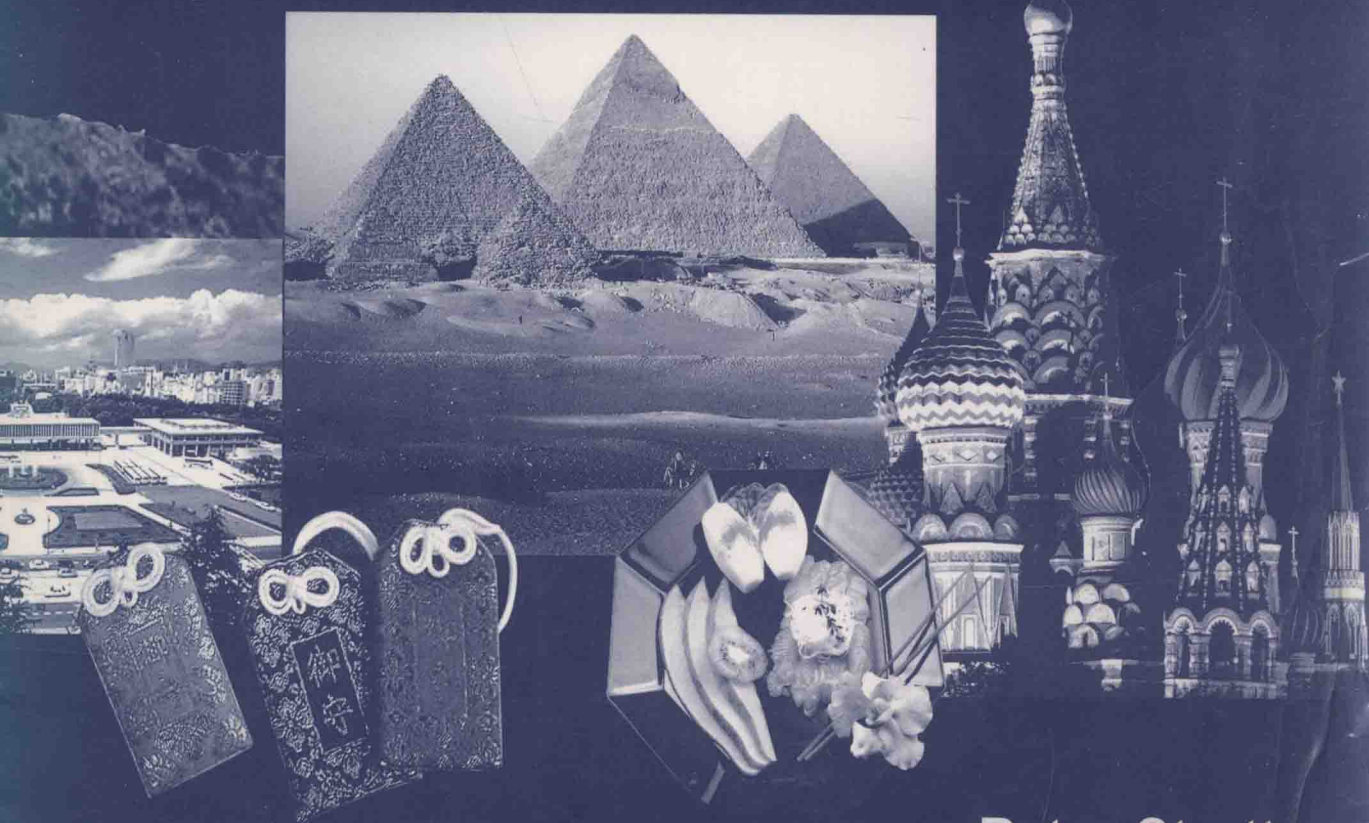


Intermediate Workbook

# 朗文旅游英语

中级·练习册

## English for International Tourism



Peter Strutt



南开大学出版社

Intermediate Workbook

English  
for International  
Tourism

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天津



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# English for International Tourism Intermediate Workbook

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# Careers in tourism

## reading Job advertisements

1 Read the advertisements on the opposite page. Tick the skills that are required for each of the jobs.

	reservations agent	events manager	front office manager	operations manager
IT skills	✓			
people skills				
leadership skills				
financial skills				
writing skills				
supervisory skills				

## vocabulary Duties

2 Match the verbs with the nouns.

- |             |   |                   |
|-------------|---|-------------------|
| 1 handle    | → | a) proposals      |
| 2 achieve   |   | b) emergencies    |
| 3 make      |   | c) staff          |
| 4 prepare   |   | d) problems       |
| 5 supervise |   | e) room occupancy |
| 6 maximise  |   | f) targets        |
| 7 write     |   | g) costs          |
| 8 solve     |   | h) decisions      |

3 Find words in the text that match these definitions.

- smart appearance
- a previous track record in the travel industry
- special skills or knowledge in a particular subject
- showing people how to do things so they can copy you
- the ability to make decisions without being told what to do
- the ability to enjoy things that are funny and make people laugh



## Saudi Arabian Airlines

The largest carrier in the Middle East has vacancies at its UK call centre for a reservations agent  
*full or part-time*

Applicants, with at least one year's experience in reservation sales and a knowledge of a computerised reservations system, should be able to handle pressure and achieve targets.

