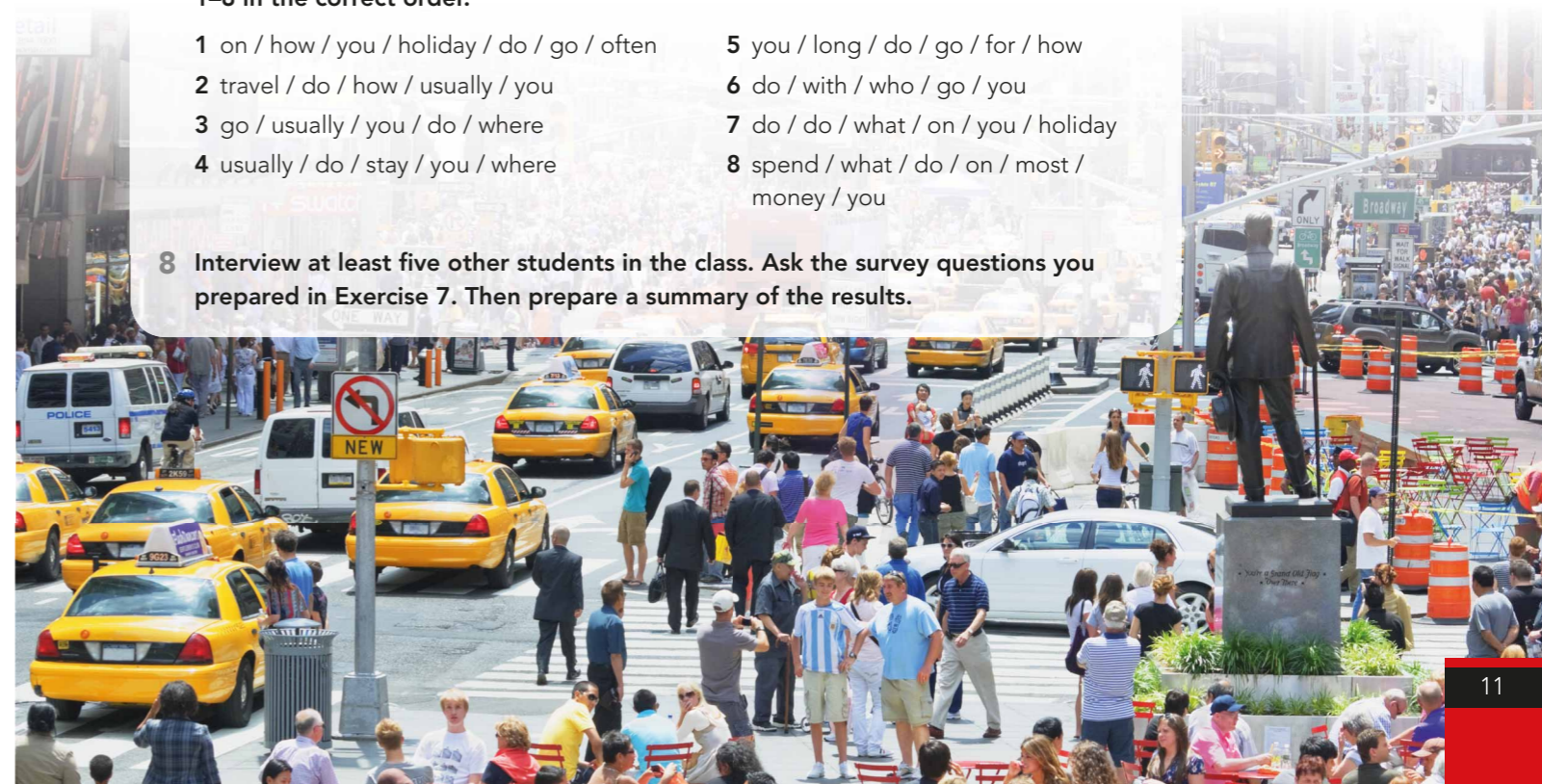
6 Complete the sentences with the correct form of a word or phrase in bold in the report in Exercise 5.

