

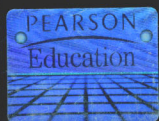
Workbook

朗文旅游英语

高级·练习册

English for International Tourism

Miriam Jacob



南开大学出版社

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Tourism

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天津



Itinerary

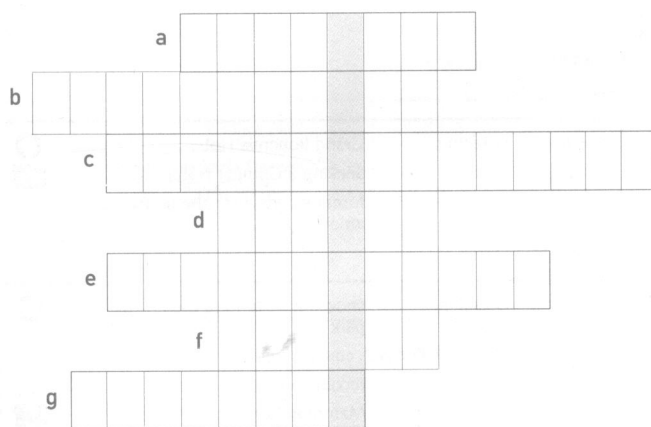
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 = Reading text
 = Listening text

Types of Holiday

Revision

Vocabulary 1



What is the hidden vertical word? ↓ _____

1 Use the words that are missing from these sentences to complete the grid.

- a A flight from London to Australia is a ____ - ____ flight. (4, 4)
- b A _____ is a holiday where the tour-operator arranges both the flight and the accommodation. (7 & 4)
- c Two weeks at a residential art school is a _____ holiday. (7 & 8)
- d A holiday aboard a luxury liner is a _____. (6)
- e A two- or three-day holiday which is not taken during the week is a _____. (7 & 5)
- f A holiday visiting a game park is a _____. (6)
- g A holiday on a farm, staying as a guest of the owners, is a _____. (8)

2 Answer these questions:

- a What is the opposite of a long-haul destination?
- b Give an example of each of the following for your country:
 - 1 a long-haul destination
 - 2 a special interest holiday
 - 3 a city break
 - 4 a theme park
 - 5 a domestic resort

Language Focus

Compound adjectives with numbers

1 Decide if these sentences are correct or incorrect. Correct the sentences that are wrong.

- a It's a five miles' drive to the airport.
- b On this two-day escorted trip to the Cairngorms, you will travel by coach.
- c There are several three-day weekend break packages in this brochure.
- d The guests decided to opt for the five-courses set menu.
- e Management regret to announce that there will be a four-hour delay.

2 Use the information in the grid to write short descriptions. (The first one has been done for you.)

a *It's a two-centre holiday lasting seven nights. You will stay in two luxury five-star hotels, the Fortuna in Palermo and the Ponte Nuovo in Cefalù. The package will include half-board with a four-course evening meal in the traditional restaurant.*

Tour	Number of centres	Duration	Hotels	Category	Location	Other
a Sicily	two	7 nights	Fortuna Ponte Nuovo	***** *****	Palermo Cefalù	HB traditional restaurant (number of courses: 4)
b Goa and Taj Mahal	two	14 nights	Goa Beach New Delhi	**** ***	on beach 5 miles from the city centre	HB guided tours = 3 days
c Turkey and Taurus Mountains	three	14 nights	Dalaman Simena Kas	** ** **		escorted hiking FB evening meal: 3 courses
d Orlando and Cayman Islands	two	10 nights	Orlando Supreme Cayman Grand	***** *****	10 miles from Disney World on beach	in Orlando: visit theme parks Cayman: beach HB restaurant = *****

Speechwork

Word stress

The words in the box appear in the two reading texts in Developing the Topic.