For an application form and information sheet: Tel. 020 7798 0000

## Front Office Manager

Clarion Hotel and Conference Centre is seeking a well-presented, motivated person to maximise room occupancy and oversee front desk operations including check-in, check-out, group rooming lists, weekly revenue management.

Strong management and organisational skills required as are a sense of humour and the ability to handle the occasional emergency.

## American Express

*one of the world's leading financial organisations, is looking for an events manager*

Key tasks include writing proposals, preparing costs and making sure events run to budget.

Expertise in Word and Excel is a must and a knowledge of an airline CRS would be an advantage. If you are a creative person with initiative and at least two years' experience of Conference and Incentive travel email your CV and covering letter to [D.Baker@aexp.com](mailto:D.Baker@aexp.com)

## Operations manager

London Docklands-based tour operator is seeking an innovative individual to take charge of a busy operations department. The successful candidate will be responsible for the supervision of ten staff in both the hotel and tour sections.

Duties include achieving gross profit margins, solving problems with both customers and suppliers, making financial decisions and leading by example. Computer literacy and travel background essential.

Apply in writing, enclosing CV, to Simon Scott, Executive Recruitment, 45 Morris Road, London W14 6TA



## language focus Asking questions

**4** Isabella is looking for a new job. Complete the questions the interviewer asks her with an appropriate question word. Then match the questions with her answers below.

- 1 ..What.... is your full name? a .
- 2 ..... did you choose to study tourism?
- 3 ..... college did you go to?
- 4 ..... kind of job are you looking for?
- 5 ..... languages can you speak?
- 6 ..... did you find out about the job?
- 7 ..... would you be willing to start?

- a) I'd like to have a post with more responsibility.
- b) I can start at the beginning of next month.
- c) I wanted to combine work and travel.
- d) My full name's Isabella Mary Lock.
- e) I'm fluent in Spanish and Italian.
- f) I did a course at Westminster College.
- g) I saw the advert in the Travel Trade Gazette.

**5** Use the prompts to complete Isabella's questions.

- 1 people / the company / employ  
How many people does the company employ? We have three hundred full-time staff.
- 2 I / travel abroad  
..... Three or four times a year.
- 3 I / working with  
..... You would start in a small team.
- 4 starting salary  
..... It's very competitive.
- 5 let me know  
..... We'll be in touch by next week.

**6** Complete these sentences with words from the box.

skill	skills	skilful	highly-skilled	unskilled
-------	--------	---------	----------------	-----------

- 1 The problem was solved by her ..... handling of a difficult situation.
- 2 Reading and writing ..... are essential when working in a brochure production department.
- 3 I admire his ..... at dealing with difficult members of the public.
- 4 Managing the finances of a large hotel is a ..... job.
- 5 Many hotel managers began their careers in ..... positions such as receptionist or housekeeper.

## writing Cover letters

7 Read the text about writing cover letters and use the advice to complete the sentences below.

When writing cover letters you need to use a standard format. Remember that the address of the person you are writing to always appears on the left-hand side of the page and your own address is in the top right-hand corner. Put the date under your address.

Always make sure you start and end your cover letters correctly. If you are writing to Mrs Linda Carr then you should start the letter with 'Dear Mrs Carr' and finish it with 'Yours sincerely'. Note that 'sincerely' has a small 's', not a capital letter.

If the advertisement asks you to send your application to Melanie Thompson, how would you begin your letter? 'Dear Melanie'? 'Dear Melanie Thompson'? 'Dear Mrs Thompson' is not really appropriate as she might not be married. It is probably safe to put 'Dear Melanie Thompson'.

If the advertisement just says 'reply to J. Brown' how would you address the letter? 'Dear Sir'? or 'Dear Madam'? or 'Dear Mr Brown'? You should ring the company and find out J. Brown's full name and whether this person is a man or a woman.

Remember that letter etiquette costs you nothing, but it can really pay dividends and you may be the only person who has made the effort to find out. This could help to make you different from all the other applicants and being noticed is important if you are going to get invited for interview.

