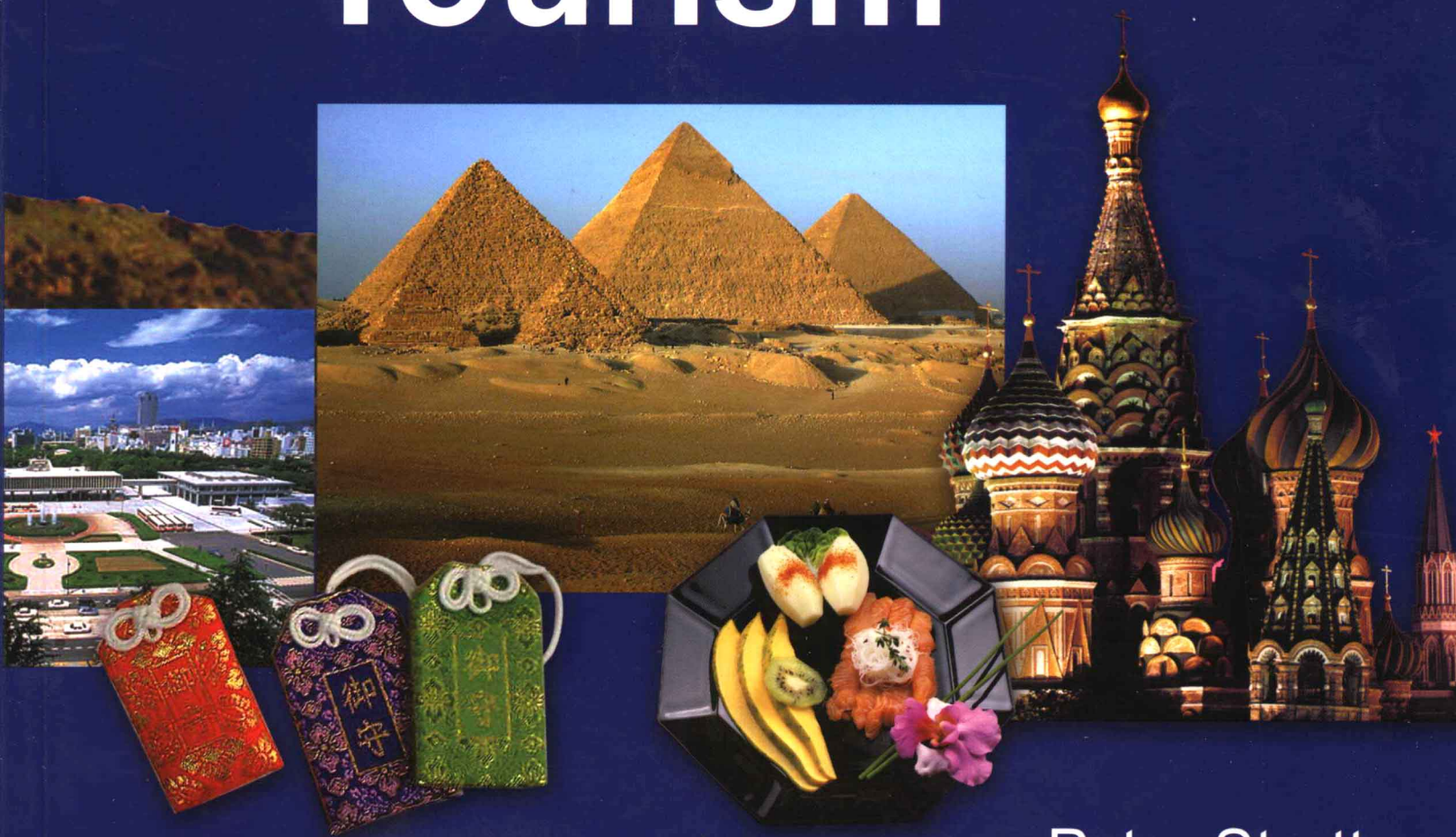


Intermediate Students' Book

朗文旅游英语

中级·学生用书

English for International Tourism



Peter Strutt



南开大学出版社

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for International
Tourism

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中级·学生用书

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Introduction

Foreword

Effective English language and interpersonal skills are now an essential job requirement in the hotel and tourism industries. In a global working environment where employees are in constant contact with each other and the public, the ability to use English is an absolute necessity.