Put them into the correct columns according to their stress patterns.

abroad	arrange	better
castle	client	couple
customer	destination	escape
marriage	occasion	prefer
recommended	reservations	romantic
specialist	towards	wedding

■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

abroad

- a Yours sincerely, ☐
- b John Barrett ☐
Sales Manager
- c Ms D. Carlisle ☐
The Grove House
435 Lovers Lane
Princeton
08540
- d Europa Tours ☐
74/1 Newbern Avenue
Medford
Massachusetts 02155
- e Dear Ms Carlisle, ☐
- f In particular I would like to draw your attention to something new and exciting, the four-hour weddings in Thailand where the groom arrives by elephant and the proceedings end with a performance by drummers and dancers, which is on page 46 in our brochure. We are also able to offer weddings in hot air balloons in Kenya or on camels in Mombasa. ☐
- g We look forward to hearing from you in the near future and welcoming you on one of our Europa wedding packages. Please phone our help line on 10293 847 456 for up-to-the-minute information on availability. ☐
- h Thank you for your letter of 5 June in which you request information about our honeymoon packages with a difference. Please find enclosed our latest brochure. I have marked those tours which most suit your needs. ☐
- i Nearer at home, here in the States we offer under-sea ceremonies off Florida Keys, or if you prefer to marry in the winter we can arrange the ceremony to be on the ski slopes in Vermont. ☐
- j 8th June ☐



Listen to the tape and check your answers.

Writing 1

These are the different sections of a letter. They are in the wrong order.

Put them in the correct order, by numbering them 1-10.

Developing the Topic

Reading 1

Read the article **Weddings and Honeymoons** and answer the questions.

- a Why, according to the article, is it becoming more popular in Britain to get married abroad?
- b What is the minimum time a tour operator needs to organise a wedding abroad?
- c Which group of people find this type of wedding more attractive?
- d What change is affecting this trade at the moment?
- e Which extras were once free, but are now to be found on the supplements lists?
- f Why is Ireland becoming a popular destination?

Weddings and Honeymoons



GETTING married abroad was once considered a whim strictly for the fabulously wealthy – or deeply eccentric. But over the last 10 years it has become a much more accepted idea. Indeed, it is now considered trendy.

Although the total market remains relatively small, accounting for perhaps 15,000 of the close to 400,000 couples who get married each year, numbers are increasing all the time.

Cost is one of the main reasons. It is estimated the average wedding in Britain costs between £8,000 and £10,000. This contrasts with the £2,000 it can cost a couple to have a combined wedding ceremony and honeymoon abroad.

It is also easier to arrange. While many UK ceremonies are planned a year or more in advance, weddings abroad can usually be booked a few months ahead. Operators covering certain destinations can handle a reservation just 2 weeks before the wedding day – although it is not recommended.

Colleen O'Brien, weddings coordinator for Kuoni, which handles about 3,000 weddings a year, said: "There is quite a lot of administrative work which needs to be done, so the more time we have the better.

"Clients should also be aware they will need to have some involvement with the paperwork, although we try to keep that to a minimum. However, we do find some customers who think that because they have booked their wedding through a tour operator, they will have to do absolutely nothing."

She thought getting married abroad was "the perfect idea". Although Kuoni's wedding clients have ranged in age from 18 to

75, she said the concept was particularly suited to couples embarking on a second marriage or those who had been living together for many years.

"They often want to escape everything and everybody and just celebrate their wedding quietly," said Ms O'Brien.

The majority of wedding couples prefer to travel just with each other, but an increasing number are inviting a couple of friends or relatives. Carol Stokes, Thomson Holidays' long-haul marketing manager, said there is also a growing trend towards wedding groups.

"It is no longer unusual to have 10 or 15 people accompanying the bride and groom, and on one famous occasion last year, we had a group of 64," she said.

In the past, wedding guests would stay in a separate hotel and return home a week before the newlyweds, but Kuoni's Ms O'Brien said they now often accompanied the couple for the whole of the trip.

"Trends are definitely changing," she added.

In fact, trends are changing across the whole of the honeymoons market. For example, operators used to offer flowers, fruit or wine free of charge to newlyweds. But now such extras invariably appear under the heading of "special occasions" – next to a list of applicable supplements.

According to Kuoni, the Maldives, Mauritius, St Lucia and Far East tours are among the most requested honeymoon destinations.

Closer to home, short-break specialist Time Off said Venice, Rome and Paris were continuing to attract steady business, while Ireland was becoming popular for its romantic castles and country house hotels with four-poster beds.

