

UPPER INTERMEDIATE WORKBOOK

ENGLISH FOR INTERNATIONAL  
**TOURISM**



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# 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.<sup>1</sup>\_\_\_\_\_

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.<sup>2</sup>\_\_\_\_\_ 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.<sup>3</sup>\_\_\_\_\_ People have also always tended to use travel experiences as a way to impress each other and acquire prestige.

<sup>4</sup>\_\_\_\_\_ 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’.

<sup>5</sup>\_\_\_\_\_ 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 <sup>1</sup> \_\_\_\_\_ in the South of France. Nowadays, he has very <sup>2</sup> \_\_\_\_\_ holiday time but travels widely. He enjoys <sup>3</sup> \_\_\_\_\_ sports and intense experiences.
- Sharon used to go on <sup>4</sup> \_\_\_\_\_ holidays to Spain and Greece with her parents. Nowadays, she prefers not to travel <sup>5</sup> \_\_\_\_\_ with her young family and instead likes to <sup>6</sup> \_\_\_\_\_ a holiday home by the sea in the UK.
- When Andrei was growing up, there were few <sup>7</sup> \_\_\_\_\_ for international travel, so now he loves to travel abroad. For Andrei and his wife, <sup>8</sup> \_\_\_\_\_ is very important when they travel, so they enjoy package tours to European <sup>9</sup> \_\_\_\_\_.

- 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.



1 ))) 1.4 Listen to a UK travel representative talking about the growth of the grey market tourism sector in the UK. What reason is given for the UK's popularity with senior travellers?

2 Listen again. Are the statements true (T) or false (F)?

- 1 Last year, one in four visitors to the UK was in the over-55 age group. T/F
- 2 In 1993, one out of every eight visitors to the UK was a grey traveller. T/F
- 3 British ex-pats are the second largest group of grey visitors to the UK. T/F
- 4 There will be 100,000 more Chinese visitors to the UK by 2014. T/F
- 5 Young people rank the UK third on the list of countries they would visit if money were no object. T/F
- 6 Grey travellers don't like too much special attention. T/F

3 Circle the word in each group that has a different meaning from the others.

- 1 slightly / (by) a little / considerably / somewhat
- 2 increase / rise / go up / grow / level off / expand / boost
- 3 surge / soar / rise / drop / swell / go up
- 4 dip / fall / decrease / surge / go down / drop / decline
- 5 slump / crash / collapse / grow / plummet
- 6 sharply / abruptly / dramatically / gently / suddenly

4 Rewrite the sentences so that they have a similar meaning, replacing the words in bold with words with a similar meaning. There is more than one possible answer.

- 1 The number of inbound visits **soared** when the UK hosted the Olympic Games.
- 2 The overall growth of the market **dipped slightly** from 2008 to 2010 due to the economic recession.
- 3 Fuel prices **fell a little**, which has made it possible for low-cost carriers to lower their fares.
- 4 Visitor numbers **slumped dramatically** in the first quarter of the year due to bad weather.
- 5 Grey tourism is predicted to **increase** steadily in the UK.

5 Look at the visuals below and read the beginning of a presentation about tourism growth in India. Complete the text with the words and phrases in the box.

axis bar chart black dip ~~graph~~ horizontal percent pie chart segment upward

Chart 1

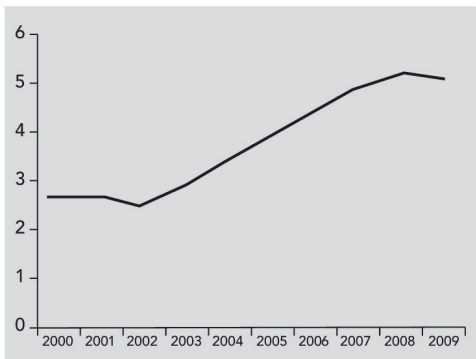


Chart 2

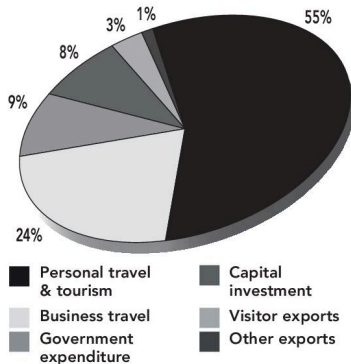
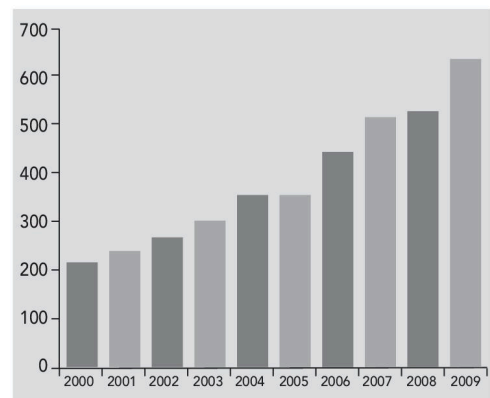