English for International Tourism is a language course designed to cater for learners studying for vocational qualifications in the travel trade and for working professionals undertaking in-service language training. The course deals with the language of tourism from an insider's occupational perspective rather than that of the individual traveller. However, neither teacher nor student needs first-hand knowledge of the industry because, although the material is professionally relevant, it is not technical or over-specialised in nature.

The Students' Book contains twelve main units and three consolidation sections. Each unit contains a variety of language tasks developed around topics related to the travel industry and the provision of hotel accommodation. Each unit contains one or more listening tasks, a language focus section followed by practice, vocabulary development, pronunciation practice and a speaking section which is designed to bring the language previously studied into active use. Reading and writing skills also feature prominently as do the professional practice boxes which provide language and skills that are necessary when performing work-related tasks.

The skills-based syllabus ensures that students are provided with extensive communicative practice ranging from customer service encounters such as hiring a car or manning a hotel reception desk to preparing and giving presentations or dealing with business mail.

To this end, a wide variety of industry-specific contexts have been chosen to represent the diversity of the travel industry today and to reflect the global nature of tourism. The listening activities are designed to accustom students to a variety of native and non-native speakers using English as an international language.

Language focus aims to teach grammar using a functional approach where the goal is to help the learner become aware of the way in which grammatical choices convey meaning. The grammar and vocabulary sections arise out of the communicative needs of tourism professionals and feed into subsequent activities. For example, the pair work tasks are explicitly designed to give further contexts of use for the language previously introduced.

Authentic materials help learners cope with real English. Thus, many of the pages use extracts from *Dorling Kindersley's Eyewitness Travel Guides* which are visually attractive and provide key, up-to-date information on important travel destinations. Many sections also make use of the internet as the web has become such an important tool in promoting and selling tourism.

A separate **Workbook** is available for extra practice as homework or on a self-study basis. It follows the same unit by unit format and provides further work on reading, grammar, functions, vocabulary, pronunciation and writing. **The Teacher's Resource Book** provides step-by-step notes on using the material, ideas for extra activities, advice on coping with mixed ability classes, background information on tourism topics and destinations as well as a bank of extra photocopiable materials.

I hope you enjoy using English for International Tourism.

Peter Strutt

English for Tourism Intermediate Bookmap

Unit	Language focus	Vocabulary	Professional practice
1 Careers in tourism 6	Question forms	Jobs and duties The word <i>Skill</i> Action verbs Pronunciation: Question forms	Write a CV / Resumé Write a cover letter Attend an interview Apply for a job
2 Destinations 14	Present simple and present continuous	Reasons for travelling Describing a destination	Prepare a presentation Give a short presentation
3 Hotel facilities 22	Have / Get something done Making comparisons	Hotel facilities Describing hotels Pronunciation: Word stress	Compare hotels Decide how to refurbish a hotel Write a hotel description
4 Tour operators 30	Present perfect and past simple Pronunciation: /ɪ/, /i:/ and /aɪ/	Tour operators Package holidays	Deal with a complaint Write a letter of apology Persuade a client to buy a package tour
Consolidation 1 38	Grammar review	Pronunciation: Word stress Alphabet quiz	
5 Dealing with guests 40	Articles	Describing people Misunderstanding -ed / -ing adjectives	Deal with a complaint Solve an overbooking problem
6 Travel agencies 48	The future	The word <i>Time</i> Telephone language Pronunciation: The alphabet	Take a telephone booking Prepare an educational report Reply to an enquiry
7 Hotel reservations 56	Indirect questions Reported speech	Text messaging Conferences and conventions Pronunciation: Politeness Contrastive stress	Take messages Send text messages Sell a conference venue to a client Write a formal letter
8 Seeing the sights 64	The passive	Places of interest How Guinness is made Exhibitions Pronunciation: /æ/, /ə/, and /eɪ/	Recommend sights Describe an exhibition Guide for a famous sight
Consolidation 2 72	Grammar review	Vocabulary review	Write an email