If the advertisement just states: 'Write to the Human Resources Department' or 'Reply to Atlas Travel' it may not be possible for you to find out who will be dealing with your reply. In these cases you will have to start your letter with 'Dear Sir/Madam' and finish the letter with 'Yours faithfully' with a small 'f'.

- 1 The address of the person the letter is addressed to appears .....
- 2 If you begin a letter with 'Dear Mrs Healey' you should end with .....
- 3 You should write your own address .....
- 4 If an advertisement says 'Reply to Vikki West' you should .....
- 5 If an advertisement says 'Reply to R. Simpson' you should .....
- 6 If an advertisement says 'Please send CV + cover letter to Marketing Director, Austravel' you should begin your letter with ....., and end with .....

8 Cindy Taylor wants to apply for the advertised post of hotel receptionist. Put the extracts from her application letter in the correct order.

## Hotel Receptionist

Excellent entry level vacancy for outgoing personality at this three-star hotel. The person appointed will be the first point of contact for visitors, clients and suppliers. Good phone and computer skills are a must. In this full-time position you will be part of a friendly and dynamic team, responsible for handling all front desk operations.

Reply to Mrs Willis, Manager, The Manor Park Hotel, Stony Stratford, Buckinghamshire.

a

I have a very pleasant, outgoing personality and am used to dealing with people of all ages and levels.

b

I look forward to hearing from you.

c

I would like to apply for the position of hotel receptionist, as advertised in the Hotel & Catering Reporter on 12 May.

d

Re: Hotel receptionist vacancy

e

C Taylor (Miss)

g

Enc. CV

f

Dear Mrs Willis

I am twenty-four years old and am about to finish a course in hotel administration. Earlier this year I worked for three months as a trainee in a small family-run hotel. Your vacancy is of particular interest to me as my duties involved taking phone calls, making bookings and providing guests with a warm welcome, which I feel is important for this kind of post.

h

i

I enclose a copy of my current CV for your information. Please contact me should you require any further details.

j

Yours sincerely

# Destinations

## reading Why people travel

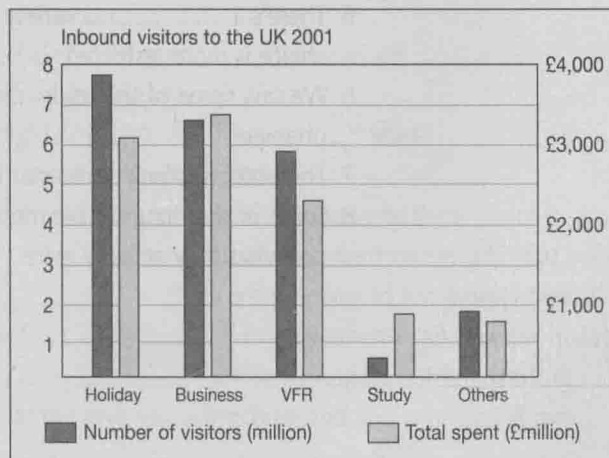
### 1 Read the text and answer the questions.

## Market Intelligence

You may find it surprising but travel and tourism is not just about going on holiday. There are other forms of tourism which create revenue for the travel industry. Business travel, for example, is an increasingly important sector since it is often of high value and earns significant income for tour operators, hoteliers, caterers and transport operators. Many city-based travel agencies have a separate department that caters for the needs of business clients.

Visiting friends and relatives (VFR) is also an important contributor to tourism revenue. Although the visitor enjoys free accommodation he or she is likely to spend money on other goods and services in the locality such as food, entertainment and transport and, in so doing, contribute to the local economy. Indeed, the fact that he or she is not paying for accommodation may well be an incentive to spend more on such things as eating out and entertainment.

Official statistics show that twenty-three million people visited the UK in 2001. The chart shows a breakdown of these visitors according to reason for travel.



©Crown copyright: National Statistics, International Passenger Survey.

- 1 What is the main purpose of the text? *b*
- a) to promote tourism to the UK
- b) to show why people travel
- c) to show the importance of tourism in the UK
- d) to analyse the economics of tourism

2 Which of the following is not mentioned? **a**

- a) travelling on business
- b) the work of travel agencies
- c) how much money people spend on holiday
- d) the work of tourist boards

3 According to the article **b**

- a) more people visit family than travel on business. **a**
- b) fewer people travel to visit friends and relatives than previously.
- c) business travel is the most profitable form of tourism.
- d) more is spent on entertainment than on accommodation.