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



PROFESSIONAL SKILLS

CHECKING AND CONFIRMING DETAILS

Listening

TELEPHONE MESSAGES

- 1 **1.5** Listen to three telephone calls and complete the messages with dates and times.

- 1 Table for six on ¹_____ at ²_____.
- 2 Coach leaves Gdańsk on ³_____ at ⁴_____ in the morning.
- 3 Two twin rooms with bath at the Palma Marina from the ⁵_____ to ⁶_____ July.

- 2 What different ways are there for saying the dates and times in Exercise 1? Look at File 3 on page 102.

- 3 Work in pairs. Answer the questions.

- Can you say today's date in two ways?
- What's the time now? Can you say it in two ways?
- Which months have 30 days and which have 31 days?
- Can you say the days of the week backwards?
- What is your favourite day of the week and your favourite month of the year? Why?

Speaking

EXPRESSIONS AND SPELLING

- 4 **1.6** Listen to two conversations and tick (✓) the expressions when you hear them. Listen again and write the email addresses.

- | | |
|--------------------------------------|-------------------------------|
| 1 _____ Can you repeat that, please? | 4 _____ That's all one word. |
| 2 _____ Double 'S'. | 5 _____ So, that's ...? |
| 3 _____ That's right. | 6 _____ That's 'S' for sugar. |

- 5 Work in pairs. Take turns to spell the following using the expressions in Exercise 4.

- the address and email address of your organization
- the name and email address of a friend
- the address of your bank

Listening

A TELEPHONE BOOKING

- 6 **1.7** Listen to Part One of a telephone booking and circle the correct option in italics.

- The booking is for more than 20 / 30 / 40 people.
- It is a *musical* / *sports event*.
- The event is in *October* / *November* / *December*.

- 7 **1.8** Listen to Part Two and complete the booking information.

London theatre reservations

Show: ¹_____ Ticket price: ⁵£_____

Date: ²_____ October Name for booking: Vic ⁶_____

Time of performance: ³_____ Payment method: ⁷_____

Name of theatre: Lyceum Theatre, Credit card number: 4593 7688 ⁸_____ ⁹_____

London Email address: ¹⁰_____

No. of tickets: ⁴_____

- 8 Complete the expressions in the Professional skills box. Look at audio scripts 1.7 and 1.8 on page 118 and check your answers.

PROFESSIONAL SKILLS: CHECKING AND CONFIRMING DETAILS

Checking:

- ¹_____ that E for Echo?
- ²_____, did you say double nine-O-two?
- Can I just ³_____ the booking before I put the payment through?

Confirming:

- Yes, that's ⁴_____.
- ⁵_____ 34 seats for 16th October.
- We'll send you an email ⁶_____ your booking.

Correcting:

- No, *thirty-four*. ⁷_____, four.
- Actually, it's Victor, ⁸_____ Vic.

Speaking

TAKING DETAILS ON THE TELEPHONE

- 9 Work in pairs. Student A turn to File 4, page 102. Student B turn to File 38, page 111. Practise taking booking details over the telephone. Use the expressions in the Professional skills box to help you.

Writing

CONFIRMING A BOOKING

- 10 Write an email to confirm the booking you made in Exercise 9. Use the model in the Writing bank on page 99 to help you.



CASE STUDY MAKE THE RIGHT BOOKING

CASE STUDY MENU

Aim: To design and confirm a vacation package for a customer.

- 1 Listen to a telephone call and complete the customer's profile.
- 2 Read about and discuss the best holiday package choices.
- 3 Read messages and listen to changes to the customer's needs.
- 4 Make changes to the booking and confirm with the customer.
- 5 Confirm the booking and cost in writing.

