

Course Book

# 朗文旅游英语

高级 · 学生用书

## English for International Tourism

Miriam Jacob & Peter Strutt



南开大学出版社



English for International

H31/1038D

:3

2007

Tourism

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Authorized Adaptation from the English language edition, entitled English for International Tourism: Course Book, 1st Edition, 058223753X by Miriam Jacob, Peter Strutt, published by Pearson Education, Inc, publishing as Pearson Education ESL, Copyright ©1997 Addison—Wesley Longman Limited.

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#### 图书在版编目(CIP)数据

朗文旅游英语高级学生用书 / (英) 雅各 (Jacob, M.),  
(英) 斯特鲁特 (Strutt, P.) 著. —天津: 南开大学出  
版社, 2007. 6

ISBN 978-7-310-02695-1

I. 朗… II. ①雅…②斯… III. 旅游—英语—高等  
学校—教材 IV. H31

中国版本图书馆 CIP 数据核字 (2007) 第 044931 号

### 版权所有 侵权必究

南开大学出版社出版发行

出版人: 肖占鹏

地址: 天津市南开区卫津路 94 号 邮政编码: 300071

营销部电话: (022) 23508339 23500755

营销部传真: (022) 23508542 邮购部电话: (022) 23502200

\*

河北昌黎太阳红彩色印刷有限责任公司印刷

全国各地新华书店经销

\*

2007 年 6 月第 1 版 2007 年 6 月第 1 次印刷

889×1194 毫米 16 开本 7.75 印张 198 千字

定价: 39.00 元 (含光盘)

如遇图书印装质量问题, 请与本社营销部联系调换, 电话: (022) 23507125

# To the learner

This book is for you if you work in the tourist industry or if you are studying tourism.

It provides excellent preparation for any of the major European examinations in English for Tourism including the London Chamber of Commerce and Industry English for the Tourist Industry exams.

## What is in English for International Tourism?

The Course Book contains fifteen units and three scenarios, all based on themes from the tourist trade. It includes topics such as:

- the effects of tourism on the environment.
- how hotels are managed.
- how tour operators set their prices.
- how holiday destinations are selected and promoted.

## What is in the units?

Every unit contains the sections below. We have used the same headings throughout the book so that you always know what kind of work you are going to do.

### Preview

Each unit opens with a few questions, and often some pictures, to start you thinking about the theme you will be studying.

### Speaking

Speaking activities present realistic and motivating situations where you can practise the language you have studied. You will make presentations, negotiate the terms of contracts, discuss key issues, give advice and information, deal with complaints and perform many other tourism-related tasks.

### Listening

The cassette recordings include conversations and discussions between experts in the tourism trade. British, American, Australian and other international accents are featured, to help you understand how people speak English in different parts of the world. Tapescripts of the recordings are printed on pages 116–123 of the Course Book.

### Language Focus

Here you will work on the key aspects of grammar that are essential for progress at this level. Language Focus sections include clear explanations and activities to help you understand and use the language effectively.

### Vocabulary

The Vocabulary sections will help you to develop a richer vocabulary. These sections introduce and practise many words and expressions required in the tourist industry. A word list of more than 100 tourism terms included in the Course Book is printed on pages 124–127, along with translations into seven languages.

## Speechwork

Good pronunciation will give you greater confidence, whether you are dealing with customers, taking part in discussions or guiding groups of visitors. The Speechwork sections will give you the systematic, regular practice which is the key to progress.

## Reading

To help you improve your reading skills, we have chosen a variety of authentic texts from tourism publications, and have designed practical exercises to check your understanding.

## Writing

In the Writing sections you will carry out real tasks from the tourism workplace. For example: writing letters, press releases, brochures and reports. There are model answers for all the writing activities in the Teacher's Resource Book.

## Learning Tips

From time to time we include advice and information on how to improve your learning strategies and become more independent when you study.

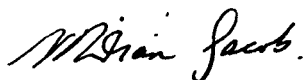
## Scenarios

After every five units there is a scenario. These are case studies which challenge you to use the English you have learned to deal with authentic situations in international tourism.

## What about private study?

A Workbook with its own cassette accompanies the Course Book. This provides extra tasks for study at home or in class and includes three review sections where you can monitor your progress.

We very much hope you will enjoy using *English for International Tourism*.



