SVEUČILIŠTE U SPLITU

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SVEUČILIŠNI ODJEL ZA STRUČNE STUDIJE

Supplementary Practice Handbook: Sharpening English Language Skills

for the course

ENGLISH IN TOURISM I

Jasmina Rogulj, PhD, college professor

Split, 2023

NAZIV PREDMETA	ENGLESKI JEZIK U TURIZMU I					
Kod		Godina studija	2.			
Nositelj/i predmeta	dr. sc. Jasmina Rogulj, prof. struč. stud. Ivana Vodogaz, v.pred.	Bodovna vrijednost (ECTS)	3			
Suradnici		Način izvođenja nastave (broj sati u semestru)	P	S	V	T
				45		
Status predmeta	Obvezni	Postotak primjene e-učenja	20%			
OPIS PREDMETA						

Ciljevi predmeta	Cilj ovoga kolegija je nadogradnja znanja, vještina i kompetencija studenata vezanih uz korištenje engleskoga jezika struke na području turizma i ugostiteljstva koje doprinose usvajanju ključnoga specijaliziranog vokabulara i gramatičkih aspekata neophodnih za razumijevanje, učinkovitu i ispravnu uporabu jezika struke te ovladavanje profesionalnim i interpersonalnim vještinama prijeko potrebnim za snalaženje i komunikaciju u različitim poslovnim situacijama u sektoru turizma i ugostiteljstva. Kroz ovaj kolegij studenti nastavljaju razvijati sve četiri jezične (govorenje, slušanje, čitanje i pisanje) i profesionalne (primjena brojeva i izvršavanje istraživačkih zadataka) vještine koje su nužne za učinkovito funkcioniranje na radnom mjestu. Posebna se pozornost, nadalje, posvećuje poticanju samoreguliranoga učenja kod kojega se studente usmjerava na korištenje djelotvornih i jezičnom zadatku primjerenih kognitivnih i metakognitivnih strategija učenja, analizu zadatka i postavljanje ciljeva, otvoreno iznošenje mišljenja, sudjelovanje i suradnju u nastavnom procesu, a sve u svrhu razvijanja jezičnoga samopouzdanja i motivacije za samostalnim učenjem koju bi uspješni stručnjaci u svakom poslovnom sektoru trebali zadržati tijekom cijeloga života.
Uvjeti za upis predmeta i ulazne kompetencije potrebne za predmet	Nema
Očekivani ishodi učenja na razini predmeta (4-10 ishoda učenja)	1. Objasniti temeljne pojmove na području engleskoga jezika u turizmu i ugostiteljstvu. 2. Pokazati globalno i selektivno razumijevanje pročitanog i odslušanog teksta. 3. Primijeniti složene leksičke strukture svojstvene jeziku struke u izražavanju svojih stajališta prema temama koje se obrađuju. 4. Organizirati i oblikovati pisani tekst povezujući njegove glavne elemente u logičnu cjelinu. 5. Izdvojiti i zapisati glavne misli, odnosno bilješke radi rekonstruiranja značenja

3	slušanih i čitanih tekstova 6. Planirati i pripremiti monološki i dijaloški oblik govorenoga teksta uz uporabu složenih leksičkih struktura jezika struke u turizmu. 7. Utvrditi i analizirati sličnosti i razlike među vlastitom kulturom i drugim kulturama. 8. Prilagoditi obrasce ponašanja međukulturalnoj kominikacijskoj situaciji. 9. Pokazati prilagodljivost u radu u paru i grupi kod rješavanja problemskih zadataka.		

Sadržaj predmeta detaljno razrađen prema satnici nastave	Tjedan	Sati	Oblik nastave	Tema
	1.	3	Seminari	Introduction into the course Review TRENDS IN TOURISM The history of tourism Tourism developments Tourist motivation
	2.	3	Seminari	Recent developments in tourism A portrait of a land of student choice Professional skills: Using visuals Presenting statistics European trends Introducing case study assignments: Tailor a package
	3.	3	Seminari	Assignment presentations followed by discussions
	4.	3	Seminari	GET THE MESSAGE Advertising and publicity A new website Social media - introduction
	5.	3	Seminari	Social media campaign Maintaining a website Improving website traffic Introducing case study assignments: Improve a media profile

4	6.	3	Seminari	Assignment presentations followed by discussions
	7.	3	Seminari	HOTEL BRANDING International brands Branding in the hospitality industry Boutique hotels The hotel of the future
	8.	3	Seminari	Progress test 1 Creating a business plan Introducing case study assignments:Invest in a hotel
	9.	3	Seminari	Assignment presentations followed by discussions
	10.	3	Seminari	SUSTAINABILITY Growth of tourism in a developing region Impacts of tourism growth The Galapagos
	11.	3	Seminari	Dealing with the threats Chairing a meeting The key to successful meetings Minutes of a meeting Introducing case study assignments:develop an eco-resort
	12.	3	Seminari	Assignment presentations followed by discussions
	13.	3	Seminari	COME FLY WITH ME What makes a good airport The passenger experience Passenger security regulations Baggage handling process
	14.	3	Seminari	Dealing with difficult situations Problems at check-in

			No more flights tonight Calming passengers down
15.	3	Seminari	Revision Progress test 2

Vrste izvođenja nastave:	☐ predavanja ☒ seminari i radionice ☐ vježbe ☐ *on line* u cijelosti ☒ mješovito e-učenje ☐ terenska nastava	☒ samostalni zadaci ☒ multimedija ☐ laboratorij ☐ mentorski rad ☐ demonstracijske vježbe
Obveze studenata	- Nazočnost na seminarima u iznosu od najmanje 70% predviđene satnice (za izvanredne studente obveza je 50% nazočnosti). - Samostalna izrada zadatka (portfelj pisanih radova, prezentacija, dijalog, rasprava)	

Praćenje rada studenata *(upisati udio u ECTS bodovima za svaku aktivnost tako da ukupni broj ECTS bodova odgovara bodovnoj vrijednosti predmeta):*	Pohađanje nastave	1,5 ECTS	Istraživanje		Praktični rad	
	Eksperimentalni rad		Referat		Demonstracijske vježbe	
	Esej		Portfelj radova	0,5 ECTS	Samostalno učenje	0,5 ECTS
	Kolokviji	0,3 ECTS	Usmeni ispit		Konzultacije i završni ispit	0,2 ECTS
	Pismeni ispit		Projekt		(Ostalo upisati)	

Ocjenjivanje i vrjednovanje rada studenata tijekom nastave i na završnom ispitu

KONTINUIRANO VREDNOVANJE		
Pokazatelji kontinuirane provjere	Uspješnost A_i (%)	Udjel u ocjeni k_i (%)
Nazočnost i aktivnost na nastavi (seminari)	70 - 100	10
Portfelj radova	0-100	30
Prvi kolokvij	50-100	30
Drugi kolokvij	50-100	30

Studenti koji nisu položili ispit putem kolokvija polažu završni ispit koji se sastoji od portfelja radova i teorijskog dijela. Isto vrijedi i za popravne ispite.

ZAVRŠNA OCJENA		
Pokazatelji provjere - završni ispit (prvi i drugi ispitni termin)	Uspješnost A_i (%)	Udjel u ocjeni k_i (%)
Pismeni ispit	50 - 100	60
Prethodne aktivnosti *(uključuju sve pokazatelje kontinuirane provjere)*	0 - 100	40
Pokazatelji provjere - popravni ispit (treći i četvrti ispitni termin)	Uspješnost A_i (%)	Udjel u ocjeni k_i (%)
Pismeni ispit	50 – 100	60
Prethodne aktivnosti *(uključuju sve pokazatelje kontinuirane provjere)*	0-100	40

Ocjena (u postotcima) formira se temeljem svih pokazatelja koji opisuju razinu studentskih aktivnosti prema relaciji:

$$Ocjena \ (\%) = \sum_{i=1}^{N} k_i A_i$$

k_i - težinski koeficijent za pojedinu aktivnost,

A_i - postotni uspjeh postignut za pojedinu aktivnost,

N - ukupan broj aktivnosti.

ODNOS POLUČENOG USPJEHA I PRIPADNE OCJENE		
Postotak	Kriterij	Ocjena
od 50% do 62,4%	*zadovoljava minimalne kriterije*	dovoljan (2)
od 62,5% do 74,9%	*prosječan uspjeh s primjetnim nedostatcima*	dobar (3)
od 75% do 87,4%	*iznadprosječan uspjeh s ponekom greškom*	vrlo dobar (4)
od 87,5% do 100%	*izniman uspjeh*	izvrstan (5)

Obvezna literatura (dostupna u knjižnici i putem ostalih medija)	**Naslov**	**Broj primjeraka u knjižnici**	**Dostupnost putem ostalih medija**
	Strutt, P. (2018) *English for International Tourism, new edition* (Upper Intermediate Coursebook and Workbook, DVD-ROM), selected units, Pearson Education Limited.		
Dopunska literatura	1. Hornby, A. S. (2007) *Oxford Advanced Learner's Dictionary,* OUP. Oxford. 2. Murphy, R. (2004) *English Grammar in Use*, Cambridge University Press.		
Načini praćenja kvalitete koji osiguravaju stjecanje utvrđenih ishoda učenja	• Evidencija pohađanja nastave i uspješnosti izvršenja ostalih obveza studenata (nastavnik). • Ažuriranje detaljnih izvedbenih planova nastave - DIP (nastavnik). • Nadzor izvođenja nastave (zamjenik pročelnika Odjela za nastavu, pročelnici odsjeka). • Kontinuirana provjera kvalitete svih parametara nastavnog procesa u skladu s Akcijskim planovima (pomoćnik pročelnika Odjela za kvalitetu). • Semestralno provođenje studentske ankete sukladno „Pravilniku o postupku studentskog vrednovanja nastavnog rada na sveučilištu u Splitu" (UNIST, Centar za unaprjeđenje kvalitete).		
Ostalo (prema mišljenju predlagatelja)	DIP-ovi predmeta nalaze se unutar sustava za podršku nastavi (MOODLE) i dostupni su studentima i nastavnicima Odjela. Skraćeni izvedbeni programi - IP (hrvatska i engleska inačica) su u cilju javnosti informiranja izravno dostupni na web stranicama Odjela.		

TABLE OF CONTENTS

FOREWORD

In today's fast-paced and interconnected world, the ability to communicate effectively in English is essential, particularly in the dynamic and vibrant context of tourism and hospitality industry. As aspiring future professionals in this field, students should be keenly aware of the significance of mastering the English language to not only meet but also exceed the expectations of tourists, providing them with exceptional service and unforgettable experiences.

The *Supplementary Practice Handbook: Sharpening Language Skills* is a teaching and learning resource that accompanies the course book *"English for International Tourism"* and that has been specifically designed for undergraduate students enrolled in the study programme of Trade and Tourism Management - Module: Tourism and Hospitality. Aligned with the content of the course book, this handbook serves as an additional resource for the 45 contact-hour course in *English for Tourism I* covering a wide range of topics, exercises, and activities, all aimed at sharpening language abilities and providing a practical approach to language learning.