Unit	Language focus	Vocabulary	Professional practice
9 Getting around 74	Modal verbs	Checking in Using a dictionary Pronunciation: Same spelling, same sound?	Give advice on driving Give underground directions Car hire bookings Hire a motorhome
10 Eating out 82	Countable and uncountable nouns Quantifiers	Verbs of food preparation Pronunciation: /ə/	Describe dishes Recommend a restaurant Prepare a menu Take an order
11 Traditions 90	Defining relative clauses Vague language	Traditions The theatre Public holidays Pronunciation: Dates	Describe a festival Exchange historical facts Recommend a festival
12 Special interest tours 98	Conditionals	Special interest tours Pronunciation: Word stress	Exchange hobbies Sell a holiday Organise a three-day cruise The hotel management game
Consolidation 3 106	Grammar review	Vocabulary review Pronunciation: Same spelling, different sound	
Pairwork files 108			
Writing bank 118			
Grammar reference 124			
Tapescripts 130			

1

1



2



Careers in tourism



4



5



3

Jobs in tourism

1 Work in pairs. Match the pictures with these sectors of the travel industry. Then answer the questions below.

airlines hotels and accommodation
ferry and cruise companies catering car hire

- 1 What sector of the travel industry most appeals to you?
- 2 Think of two jobs in each sector.
- 3 Which of these jobs interest you the most?

2 What is your idea of a good job? Put the following ideas in order of importance. Discuss your choices with your partner.

- | | |
|---|--|
| <input type="checkbox"/> a chance to travel | <input type="checkbox"/> friendly colleagues |
| <input type="checkbox"/> teamwork | <input type="checkbox"/> a good salary |
| <input type="checkbox"/> flexible working hours | <input type="checkbox"/> long holidays |
| <input type="checkbox"/> job stability | <input type="checkbox"/> opportunity to meet people |
| <input type="checkbox"/> responsibility for other staff | <input type="checkbox"/> benefits (commission, cheap holidays) |

reading Job advertisements

3 Read the job advertisements on the opposite page. Which job do you find the most / least attractive? Give your reasons why.

4 Read the advertisement again. Which of the jobs:

- 1 involves selling?
- 2 requires management skills?
- 3 means working abroad?
- 4 offers extra financial benefits?
- 5 involves making arrangements?
- 6 needs excellent telephone skills?

A

Conference Event Co-ordinator

Conference Consultants is a dynamic events management organisation which provides creative, exciting and affordable solutions for conferences and exhibitions. We are currently looking for a hard-working person to join our staff.

The successful applicant will be responsible for organising special events. This person will have excellent customer service and management skills and be prepared to work under pressure.

An excellent salary package and company car will be offered to the right candidate.



Night Auditor

This is a chance to become part of a well-established international five-star hotel.

We are looking for a Night Auditor for a busy hotel front office. Reporting to the Front Office Manager, you will be skilled at supervising staff, handling guest queries and complaints, maximising room occupancy and producing the daily business figures.

You are well-presented and patient with a friendly, helpful personality. This position has unlimited potential and will suit someone looking at his/her career in the long term.

B

vocabulary

Duties

5 Which verbs do not go with the nouns?

1 EVENTS

arrange	organise	make
---------	----------	-----------------

2 EMERGENCIES

handle	deal with	book
--------	-----------	------

3 ROOM OCCUPANCY

maximise	boost	produce
----------	-------	---------

4 TOURS

possess	book	organise
---------	------	----------

5 STAFF

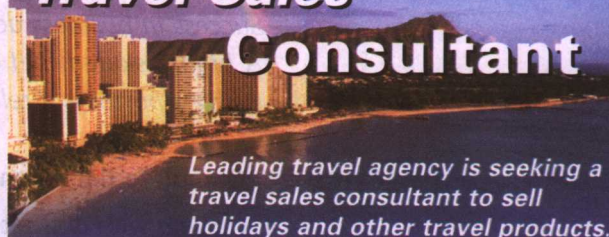
supervise	design	join
-----------	--------	------

6 INDIVIDUAL HOLIDAYS

book	arrange	supervise
------	---------	-----------

C

Travel Sales Consultant



Leading travel agency is seeking a travel sales consultant to sell holidays and other travel products.