(from *Travel Trade Gazette*)

Reading 2

1 Read *Bells ring and confetti rains from Bali to Cyprus* and find the following places:

- a The most popular destination in the Indian Ocean.
- b A destination that has recently abolished a residency qualification.
- c An area that is popular due to its cheapness.
- d An ideal location for safari honeymoons.
- e Where the bride and groom must be of the same religion.
- f Where most weddings take place at a beach resort.
- g Where couples must be resident in the country for at least seven days.
- h A country where the Tourist Board has issued a leaflet explaining wedding procedures.
- i A location that does not have a residency qualification.
- j Where the price includes the chapel fee, photographs, a limousine and witnesses.

Bells Ring and Confetti Rains from Bali to Cyprus

Peter Lilley looks at both the new and the traditional wedding venues

THE CARIBBEAN

THE CARIBBEAN is still the most popular region for getting married abroad, helped considerably by the relative cheapness of Jamaica and the Dominican Republic – the best-selling destinations for both Thomson and Cosmos.

The Cayman Islands has made it easier for couples to get married by abolishing its previous 72-hour residency qualification.

The Department of Tourism has issued a leaflet, *Getting Married in the Cayman Islands*, detailing all the information required to obtain a marriage licence.

Skybus Holidays' Caribbean Dream programme is among operators featuring St Lucia, where it offers wedding arrangements from £374 per couple at the Islander, Candyo Inn and Caribees hotels. Caribours offers plantation weddings on St Kitts and Nevis.

THE INDIAN OCEAN

Mauritius has moved ahead of the Seychelles as the most popular wedding destination in the Indian Ocean.

It is now the biggest-seller for Kuoni, which features eight properties including Le Touessrok, where wedding arrangements cost £125 per couple.

KENYA

Gaining in popularity very quickly and an ideal choice for couples who want a beach/safari combination or a two-centre wedding/honeymoon matching Kenya with the Seychelles or Mauritius.

Somak Holidays offers wedding packages at a number of beach hotels.

BALI

Another more problematic place to hold weddings, which was why Thomson withdrew.

Couples need to be resident in the country for seven working days and present themselves to officials in Jakarta.

It is also important that both the bride and groom should be of the same religion.

MALAYSIA

Most couples who get married in Malaysia do so in Penang – the country's first and best-known beach resort.

Popular locations for the ceremony include the Shangri-La Rasa Sayang with its exquisite gardens.

THE US

The popular wedding locations of Florida, Hawaii and Las Vegas have the advantage of having no residency qualification, so couples can get married as soon as their paperwork is in order.

Prices start at £142 for a wedding ceremony at the Chapel of Flowers in Las Vegas which includes the chapel fee, witnesses, photographs and limousine service.

In Hawaii, prices start at £589 which includes hire of a limousine and a solo musician or vocalist at the reception.

(from *Travel Trade Gazette*)

2 Which destinations would you advise these clients to choose?

- a Miss Colley and Mr Browne who would like to go on a safari honeymoon.
- b John and Sarah who have only four days for the trip.
- c Petra and Peter who would like to go to Asia and stay at the seaside.
- d Charles and Diana who would like to get married on a plantation.
- e Antonella and Francesco who would like a reception with live music.

Vocabulary 2

Compound nouns

1 Look again at *Bells Ring and Confetti Rains*.

How many compound nouns can you find containing the word **wedding**? For example: **wedding arrangements**.

2 Use the nouns in the box to form compound nouns meaning:

- a tourist destination at the seaside
- b the price charged for a religious ceremony
- c document permitting someone to marry
- d a chauffeur-driven car

beach	fee	limousine	service
chapel	licence	marriage	resort

Listening 1

Giovanna is a travel consultant in a large Roman travel agency. She is talking to Colin Butler, the new Ventures Manager of Exotic Destinations, about the types of holiday many Romans take today.

Listen and complete the chart.

	Time of year	Types and length of holiday	Places most likely to go
1	•	•	• USA
		•	•
		•	•
2	•	•	•
		•	•
	•		• Seychelles
			•
3	•	•	•
		•	•
			• Madrid
4		• honeymoons	•
			• Australia
			•

Listening 2

Vincenzo is a travel consultant in a busy travel agency in Palermo, the regional capital of Sicily. He is talking to Colin Butler, the new Ventures Manager of Exotic Destinations, about where Sicilians go on holiday.