As students embark on their academic journey, this handbook provides them with an array of topics directly relevant to their field of study. From delving into the captivating history of the tourism industry and exploring the latest trends in tourism to understanding the critical aspects of advertising, publicity, the role of social media in tourism industry, hotel branding, boutique hotels, sustainability, and transportation in the tourism industry, this handbook covers a diverse range of subjects vital to their education.

Furthermore, the handbook encompasses a wide array of vocabulary exercises, reading materials, listening activities, and speaking tasks, allowing students to reinforce their language proficiency as well as communication and professional skills. The Additional Practice and Reference Section at the end of the handbook provides students with the necessary tools to enhance their grammatical accuracy and fluency in English.

Remember, effective communication in English is a key asset in today's global tourism landscape and English language learning is a dynamic and ongoing process in which consistent practice is the key to success.

I wish you all the best as you embark on this language learning journey!

Jasmina Rogulj, PhD, college professor

UNIT 1   TRENDS IN TOURISM

Tourism Trends in the Post-Pandemic Era

OFF TO A GOOD START

> **Discuss these questions in pairs or small groups.**

1. How has the COVID 19 pandemic affected the travel and tourism industry?

_____

_____

_____

2. In your opinion, what measures should be implemented in order to boost the growth of the travel and tourism industry after such a health-related crises as the COVID 19 pandemic?

_____

_____

_____

3. What factors do you think will influence people's decisions to travel in the future?

_____

_____

_____

PRE-READING

> **Before you read the text, use online resources, if necessary, and explain the following:**

- sluggish economic growth _____

- pent-up demand _____

- the cost of living crisis_____

- long-haul markets_____

- overtourism concerns_____

READING

> **Read the *Foreword to the "European Tourism: Trends & Prospects"*, Quarterly report (Q3/2022) produced for the European Travel Commission by Tourism Economics (an Oxford Economics Company).**

> **Match the sentences A - D with the gaps 1 - 4.**

A_____ This encouraging trend was driven by the unleashed pent-up demand following the lifting of pandemic-related travel restrictions. Forecasts, however, are fraught with a high level of uncertainty as the world is struggling with inflationary pressures, sluggish economic growth, and a deteriorating Russia-Ukraine war which has precipitated a global energy crisis. The recovery of the tourism sector will continue, but at a slower pace due to lingering risks, especially as we approach the colder months amid energy price shocks. **B_____** Consumers will be likely to travel closer to home while focusing on more affordable travel options.

Looking at long-haul markets, recent data has made it hard to argue that the fear of Russia's war in Ukraine has halted tourists' desire to travel to Europe. The return of transatlantic travel

is providing much-needed boost for Europe's travel recovery. **C_____** On the other hand, travel from Asia and the Pacific, especially from China, has shown minimal progress towards a recovery due to the slower removal of travel restrictions and is nowhere near 2019 trends.

As European travel demand is roaring back from the pandemic, especially domestic travel, ongoing challenges continue to shape travel behaviour and the industry overall. As we continue to navigate challenges, it is crucial to rebuild a sector that responds to global risks, also considering the increase in consumers' living costs. **D_____** Tourism as a force for good should therefore strive to be more inclusive and accessible for all, while addressing overtourism and environmental concerns. Attention should also be paid to strengthening the sector's resilience and competitiveness through innovative and more sustainable approaches for the benefit of society and the planet.

1. A shift in household spending will be apparent, attributed to the ongoing cost of living crisis.

2. Our recent research has shown that consumers' eroding disposable income is becoming a major concern for both European and long-haul travellers.

3. It is evident that European tourism experienced a strong rebound this summer, especially for destinations in the Southern Mediterranean region.

4. This is underpinned by a stronger US dollar against both the euro and the pound, rendering US outbound travel to Europe more affordable.

➢ **Read the Foreword to the Quarterly report again and answer the following questions.**

1. Which factors influenced the recovery of the tourism industry after it had been hard hit by the pandemic?
   _____
   _____
   _____

2. Would it be easy to make predictions? Why?

_____

_____

_____

3. What type of travel has a positive effect on the European tourism sector?

_____

_____

_____

4. What suggestions are made regarding the European tourism recovery?

_____

_____

_____

VOCABULARY

➢ **Find the words in the text that mean the following:**

- deliberately aiming to involve all types of people _____
- full of problems, difficulties, or things that are confusing _____
- ability to return quickly to a previous good condition after problems _____
- a reaction to a crisis or setback or frustration; return to a former condition

  _____

- to make something happen suddenly or sooner than expected _____
- to be an important basic part of something, allowing it to succeed or continue to

  exist; to support from beneath _____
- extending over a long period of time _____
- becoming worse _____

➢ **Complete the table with the missing nouns, verbs or adjectives. Use an online dictionary to help as needed:**

Noun	Verb	Adjective
		eroding
	include	
	precipitate	
		sustainable
recovery		
		encouraging
	respond	

➢ **Complete the following statements with the words from the table.**

1. Not only does a hotel's _____ show that it cares about their guest's opinions, but it also demonstrates a high level of customer service as well.

2. Coastal _____ causes property loss and damage and it also impacts industries ranging from shipping to tourism.

3. The pandemic has underscored the need to simultaneously boost the resilience and _____ of the tourism sector.

4. The _____ of persons with disabilities is an accepted objective of tourism development supported by everyone involved.

5. Tourism jobs are projected _____to *300 million this year and 324 million in 2023*

6. Climate change seems to be a _____ factor for some of the decline in the travel industry.

7. Cultural tourism can help _____ appreciation of and pride in local heritage

History of Tourism

PRE-READING

➢ **Do the online research and answer the following questions.**

1. When and why did people start to travel?

_____

_____

_____

2. Who is considered to be the first real tourist in history? For what purpose did he travel?

_____

_____

_____

3. Who founded one of the oldest travel companies and is considered the father of modern tourism?

_____

_____

_____

4. Explain the concept of the "Grand Tour Era".

_____

_____

_____

READING

➢ **Read the text on the History of Tourism and match the parts of the sentences a - g with the gaps 1 - 7.**

a) gathering food, hunting, escaping from predators, looking for shelter

b) for pleasure, experience and relaxation

c) in the seaside resorts in the south or on the beaches of Egypt and Greece

d) trade and transportation throughout Europe improved

e) for educational and recreational purposes rather than for trade or military reasons

f) to attend a temperance rally in Leicester, England

g) and introduction of the credit card as a payment method

History of Tourism

The history of tourism is a long one. Travel had begun in the period of human history even before there were written records that documented human activity, roughly dating from 2.5 million years ago to 1,200 B.C. Humans have always been on the move. Our skeletons and muscle structures have evolved to facilitate <u>gathering food, hunting, escaping from predators, looking for shelter</u>.

Ancient travel was motivated by reasons as diverse as trade (including postal communications), religious pilgrimages warfare, and tourism. Social motivations for travel included visiting religious sites, festivals such as the Olympics, and health-related reasons.

Although most travel was difficult and expensive, recreational and educational travel already existed in the classical world and, even earlier, in Egypt under the pharaohs. The privileged groups of the population cultivated the first journeys for pleasure, experience and relaxation. Famous monuments and relics of ancient Egyptian culture were visited. The Greeks had similar traditions. They showed interest for musical and sporting competitions. Classical Rome also gave impetus to travelling and particular forms of holiday.

As the Egyptian, Roman and Eastern Mediterranean Empires emerged (beginning with the Egyptians, including the Greeks and the Roman Empire), necessary travel turned into what could be defined as tourism. People started to travel more for commercial, educational, governmental and religious purposes, so lodging and food had to be provided for those that came to visit other areas. Such developments had already taken place in the Egyptian Kingdoms (4850 BC-715 BC) since their governments had been located in different places and evolved further with the Greeks (900 BC -200 BC) and the Roman Empire (500 BC - 300 AD). The Greeks, who promoted the use of common language and currency, were the first great travellers and enjoyed visiting new locations, which gave rise to the emergence of shops, places to eat and drink, sports to watch, gaming and even theatre.

During the Roman Empire, the infrastructure was highly developed. Around 300 A.D., there was a road network with 90,000 kilometres of major and 200,000 kilometres of smaller rural roads used not only for the transport of soldiers and goods, but also for private travel.

With the universally accepted currency and common languages, Greek and Latin, along with the common legal system, the travel became easier, less stressful and safer.

The well-off Romans used to relax in the seaside resorts in the south or on the beaches of Egypt and Greece. Also, thermal baths and luxury locations were visited by rich urban citizens during the hot months. Although primarily originated in healthcare, these travels soon developed into holidays for pleasure and entertainment including gambling and prostitution.

Following the fall of the Roman Empire and destruction of many roads as well as due to fragmentation of transport, language and currency, travel became more difficult, more dangerous and more complicated. The global travel of the medieval population, in the period from the 5th to the 14th century AD, fell into the categories of religious pilgrimage, warfare or long-distance trade. People did not travel for leisure. Travelling activities were tailored to diverse groups, such as merchants, students, soldiers, pilgrims, beggars and robbers. After the Crusades that occurred between 1096 and 1291, <u>trade and transportation throughout Europe improved</u> and interest in travel and learning was awaken. Consequently, from the twelfth century, the movement of scholars became increasingly important. Journeys to famous educational institutions in France, England and Italy became both a custom and a component of education. Moreover, merchants (e.g. Marco Polo, 1295-1295) started to travel far and wide.

During the transitional movement in Europe between medieval and modern times (from the 14th to the 17th century) that was marked by new growth of interest in the areas of art, literature and classical philosophy, travel was reborn. Merchants started to travel further and explorers took part in famous journeys (e.g. F. Magellan, A. Vespucci, C. Columbus). This period paved the way to an important era in the history of tourism.

This is a significant part in the history of travel and tourism referring to the period from 1613 to 1785. The name stands for a traditional trip undertaken at first by wealthy Europeans (mostly the British nobility) and, later also South and North Americans as well as Filipinos as they were coming of age. It was fashionable and soon became a status symbol. Those who were 'coming of age' would travel throughout Europe to see art, architecture and science, which was the way to end their education. Generally, the most visited countries were France, Switzerland, Germany and Italy. Such journeys lasted a

couple of years and seem to be important to the overall history of tourism because they represented travel <u>for educational and recreational purposes rather than for trade or military reasons</u>. Over time, such journeys became accessible not only to gentry but also to other people such as artists, collectors, designers, etc. This form of travel contributed greatly to the cultural, social, architectural, gastronomic, political and artistic evolution of the travellers' home countries on the one hand and to the further development of lodgings and restaurants with local cuisines in countries they visited, on the other. Generally, it was within this timeframe that the term "tourist" was used, and tourism, as we know it today, came into play.

The process of the Industrial Revolution (that started around 1750 in Britain and in the 19th century spread to the rest of the world, including the United States) changed economic and social structures. Economic growth and technological advances contributed to the development of more efficient transportation forms, expansion of markets across boundaries and higher personal incomes for more people. Although travel became a business necessity as well as a leisure activity although people, due to the nature of newly established jobs in industrialized countries, people could no longer take part in lengthy journeys to gain cultural and educational experience.

As the economic prosperity and personal wealth during the Industrial Revolution continued to grow, the new Era (1800-1944), defined by an increase in travel to new locations both near and far, began. People were no longer tied to their daily farm life activities and were trying to find new ways of spending free time out of their jobs in officies, factories and stores. Tourism activities began to increase as new roads, stagecoaches, passenger trains, and sailing ships began to emerge at the beginning of the 19th century. The growth and development of roads and railroads helped to increase the availability of transportation alternatives and reduced their costs, attracting more and more people to the idea of travel.