Miriam Jacob



Peter Strutt

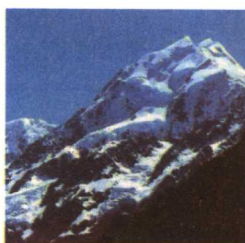
# Itinerary

Unit	Setting	Professional activities	Language	Directory of texts
<b>1</b> Types of Holiday page 6	Travel agencies and tour operators	<ul style="list-style-type: none"> <li>giving holiday information</li> <li>talking about holiday experiences</li> <li>writing and responding to letters of enquiry</li> </ul>	Language Focus: compound nouns Vocabulary: types of holiday prices compound adjectives with numbers Speechwork: word stress	Conversations with customers Letters about golfing holidays
<b>2</b> A Career in Tourism page 12	Recruitment and job hunting	<ul style="list-style-type: none"> <li>writing CVs and covering letters</li> <li>taking part in job interviews</li> </ul>	Language Focus: simple/continuous verb forms Vocabulary: remuneration formal and informal language Speechwork: stress in words ending in -ate, -ic and -able	Job descriptions How to write a CV The write way to find a job CVs Recruitment advertisements Letters of application
<b>3</b> Trends in Tourism page 18	Tourism organisations and tourist boards	<ul style="list-style-type: none"> <li>note-taking</li> <li>writing a summary based on notes</li> <li>giving a short presentation from notes</li> <li>talking and writing about modern-day developments</li> </ul>	Language Focus: past simple/present perfect simple Vocabulary: definitions of tourism types and means of travel Speechwork: past verb forms with -ed	Definitions of tourism Summer holiday Development of tourism in Singapore Summer holiday
<b>4</b> Where People Go page 24	Tourist boards, tour operators, Tourist Information Centres (TICs), and travel agents	<ul style="list-style-type: none"> <li>working with figures</li> <li>designing a questionnaire and carrying out a survey</li> <li>giving information from a chart</li> <li>reporting on the nature and value of tourism in a country</li> </ul>	Language Focus: the definite article Vocabulary: British/American usage Speechwork: the schwa / ə / reading figures aloud	Americans in Europe A tale of two cities
<b>5</b> Travel Agents page 30	Travel agencies	<ul style="list-style-type: none"> <li>telephoning</li> <li>taking bookings and filling in booking forms</li> <li>asking for and confirming information</li> <li>writing letters of confirmation</li> <li>writing a set of instructions: payment procedures</li> </ul>	Language Focus: asking questions tag questions Vocabulary: phrasal verbs used in phone calls payment procedures Speechwork: the alphabet intonation in questions intonation in tag questions	Telephone calls A holiday booking Booking forms Extract from a training manual
<b>Scenario 1</b> Advising a Client page 36	Travel agencies and tour operators	<ul style="list-style-type: none"> <li>reading brochures</li> <li>giving information and advice</li> <li>helping clients make choices</li> <li>writing letters of recommendation</li> </ul>	Revision	Goa, India Steamboat, Colorado, USA
<b>6</b> Tour Operators page 38	Tour operators and hoteliers	<ul style="list-style-type: none"> <li>writing reports</li> <li>planning a package tour</li> <li>negotiating an agreement</li> <li>writing a letter of confirmation</li> </ul>	Language Focus: the passive Vocabulary: negotiations Speechwork: contracted forms of modals and auxiliaries	A planning meeting Hotel contracting When the welcome is frosty
<b>7</b> Promoting a Destination page 44	Tourist boards	<ul style="list-style-type: none"> <li>identifying strengths and weaknesses of a country</li> <li>describing ways of promoting an area</li> <li>writing promotional materials</li> <li>describing an itinerary</li> <li>presentations: reporting on a familiarisation trip</li> </ul>	Language Focus: referring to the future Vocabulary: advertising and publicity Speechwork: countable/uncountable nouns brochure language pausing and rhythm	Promoting Barbados as a tourist destination A "fam." trip to China Britain's strengths and weaknesses
<b>8</b> Responsible Tourism page 50	Ecological and economic issues National and local government Environmental and tourism agencies	<ul style="list-style-type: none"> <li>taking part in public meetings</li> <li>writing press releases</li> </ul>	Language Focus: reporting verbs Vocabulary: meetings – verb and noun collocations Speechwork: word boundaries	Overland Encounter Safe tourism





# Types of Holiday



## Dealing with trade and customer enquiries

### Preview

- 1 How many different kinds of holiday can you think of?  
Work with a partner and compare your lists.