Good telephone, IT and numeracy skills are a must. The job involves booking package tours, making hotel reservations and arranging car hire as well as designing individual holidays for the independent traveller. You will be caring, have an outgoing personality and be able to put others first.

Resort reps

If you enjoy being in foreign places but don't like being on the move the whole time, then being a resort representative is a great job for you. You will need to be enthusiastic, energetic, possess excellent communication skills and be good at dealing with emergencies and making decisions on your own. There is the opportunity to earn commission from selling excursions to boost your basic salary.

D

vocabulary

management
communication
computer / IT
telephone
organisational
people

skills

be skilled at + verb + -ing
she's skilled at supervising staff

Success in business depends on **skilful** (UK) / **skillful** (US) management.
A **highly-skilled** chef can earn a lot of money.
Being a porter is a relatively **unskilled** job.

practice

6 Complete these sentences with words from the vocabulary box above.

- 1 Dealing with difficult members of the public requires good communication skills.
- 2 Designing a good computer reservations system demands up-to-date
- 3 She's done a large number of relatively jobs. She's been a chambermaid, a cleaner and a waitress.
- 4 He has to co-ordinate the work of several departments so he's at organising schedules.
- 5 If you work in a call centre it's essential to have excellent
- 6 Conference interpreting is a occupation.

listening

7 Listen to Louisa Smith talk about her job and decide which of the jobs on page 7 she does.

8 Listen again and answer these questions.

- 1 How did she get her present job?
- 2 What does she do when she works 'upstairs'?
- 3 Who does she deal with when she works 'downstairs'?
- 4 What kind of questions do people ask her?
- 5 What questions does she ask customers?
- 6 What questions do people ask her at parties?
- 7 Which countries has she been to this year?

Language focus Question forms

• Yes / No questions

All these questions use an auxiliary as the first word in the question and require a positive (Yes) or negative (No) answer:

Can you drive?

Are you available straightaway?

Did you pass the exam?

Do you have any previous experience?

Have you read our brochure?

Will you be free during the summer?

• How / Wh- questions

We use these question words when we want more information than a simple yes or no. The question word is placed before the auxiliary verb.

What do you do in your free time?

Why do you want to work for us?

Where would you like to work?

Whose bag is this?

What time would I have to start?

How did you find out about the job?

What kind of job are you looking for?

How long have you studied English?

Who is in charge of staff training?

How soon will you let me know?

When can you let me know?

How much time do I spend abroad?

Which part of the course did you like?

How many days holiday are there?

- Now listen to the questions. What do you notice about the intonation at the end of the sentences?

For more information turn to page 124.

practice 9 Complete these questions with the correct question word. Then match the questions to the answers below.

- 1 What was your last job? I was a receptionist
- 2 languages can you speak?
- 3 language do you speak the best?
- 4 job are you looking for?
- 5 did you stay in Mexico?
- 6 did you choose to study tourism?
- 7 will I be able to start?
- 8 responsibility is it to supervise staff?

I was a receptionist I'm most fluent in Spanish Just a week
As soon as possible Spanish, French and a little Arabic
I'd like to work for an airline I like meeting people Mrs Young's

speaking 10 Work in pairs. Find out the following information from your partner.

date of birth place of birth work experience languages
countries visited professional skills hobbies ambitions

listening Curriculum Vitaes

11 Work in groups. Discuss these questions. Then listen to a human resources manager talk about CVs and compare your ideas.

- 1 What makes a good CV?
- 2 How long should it be?
- 3 What should it contain?

12 Listen again. Are these statements true or false? Correct any false statements.

- 1 A CV should be no longer than two pages.
- 2 You should always include a photograph.
- 3 You put the most recent experience first.
- 4 You should write in full sentences.
- 5 An employer is not interested in your hobbies and interests.
- 6 You should adapt your CV to the job description.
- 7 You should use good quality stationery.
- 8 You should make sure there are no grammar and spelling mistakes.

Now look at the CV on the opposite page. Does it follow this advice? How is this advice different to CVs in your country?

13 Read Michel Blanc's CV again and answer these questions.

- 1 How does he describe his qualifications in English?
- 2 In what sector of the tourism industry has he worked?
- 3 What experience has he had?