At that time, a British businessman, Thomas Cook (1808-1892), founded the travel agency "Thomas Cook and Son" and introduced the "package tour" including travel and accommodation. He is said to be the inventor of modern tourism. In 1841, he organized the

first tour for 570 people <u>to attend a temperance rally in Leicester, England</u>. The price of a shilling included a chartered train trip, a picnic lunch and a brass band. This venture brought remarkable success and Cook continued to provide travel services to the general public. It was also in this period that cars and air travel were introduced owing to Henry Ford's mass production of the Model T car (1914) and the first successful test of the airplane done by the Wright brothers in Kitty Hawk, North Carolina (1903). Having more freedom to travel and being able to cover long distances in a shorter period of time made people more mobile.

The ability to travel and visit new places initiated the development of mass tourism in the first half of the 20th century when industrialists (e.g. George Westinghouse) introduced the concept of paid leave for workers based on the idea that such annual breaks would increase productivity. This meant that working and middle classes were provided with financial means and free time for travelling. Another major boost in mass tourism happened after World War II. During this war, millions of people throughout the world served in different military assignments and upon their return home wanted to share their experiences with family and friends whether through travelling together or sharing stories that made people want to travel. Throughout this period, there were also other factors that accelerated the growth of tourism: mass production of cars, gas - no longer restricted, return of prosperity, expansion of hotels and motels, growing popularity of jet travel <u>and introduction of the credit card as a payment method</u>. All these elements along with the desire to travel provided the basis for a big boost in tourism industry that has continued up to the present day. The 20th-century phenomenon of mass tourism now includes two different groups of travellers: organization mass tourists who buy packaged tours and follow an itinerary prepared and organized by tour operators, and individual mass tourists who visit popular attractions independently but use tourism services that are promoted through the mass media. In the 21st century, the tourism industry is full of opportunities and challenges, with widespread Internet access, opening of previously closed international borders, and

increased wealth and mobility of. However, terrorism, political and economic instability, and health scares have discouraged travel.

➤ **Read the passages again and write the following headings in the areas provided.**

The Grand Tour Era

The Modern Era

The Empire Era

Travel in Classical Antiquity

Prehistoric Travel

The Mobility Era

The Middle Ages and Renaissance Era
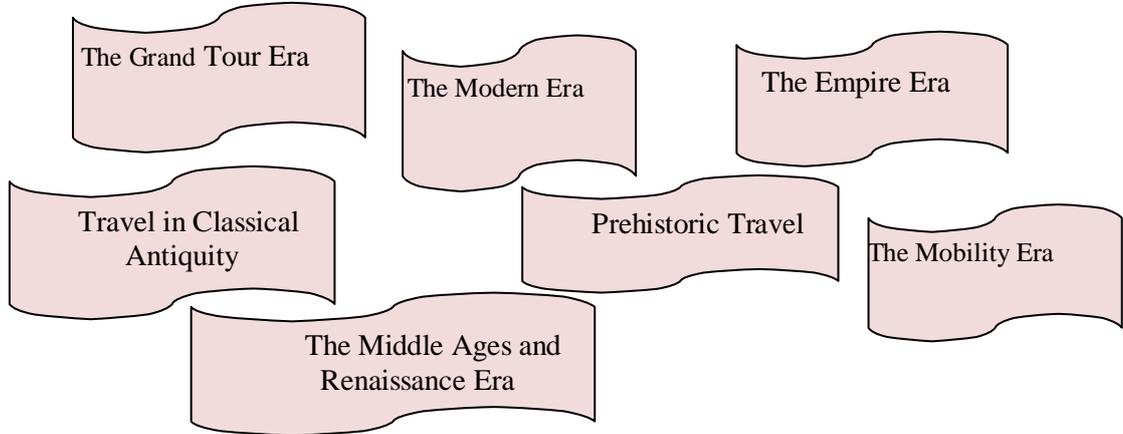
LISTENING COMPREHENSION

➤ _____ **Listen to a UK travel representative talking about the growth of the grey market tourism sector in the UK. Complete the sentences with the expressions you hear. (WB_1.4, p. 6)**

1. [...], "grey tourism" is _____ in the UK as more senior citizens are visiting from abroad.

2. The larges group of grey tourism visitors is British _____ .

3. According to their research, [...] than younger people and they _____ on the list of countries they would visit [...].

4. Although not all [...], tourism providers have a vested interest in _____ to this growing market segment.

5. Grey travellers are usually [...], but they are also hungry for attention and _____ .

PROFESSIONAL SKILLS

DESCRIBING VISUALS

➢ **The line graph shows requests for information at a tourist office in the UK from January to June. Complete the text with the words from the box.**
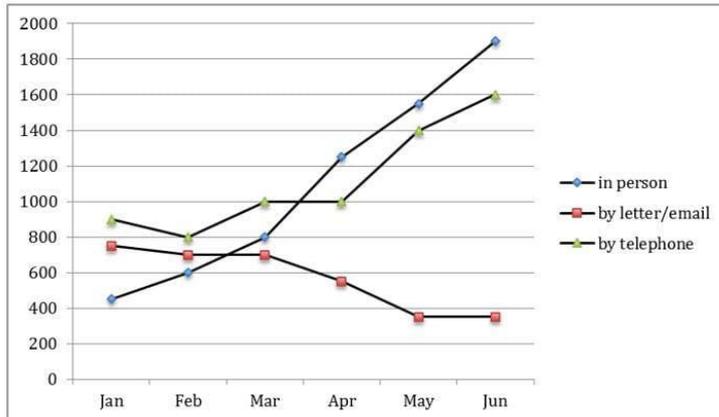
declined - culminated - overall - illustrates - fluctuated - apparent - contrast - increased - the lowest - sharply - rose - levelling off - comparison - fell - upwards - drop - at

This line graph _____ the frequency of requests in person, by letter/email, and by telephone at a UK tourist office in the first 6 months of a given year. Looking from an _____ perspective, it is readily _____ that in-person requests _____from the least to most common over the period, overtaking telephone, which also _____. Information requests by email and letter _____ and were by far the least frequent by the end of the time surveyed.

In January, in-person information requests were _____ of all 3 categories _____ approximately 420. In _____, written requests and telephone calls stood at 770 and 900 respectively. By mid-March, in-person questions (1,000) had surpassed other queries, an _____ trend that persisted and _____ at 1,900 to finish the period.

In _____, telephone requests _____ between 800 and 1,000 until the beginning of April prior to growing _____ to end just behind in-person requests at 1,600. Letter and email requests _____ marginally until March (to 700), before a steep _____, and a _____ at 400 from May to June.

SPEAKING

TOURIST MOTIVATIONS

There are two different levels of socio-psychological motivation.

The first level relates to push factors - the motives that drive people away from home, intangible and intrinsic travellers' desires, whereas the second level refers to pull factors - the motives that attract tourists towards a particular destination including travellers' perceptions and expectations as well as a marketing image of a certain destination.

➢ **Think about the factors listed below and complete the table.**

fulfilling prestige   appropriate accommodation   f & b services

finding thrills and excitement   meeting new people   natural beauty

weekend getaway   nightlife   gaining knowledge   seeking relaxation

festivals and events   traditional food   arising from within the individuals

stimulated by external forces   getting rest and escape   adventure

entertainment (facilities)   fulfilling spiritual needs   historical sites

bonding with family/friends   cultural attractions   shopping

PUSH FACTORS	PULL FACTORS

➢ **Describe the destination you would like to visit in terms of the related push and pull factors.**

UNIT 2   GET THE MESSAGE

Advertising and Publicity


OFF TO A GOOD START

➢ **Discuss these questions in pairs or small groups.**

1. Which advertising media are you familiar with?

_____

_____

_____

2. Have you ever liked / shared an ad or purchased directly from an ad? If yes, what made you

   engage with that particular ad?

_____

_____

_____

3. What is, in your opinion, the main objective of publicity?

_____

_____

_____

READING
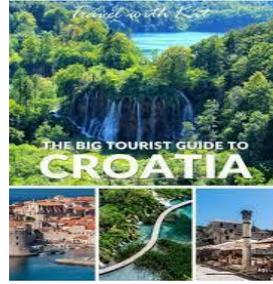
> **Read the texts on *Advertising* and *Publicity* and think about similarities and differences between the two concepts.**

Advertising can be defined as a one-way paid public communication that conveys a message to the viewers, readers, and listeners, in today's case, the scroller, regarding a product and service, or company. It may be the most powerful and expensive tool to sell products and services to the targeted customers. Advertising refers to the strategies and methods used to bring goods, services, viewpoints, or causes to public notice in an effort to influence clients' behaviour towards advertised goods and services.

Philip Kotler, known around the world as the "father of modern marketing", defined advertising as "any paid form of non-personal presentation and promotion of ideas, goods, and services through mass media such as newspapers, magazines, television or radio by an identified sponsor" (1984, p.58). Besides being used to promote goods and services for sale, advertising techniques are also applied to encourage people to vote for political candidates, to support various charities, to drive safely etc. The first step toward modern advertising came with the development of printing in the 15th and 16th centuries. In the 17th century, weekly newspapers in London began to carry advertisements, and by the 18th century, such advertising was flourishing.

Newspapers and magazines (print media), TV and radio shows (commercials), direct mail, billboards, posters, transit advertising (outdoor advertising), and fairs and exhibitions are traditional types of advertising media. In the twenty-first century, advertisers have been exploiting digital technology to draw more attention to their products and services. Digital marketing is advertising delivered through digital channels, including social media, mobile applications, email, web applications, search engines, websites, or any new digital channel.

Publicity, as a tool used in public relations, is non personal communication that is typically in the form of a news story transmitted through the mass media. Publicity of a product/service can be defined as making goods "publicly" known. Experts define publicity as "commercially significant news about a new product, service, an institution or a person with the purpose of drawing favourable attention to a company and/or its products/services without having to pay for it. The goal is to attract potential clients and make them aware of your company, brands, products, or services through social media, TV news, newspapers, magazines, radio, television, and web sites. It is all about how the business spreads its information from its source to the general public, often (but not always) via the media.

The way it often works is as follows: a company sends a press release (often with a video tape) to the media with the hope that it is newsworthy enough to be mentioned in the mass media. The advantage of publicity, besides the fact that it is free, is that it tends to be more credible than advertising. On the other hand, there is no guarantee that the media will find the story newsworthy. Also, they might change the press release around so that it does not help the organization in any way.

Due to the market saturation of today, sponsored forms of communication like advertising, sponsorships, and direct marketing have a difficult time attracting the required attention that the company is paying for.

Publicity, very simply, is the dissemination of information to the general public through news coverage and other unpaid mass media outlets. Publicity is not a process; rather, it is the outcome of a successful public relations campaign in which the marketers are able to notify the media and other third-party outlets like bloggers, vloggers, podcasters, etc. with favourable information.