4 Who was this passage written for? **b**

- a) hotel managers
- b) tour operators
- c) holidaymakers
- d) students of tourism

## vocabulary **Opposites**

2 Complete the sentences with words from the box.

life-size	famous	plain	old-fashioned	comfortable
	recorded	weird	wide	

- 1 The show was much better live than the one I saw ..... on video.
- 2 The new web design exhibition is state-of-the-art but I found the photo gallery rather .....
- 3 Some of the decorations are very ornate, others are just .....
- 4 The models of the monsters were gigantic, but the actors and actresses were .....
- 5 There's a ..... variety of things to do downtown but in the suburbs the choice is more restricted.
- 6 We saw some of the really ..... Hollywood stars when we went to the premiere.
- 7 The hotel was only three-star but it was very .....
- 8 Some of the things in the museum were so ..... it was difficult to work out what they actually were.

## language focus Present simple and present continuous



▲ Golden Gate Bridge, San Francisco

3 Peter Atherton is enquiring about holidays in the USA at a travel agents. Complete the dialogue with the correct form of the verbs in brackets.

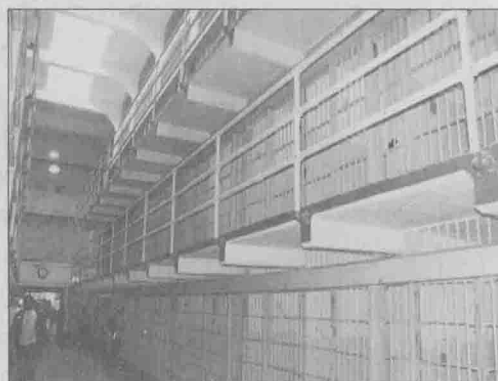
- Peter** Good morning. My wife and I (look) .....<sup>1</sup> are looking .....<sup>1</sup> for a holiday on the west coast of America. We (think) .....<sup>2</sup> of going to San Francisco or maybe Los Angeles, we're not sure.
- Jane** OK. (you / have) .....<sup>3</sup> any children?
- Peter** Yes, two young boys.
- Jane** Well, Las Vegas (change) .....<sup>4</sup> its image these days to appeal more to families and some of the hotels are very spectacular. It (become) .....<sup>5</sup> quite a popular destination for British tourists. And at the moment we (do) .....<sup>6</sup> a special ten-day offer with a stay in the Treasure Island hotel.
- Peter** OK, and what about San Francisco?
- Jane** Well, obviously San Francisco (have) .....<sup>7</sup> plenty of things to see and do – for example, Alcatraz, the Golden Gate, Fisherman's Wharf and so on. I (think) .....<sup>8</sup> that if you and your wife (prefer) .....<sup>9</sup> a family holiday rather than casinos and nightclubs then San Francisco is probably better.
- Peter** How much (it / cost) .....<sup>10</sup>?
- Jane** Well, it (vary) .....<sup>11</sup>. Actually, why not do a fly-drive? For example, you could fly to Los Angeles and then spend time visiting Las Vegas, San Diego, the Yosemite National Park and San Francisco. We (suggest) .....<sup>12</sup> an itinerary for you and (provide) .....<sup>13</sup> hotel vouchers for overnight stays and (give) .....<sup>14</sup> you all the necessary advice you (need) .....<sup>15</sup>. Let me see, fourteen nights accommodation and two weeks car rental (amount) .....<sup>16</sup> to £756 per person.
- Peter** (that / include) .....<sup>17</sup> insurance?
- Jane** No, I'm afraid that's extra.
- Peter** Where (flights / leave) .....<sup>18</sup> from?
- Jane** Heathrow and they're all scheduled.
- Peter** OK, well, thank you very much. We'll have to think about it. It all (depend) .....<sup>19</sup> to some extent on my job. You see I (work) .....<sup>20</sup> on a big project at the moment and I (not know) .....<sup>21</sup> exactly when I can take my holiday. I (reckon) .....<sup>22</sup> it'll be in August but I'm not sure.
- Jane** OK, well let me give you a brochure and you can think it over.

## Alcatraz Island

**A**LCATRAZ MEANS 'pelican' in Spanish and refers to the birds that first inhabited this rocky island. Lying three miles (5 km) east of the Golden Gate bridge, its location was of strategic interest to the US army, who established a fort here to guard San Francisco bay in 1859. The fort became a military prison in 1907 and then a maximum security Federal Penitentiary from 1934 to 1963. Alcatraz is now part of the Golden Gate National Recreation Area.



Alcatraz Island from the ferry  
'The Rock' has no natural soil. Soil was shipped from Angel Island to make gardens for prison guards.