### Vocabulary 1

- 2 Put the words (1–9) into the appropriate spaces.

- |                    |                 |                |
|--------------------|-----------------|----------------|
| 1 winter sports    | 4 safari        | 7 adventure    |
| 2 self-catering    | 5 cruise        | 8 package tour |
| 3 special interest | 6 weekend break | 9 homestay     |

- a a relaxing ..... holiday with old-fashioned hospitality on a family farm
- b a month's ..... holiday lost in the Amazon rain forest
- c a fortnight's ..... holiday for the family in a rented Swiss chalet
- d a ten-day ..... to Thailand, including flights, deluxe hotels and visits to the Sukhothai national park and the pagodas at Ayutthaya
- e a two-week ..... in the Baltic Sea aboard the luxury liner Argenta
- f a(n) ..... holiday skiing on the slopes of the Pyrenees
- g a(n) ..... in Amsterdam to visit the Rijksmuseum and be back in time for work on Monday
- h a stay in Mombasa combined with a(n) ..... in the famous Tsavo game park
- i a(n) ..... holiday, excavating Aztec temples or learning English in London

- 3 Join the phrases in the two sections a–g and 1–7 to make complete holiday descriptions.

- |   |   |
|---|---|
| a A city break in Moscow                    | 1 to study the geology, flora and fauna                                     |
| b A three-week expedition to Greenland      | 2 in a caravan park in sunny Biarritz                                       |
| c A five-day stay in a purpose-built chalet | 3 at one of the Center Parcs holiday villages in Britain, France or Holland |
| d Two weeks on an ocean liner               | 4 with two nights at the Metropol hotel and tickets for the Bolshoi         |
| e A month's holiday in a mobile home        | 5 including a three-day stopover in Tahiti                                  |
| f A bed-and-breakfast stay                  | 6 with free accommodation in a condo in Orlando                             |
| g A trip to Disney World                    | 7 in a comfortable guest house near The Black Forest                        |

- 4 What types of holiday are those in exercise 3? Choose categories from the list in exercise 2 or add your own.

- 5 How would you describe the holidays in exercise 3? Choose from the list in the box below and justify your choice.

frightening	relaxing	for the family
exhausting	cultural	once-in-a-lifetime
entertaining	romantic	adventurous



## Listening

- 6 Listen to four conversations in a travel agency and match the customers to the advertisements.

<p><b>CASABLANCA</b> Morocco</p>  <p><i>Get away from it all. A luxury holiday at an affordable price.</i></p>	<p><b>DISCOVER MOSCOW</b> <i>The Red Square, the Kremlin, St Basil's Cathedral... at give-away prices.</i></p>  <p><b>Places limited.</b></p>	<p><i>The World of Children's Fantasy</i> <b>LAPLAND</b> IN SEARCH OF SANTA CLAUS <i>Flights by Boeing jets and Concorde at unbeatable prices</i></p> 
<p><b>VINTAGE SPAIN</b> <i>Country cottages and fabulous fiestas at bargain prices</i></p> 	<p><i>Renaissance</i> <b>FLORENCE</b> A remarkable exhibition <i>"The Age of the Medici"</i></p>  <p>Book now for discount prices. Details inside.</p>	 <p><b>WEDDINGS in PARADISE</b> <i>Tropical Island Holidays Special rates for newly-weds</i> <b>ENQUIRE WITHIN.</b></p>

## Vocabulary 2

### Prices

- 7 Find the words in the advertisements that refer to the *prices* of the holidays. Then listen again and list the words that talk about price.
- 8 Write the words from the box along a line like the one below, going from the cheapest to the most expensive.

a bit pricey	reasonable	dear	exorbitant	prohibitive
at rock-bottom prices	economical	costly	free of charge	

← cheap expensive →

- 9 Work with a partner and discuss these questions.
- Where would you consider it economical/reasonable/exorbitant to go for a holiday?
  - What kind of tourist activities in your area are free of charge?
  - What are the disadvantages of holidays at rock-bottom prices?
  - Which of the holidays in the travel agent's window would appeal to you?
  - What would you consider to be the holiday of a lifetime?