➢ **Answer the following questions.**

1. Which of the two tools, advertising or publicity, involves sponsorship?

_____

_____

_____

2. Is advertising more convincing in persuading potential clients to buy a product or service? Why, in your opinion?

_____

_____

_____

3. What are the examples of traditional and modern types of advertising media?

_____

_____

_____

4. What is the basic idea underlying publicity?

_____

_____

_____

5. What are advantages and disadvantages of publicity?

_____

_____

_____

➢ **Do the following features relate to advertising (A) or publicity (P)?**

1. always conveying positive message _____   4. comes from an impartial source _____

2. creativity is limited _____   5. targeted to the particular audience _____

3. special focus is on social responsibility _____   6. not paid by the sponsor _____

VOCABULARY

➢ **Complete the sentences with the *words / word partnerships* from the text:**

1. _____happens when products or services in a particular market are no longer in demand due to multiple offerings by competition or simply less in demand.

2. A _____is a short, compelling news story written by a PR professional and sent to targeted members of the media with the goal to arouse the interest of a journalist or publication.

3. _____ might include social media, search engines or websites. They give you the opportunity to sell products, build brand awareness and position yourself within a given industry.

4. _____ refers to the act of dispersing a message to a specific group through the use of various tools or methods.

5. Creative_____are communication tools that a company uses to draw attention, engage minds, trigger emotion and change popular perceptions.

6. _____ procedures may include, but not be limited to, newspaper advertisements, radio announcements, television features and announcements, brochures, electronic means, and other methods likely to provide information to the public.

7. While both produce engaging content, bloggers use words, whereas _____ use video format. If you're looking to reach a wider audience quickly or showcase experiences in real-time, video content performs better.

8. The term _____ is used to refer to the various ways, especially television, radio, cell phones, print media, and the internet by which information and news are given to large numbers of people.

9. _____ includes bus advertising and ads at bus stations, advertising on subway cars and in subway stations, in taxi cabs, as well as in planes and at airports.

Social Media and Tourism Industry

PRE-READING

1. Which social media platforms do you use on a daily basis?

_____

_____

_____

2. For what purpose do you use social media?

_____

_____

_____

3. Have you ever used social media in making your travel decisions?

_____

_____

_____

4. Can you think of potential negative impacts that social media might have on
the tourism industry?

_____

_____

_____

READING

> **Read the text on *Social Media in Tourism Industry* carefully and identify single words or parts of the sentences within that text that have a similar meaning to the alternatives listed below. Write them in the space provided.**

1. [...] remains intact without being scattered or dispersed across multiple online platforms.

    _____

2. [...] significant or notable moments, experiences, or achievements that stand out as particularly memorable [...]

    _____

3. [...] core principles, beliefs, and unique qualities that are associated with a specific tourist destination [...]

    _____

4. [...] to make potential travellers conscious about specific tourism-related issues,[...]

    _____

5. [...] the collection of personality traits, attitudes, and values that enable an audience to identify with the brand.

    _____

6. [...] individuals born between around 1981 and 1996 [...]

    _____

7. [...] a situation where the number of visitors to a destination exceeds its capacity to handle them sustainably [...]

    _____

Social Media in Tourism Industry

Nowadays, social media and the travel and tourism industry are closely interconnected. Social media has a huge impact on travel and hospitality. In order to raise awareness, interact with potential customers and boost bookings, tourism organisations of all sizes use social media.

Tourism marketing in the age of social media

By October 2006, Facebook had 50 million users. It was founded in 2004. By 2010, individuals had been using Twitter, Instagram, and YouTube, whereas the popularity of cell phones encouraged people to broadcast their lives in real time. The value of these large audiences, which today number in the billions, was immediately understood by marketers. Given the social aspect of these platforms, the majority of users share the highlights of their life, with travel being the most popular on Instagram. 43% of millennials claim they will not even take a vacation if they cannot post about it.

User-Generated Content (UGC)

UGC refers to any form of content, such as images, videos, text, testimonials and audio, that has been posted by individuals (rather than brands) on online platforms. For tourism marketers, this kind of material has proved revolutionary. In the past, tourist destinations had to invest large amounts of money to distribute various forms of media hoping to reach potential travellers. Even after a large number of online sources became accessible, users still had to actively look for tourism-related information. Customers now naturally share their favourite vacation images, bringing places, hotels, and restaurants to the attention of their *friends* and *followers*. 85% of millennials today plan their trips using social media.

Free Marketing Channels

Destinations and businesses can (and should) build their own accounts instead of waiting for users to post about them. By publicly interacting with current and potential customers, destinations can use this free in-house marketing to develop a distinctive brand persona. A destination can reach more people than any other form of media advertising by posting genuine content that is seen by billions of people worldwide.

The free analytics that platforms provide are an additional benefit. They let the social media manager of a location examine which posts performed successfully, with what audiences, and at what times, in order to discover more about how to engage their target audience.

Advertisements

Travel destinations might also pay for social media ads. In 2006, Facebook launched its first paid adverts. After that, almost all social media platforms adopted a similar strategy, structuring their ads to resemble posts as closely as possible. In that way they managed to encourage user interest and engagement by appearing more authentic and not breaking up the content on other websites. In addition, social platforms have access to some of the most revealing information about users' interests, purchasing habits, community and demographics that they can apply to attract more visitors to a company webpage.

Influencer Marketing

Influencer marketing is a more recent example of how social media altered the travel and tourism sector. People with a significant social media following, known as "influencers," are paid by destinations or businesses to post content about their place, products or services. Using influencers whose content reflects the brand values of the destination increases the likelihood that the brand will be recognized by the influencer's audience that already has a high level of trust for them.

Dangers of misusing social media marketing

Although social media, as a visually-based tool, has altered the tourism industry, it has also produced some unfavourable effects. Brands may be tempted to remove distractions and enhance images to make them more clickable. However, the emphasis on capturing the "perfect shot" diminishes brand authenticity, which results in dissatisfied customers, bad reviews, a bad reputation, and ultimately a decrease in number of visits.

On the other hand, viral trends and destinations popular for only a short time may lead to overtourism and overcrowding causing undesirable effects to the area visited.

➤ **Read the passages again and write the following headings in the areas provided. There are two extra headings.**

Improving Customer Support

Advertisements

Tourism Marketing in the Age of Social Media

User-Generated Content (UGC)

Influencer Marketing

Free Marketing Channels

Dangers of misusing social media marketing

Loyalty Rewards System
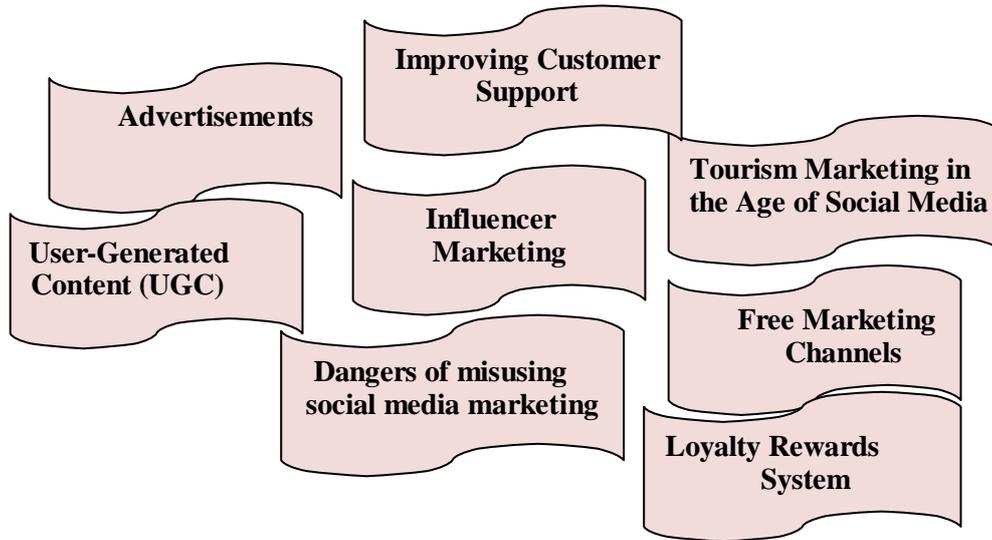
SPEAKING

> "In a frantic attempt to avoid being left behind, official tourism organization websites are doing their best to catch up to the high expectations of the new traveler — tourists of the post-pandemic digital age."
> *Mary Ann Ha*

➤ **Work in pairs. Search for a tourism website that captures your interest and attention. You can choose any website from tourism-related categories, including hotels, travel agencies, and destination-specific websites.**

Analyze the website and assess its positive attributes in terms of the following:

- User interface and design
- Functionality and navigation
- Content quality
- Booking and reservation system (if applicable)
- Visual media
- Mobile responsiveness
- Customer reviews and ratings
- Social media integration
- Multilingual and accessibility features
- Overall user experience

LISTENING COMPREHENSION

➤ _____ **Listen to a presentation by a webmaster on how to maintain and improve a travel website. Then answer the following questions. (2.3., CB_p. 20)**

1. How can you make sure people keep visiting your website?

_____

_____

_____

2. What does a menu for new posts allow a search engine to do?

_____

_____

_____

3. Why is it best to outsource online newsletters to a professional travel writer?

_____

_____

_____

4. What is particularly helpful for use on guided tours? Why?

_____

_____

_____

5. Why is embedded video useful on travel websites?

_____

_____

_____

6. What do meta tags allow web designers to do?

_____

_____

_____

PROFESSIONAL SKILLS

MAINTAINING A WEBSITE

➢ **Match the sentence halves and think about the potential reasons for poor online presence (when website marketing fails).**

1. Because the travel and tourism industry is intangible, [...]	a) [...] are some of the distinct benefits of mobile-optimized design.
2. Customers who have to deal with the issue of waiting for confirmation [...]	b) [...] it fails to gain the trust of the customers.
3. Larger navigation buttons, content formatted to fit your screen, and images that automatically resize [...]	c) [...] as a result of a tour operator's lack of personalization through emails.
4. Modern consumers would rather search for [...]	d) [...] consumers rely heavily on images to get a sense of the tours.
5. When your website lacks online reviews, [...]	e) [...] and foster empathy between your company and your customer's needs.
6. Customers are frequently lost to competitors [...]	f) [...] may not choose to book from the same website again in the future.
7. Your blogs should aim to provide useful insight, always offer value, [...]	g) [...] a new page than wait for a page to load.

_____ _____ _____ _____ _____ _____ _____

➢ **Propose improvements for the website to overcome the above mentioned drawbacks.**

_____

_____

_____

_____

_____

UNIT 3   HOTEL BRANDING

Hotel Branding

OFF TO A GOOD START

➢   **Do the online research and discuss the following questions in pairs.**

1. Define what a brand represents in the hotel industry. How is it different from a specific product or service?

_____

_____

_____

2. Imagine you are a guest staying at a hotel. What are some examples of products or services you might encounter during your stay?

_____

_____

_____

3. How does a brand influence a guest's decision to choose a particular hotel? Can you think of any well-known hotel brands and what they represent?

_____

_____

_____

READING

> **Work in pairs. Read the basic information about the HOTEL BRAND IDENTITY provided in the text.**
> **Conduct online research to gain in-depth insight into the topic and answer the questions below the text using your research findings.**

Developing a strong hotel brand identity is essential for standing out in the competitive hospitality industry and attracting guests. By understanding and defining the target audience, creating a unique selling proposition, designing an effective logo and visual identity, establishing a consistent brand voice and tone, and implementing these elements across various marketing strategies, it is possible to create a memorable and differentiated brand that resonates with the target audience.