Listen and decide if these statements are true or false.

- a The most popular holiday destination is the USA. T ☐ F ☐
- b 60 per cent of Sicilians holiday in Europe. T ☐ F ☐
- c Thailand and Singapore are more popular honeymoon destinations than the Maldives or China. T ☐ F ☐
- d Sicilian holidaymakers only want to sit on the beach all day. T ☐ F ☐
- e The Far East is popular because you can have the sun and the sea as well as touring the area. T ☐ F ☐
- f Mexico has become popular in the last three years. T ☐ F ☐

Writing 2

Complete Colin Butler's fax to the Managing Director of Exotic Destinations.

To Maria Rodrigues
Exotic Destinations
Fax 0 44 171 354 8979
From Colin Butler
Fax 00 39 92 374 857

No. of pages including this one: 1

Re Italians' holiday preferences

Dear Maria,
I have had several meetings with travel agents throughout Italy. The meetings in Rome and Palermo were particularly useful.

1 Holiday periods

According to the travel agent in Rome, Italians tend to take (a) _____ breaks in August with shorter breaks at (b) _____ and (c) _____.

2 Destinations

Both consultants believed that (d) _____, (e) _____, South America and the Far East were popular destinations. Their comments support the figures we have from the tourist board and our previous research on the popularity of particular destinations both for the general holiday trade and the honeymoon trade, though in Sicily it is felt that (f) _____ is the most exotic destination.

3 Cultural/ short break holidays

These tend to be taken at (g) _____ when Italians visit (h) _____ cities such as (i) _____, (j) _____, and (k) _____.

4 Types of holiday

Apparently, Romans still require mainly (l) _____ while the Sicilians are now demanding (m) _____.

5 Popularity of the Orient

This is growing in popularity as tourists can combine a (n) _____ with a (o) _____.

I trust that this will be helpful. I'll submit a full report on my return next week.


Regards

A Career in Tourism

Revision

Language Focus

Simple/continuous verb forms

-  1 Peter is being interviewed on the radio about his career.
Listen and fill in the gaps.

Interviewer: Peter (a) in various sectors of the trade now for many years. As I understand it, Peter, you (b) in Bahrain, Kuwait and other countries in the Middle East and now you (c) in England?

Peter: Yes, that's right.

Interviewer: Can you tell us how it all started?

Peter: Er ... when I (d) school I joined the army and got my first posting to Bahrain.

Interviewer: So how was that connected with tourism?

Peter: While I (e) in Bahrain I was asked to set up a youth television service. So I left the army and continued to live in the Middle East. I (f) on very well in the media business but (g) to take up a post at the Hilton Hotel in Kuwait.

Interviewer: So you had two changes of career. Why move again?

Peter: Well, it was something I (h) to do.

Interviewer: But then you returned to England and Woburn. Why was that?

Peter: I felt that the time was ripe to return home. There (i) a time when you feel a little homesick.

Interviewer: So what did you do at Woburn?

Peter: The job at Woburn was demanding but very enjoyable.

Interviewer: But you've moved again?

Peter: Yes. I couldn't resist the challenge to have a say in the future needs of a heritage site such as Hadrian's Wall. At present I (j) to persuade government to understand the need for the conservation of our culture, but at the same time to allow for maximum visitor satisfaction.

2 Tick ✓ the correct boxes.

- a The interviewer says "Peter has been working in various sectors".

Does this mean:

- | | |
|--|--------------------------|
| 1 Peter worked in all the sectors at the same time? | <input type="checkbox"/> |
| 2 Peter worked and is still working in the tourism industry? | <input type="checkbox"/> |
| 3 Peter no longer works in tourism? | <input type="checkbox"/> |

- b The interviewer says "you have worked in Bahrain".