Professional practice Writing CVs

Use 'action' verbs to describe your experience. They attract attention and demonstrate that you are an 'action' person. What are these typical action verbs in your language?

achieve	introduce
co-ordinate	manage
create	organise
develop	plan
direct	research
establish	set up
implement	supervise

Personal details

Michel Blanc
 5 rue de la Libération
 76000 Rouen, France
 e-mail: michel_blanc@yahoo.fr
 25 years old
 French

Education and qualifications

Baccalauréat (Equivalent of British 'A' levels, specialising in economic subjects.)

BTS Tourisme (Two years' vocational training in Leisure and Tourism.)

Work Experience

Internship at the Ibis Hotel (Southampton) 62 bedrooms, three conference rooms.

Supervised the operation of the night shift, dealt with questions and complaints, implemented routine checks of the hotel, collected and compiled the daily business figures and entered statistics into a database to produce the daily reports.

Le Parc (Rouen) Assistant Manager of a three-star hotel. (45 rooms, 26,000 covers p.a.). Responsible for customer care, staff supervision, sales promotion (accommodation, seminars, banquets) and accounting.

Professional Skills

Project management, sales, customer care and public relations, budgeting and forecasting.

Computer skills: MS Office, specialist management software (HOTIX, LOGHOREST, CALLSTAR)

Languages: English, Spanish, some German

Interests: Sailing, skiing, scuba diving

Name and address of referee

Mr Clark, Oasis Hotel, 26 Wharf Street, Southampton

writing 14 Draft your own CV and show it to a partner. Ask him or her to evaluate it using these check points.

- Does it look good?
- Does it list experience starting from the present?
- Is it too long / too short?
- Is the contact information clear?
- Does it provide a good basis for an interview?

Cover letters

15 A short cover letter should always accompany your CV. Organise the following advice into two categories, *dos* and *dont's*.

- Type your letter of application
- Use interesting coloured paper
- Write at least two pages
- Repeat what is already on your CV
- Point out professional skills that you have acquired
- Emphasise how you believe you meet the employer's needs
- Tell the employer that you will call in to discuss your application

16 Use these phrases to complete the cover letter below.

I am confident I am available please find enclosed
I am writing with reference to I look forward to hearing
I have experience of

Michel Blanc
5 rue de la Libération
76000 Rouen, France
michel_blanc@yahoo.fr

6th August

The Human Resources Officer
Global Tours
80 Campbell Street
London WC2 9AN

Dear Sir or Madam,

.....¹ the position of Night Auditor as advertised in *The Guardian* of 11 January.

.....² a copy of my CV outlining my background and qualifications for your consideration. As an Assistant Manager of a three-star hotel³ managing staff and dealing with guests.

I also have practical experience of increasing room occupancy and producing financial statistics. If given the opportunity⁴ that I could make a valuable contribution to the running of the hotel.

.....⁵ for interview at a time and place of your convenience. I can be reached at the above postal and email addresses or on 0033 1 5543 7574. I appreciate your time and consideration and⁶ from you soon.

Yours faithfully,

Michel Blanc

Michel Blanc
Enclosures: CV and Photograph

speaking Interviews

17 Work in pairs. Student A turn to page 108. Student B you work for Global Tours and have advertised the following vacancy. Look at the information below and prepare to interview candidates for the job.

DO YOU WANT TO WORK FOR A MAJOR PLAYER IN THE TRAVEL INDUSTRY?

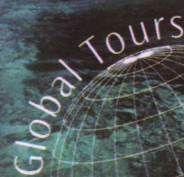
GLOBAL TOURS is currently seeking to recruit a number of recently qualified and/or experienced travel professionals to work in a variety of locations. Vacancies in reservations, sales, hotel and catering and holiday villages.

Candidates should speak English and possess excellent interpersonal skills. Motivating salary for the right people.



Information on Global Tours.

Following its acquisition of Worldwide Destinations plc GT has become the market leader in long-haul travel. It owns the five largest travel agency chains and enjoys guaranteed racking. With a turnover of more than €75m, it employs 15,000 people worldwide and caters for an average of 500,000 holidaymakers every year.