Additionally, it is also advisable to leverage partnerships with influencers and measure the success of the brand identity through key performance indicators and data analysis in order to to refine the strategies for long-term success.

By recognizing the importance of brand identity, hotels are better able to establish their distinct position, build guest loyalty, and drive growth in an ever-evolving marketplace.

With a well-crafted brand identity, hotels can leave a lasting impression on guests and elevate the overall guest experience.

1. How can understanding the target audience contribute to the success of a hotel's brand identity?

_____

_____

_____

2. What are some strategies for establishing a consistent brand voice and tone?

_____

_____

_____

3. Why is it important for hotels to leverage partnerships with influencers in relation to their brand identity?

_____

_____

_____

4. How can measuring key performance indicators (KPIs) help hotels refine their brand identity strategies for long-term success?

_____

_____

_____

5. How can a strong brand identity contribute to building guest loyalty and driving growth in the ever-evolving marketplace?

_____

_____

_____

6. What strategies can hotels employ to differentiate themselves and establish a distinct position within the competitive hospitality industry?

_____

_____

_____

VOCABULARY

Marriott's Brands

> **Match the following definitions with the *word partnerships* from the text.**

1. _____ - measurable metrics used to evaluate the performance and progress of an organization, department, or specific activity towards achieving its goals and objectives.

2. _____ - a distinctive feature or benefit that sets a product, service, or brand apart from its competitors in the marketplace.

3. _____ - a dynamic and constantly changing business environment in which market conditions, consumer behaviours, technologies, and industry trends are continuously shifting and developing.

4. _____ - the language and tone used to influence how a certain brand looks, sounds, and feels to a potential client or customer base.

5. _____ - a strategic and cohesive representation of a company's values, personality, mission, and visual elements encompassing the unique characteristics and attributes that distinguish a brand from its competitors and resonates with its target audience.

6. _____ - unique and differentiated standing of a hotel within the hospitality industry; refers to the specific niche or market segment that the hotel occupies, setting it apart from competitors and establishing its own identity and value proposition.

> **Choose the best option from the box to complete the second part of the text on the hotel brand identity.**

brand on an emotional level - characteristics, values, and perceptions - brand recognition, loyalty, and a consistent brand experience - elements, messaging, and overall experience - customer service standards

Hotel brand identity refers to the unique [   ] associated with a hotel brand.

It encompasses the visual [   ] that differentiate the brand from its competitors.

A strong brand identity helps create a distinct image in the minds of guests and enables them to connect with the [   ]

It involves elements such as the brand's logo, colours, typography, design style, tone of voice, and [   ].

A well-defined brand identity contributes to [   ] across all touchpoints, ultimately influencing guests' perceptions and decision-making.

Boutique Hotels

➢ **Do the online research and answer the following questions.**

1. How would you define a boutique hotel?

_____

_____

_____

2. In your opinion, what are the potential advantages of staying at a boutique hotel compared to a large hotel chain?

_____

_____

_____

3. Can you think of any differences in the overall atmosphere, design, or personalized service between boutique hotels and large hotel chains?

_____

_____

_____

4. How do you think boutique hotels differentiate themselves from large hotel chains in terms of their target audience and marketing strategies?

_____

_____

_____

READING

➢ **Read the text about boutique hotels and decide whether the statements below are true (T) or false (F).**

1. The term "boutique hotel" has been around for centuries. T / F

2. Boutique hotels typically have over 100 rooms. T / F

3. A boutique hotel's theme is only reflected in its decor and design. T / F

4. Boutique hotels are only for people willing to spend large amount of money. T / F

5. Guests at chain hotels can expect to see the same room decor and amenities at different property locations. T / F

6. Chain hotel rooms are known for incorporating unique and local in-room amenities. T / F

7. Boutique hotels are more frequently located in prominent urban areas and popular tourist destinations. T / F

8. Boutique hotels are less likely to focus on sustainability and environmental practices than big hotel brands. T / F

9. The Autograph Collection by Marriott is an example of a soft brand that supports boutique hotels. T / F

10. Boutique hotels are not always suitable for families travelling with kids. T / F

What is a Boutique Hotel?

According to the Oxford English Dictionary, a boutique hotel is "a small stylish hotel, typically one situated in a fashionable urban location." A boutique hotel has a distinct character, intentional design and decor, and personalized service. Though the idea seems timeless, the term "boutique hotel" actually hasn't been around very long. After opening the Morgans Hotel in New York City in 1984, legendary hotelier Ian Schrager and his business partner Steve Rubell coined the term. They compared big-box hotels, like Hiltons and Marriotts, to department stores, while the Morgans Hotel was more like a boutique: intimate, chic, and creative.

What Makes Boutique Hotels Unique?

You may be wondering: what is the difference between a hotel and a boutique hotel? It's not only size that sets a boutique hotel apart, but also design, decor, staff, common areas, and in-room amenities. Characteristics of a boutique hotel:

- Small size: Boutique hotels typically have fewer than 100 rooms. Boutique hotels usually have small restaurants or bars (if any), few recreational facilities, and limited meeting space.
- Theme: Each boutique hotel has a unique theme; some are historic, some are culinary-focused, and some focus on specific elements like a book, a color, or a famous figure. The theme is present not only in the hotel's aesthetic, but perhaps also in its name, staff uniforms, amenities, and more.
- Style: A hotel can't truly embody a theme if it doesn't have the decor and design to match. A hallmark of a boutique hotel is style. Each element of the hotel's look is carefully chosen, and some even showcase art or souvenirs that the owner personally handpicked. Boutique hotels carefully curate everything from hotel website design through hotel amenities to align with their brand ethos.
- Service: Due to a boutique hotel's intimate size, its staff can focus on delivering extraordinary guest service.

It's important to note that a boutique hotel does not need to be a luxury hotel too. Hotels do not become "boutique" by charging high rates or offering over-the-top amenities. In fact, many boutique hotels are affordable and focus more on personalized service than glamorous decor or five-star facilities.

43

What is a Boutique Hotel Room?

Although a boutique hotel room and a chain hotel room serve essentially the same purpose, they can look very different. Both rooms will contain a bed, a bathroom, and probably some conveniences like a TV and toiletries. But that's where the similarities end. Boutique hotel rooms usually feature unique decor, handpicked amenities, and a variety of layouts. At a chain hotel brand, you will usually notice that a hotel room at the brand's property in Seattle looks exactly like the room at the brand's property in Santa Fe. Hotel chains save a lot of money by standardizing their room decor and amenities, and guests loyal to the brand often appreciate the consistency. At boutique hotels, however, since each property is individually owned and operated, you will not find the same type of standardization. Every property contains one-of-a-kind guestrooms - though you may notice certain trends among boutique hotel rooms.

Decor in a boutique hotel room often includes artwork, wallpaper, funky paint colors, eclectic light figures, antique furnishings, and more. In a chain hotel room, you're more likely to encounter sterile white walls, limited artwork, and functional furniture. Boutique hotel rooms can also incorporate unique and local in-room amenities, like coffee from a nearby coffee shop or vintage refrigerators. A chain hotel room will usually contain the exact same coffee, toiletries, and electronics no matter where it's located.

While a chain hotel's rooms are near carbon copies of each other - perhaps with a different bed configuration or two - boutique hotels can have many different room types. At some boutique hotels, every room has a different look and feel. You can find boutique hotels all over the world, from major cities like New York City and Tokyo to vacation destinations like Tulum and Santorini. Some boutique hotels are located in suburban markets, but you are less likely to find them there. Due to their great service and remarkable style, boutique hotels often top the lists of best hotels in the world.

What's Trending in the Boutique Hotel Industry?

Since the first boutique hotels only opened about 40 years ago, there's always room for innovation in the boutique hotel industry and the broader hospitality industry. What can we expect in the next decade? Two leading trends are a focus on sustainability and a rise of branded boutique collections. The "green" trend can be seen in the entire hotel industry, but since boutique hotels have more freedom and flexibility to make on-site changes than the big

brands do, we're seeing some exciting progress on the boutique side. Since boutique hotels often have strong ties to their local communities, they're even more determined to make a positive impact on their local environment by using produce from nearby farms and limiting their amount of waste, for example.

As boutique hotels grow in popularity, global hotel brands want their piece of the pie - and brand loyalists want a boutique experience without sacrificing their loyalty perks. The solution? Branded boutique "collections," or soft brands, that give boutique hotels the support of a global brand, open more options to brand-loyal guests, and generate a slice of revenue for the brand. An example of such a soft brand is the Autograph Collection by Marriott. Each hotel in the Autograph Collection is an individually owned and operated boutique hotel, but Marriott Bonvoy members can earn and redeem points at these hotels. The hotels themselves also benefit from increased exposure and brand recognition that comes with the Marriott brand.

Are boutique hotels better?

Well, that's a question of personal preference. If you value personalized service, design, and a sense of place, then a boutique hotel may be the right choice. If you want affordability, global loyalty perks, or specific amenities, then you might not find what you're looking for at a boutique hotel. Some destinations might have very few boutique hotels, and some boutique hotels might not suit your tastes. Some boutique hotels are also less family-friendly than chain hotels, which can be a consideration if you're traveling with kids. From an ownership and management perspective, boutique hotels can be more challenging than chain hotels since you do not have the support of a brand. If travelers prefer an increasingly local experience, boutique hotels can deliver personality, service, and a sense of place in a way that chain hotels cannot.

SPEAKING

Work in groups of four. Read the assigned text and take notes on the key points and ideas. Then, use your notes to create a mind map summarizing the main concepts and their relationships.

➢ **Your task is to deliver a poster presentation based on the notes you have organized as a mind map.**

Take a look at the example mind map provided below as a visual representation of how information can be organized. Use this as a reference while creating your own mind map based on the notes you have taken from the reading. For additional examples and further information on note taking and mind mapping, please refer to the Reference section of this handbook.
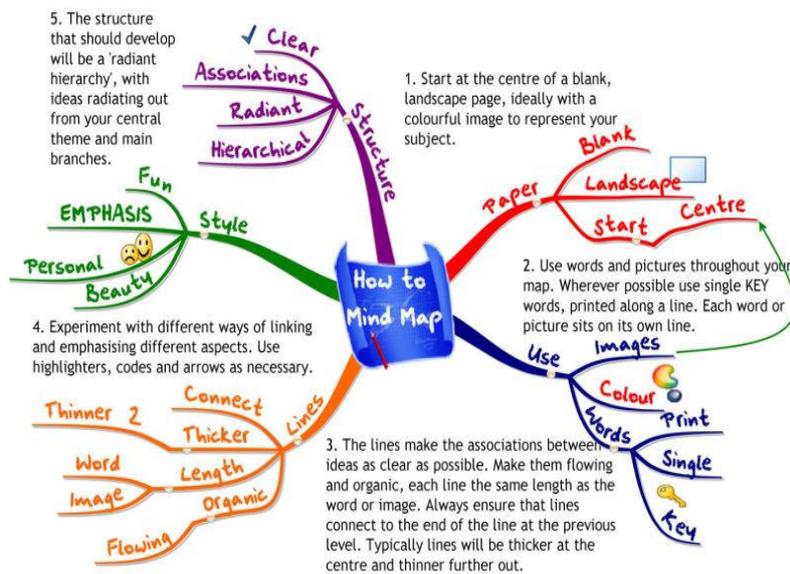
Good note-taking will improve your active listening, comprehension of material, and retention.