Does this mean:

- | | |
|--|--------------------------|
| 1 Peter no longer works in Bahrain? | <input type="checkbox"/> |
| 2 Peter still works in Bahrain? | <input type="checkbox"/> |
| 3 Peter is about to return to Bahrain? | <input type="checkbox"/> |

Writing 1



Look at the pictures and the notes and use them to help you complete the dialogue. The first one has been done for you.

1 Area Sales Manager



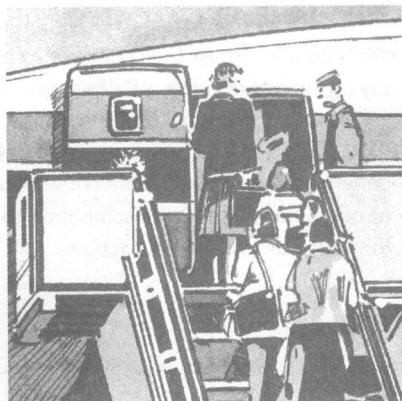
2 office junior



3 one year later, tour guide



4 home after 3 years



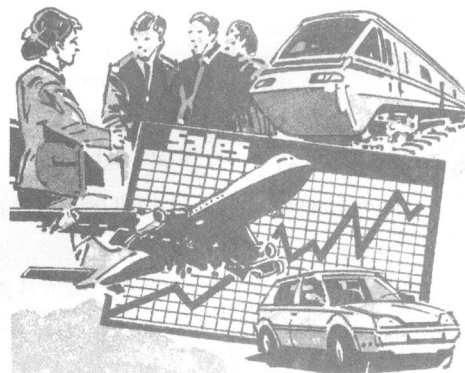
5



6



7



Interviewer: What do you do?

Paula: (1) I am the Area Sales Manager for Funtours Ltd, a firm of travel agents.

Interviewer: I understand that you've had a varied career. How did you start?

Paula: (2)

Interviewer: And what did you do after that?

Paula: (3)

Interviewer: What then?

Paula: (4)

Interviewer: Back to the travel trade business?

Paula: (5)

Interviewer: And when did you move here, to Funtours?

Paula: (6)

Interviewer: And what does your job involve?

Paula: (7)

Interviewer: Thank you, Paula. I've enjoyed talking to you.

Speechwork

Word stress

- 1 Look at the words in the box and mark the stress on each one. For example:


prediction

prediction	accommodation	organisation	compensation
operation	vocation	ambition	graduation
conservation	satisfaction	qualification	
managerial	political	international	
additional	interpersonal	vocational	
reality	priority	university	
personality	novelty	society	

- 2 Complete the sentences below to make a rule for each set of words.

- a For words ending with the suffix **tion** the stress is on the from the end.
 b For words ending with the suffix **al** the stress is on the from the end.
 c For words ending with the suffix **ity** or **ty** the stress is on the from the end.

- 3 Read this conversation between Alain Legrand, the General Manager of the Paradise Hotel, and Silvia Fonteyn, an applicant for the post of Front-of-House Manager. Mark the stress in the italicised words.

Silvia: Yes. After *graduation* I took a year out and went backpacking in the Himalayas. I then joined an *organisation* that was concerned with the *conservation* of our *national* heritage before returning to *university* to gain a *qualification* in travel and tourism.

Alain: So you gained *additional* qualifications?

Silvia: Mm, yes, that's right. You see it had always been my *ambition* to work in the tourism sector.

-  Listen to the tape and check your pronunciation.

Writing 2

A letter of application

In the letter below there are some grammatical errors on some lines.

Underline the incorrect word or words. Then write the correct word(s) in the box on the right-hand side of the page.

Dear Sir,

- a) I am writing for applying for the post of junior sales manager at
 b) Gobi Desert Tours Inc. which I see advertised in this week's Travel Weekly.
 c) As you are seeing from my resumé I have recently obtained a diploma in
 d) tourism management from the Tourism Institute in Madrid after
 e) I had been completing a three-year course there.
 f) Since I am always wanting to work in the States in the travel business
 g) sector but was not wishing to commence work until I was fully proficient
 h) in English I spend the last six months studying in London.
 i) During this time I be fortunate enough to find a part-time job in a local
 j) travel agency which is specialising in travel to the States and where I was able
 k) to develop my interpersonal skills.
 l) I attracted to your vacancy as I believe that I can offer the drive and
 m) commitment necessary to persuading middle-aged holidaymakers to trek
 n) across the Gobi desert.
 o) I enclose my resumé and look forward to hear from you.