## Language Focus

### Compound nouns

In English we can use nouns as adjectives. For example:

**water sports    adventure holiday    caravan park**

The first word functions as the adjective and answers the question *What kind of?*

The relationship between the two nouns can be of many kinds, including:

Place	<b>mountain slopes, city centre</b>
Time	<b>summer holiday, weekend break</b>
Function	<b>golf course, swimming pool</b>
Material	<b>paper bag, iron bridge</b>

Sometimes three or more words are combined:

<b>Tourist Information Centre</b>	<b>air traffic control</b>
<b>business travel expenditure</b>	<b>winter sports holiday premium</b>

### Apostrophe s

The 's or s' can be used in expressions of time with numbers:

<b>an hour's drive from</b>	<b>a month's holiday</b>
<b>the airport</b>	<b>in Hungary</b>
<b>two days' journey</b>	<b>five minutes' walk</b>

BUT in expressions beginning with *a*, *the*, or a *possessive* and followed by a number, the first noun is singular. For example:

The tour includes a **two-day** expedition to the caves.

The **three-day** train journey was boring.

His **thirty-mile** hike over the mountains left him exhausted.

### Practice

#### 1 Match the nouns in A and B.

A	B
theme	city
hotel	book
boat	sports
incentive	resort
guide	travel
water	trip
capital	accommodation
health	park

#### 2 Work in groups. How many compound nouns can you make using the word holiday? For example:

holiday accommodation    package holiday

#### 3 Rewrite these sentences without changing the meaning. For example:

It takes five minutes to walk from the hotel to the beach.

It's a five-minute walk from the hotel to the beach.

A specialist lecturer accompanies each cruise which lasts seventeen days.

A specialist lecturer accompanies each seventeen-day cruise.

- a It takes two hours to drive to the airport.
- b The journey to the centre of London takes forty-five minutes.
- c The excursion includes a meal with three courses at a gourmet restaurant.
- d You can visit the vineyard, which extends over two hundred hectares.
- e We stayed in a hotel with three stars.
- f From Santiago to San Francisco there's a freeway with four lanes.
- g A guide accompanies all tours scheduled for five days.
- h They have produced a film, which lasts twenty minutes, on the Ammassalik region of East Greenland.
- i Their expedition, which took six months, nearly met with disaster.



## Speechwork

### Word stress

10 Say these words.

1  costly

2  appeal

3  romantic

4  affordable

5  situation

Word stress is very important because if you place the stress on the wrong syllable, other people will find it difficult to understand you.

Read the following words aloud and classify them according to the stress patterns above.

adventure	enquire	expedition
relaxing	Japan	about
unbeatable	Britain	safari
Cairo	photographer	forest
again	prohibitive	cancellation
jungle	package	Arctic

### Learning Tip

When you note down a new word it's a good idea to include the stress:

bargain	
cathedral	
exceptional	
hospitality	



Listen and check your pronunciation.

## Speaking

11 Draw a grid like the one below.

Fill in the details of the best holiday you have ever had. Then interview some other members of the class. Who had the most exciting holiday? The best value for money?

Name	Me	Miriam	Gillian
Duration	2 weeks	2 weeks	3 weeks
Destination	N. Spain	Scotland	Cameroon
Type of holiday	Touring	Self-catering	Familiarisation trip
How organised	By myself	By us	Government
Means of transport	Car	Car + Boat	Plane, car, limousine
Activities	Sightseeing & eating	Sailing, eating, sightseeing, walking	Sightseeing, cultural visits
Value for money	Terrible!	Great	Excellent!



## Reading

12 Read these statements about business letters in English. Are they true or false? Do other people in the class agree with you? What other advice can you give about writing letters?

- a When you write a letter you put your name above your address.
- b It is correct to write *Dear Mister* when beginning a letter.
- c In the United States *1st April 1999* can be abbreviated to *4.1.99*.
- d When writing a letter to the USA you can begin it with *Gentlemen*.
- e The abbreviation *Ms* is used to write to women when you do not know or do not want to refer to their marital status.
- f It is rarely appropriate to use contractions (*I'll, don't, isn't*) when writing letters.
- g If you begin a letter with *Dear Mr Grant* you should end with *Yours faithfully*.