LISTENING COMPREHENSION

➢ _____ **Lu Jin from Hotel Solutions has a business proposition for Naomi. Listen to the conversation and tick (√) the expressions you hear (3.3., WB_p. 15).**

☐ hotel franchise ☐ entertainment programmes

☐ target customers ☐ global distribution systems

☐ personalized service ☐ initial promotional spend

☐ main benefits ☐ independent owners

➢ **Listen again and complete the statements with the missing expressions (up to FOUR words).**

1. [...] lies in the reputation of the brand name, and the _____ it gives you in the market.

2. [...], not to mention training programmes and _____ that have helped to make the franchise so successful up to now.

3. Yes, but we'd still have the same _____, plus an up-front franchise fee as well as an ongoing royalties, wouldn't we?

4. It's the _____, the staff training and the quality control that would be so helpful to you.

5. But it would also mean you would have to comply with all the _____, so you'd have to make sure you would be happy about that.

PROFESSIONAL SKILLS

BUSINESS PLAN

> ➢ **Identify and organize subcomponents of the business plan (a - j) listed below into the following categories.**

BASIC SECTIONS	SUBCOMPONENTS (a - j)
1. Executive Summary	
2. Company Analysis	
3. Industry Analysis	
4. Customer Analysis	
5. Competitive Analysis	
6. Strategic Plan	
7. Operations Plan	
8. Management Team	
9. Financial Plan	
10. Appendix	

a) SWOT analysis, value add evaluation (*What makes my hotel stand out? Can I add value to a specific area?*)

b) Team members' expertise and biographies (*Having a great team is a key to success!*)

c) Any other relevant information (supporting attachments)

d) Info on the current industry trends, current state of the market (*How will this impact my hotel?*)

e) Staff and supervisors; job descriptions; background experience; service standards; managing inventory, etc. (*How many staff and supervisors does the hotel need to operate effectively? What are their job descriptions/responsibilities? Which supplier shall we use?*)

f) In-depth description of the target audience - demographic, geographic, behavioural, psychographic, socio-economic. (*Which are the types of guests who will mostly stay at your hotel? Which hotel features will meet the needs of the target audience*?)

g) mission statement - the essence of the hotel, objectives (*Why are we in hotel business? What do we expect to accomplish?*)

h) start-up costs, the ongoing business costs, operational expenses and revenue projections for the next five years

i) marketing (*How shall we attract the guests?*); distribution (*How shall we manage availability? What technology will be utilized?); revenue management (What pricing and yield techniques shall we use? What will our payment and cancellation policies be?*)

j) USP (*unique selling point*) definition (location, design and ambience, amenities and facilities, personalized service, sustainability initiatives, technology integration, unique room types, cultural immersion) (*How shall we identify and effectively promote our hotel's unique selling points to the target audience to create a competitive advantage and contribute to attracting and retaining guests in this highly competitive industry?*)

UNIT 4   SUSTAINABILITY

Sustainability in Tourism Industry

"Sustainability is no longer about doing less harm. It's about doing more good."

Jochen Zeitz

OFF TO A GOOD START

➢ **Do the online research and discuss the following questions in pairs. Present your findings.**

1. What does sustainability mean in relation to tourism?

_____

_____

_____

2. Why is it important to practice sustainability in the tourism industry?

_____

_____

_____

3. How can local communities benefit from sustainable tourism?

_____

_____

_____

READING

> Work in pairs. Complete the task below by answering the questions based on your current knowledge and understanding. Once you have finished, read the assigned text on the IMPORTANCE AND BENEFITS OF SUSTAINABLE TOURISM DEVELOPMENT and compare your answers to the information provided.

1. What is the goal of sustainable tourism development?

A To maximize profits for the tourism industry

B To promote cultural heritage over environmental factors

C To minimize tourism activity in a destination

D To ensure long term tourism without negative impacts

E To prioritize economic development above social and environmental factors

2. What are the factors that sustainable tourism development balance?

A Economic, social, and political factors

B Environmental, cultural, and technological factors

C Social, cultural, and technological factors

D Economic, environmental, and technological factors

E Economic, social, and environmental factors

3. Why is sustainable tourism development becoming increasingly important?

A Because tourists are becoming less interested in environmental and social impacts

B Because the tourism industry is declining

C Because cultural heritage is becoming less important

D Because travelers are becoming more aware of environmental and social impacts of their travel choices

E Because economic development is no longer as it used to be

4. How can destinations ensure that they remain attractive and viable for future generations of visitors?

A By maximizing their profits from tourism

B By creating greater customer loyalty

C By promoting cultural heritage over environmental factors

D By adopting sustainable tourism practices

E By not paying so much attention to local economic development

Importance and Benefits of Sustainable Tourism Development

Sustainable Tourism Development refers to the practice of developing and promoting tourism in a way that balances economic, social, and environmental factors. The goal of sustainable tourism development is to ensure that tourism activities can continue in the long term without negatively impacting the natural and cultural resources of a destination or compromising the well-being of the local communities that depend on tourism.

In practical terms, this means developing tourism in a way that minimizes the use of non-renewable resources, reduces pollution and waste, protects and conserves biodiversity and cultural heritage, supports local economic development, and promotes social equity and community involvement. It also involves educating visitors about sustainable tourism practices and encouraging them to act responsibly while traveling.

Sustainable tourism development is becoming increasingly important as the tourism industry continues to grow, and as travelers become more aware of the environmental and social impacts of their travel choices. By adopting sustainable tourism practices, destinations can ensure that they remain attractive and viable for future generations of visitors.

Sustainable tourism not only helps to preserve the environment and culture but also provides economic benefits to the local communities by creating jobs and generating income. It also enhances the tourism experience for visitors by providing unique and authentic experiences that connect them to the local environment and culture.

➢ **Read the provided text carefully and analyze the sentences that have been removed. Then complete the text by selecting the most appropriate sentence from the options provided in the box below.**

Why is Sustainable Tourism Development Important?

Sustainable tourism development is crucial for the long-term viability of the tourism industry and the well-being of local communities and environments. Here are some reasons why sustainable tourism development is important in terms of its environmental, socio-cultural, and economic impacts:

1. **Environmental Impact:** The environmental component of sustainable tourism development is concerned with preserving the natural world and minimizing the use of natural resources. This means taking steps to promote ecotourism and avoid damaging plants and wildlife, while also minimizing greenhouse gas emissions and the use of water and fossil fuels.

   • **Reduces Negative Environmental Impacts:** Traditional tourism development can have negative environmental impacts, such as pollution, habitat destruction, and resource depletion_____

   _____

   • **Preserves Biodiversity and Cultural Heritage:** Sustainable tourism development recognizes the importance of preserving biodiversity and cultural heritage for future generations. _____

   _____

   • **Mitigates Climate Change:** _____

   _____

Sustainable tourism development aims to reduce carbon footprints and mitigate climate change by promoting energy efficiency, renewable energy, and responsible transportation practices.

2. **Socio-Cultural Impact:** The socio-cultural element of developing sustainable tourism is sometimes overlooked but is critical to building a viable long-term tourism industry in a particular location. This is concerned with issues like preserving local culture, avoiding negative impacts on local society, and minimizing problems like overcrowding.

   - **Empowers Local Communities:** _____

   _____

   This can empower communities to take ownership of their tourism resources and have a greater say in how they are managed.

   - **Preserves Cultural Identity:** Tourism can sometimes have a negative impact on the cultural identity of local communities by promoting stereotypical representations and creating artificial tourist attractions. _____

   _____.

   - **Promotes Cross-Cultural Understanding:** Sustainable tourism development promotes cross-cultural understanding and appreciation by encouraging interactions between tourists and local communities. _____

   _____.

3. **Economic Impact:** The economic component of sustainable tourism development centers around issues linked to finances. Tourism can contribute enormously to local economies, helping regions to thrive. However, without the right steps, the benefits for large and multi-national organizations can far outweigh the benefits for smaller businesses in the local area.

   - **Supports Local Economies:** Sustainable tourism development can provide economic benefits to local communities by creating job opportunities and supporting local businesses. _____

   _____.

- **Encourages Responsible Tourism:** Sustainable tourism development encourages responsible tourism practices that benefit local economies, such as buying local products and using local services. _____

_____.

- **Generates Long-Term Economic Benefits:** Sustainable tourism development emphasizes the importance of generating long-term economic benefits that can be sustained over time. _____

_____.

---

1. *Sustainable tourism development emphasizes the importance of involving local communities in decision-making and benefiting from tourism development.*

2. *Sustainable tourism development aims to minimize these impacts by reducing waste, using renewable resources, and protecting natural habitats and ecosystems.*

3. *This can help diversify local economies and reduce dependency on a single industry.*

4. *This can create opportunities for cultural exchange and learning, fostering mutual respect and understanding.*

5. *This can involve investing in infrastructure, human capital, and community development, rather than focusing solely on short-term profit maximization.*

6. *Sustainable tourism development respects and promotes local cultures and traditions, contributing to their preservation and promotion.*

7. *By promoting conservation efforts and supporting local communities in preserving their natural and cultural resources, sustainable tourism development helps protect these valuable assets.*

8. *This can help ensure that tourism dollars are distributed more evenly throughout the destination, rather than being concentrated in a few large corporations.*

9. *Tourism can be a significant contributor to greenhouse gas emissions and climate change.*

VOCABULARY

➤ **Read the text again and identify which nouns are commonly used in combination with the following verbs. Write down the verb-noun combinations you find.**

| take | minimize | preserve | support | adopt | reduce | protect | encourage |
| reduce | promote | enhance | generate | provide | mitigate | conserve | create |

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

_____   _____

➤ **Use some of the verb-noun combinations from the previous task in the following sentences.**

1. Our tourism initiative aims to promote cross-cultural understanding by organizing cultural exchange programs, where tourists can interact with local communities, participate in traditional activities, and gain insight into their customs and traditions.

2. Our tourism company focuses on supporting local communities by partnering with local businesses, hiring local guides, and contributing a portion of our profits to community development projects.

3. The organization is actively promoting conservation efforts by establishing protected areas and implementing sustainable practices to preserve biodiversity.

4. Efforts are underway to preserve the local culture through initiatives that promote traditional arts, heritage crafts, and cultural festivals.

5. Governments and organizations worldwide are working together to mitigate climate change by implementing policies that reduce greenhouse gas emissions and promote renewable energy sources.

6. The government has launched a campaign to promote renewable energy by offering incentives for homeowners to install solar panels and by investing in wind farms.

7. Companies are adopting measures to minimize greenhouse gas emissions through energy-efficient practices, waste reduction, and the use of clean technologies.

> **Complete the text about the sustainable travel at sea by matching the second and the third part of each sentence to its corresponding first part. Make sure the sentences are matched properly to construct a logical text.**

While cruising has not traditionally been considered the most eco-friendly of holidays, real change is in the air. Anybody who cruises regularly will have seen the more obvious steps towards sustainable travel at sea, as cruise lines ban single-use plastics and introduce high-profile recycling campaigns or collaborations with conservation charities.