Developing the Topic

Listening 1

Justine and Kitty both work at the Excelsior Hotel. They are talking to a group of tourism students about their careers.



Listen and complete the grid.

	KITTY	JUSTINE
TRAINING	<ul style="list-style-type: none"> • • 	none
PART-TIME WORK	while at <ul style="list-style-type: none"> • waitress • 	while at school
FULL-TIME WORK	<ul style="list-style-type: none"> • • conference organiser 	<ul style="list-style-type: none"> • • • • conference sales manager

Writing 3



Read this summary of Kitty's work experience. Then write a similar summary for Justine.

When Kitty left school she went to college where she followed a three-year hotel management training programme. While at college she had several part-time jobs including working in a restaurant as a waitress and in hotel reception. Her first full-time job was as a restaurant manager in a small hotel.

Reading



1 Read this extract from an article about careers in tourism and complete the gaps.

— On a Tour of Duty —

By the 21st century, according to an English Tourist Board prediction, tourism will be the largest (a) in the world. It is already one of Britain's largest industries, employing 1.5 million people in travel, heritage and leisure.

Although (b) in travel and tourism may appear to be full of glamour and one long holiday, the reality is that they are hard (c) involving long hours and considerable stress with little pay. Nor is (d) security regarded as a high priority, because moving from company to (e) or from one sector of the industry to another is seen as a perfectly acceptable (f) strategy.

This immensely complex and interdependent industry consists of the core of (g) (who design, organise and market holidays), the (h) (who sell them to the public), the main service and product suppliers (transport, accommodation and entertainment) and a myriad of specialist organisations which support them.

All who work in the industry have a passion for travel, a sense of adventure, a liking for novelty, combined with a positive attitude to challenge.

Prospective (i) need what are known in the trade as good interpersonal skills and a gregarious outlook; they need to be people who like people. A willingness to move around, to accept (j) as they arise, is an asset which often means that family ties must come a definite second. The apparent compensation is the possibility of creating an international family of friends and business (k) all over the world who share similar interests and enthusiasms.

(from *The Guardian*)

2 'On a Tour of Duty' Part 2. Read these further extracts from the same article and put them into the correct order. The first one has been done for you.

a Her advice to other heritage industry aspirants is to contact English Heritage's human resource department and to remember that determination was the vital ingredient for a career like hers. "Keep knocking on doors, keep reading and learning as much as possible," she says. ☐

b Let's look at Andy Allen, National Sales Manager for Jet Set Tours, who started his career in 1978 as an office junior with Thomas Cook. After six months, he joined the air fare unit then moved to a small, family travel firm, where he had the chance to learn all the basics and to try his hand at everything. His first management post was at a branch of a travel agent chain from where, after a series of placements, he moved to Pickford's Travel. There he spent eleven happy years, becoming retail sales manager and then national sales manager. When Pickford's amalgamated with Hogg Robinson in 1993, he decided to fulfil an early ambition and went backpacking around the world for eight months returning to Britain to join Jet Set Tours. ☒ 1

c There are also openings for mature entrants and graduates from other specialities – such as history, languages and business studies – who are prepared to take additional qualifications and have the right sort of experience and personality. For instance, couriers or resort reps and guides are often mature adults with language skills, considerable travel experience and specialist knowledge of subjects such as fine art, archaeology, history and architecture. Staff in the heritage sector, concerned with the conservation and development of historic sites and buildings, are also adults with a wide variety of backgrounds and skills. Although there are openings for school leavers and for adults with job experience, most senior jobs are filled by qualified experts in archaeology, history, museum studies, fine art and business studies. ☐

d His career pattern is a common one in which a suitable aspirant can start as a counter clerk or trainee and still find that the sky, literally, is the limit. It is widely felt that academic qualifications are often less important than people skills, common sense and a positive attitude for new entrants. Although computer literacy, a good knowledge of geography and foreign languages are extremely useful, as are basic research skills. As a consequence when employees want to rise through the structure, they need to acquire additional qualifications. A growing number therefore acquire their academic qualifications late in their careers. ☐