Student B

Interviewing procedure

- read the candidate's CV and cover letter before the interview
- welcome the candidate and put him / her at ease
- start with some small talk about a subject of interest to you both
- give the candidate some brief information about Global Tours
- ask the candidate questions about recent experience and qualifications
- find out about the candidate's strengths / weaknesses / motivations
- allow opportunities for the candidate to ask you questions
- thank the candidate and say when you will contact him / her

Professional practice Interview questions

Here are some typical interview questions.

Can you tell me about yourself?

What are your strong / weak points?

Why do you want to work in the travel industry?

Do you have any previous work experience?

What do you see yourself doing five years from now?

What kind of salary are you looking for?

When would you be willing to start?

2

Destinations



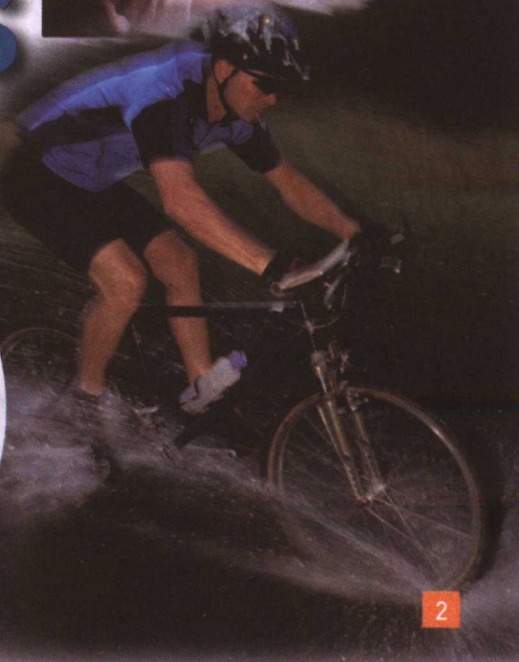
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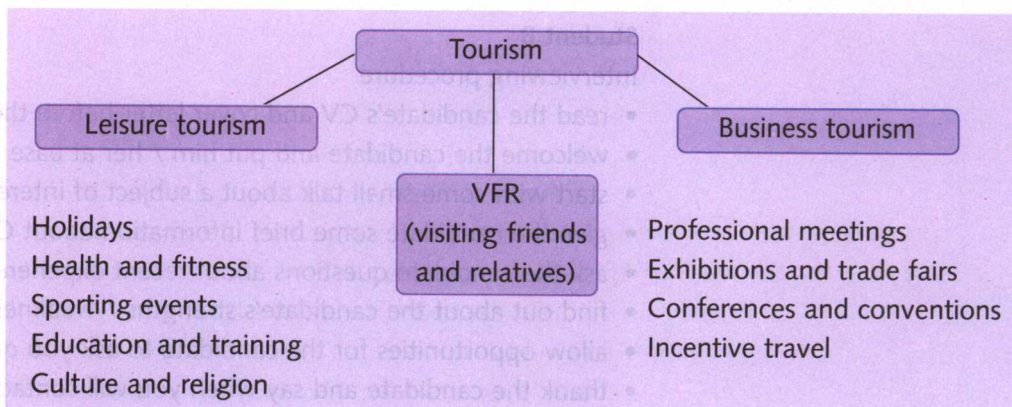
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2

speaking 1 Look at the pictures. What kind of travel and tourism do they show? What other reasons for travel can you think of?

2 Match the types of tourism with the examples below.



Youell, Tourism: An Introduction, published by Pearson Education Ltd.

- 1 retired couple on a walking holiday in Scotland
- 2 overseas student going to study English in Cambridge
- 3 scientists flying to Helsinki for an international conference
- 4 coach of football fans travelling to an away match
- 5 travel agents attending the ITB fair in Berlin
- 6 weekend break in Verona with theatre tickets for Romeo and Juliet
- 7 trip to San Francisco for the most successful salesperson of the year
- 8 fly-drive holiday to Florida for a married couple
- 9 Japanese businessperson negotiating a contract in Berlin
- 10 family flying to Istanbul for a wedding