1. All admirable moves, of course, but the real business of making cruising more sustainable has to do with	that they're aiming for	and stop running their engines.
2. We're really still at the beginning of a new era of greener cruising,	producing 25 per cent less carbon dioxide, zero sulphur emissions and	biofuels and hydrogen fuel cells.
3. It's only over the past couple of years	on new ships	wastewater treatment and hull design.
4. Cruise operators are now building ships that run on liquefied natural gas (LNG),	unglamorous matters such as fuel,	will use LNG as their main fuel.
5. More than half the new ships on order from members of the Cruise Lines International Association (CLIA),	that reduce drag,	as technology improves.
6. But LNG is still only a stepping stone to the next generation of even greener fuel,	so that ships can connect to the local grid in port	are more advanced than many ashore.
7. Wastewater management systems	which is only going to get better	zero greenhouse gas emissions by 2050.
8. Marine engineers are coming up with high-tech hull designs	which represents 90 per cent of the world's cruise ships,	allowing ships to slice through the waves with more efficiency.
9. Ports and cruise lines are investing in shore power,	that the first hybrid-powered cruise ships	per cent less nitrogen oxide than conventional fuel.
10. Collectively, some of the biggest companies in the cruising industry have announced	with cruise lines investing millions into the development of synthetic LNG,	have launched, for example.

1. All admirable moves, of course, but the real business of making cruising more sustainable has to do with_____

_____

2. We're really still at the beginning of a new era of greener cruising,_____

_____

3. It's only over the past couple of years that_____

_____

4. Cruise operators are now building ships that run on liquefied natural gas (LNG),_____

_____

5. More than half the new ships on order from members of the Cruise Lines International Association (CLIA),_____

_____

6. But LNG is still only a stepping stone to the next generation of even greener fuel,_____

_____

7. Wastewater management systems_____

_____

8. Marine engineers are coming up with high-tech hull designs_____

_____

9. Ports and cruise lines are investing in shore power,_____

_____

10. Collectively, some of the biggest companies in the cruising industry have announced

_____

_____

➢ **Having matched sentence parts in the correct order, provide responses to the following questions.**

1. What steps are cruise lines taking to make cruising more sustainable?

    _____

    _____

2. What are some of the unglamorous aspects of making cruising more sustainable?

    _____

    _____

3. What are the benefits of using liquefied natural gas (LNG) as a fuel source for cruise ships?

    _____

    _____

4. What are some future fuel options being explored to further enhance sustainability in cruising?

    _____

    _____

5. What is the significance of ports investing in shore power for cruise ships?

    _____

    _____

SPEAKING

➢ **Work in pairs. Explain your understanding of the following statements. Explore beyond the text and use credible online sources to enhance your explanations.**

1. *Sustainable tourism development supports local economic development, and promotes social equity and community involvement.*

2. *Sustainable tourism development promotes cross-cultural understanding and appreciation.*

3. *Tourism can contribute enormously to local economies, helping regions to thrive. However, without the right steps, the benefits for large and multi-national organizations can far outweigh the benefits for smaller businesses in the local area.*

4. *Sustainable tourism development is crucial for the long-term viability of the tourism industry and the well-being of local communities and environments.*

LISTENING COMPREHENSION

➢ **Listen to the conversation between two colleagues, Anja and Solomon. (WB_4.4., p. 18) Identify the problems mentioned in relation to the meeting in question.**

_____

_____

_____

_____

_____

Listen again and decide whether the following statements are true (T) or false (F).

1. The attendees have already received the written record of the key points discussed. T / F

2. The meeting lasted the whole morning. T / F

3. Several colleagues, including Jeremy, showed little respect for other people's time. T / F

4. Solomon is surprised about Jeremy having a chance to say something. T / F

5. The meeting was about the visitors' centre. T / F

6. Extensive discussions were held regarding non-digital promotions. T / F

PROFESSIONAL SKILLS

CHAIRING A MEETING

> **Read the DOS and DON'TS about effective communication in meetings. Complete the sentences with the verbs from the box to get some valuable tips.**

| summarize - dismiss - shy away - prepare and distribute - end |
| rush through - ensure - dominate - foster - manage - allow 2x |
| listen - make - set - deviate |

DOS:

1. _____ a clear agenda ahead of time.

2. _____ a respectful tone by establishing the meeting's purpose.

3. _____ that everyone has an opportunity to contribute to the discussion.

4. _____ attentively to participants' input, ideas, and concerns.

5. _____ the meeting's time effectively by keeping discussions on track.

6. _____ key points and decisions made during the meeting.

7. _____ a positive and inclusive atmosphere by encouraging collaboration.

8. _____ the meeting with a clear summary of the outcomes.

DON'TS:

1. Don't _____ the discussion or allow any individual to monopolize the conversation.

2. Don't _____ too far from the agenda or allow the meeting to lose focus.

3. Don't _____ or overlook participants' ideas or concerns without proper consideration.

4. Don't _____ the meeting to run significantly over the scheduled time.

5. Don't _____ decisions without ensuring that all relevant information has been discusses.

6. Don't _____from addressing conflicts or tensions that arise during the meeting.

7. Don't _____ disrespectful or disruptive behavior during the meeting.

8. Don't _____the meeting's conclusion without ensuring that participants have a clear understanding of the outcomes.

UNIT 5   COME FLY WITH ME

The Role of Transportation in Tourism Industry

OFF TO A GOOD START

➤ **Discuss these questions in pairs or small groups.**

1. How does transportation contribute to the overall travel experience for tourists?

_____

_____

_____

2. What challenges might arise in a destination with poor transportation connectivity?

_____

_____

_____

3. How does transportation impact the local economy of a tourist destination?

_____

_____

_____

4. What are some environmental considerations related to transportation in the tourism industry?

_____

_____

_____

READING

➢ **Read the passages on the role of transport in the tourism industry and match them with the following subheadings.**

Tourism Revenue	-	**Accessibility**	-	**Tourism Development**	
Mobility and Convenience	-	**Economic Impact**	-	**Interconnectivity**	
Destination Choice	-	**Sustainable Tourism**			

Transport connects different regions, cities, and countries, allowing tourists to overcome geographical distances and explore new places. Efficient transportation networks, including air, rail, road, and water transport, enhance the accessibility of destinations and promote tourism growth.

Transport provides tourists with the freedom and flexibility to move around and explore multiple attractions. It enables travelers to easily access tourist sites, accommodations, restaurants, entertainment venues, and other amenities, enhancing their overall travel experience.

Well-connected destinations with efficient transport infrastructure tend to attract more visitors. Destinations with poor transport connectivity may face challenges in attracting tourists and may need to invest in improving their transportation links.

Transport-related expenses, such as airfare, train tickets, car rentals, or ferry fees, form a substantial portion of the overall travel expenses incurred by tourists. The transportation sector itself generates revenue through ticket sales, transportation services, and associated activities, supporting the local economy.

An efficient transport system creates employment opportunities in various sectors, such as transportation services, hospitality, tourism attractions, and supporting industries. Additionally, transport infrastructure development projects can stimulate economic growth, attract investments, and drive regional development.
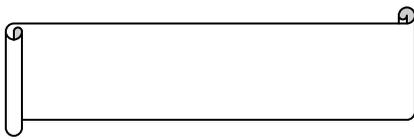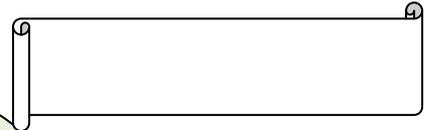
The use of eco-friendly and energy-efficient transport options, such as electric vehicles, public transportation systems, and sustainable aviation practices, helps reduce carbon emissions and minimize the environmental impact of tourism-related transport activities.

Transport facilitates the exchange of ideas, cultures, and experiences among different regions and communities. It encourages collaboration, and mutual understanding between locals and tourists promoting cross-cultural interactions and enriching the overall tourism experience.
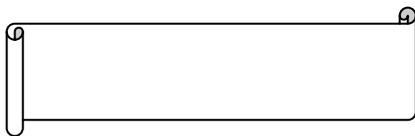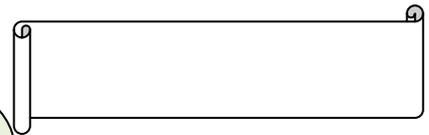
Transport facilitates the exchange of ideas, cultures, and experiences among different regions and communities. It encourages collaboration, and mutual understanding between locals and tourists promoting cross-cultural interactions and enriching the overall tourism experience.

VOCABULARY

➤ **Draw on your existing vocabulary knowledge and fill in the gaps with the words that best fit the context and meaning of each sentence. The first letter has been provided.**

Information for air travellers

When flying from an EU airport, you should keep in mind certain security requirements while packing your luggage for your trip and when going to the airport to board your flight.

- You are not allowed to carry certain things on your person past security checkpoints at airports,
- You are not allowed to carry, even in your checked luggage, certain things onto an aeroplane,
- You and your baggage will be subject to security controls before boarding your flight.

Preparing your luggage

For security reasons, the European Union has drawn up a list of p_____ articles that may not be taken aboard aircraft. The list contains obvious dangers for f_____ security, such as e_____ and weapons, but also articles that could cause serious i_____, such as baseball bats or be mistaken as real weapons, such as toy guns.

When packing, you should bear in mind that certain articles, that may appear h_____, are not allowed in your hand luggage for security reasons. Such articles would include: gases and sprays; s_____ objects such as knives or razor blades; drills or saws; baseball bats or clubs. Such items will either have to be surrendered at the security checkpoint or will have to be packed into your h_____ luggage.

Moreover, there are certain things you are not allowed to carry at all on board aircraft, regardless as to whether they are carried in your hand luggage or your checked luggage. Such articles include obvious things like explosives, but also fireworks and ammunition.

To protect you against the t_____ of liquid explosives, the EU has also adopted security rules that r_____ the amount of liquids that you can take in your hand luggage. This is because liquid explosives can be d_____ as everyday looking items, such as hair gel, toothpaste, and jams.

Under the current rules, you can carry as hand luggage, liquids in individual containers with a c_____ not greater than 100 ml and contained in one transparent re-sealable plastic bag not e_____ one liter.

Essential medicines, as well as babyfood and milk are p_____ in quantities larger than 100 ml, but only for use during the trip and you may be requested to prove its authenticity.

Duty free liquids can be carried as hand luggage provided the item and the r_____ remains sealed inside the security bag provided at the time of p_____.

Preparing for the security checkpoint

At the security checkpoint you will be s_____ by walk-through metal detection equipment or/and by a hand search. To ensure smooth passing through the security check you will need to:

- Put all liquids carried in a transparent, re-sealable plastic bag into a tray for screening,

- Take-off your jacket and/or coat for a separate screening,

- Remove all metal items on your person, like keys and c_____ from your pockets, and other items with metal, possibly watch, belt, jewelry and mobile phone and place them into a tray for separate screening,

- Remove your laptop and other large electrical d_____ from your hand luggage and put it into a tray for separate screening,

- Go through the security checkpoint when asked to do so by one of the security o_____.