e Cleus Everard, the newly appointed Director of Stonehenge, is an example of the late entrant. She joined the army on leaving school and soon found herself in Oman on a posting as a schools liaison officer, an experience which generated an Omani government invitation to set up a youth television news service after she left the army. Further successes in TV and the media in the Middle East led to a senior management post at the Hyatt Regency Hotel in Dubai, one of the world's great luxury hotels. She eventually returned to Britain to be appointed director of Longleat, a job she enjoyed immensely. But the advertised appointment at Stonehenge was irresistible. ☐

3 Answer these questions:

- What was Andy Allen's first job?
- When do many tourism staff acquire academic qualifications?
- For which jobs are older people often preferred?
- In which field would you be unable to rise to a senior post if you were not highly qualified?
- What, according to Cleus Everard, do you need to succeed in the heritage sector?

4 List Andy Allen's employment record in reverse chronological order. You will not be able to give all the dates.

Vocabulary

1 Find the words in 'A Tour of Duty' Part 2 which describe the positions or jobs of the people mentioned.

For example:

Andy Allen, **National Sales Manager** for Jet Set Tours

2 There are many ways of talking generally about jobs.

For example:

I am writing to apply for the **position** of Senior Area Marketing Manager.

Find the words that are missing from these sentences in 'A Tour of Duty' Part 2:

- Cleus had a as a schools liaison officer in Oman.
- Andy became retail sales manager after a series of
- His first management was in a travel agent's.
- Cleus enjoyed her at Longleat enormously.
- Andy began his as an office junior.
- Cleus saw the advertised.

Trends

in Tourism

Revision

Language Focus

The past simple/the present perfect simple

Complete this text using the correct forms of the verbs in brackets.

Writing 1



Describe how holidays have changed.

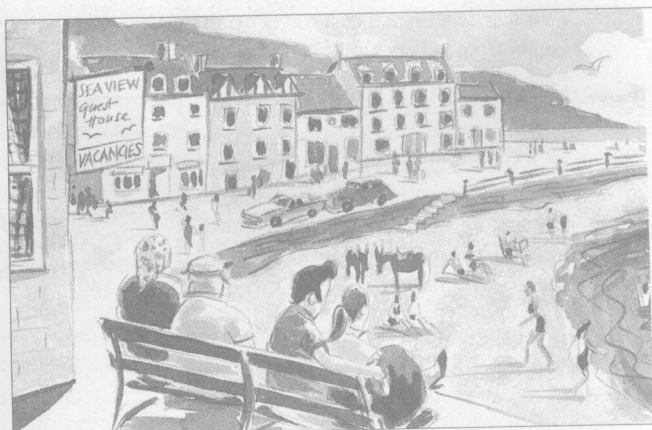
During the 1960s in Britain some resorts (a) (lose) their way and the will to develop. Some, like Brighton and Bournemouth, (b) (change) direction and (c) (go) for conference business and English language students. Thousands of small hotels and boarding houses (d) (become) retirement homes.

However, although at that time the boom in cheap holidays at Mediterranean resorts (e) (threaten) the future of British seaside resorts, since then they (f) (adapt) to the new demands for shorter holidays and for off-peak holidays. Brighton (g) (invest) in a marina, a conference centre, and a number of new hotels.

The history of modern mass tourism (h) (begin) relatively slowly in the 1960s but (i) (accelerate) with the advent of the wide-bodied jets in 1970, and the substantial growth only (j) (halt) in 1973 with major recession. Until then the market (k) (develop) in a fairly unsophisticated way and was highly seasonal. Then (l) (come) a second setback in 1981, but tourism (m) (remain) remarkably resilient and expansion (n) (follow) the pause. It (o) (be) in the early 1980s that new markets and new segments emerged, when seasonality (p) (be) first challenged, and quality and value for money (q) (be) increasingly demanded.

Change will accelerate, marketers will need to identify change, producers and developers will need to respond to it. But standards (r) (improve), competition (s) (intensify) and the expectations of the traveller are much higher.

1



2