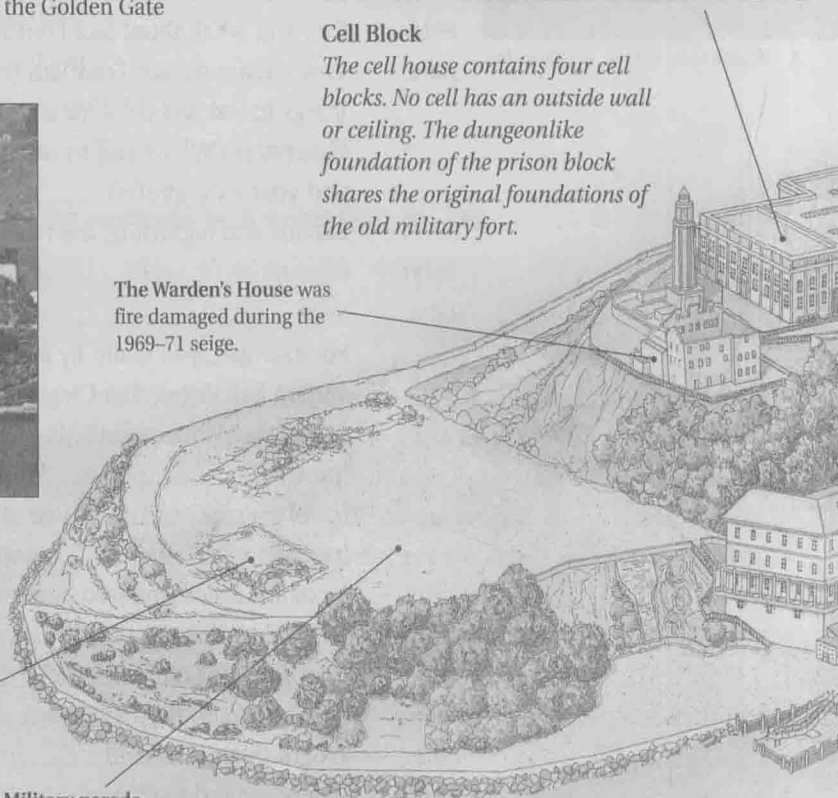
### Cell Block

The cell house contains four cell blocks. No cell has an outside wall or ceiling. The dungeonlike foundation of the prison block shares the original foundations of the old military fort.

The Warden's House was fire damaged during the 1969-71 seige.

The Officers' apartments stood here.

Military parade ground



## reading San Francisco and the Bay Area

4 Read the guide extract. Are these statements true or false? Correct any false statements.

- 1 Alcatraz was originally a bird colony.
- 2 The island used to be covered with a lot of trees.
- 3 The site did not become a prison until 1859.
- 4 Visitors arrive at the same place as the original prisoners.
- 5 The cells look out onto an outside courtyard.
- 6 It is not possible to visit the island on a Sunday.
- 7 The prisoners were allowed to take their meals outside.
- 8 Some of the prisoners appeared in feature films.



## FISHERMAN'S WHARF AND NORTH BEACH

329

**Exercise yard**

*Meals and a walk around the exercise yard were the highlights of a prisoner's day. The walled yard has featured in films made at the prison since the 1970s.*

**VISITORS CHECKLIST**

**Map 6 F1.** ☎ (415) 705-5555.  
 🚶 from Pier 41. ☑ daily  
 Mon-Fri: first ferry 9.30am, last ferry 2:45pm; Sat, Sun & public hols: first ferry 9.30am, last ferry 2:15pm. 🗓 Jan 1, Thanksgiving, Dec 25. ♿ in places, but difficult. 📄 obligatory.  
 Advance reservations suggested.

Metal detectors checked prisoners when they passed to and from the dining hall and the exercise yards.

Water tower

Prison Workshops

The Post Exchange, dating from the days of Fort Alcatraz, was a military store that also served as the Officers' Club.

The Visitors' Center is in the old barracks.

Barracks buildings

**Alcatraz Jetty**

*Prisoners took their first steps ashore here; no other jetty served the steep-sided island. Now visitors get off at this pier.*

**5 Finds words in the text which mean the same as the following:**

- 1 another word for prison
- 2 small room where prisoners are confined
- 3 place where prisoners can walk and keep fit
- 4 group of buildings in which soldiers live
- 5 the person in charge of a prison
- 6 area where soldiers practise marching or stand in rows
- 7 people who make sure prisoners do not escape



# Hotel facilities

reading Hotel facilities

1 Match the facilities with the symbols.

wheelchair access    pets welcome    air conditioning    business facilities  
garden or terrace    children's facilities    live entertainment  
tourist information    theatre    health and fitness facilities



2 Find the thirteen adjectives describing hotels in the puzzle.