13 Read the letter on the left.

Why is Mrs McSweeney writing? What information does she require?

14 Read the reply on the right.

What information is missing?

Skyways Holidays  
Publications Manager  
Atlantic House  
Hazelwick Avenue  
Haywards Heath  
West Sussex  
HH10 1NP

44 Cedar Avenue  
London  
N3 1SR

30 October 1999

Dear Sir or Madam

As an enthusiastic golfer I am very interested in combining a holiday abroad with the opportunity to receive expert tuition and improve my handicap.

I would be grateful if you could send me a brochure on special interest golfing holidays, together with details of transport, accommodation and any special out-of-season offers.

Thank you in advance. I look forward to hearing from you in the near future.

Yours faithfully

Heather McSweeney (Mrs)



Atlantic House, Hazelwick Avenue, Haywards Heath, West Sussex HH10 1NP

Mrs McSweeney  
44 Cedar Avenue  
London  
N3 1SR

6 November 1999

Dear Mrs McSweeney,

I am delighted to enclose a Skyways Holidays Golf brochure for next season.

This brochure offers the widest selection of golf holidays available today. Choose between a holiday near to home in Portugal, Spain or Madeira, or fly further afield to exotic destinations such as the Caribbean, the USA, Kenya or even Thailand.

Free Skyways UK Flights to Heathrow or Gatwick are available to connect with many holidays, and you will find a host of bonus offers at selected hotels throughout the brochure. With guaranteed no surcharges, you can be sure of real value for money. I do hope that this new brochure will help you find the holiday of your choice. Our specialist Golf Reservations Team on 01293 487725 will be delighted to help you with your booking, or alternatively visit your local ABTA Travel Agent or Skyways Travel Shop. If you have any specific questions, please call our Golf Advice Helpline on 01293 890572.

We look forward to welcoming you on a Skyways Holiday soon.

Yours sincerely,

Avril Sinclair  
Golf Manager

PS Our Golf Reservation Team on 01293 487725 will be happy to check availability on any holiday for you.



## Writing

### Letter of enquiry

- 15 Read the instructions below and write a letter of enquiry. Give the letter to your teacher who will deliver it to another member of the class.

You are American. You are planning a trip to Europe this summer and you are thinking of taking a touring holiday in France.

The French government tourist office has given you an address to write to:

EUROPA TOURS  
74/1 Newbern Avenue  
Medford  
Massachusetts 02155

You would like to know what they can offer. You also want to know about prices, the type of transport, accommodation and any discounts that may be available.

Before you begin, decide on the following:

- a who you are
- b your age
- c your marital status
- d if you will be travelling alone or with others
- e if with others, who they will be.

Your address is 611 E. Franklin Street, Richmond, Virginia 23219.

If necessary, refer to the Writing Tips below.

- 16 When you receive a letter of enquiry use the information on page 102 to write the reply.

#### Making an enquiry



KISS – KEEP IT SHORT AND SIMPLE.

- Explain clearly what information you wish to receive.
- Say why you need it.
- Use a separate paragraph for each request.
- Use simple rather than complex sentences.
- Delete unnecessary detail.

#### Useful language

*I am writing to enquire about ...*

*I was interested in your advertisement in ...*

*I would be grateful if you could ...*

*I look forward to hearing from you soon.*

#### Replying to an enquiry



KISS – KEEP IT SHORT AND SIMPLE.

- Answer all the questions.
- Give the client all the information he/she needs to make a booking.
- Be friendly and positive.
- Use a separate paragraph for each response to a question.
- Use simple rather than complex sentences.
- Delete unnecessary detail.

#### Useful language

*Thank you for your letter/fax of (date) ...*

*In reply to your letter/fax of (date) ...*

*We specialise in catering for ...*

*Please find enclosed ...*

*If you need any further help or information please do not hesitate to contact us.*

*I look forward to hearing from you.*

## Follow-up

- 17 If possible, look up the address of an English-speaking tourist board or a tour operator with offices in the UK, the USA, Canada, Australia, Ireland or New Zealand and write to them

requesting information about a holiday you might like to go on or promote.



# A Career in Tourism

## Applying for jobs

### Preview

- 1 Work in groups. Make a list of job titles in the tourism sector.  
Compare your list with those of other groups.
- 2 Work with a partner. Choose two jobs and list the activities they involve.