Chart 3



The 1 graph shows the overall increase in foreign tourist arrivals in India since the year 2000. The vertical 2 \_\_\_\_\_ gives the years and the 3 \_\_\_\_\_ one shows the number of arrivals in millions. As you can see, numbers have been increasing steadily but the slight 4 \_\_\_\_\_ at the end is a consequence of the worldwide recession. The 5 \_\_\_\_\_ shows the break-down of India's travel and tourism industry by sector. At the present time, personal travel, as represented by the 6 \_\_\_\_\_-shaded 7 \_\_\_\_\_ is the biggest contributor with 55 8 \_\_\_\_\_ of the market. The 9 \_\_\_\_\_ shows a steady 10 \_\_\_\_\_ trend for domestic tourism over a ten-year period.

- 1 Read the report about how India is developing as a tourist destination. Choose the correct option, a, b, or c, for each gap.

### India's tourism future

In the 1960s and 70s, many Western tourists to India were students and <sup>1</sup>\_\_\_ who travelled in search of spiritual enlightenment or cultural discovery. This group travelled light on <sup>2</sup>\_\_\_ budgets and their contribution in terms of revenue to their host country was limited. Forty years <sup>3</sup>\_\_\_, the situation has changed dramatically. Today India is one of the <sup>4</sup>\_\_\_ world tourism destinations, with its foreign exchange from tourism <sup>5</sup>\_\_\_ to show an annual growth of 14% over the next four years. This turnaround is a result of several factors, not least India's high <sup>6</sup>\_\_\_ in world affairs due to its economic achievements. The tourism industry searches constantly for new destinations to promote and develop and the Indian government's national tourism promotion campaign 'Incredible India' has proved very successful in raising India's global <sup>7</sup>\_\_\_. Although internal infrastructure continues to be a <sup>8</sup>\_\_\_, investment in transport links and hotels is ongoing as the Indian tourism industry <sup>9</sup>\_\_\_ and develops. New and developing areas include eco-tourism, a flourishing medical tourism sector and new <sup>10</sup>\_\_\_ sectors, such as golf tourism and tea tourism.



- |                 |                  |                   |
|-----------------|------------------|-------------------|
| 1 a walkers     | b backpackers    | c hikers          |
| 2 a restricted  | b restrained     | c constricted     |
| 3 a after       | b later          | c further         |
| 4 a fast-moving | b faster growing | c fastest-growing |
| 5 a believed    | b forecast       | c reminded        |
| 6 a visibility  | b presence       | c success         |
| 7 a face        | b profile        | c influence       |
| 8 a lack        | b insufficiency  | c weakness        |
| 9 a matures     | b ages           | c produces        |
| 10 a special    | b obscure        | c niche           |

- 2 Complete the information about the Indian outbound travel market with the words and figures in the boxes.

boom campaigns proximity second socio-economic VFR

25-65 3.7 1,850,000 40%

The Indian outbound travel market has grown from around <sup>1</sup>\_\_\_\_\_ million in 1977 to an expected 11-13 million this year. In percentage terms, it is now the fastest-growing market in the world and in terms of numbers, it's the <sup>2</sup>\_\_\_\_\_ fastest after China.

In response to the <sup>3</sup>\_\_\_\_\_ many countries – including Ireland, Spain, South Korea and Poland – have opened tourist offices in India. Many others offer packages and run <sup>4</sup>\_\_\_\_\_ specifically directed at the Indian tourist.

<sup>5</sup>\_\_\_\_\_ of all outbound trips by Indians are for business purposes, while leisure, visiting friends and relatives (<sup>6</sup>\_\_\_\_\_) and other reasons each account for 20% of outbound trips from India.

International Indian tourists are generally <sup>7</sup>\_\_\_\_\_ years of age, a larger proportion being males (65%) than females (35%). They are well-educated and belong to the upper <sup>8</sup>\_\_\_\_\_ strata of society. The majority are married (75%) and two-thirds of leisure travellers tend to holiday abroad with their family.

Countries such as Malaysia, Thailand and Singapore remain the most preferred destinations, due to their <sup>9</sup>\_\_\_\_\_ and cheaper costs. However, Western cities, especially New York and London, are extremely popular destinations. In 2010, London had almost 250,000 Indian visitors and New York had <sup>10</sup>\_\_\_\_\_, a 26% increase on the previous year.