3 Work in pairs. What do you know about Los Angeles? Which of the following would attract tourists to LA?

beaches people culture food tradition
historic monuments wildlife lifestyle

reading Los Angeles

4 Read the newspaper article. Why is Los Angeles the USA's most fascinating cultural destination?

LA Renaissance

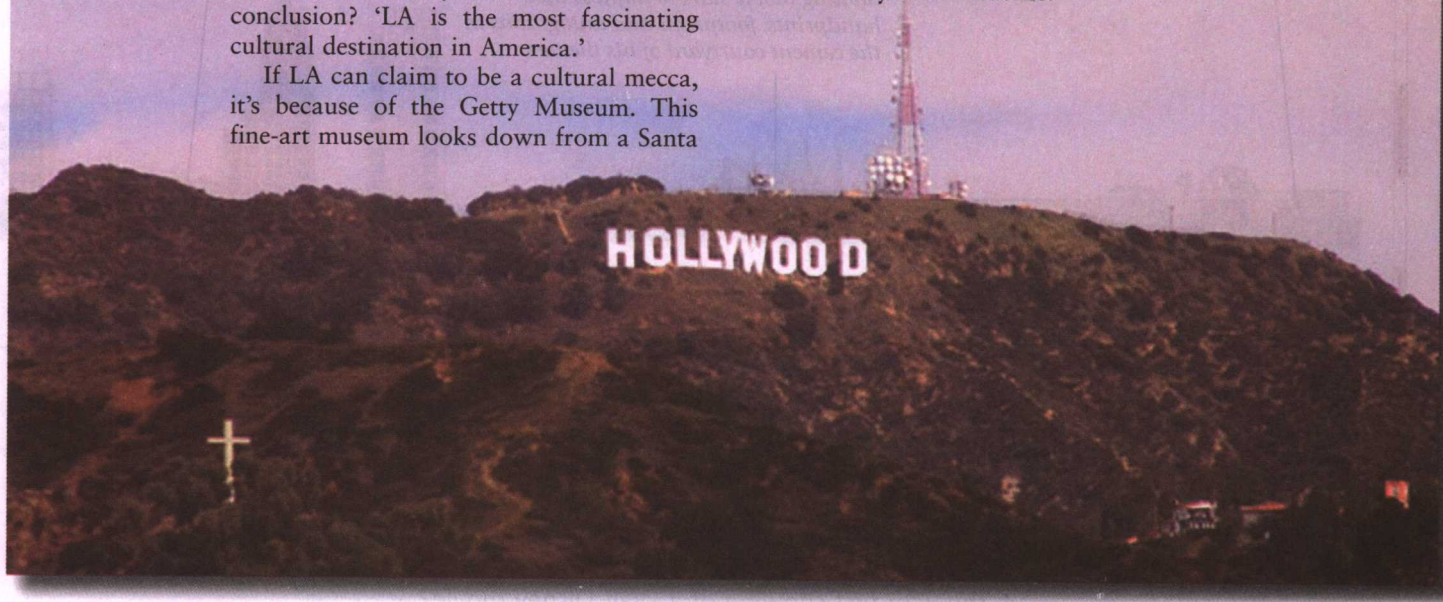
38

'LOS ANGELES will be the cultural capital of the millennium.' This statement was recently made by LA's 'vice-president of cultural tourism' who then went on to state that there are more major museums per head of population in LA than any other US city (300, to be precise), not to mention 'more artists, writers, film-makers, actors, dancers and musicians than in any other city in the history of civilisation'. His conclusion? 'LA is the most fascinating cultural destination in America.'

If LA can claim to be a cultural mecca, it's because of the Getty Museum. This fine-art museum looks down from a Santa

Monica hilltop over the city, a monument to culture. It cost well over \$1bn which forces people to take note.

Three million people visited the Getty in its first year. They come in the same coaches that take them to Disneyland and Beverly Hills. Almost immediately, it has become a part of the LA tour – an art museum that rivals Universal Studios, Hollywood and the Baywatch beaches.



Adapted from www.telegraph.co.uk, 5 December 1998

5 Read the text again. Are these statements true or false? Correct any false statements.

- 1 There are over 300 museums in LA.
- 2 Visitors to the Getty Museum can see a lot of paintings.
- 3 The Getty Museum is in the city centre.
- 4 The museum cost more than a billion dollars to build.
- 5 Three million went to the Getty museum last year.
- 6 The museum attracts the same tourists as Universal Studios.