### Listening

- 3 Listen to six people talking about their jobs.  
Match the people to their job titles.

- |                         |                              |
|-------------------------|------------------------------|
| a Product manager       | b Conference coordinator     |
| c Trainee hotel manager | d Travel consultant          |
| e Cabin attendant       | f Business travel consultant |



2



1



3

## Language Focus

### Simple/continuous verb forms

Look at these pairs of sentences and answer the questions:

- 1 a I work for Exotic Tours.  
*Is this a temporary or permanent situation?*  
b I'm working for Exotic Tours.  
*Is this a temporary or permanent situation?*
- 2 a We fly to Dubai on Fridays.  
*Is this a regular event or a plan?*  
b We're flying to Dubai on Friday.  
*Is this a regular event or a plan?*
- 3 a The 4 p.m. shuttle is leaving.  
*What time is it?*  
b The next shuttle leaves at 4 p.m.  
*What time is it?*
- 4 a She's been working as a hostess.  
*Does she still work as a hostess?*  
b She's worked as a hostess.  
*Does she still work as a hostess?*
- 5 a When you phoned I was speaking to the manager.  
*Did the phone call interrupt the conversation?*  
b When you phoned I spoke to the manager.  
*Did the phone call interrupt the conversation?*

### Practice

- 1 Read this extract from an interview in which a woman is talking about her career. Put the verbs in brackets into the correct tense. Then work with a partner and compare your choices.

"I (have) ..... three jobs in my life so far. I (start) ..... as an Overseas Representative in Tunisia, Greece and Austria, and then I (work) ..... as an Assistant Resort Manager for two years in Turkey. I (head) ..... for promotion when I (decide) ..... to leave in order to start a family. Anyway, now I'm back in work and for the last six months I (work) ..... as a Contracts Executive so usually I (spend) ..... a lot of time with hotel managers and (negotiate) ..... contracts for hotel rooms and services. On top of that I (select) ..... new resorts and locations. At the moment, I've got a trainee with me who (do) ..... some research into..."

- 2 What is your occupation?  
What does it involve?  
Are you working on any particular project at the moment?



## Speaking 1

### Applying for Jobs

4 Work in groups. Discuss these questions.

- a How do you find out about job vacancies?
- b How do you apply?
- c Have you ever applied for a job? What did you have to do?

5 In order to apply for a job you usually have to send a curriculum vitae (CV) – in the USA called a resumé – and a covering letter. These documents are very important because they are the first impression you give.

Work in groups. Read the statements about CVs and covering letters. On the basis of your knowledge and experience, decide if you agree with them.

- a A curriculum vitae is more acceptable if it is hand-written.
- b A covering letter should be hand-written.
- c You should always include a photograph.
- d The longer a CV is the better.
- e A CV should list experience in chronological order.
- f It's best to explain foreign qualifications and give an approximate equivalent in the country to which you are applying.
- g There is no point in mentioning outside activities, hobbies, etc.
- h Each CV should be customised for the job you are applying for.
- i Perfect prose isn't expected; note form is perfectly acceptable.
- j Use space constructively; don't mention failures or irrelevant experience.
- k Don't include your previous salary or salary expectations, unless requested.
- l You can lie on a CV: they'll never find out anyway.
- m Any gaps in the dates should be explained.
- n It's best not to send the CV by fax unless requested to do so.
- o Always make a follow-up phone call a few days after sending off your CV.

## Reading

### CVs

6 Work with a partner. Student A read the article "How to Write a CV" below, Student B read the article "The Write Way to Find a Job" on page 103.

### STUDENT A

Tell your partner what recommendations "How to Write a CV" makes about:

- personal information and experience.
- layout, language and style.

Which of the fifteen points (a–o) in exercise 5 are mentioned in the article?

## HOW TO WRITE A CV

*When applying for a job you'll be in competition with a number of other candidates. So your CV is important – interviewers will decide whether or not to see you on the strength of what you have written. Don't just think of it as a list of facts; it should sum up your personal, educational and career history, as well as being an indication of your strengths and weaknesses.*

*Here are a few suggestions:*

### Presentation

- Always type your CV. Use a good typewriter or word processor.  
If a CV is hand-written, it goes into the wastepaper basket.
- Use good quality paper. Don't give the impression this is just another photocopy.
- Never send a CV without a covering letter explaining which vacancy you're applying for. If you're writing "on spec.", send a short letter explaining what kind of post you're looking for.
- Don't fax a CV unless you're asked to. It's a confidential document.