Population	nearly 28 million
Located	tropical Andes
Capital	Lima
Official language(s)	Spanish and Quechua
Places of interest	Lima, Machu Picchu, Cusco, trekking on the Inca trail, ancient lines at Nazca, Lake Titicaca and the Amazon jungle
Best time to go	in winter from June to August when it's dry and sunny in the mountains and jungle

PERU



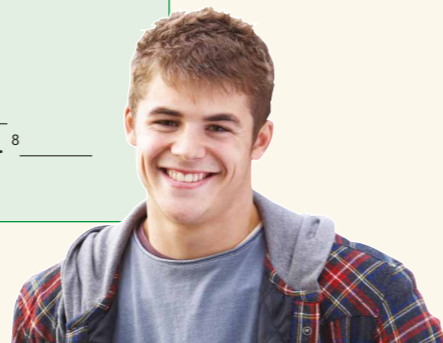
- 1 Look at the information and photos of Peru. What is unusual about the country?

Customer profile

- 2 **1.9** Gabi Werner works for CSAM Travel in Mexico City. Listen to a telephone call and complete the customer profile.

Customer profile

Name: Mark ¹ _____
 Destination: ² _____
 Interests: trekking and local culture
 Places to visit: ³ _____, the Amazon and
⁴ _____ Titicaca
 Travelling with: ⁵ _____
 Travel dates: ⁶ _____
 10-day package: US ⁷\$ _____
 Email: mark.bradford@leeds. ⁸ _____



Choosing a package

- 3 Work in pairs. Look at the holiday packages and choose the best package for Mark. Write down the important details of the booking: the package choice, travel dates and total cost.

A Incan Wonders

(15 days/14 nights)
 Arrival to Lima & Lima Tour – Paracas & Nazca Lines Tour – Return to Lima – Flight to Cusco and tour of Cusco, the Incan capital – Sacred Valley Tour – Trekking on the Inca Trail (five days) – Tour of Machu Picchu, one of the seven wonders of the world – Arrival to Puerto Maldonado – Amazon Tour (five days) – Departure from Puerto Maldonado – US \$1,700 pp.

B The Land of the Incas

(Seven days/six nights)
 Go on the Inca Trail and see Machu Picchu, the most famous archaeological site in South America – Arrival to Cusco and Cusco Tour – Sacred Valley Tour – Begin the Inca Trail Trek (three days) – Machu Picchu Tour and return to Cusco – Departure from Cusco – US \$1,050 pp.

C Andean Adventures

(Four days/three nights)
 Can be combined with other tours (add one extra day for travel) – Arrival to Cusco – Home stay accommodation at Lake Titicaca, the highest lake in the world (three days) – Cusco and Tour of Cusco – Departure from Cusco – US \$500 pp.

D Peru Special

(Ten days/nine nights)
 From ancient Incan ruins to the Amazon jungle – Arrival in Lima and Lima Tour – Flight to Cusco – Sacred Valley Tour – Trekking on the Inca Trail (three days) – Machu Picchu, the lost city of the Incas – Puerto Maldonado – Amazon tour with guided walks (three days) – Departure from Puerto Maldonado – US \$1,200 pp.

TASK

- 4 **1.10** Listen to Gabi calling Mark and make a note of any changes to his booking.
- 5 Look at these optional tours. Listen again and choose one for Mark's Peru package.
- 6 Work in pairs. Student A turn to File 5, page 102. Student B turn to File 14, page 105.

Confirming a booking

- 7 Write an email to Mark to confirm his booking (100–120 words). Use the expressions in the box and the model in the Writing bank on page 99 to help you.

Here is/are ... I would also like to confirm ...
 Thank you for booking with ... Please see the attached details.
 Your booking includes ...

UNIT 1: KEY WORDS

accommodation booking
 domestic tourism
 inbound/outbound tourism
 include leisure lower case
 package recreation
 shopping spend theme park
 trekking trip
 See DVD-ROM Mini-dictionary