### Content

- Write a list of important headings. These should include your name, date of birth, your address (and your e-mail address, if you have one), phone number (at work and at home), your work record and so on.
- Start with your most recent job and work backwards.
- Don't leave out any vital information. If you spent a year or two travelling, say so. Years that are unaccounted for will seem suspicious.
- Don't include any negative information, such as exam failures or lost jobs. Be positive about yourself, but don't lie or you will undermine yourself from the start.
- Don't ask for your CV to be returned; many companies keep CVs on file for future reference.

(adapted from an article by Eleni Kyriacou in *Midweek*)



**7 Look at Mike Mortimer's CV and answer these questions.**

- What was his first post?
- What is his most recent post?
- What kind of experience has he had?
- How has his career progressed?
- In your opinion, is his CV well written? If not, what changes would you make?

### **CURRICULUM VITAE**

Name Mike Mortimer  
 D.O.B. 12.06.72  
 Address 157 rue des Laboueurs,  
 Moissy, 77550  
 Tel. No. 64886341  
 Marital status Single

#### **EDUCATION**

- 09/93–02/94 Certificate of Theme Park Management: Miami University, Florida, USA
- 05/92–02/93 Diploma in Hospitality Management: Neath College, Wales
- 09/90–04/92 Higher National Diploma in Tourism and Recreation Management: Swansea Institute of Higher Education, Wales
- 09/88–06/90 BTEC National Diploma in Business and Finance: Fermanagh College of Further Education, Enniskillen, Northern Ireland
- 09/83–07/88 8 GCSEs – Grade B  
 St Joseph's School, Enniskillen, Northern Ireland

#### **LANGUAGES**

- ENGLISH, mother tongue
- FRENCH, fluent
- SPANISH, elementary

#### **EMPLOYMENT EXPERIENCE**

##### **BIENVENUE THEME PARK**

Merville, France  
 12/96 – present

##### **Attractions Lead Coordinator**

- Pre-opening, supervised the personal development of staff on standards of customer care
- Compiled and arranged Safety Operating Procedures for Attractions
- Managed employees' daily schedule and delegation of tasks
- Monitored safe operation of major attractions in the Park

- Coordinated the show quality, ensured high standards of maintenance

##### **SUPERWORLD THEME PARK**

Miami, Florida  
 2/95–12/96

##### **Intern Supervisor**

- Implemented the Intern Program
- Planned and presided over Special VIP Events
- Supervised the training of new employees on operating procedures
- Participated in leadership development and trainer classes 03/94–02/95

##### **International cultural representative**

- Greeted guests and answered questions
- Took inventory of stock, organised shop displays
- Organised international cultural exchange events

##### **THE NEWBERN GROTTO**

Newbern, Northern Ireland  
 06/90–09/90

##### **Tourist Information Assistant/Grotto Tour Guide**

- Provided tourist information for local area
- Guided international parties in one of the largest caves in Europe
- Trained new employees on all aspects of cave guiding

#### **INTERESTS**

- Folk music, judo, water sports

#### **ADDITIONAL INFORMATION**

1990–1993 Sports club treasurer  
 1987–1990 Youth group leader

#### **REFEREES**

Christophe Allain  
 23, rue de la Paix  
 Moissy 77550  
 France

Anne Jones  
 Director, The Newbern Grotto  
 14 Rodney Drive  
 Newbern  
 Northern Ireland  
 BT74 8DF



## Writing 1

### CVs

- 8 Choose one of the advertisements and imagine you are a candidate for the post. Make a list of the qualifications and personal qualities that are required to do the job. Design your CV.

## Wanted

### *Tour Operator Marketing Executive*

Required by EXPLORE THE WORLD LTD, a well-established travel firm operating escorted tours of Europe (ranging from Inverness to Naples and from Budapest to Lisbon) for a primarily American clientele.

We seek resourceful, well-travelled applicants who not only have inbound tour-operating experience but also the ambition and ability to take on certain key management roles.

The ideal applicant must have WP skills, be literate and numerate, accurate and articulate, and have a real appetite for hard work.

A second (or third) language is essential.

Please write with full CV to:

The Managing Director, Explore the World Ltd., Priory Lane, Buxford, OX18 4DG

## C A B I N C R E W

Skyways has opportunities for cabin crew who will be responsible for the safety, comfort and enjoyment of the passengers on board our aircraft, whilst maintaining our extremely high standard of in-flight service.

Are you aged 21–35, of between 160 cm and 180 cm in height, and of smart appearance?

Do you have a minimum of four GCSEs or equivalent (including Maths and English)?

Do you have a confident, outgoing personality and plenty of stamina?

Are you able to remain calm and level-headed even under stress?

Do you have experience in dealing with the general public?

If your answer is yes, then in return for your energy and commitment to quality of service, we offer:

- a competitive salary
- concessionary air travel
- excellent career prospects and training
- the opportunity to work for a dynamic, progressive organisation.

Interested? Then please write, quoting ref. DM3, with full CV, and enclose a good-quality, full-length photograph to us at the address below.

Claire Downing, Personnel Assistant, Skyways, Atlantic House, Hazelwick Avenue, Haywards Heath, West Sussex, HH10 1NP.

Closing date: 15 June.

Previous applicants currently on our files will automatically be considered. Please note that applicants will not receive a reply until after the closing date.

## TRAVEL TRADE SALES EXECUTIVE

The responsibility you deserve. The freedom you'll enjoy.

Do you have at least two years' experience in a service-related industry – ideally gained in the travel trade?

Can you combine this with a fresh, enthusiastic approach, strong powers of initiative and outstanding interpersonal skills? If so, Monarch Hotels may have the ideal opportunity for you.

As a major international hotel group, we have 250 three-, four- and five-star hotels from Greenland to the Galapagos.

We are now seeking someone with these qualities to sell promotional packages to major tour operators. The role not only offers responsibility but freedom as well.

Based at our head office in Bern, you will be travelling extensively to visit our customers. By contributing to the development of promotional ideas you will have the chance to maximise your sales.

Sales experience is not essential. Natural enthusiasm and total commitment to success are more important. Demonstrate these and the rewards will be high. A competitive salary (according to age and experience) will be supported by benefits, including a fully expensed car and subsidised accommodation.

If this sounds like your kind of challenge, please write with full personal history to:

Karl Käser,  
Jubiläumstrasse 28, 3005 Bern, Switzerland



## Writing 2

### The covering letter: formal and informal language

- 9 The letters below do not contain any errors but the writers are very unlikely to be considered for a vacancy. Can you say why?

Dear Anthony Mayer,

I'm looking for a holiday job and I saw your ad in a newspaper and it looked as if it could be good because your company is very famous.

I don't have a lot of experience (in fact I haven't had a job before) but I've got lots of confidence and I get on pretty well with people in general.

I'm basically free in July but not August (because I'm going away then) but it would be really good if you could take me on because I need the money!

Hoping to get a reply from you soon.

Yours,

Mary Roe

Dear Sir,

In accordance with your esteemed request further to our telephone conversation of 25 November and the advertisement which appeared in *The Times* of 24 November inst., I have the honour to enclose herewith a copy of my curriculum vitae and would beseech you to acquaint yourself with the contents therein.

Trusting that I shall be favoured with an interview with a view to discussing my application in further detail, I beg to remain,

Yours faithfully,

Charles Fortescue Esq.

- 10 You have decided to help Mary Roe rewrite her covering letter. Work with a partner and complete the revised letter on the right. Invent any details about Mary's background that you feel would be relevant.

- 11 You have decided to apply for one of the jobs advertised on page 15 (either the same one for which you prepared a CV or a different one).

Write the covering letter to accompany your curriculum vitae. Work with a partner and compare your letters. Which creates the better impression and why?

(Address)

Mr Anthony Mayer  
Personnel Manager  
Travel Unlimited  
Stansted  
Essex CM24 1RY

(Date)

Dear .....

In reply to the advertisement ..... (state where it appeared), I would like to apply for the ..... (state what you are applying for).

As you will see from the enclosed CV, although I am relatively ..... I have successfully ..... (state what you have done).

I therefore feel I ..... (state what you can offer the firm).

I believe I am hard-working and reliable and would very much like to gain greater work experience.

I ..... interview whenever ..... and ..... near future.

Mary Roe