➢ **Now match the following definitions with the appropriate *word partnerships* from the text.**

1. _____ - the measures and procedures implemented to safeguard the safety and well-being of passengers, crew, and the aircraft during air travel.

2. _____ - the justifications or motives related to safety, protection, and potential risks that guide security policies, protocols, and decisions.

3. _____ - designated areas or stations within an airport or other secured locations where passengers and their belongings undergo security

4. _____ - a specially designed bag or pouch used for carrying liquids, gels, or aerosols in compliance with the regulations and restrictions of airport security.

5. _____ - bags or suitcases that are handed over to the airline or transportation authority at the check-in counter and transported in the cargo hold of an aircraft during a flight.

6. _____ - medications that are considered vital or necessary for the treatment, management, or prevention of medical conditions, and are permitted to be carried on board an aircraft for personal use.

7. _____ - a manual inspection or examination of a person's body or their personal belongings conducted by security personnel to ensure compliance with security protocols or detect prohibited items.

8. _____ - explosive materials that are disguised or concealed in liquid form, presenting a threat to aviation security due to their potential for use in acts of terrorism.

9. _____ - replica or imitation firearms designed to resemble real guns but intended for play or recreational purposes rather than actual use.

10. _____ - devices or instruments, such as metal detectors or X-ray machines, used to identify or detect metallic objects on a person or within their belongings for security screening purposes.

LISTENING COMPREHENSION

➢ _____ **Listen to Keith Jackson from the International Air Transport Association discussing the future of airport security and decide whether the following statements are true (T) or false (F). (WB_5.1, p.21)**

1. The number of passengers going through security control has increased. (T / F)

2. All passengers are potentially dangerous. (T / F)

3. New security control procedures will have been implemented in ten years. (T / F)

4. The passengers will be passing through three tunnels. (T / F)

5. The system is currently undergoing testing. (T / F)

➢ **Listen again and complete the sentences with the expressions you hear.**

1. Our goal is that [...], it will be possible for airline passengers to get their boarding passes using _____ or _____ and pass through the security check non-stop.

2. Our tunnel will [...], passengers who fly this route frequently and/or have _____ in advance of their trip.

3. And the third, [...], will be for anyone that the security personnel feel needs _____ .

4. Equipment in each tunnel [...], meaning no more _____, emptying pockets or removing shoes and jackets.

5. We have to be sure that [...], a bottle of water _____ down them or there's a power problem.

PROFESSIONAL SKILLS	DEALING WITH DIFFICULT SITUATIONS

> **Match the *DOS* and *DON'TS* with the supporting related statements by writing the corresponding letters (A, B, C).**

DOS

1. Do stay calm and composed	A.	*Suggest alternative courses of action that meet passengers' needs and expectations.*
2. Do actively listen	B.	*Put yourself in the passenger's shoes and show that you genuinely care about their experience.*
3. Do communicate clearly	C.	*If you are unable to resolve the problem, Refer the matter to a superior.*
4. Do offer solutions	D.	*Give your full attention to the passenger and make them feel heard and understood.*
5. Do show empathy and understanding	E.	*Convey information to passengers in a simple and understandable manner.*
6. Do involve a higher authority if necessary	F.	*Maintain a professional and serene demeanor when faced with difficult situations.*

_____ _____ _____ _____ _____ _____

DON'TS

1. Don't argue or become defensive	A.	*Each passenger's problem should be taken seriously and resolved promptly.*
2. Don't make promises you can't keep	B.	*Maintain a respectful and professional approach throughout the interaction.*
3. Don't ignore or dismiss concerns	C.	*Take care of your own well-being by seeking support or taking breaks.*
4. Don't engage in confrontations	D.	*Be honest and realistic when offering solutions.*
5. Don't blame the passenger	E.	*Avoid getting into arguments with passengers, even if they are being difficult or unreasonable.*
6. Don't neglect self-care	F.	*Avoid assigning fault to the passenger for the situation, even if they may have contributed to it.*

_____ _____ _____ _____ _____ _____

SPEAKING

Airport staff often have to deal with a range of common problems. Remember, handling passenger complaints effectively involves active listening, empathetic communication, and a commitment to resolving issues promptly and satisfactorily.

➢ **Create a dialogue between a customer service agent and a passenger.**

➢ **Be sure to include appropriate context and details to make the scenario authentic.**

SITUATIONS

DELAYED OR CANCELLED FLIGHT	**SECURITY SCREENING ISSUES**
LOST OR DAMAGED LUGGAGE	**FLIGHT OVERBOOKING**
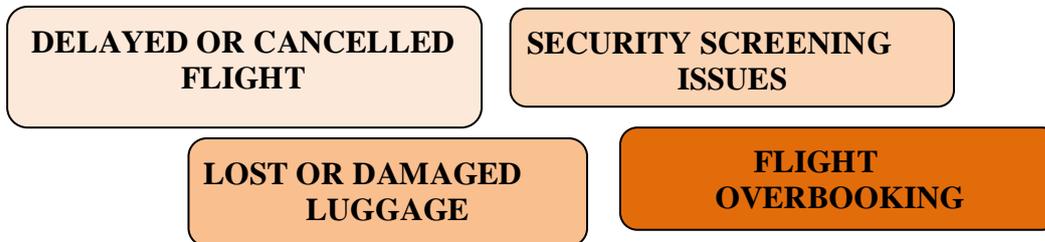
➢ **Use some of the provided sentences to demonstrate how the customer service agent can effectively calm down the passenger.**

1. *I understand that this situation is frustrating, and I'm here to help you.*
2. *I apologize for the inconvenience you're experiencing.*
3. *I appreciate your patience. Let's work together to find a solution.*
4. *Rest assured, I will do my best to assist you and make this right.*
5. *I fully understand how you feel. Let's see what options are available to resolve this situation.*
6. *Please allow me to investigate this issue further and find a suitable solution.*
7. *I assure you that your concern is important to us and we will do everything we can to address it.*
8. *I understand how important this is for you. Let's work together to find the best course of action.*
9. *Thank you for bringing this to my attention. I will personally ensure that we address this matter promptly.*

REFERENCE SECTION AND ADDITIONAL PRACTICE

INTRODUCTION INTO THE COURSE

1. CLOZE TEST

1a. Read the following text and think of the most appropriate word to fill in the blanks.

Tourism and services go hand in hand.

Nonetheless, it is crucial to understand _____ these activities have a large economic _____ on practically every country in the _____ as we begin our study of _____. Services are expanding more quickly than _____ manufacturing and agricultural sectors combined.

In _____, industries associated to tourism are the _____ that create the most new jobs _____.

A genuinely global industry that crosses _____, ideological, geographic, and cultural boundaries is _____. It had been fragmented and divided _____ a very long time, but as it _____ developing and growing, the feeling of _____ identity developed. It has established _____ groups like the World Travel and _____ Council (WCTT), which comprises CEOs from _____ chains, airlines, and travel agencies among _____ members and focuses on arguing for _____ importance and economic value on a _____ scale. As long as people continue _____ travel for business or pleasure, the _____ industry's future prospects are more promising _____ ever. Travel and tourism's future economic _____ look rather bright given its previous _____ as a luxury commodity during expansions _____ a necessity during recessions. It has been argued that the expansion _____ appeal of the tourism industry are _____ coincidental trends. According to growth forecasts, _____ will support close to 350 million _____ globally by 2025.

Compared to 2015, there will be an increase of _____ 70 million jobs.

More than just _____ business, tourism has grown to play _____ significant role in the economies of _____ cities, regions, and nations.

Historically, the _____ of participants and profits in the _____ industry have generally increased. One of _____ few industries that is susceptible to _____ ups and downs while also recovering _____ from any unfavorable economic conditions or _____ environmental effects is tourism. International tourism _____ not affected as severely as foreign _____ and industrial output, despite a significant _____ crunch, an economic recession, and political _____.

Tourism has continued to grow and diversify over the past 60 years, making it one of the biggest and fastest-growing global economic sectors.

1b. After you have completed the text, find the word partnerships that mean the following:

a) _____ _____ - an economic condition in which it suddenly becomes difficult and expensive to borrow money

b) _____ _____ - products which are not necessary, but which tend to make life more pleasant for the consumer

c) _____ _____ - the process of making predictions about the economic growth; the anticipated amount, type and location of development

d) _____ _____ - the attitudes, values, knowledge, beliefs and skills shared with others within a professional group; the concept which describes how we perceive ourselves within our occupational context and how we communicate this to others

e) _____ _____ - the possibility that something will happen in economy

f) _____ _____ - one of the main sectors of the economy that is engaged in the cultivation of soil, planting of crops, growing of fruit trees, raising of livestock, and the like.

g) _____ _____ - periods of positive and negative events, moods, or interactions; highs and lows

h) _____ _____- a financial effect that something, especially something new, has on a situation or person:

i) _____ _____ - a significant, widespread, and prolonged downturn in economic activity

2. DEFINITIONS OF *TOURISM* FROM DIFFERENT SOURCES

"**Tourism** is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs."

(Mathieson, A. & Wall, G. 1982. Tourism Economic, Physical and Social Impacts. London: Longman.)

Tourism, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services. As such, tourism is a product of modern social arrangements, beginning in western Europe in the 17th century, although it has antecedents in Classical antiquity.

https://www.britannica.com/topic/tourism

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2008).

(Cook R. A., Taylor L. L., Hsu C. H. C. & Pearson Education (2018). *Tourism: The Business of Hospitality and Travel* (6th ed., global). London: Pearson Education.) - 1st chapter available at
https://opentextbc.ca/introtourism2e/chapter/what-is-tourism/

75

(**Tourism** is) the business of providing services such as transportation, places to stay, or entertainment for people who are on vacation.

https://dictionary.cambridge.org/us/dictionary/english/tourism

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(**Tourism** is) the business activity connected with providing accommodation, services and entertainment for people who are visiting a place for pleasure.

https://www.oxfordlearnersdictionaries.com/us/definition/english/tourism

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2a. Read the example questions and underline the words in the definitions that provide the answers.

1. What is tourism? / What does it include? / What does it relate to?
2. Who is involved?
3. Why do people travel?
4. Where do people travel?
5. When did people start travelling? When do they usually travel?

TOURISM IS A COMPLEX INDUSTRY
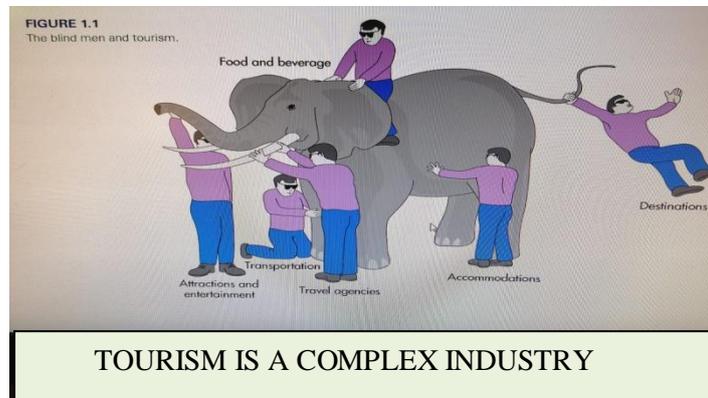
UNIT 1 – GRAMMAR REFERENCE AND PRACTICE CONTINUOUS ASPECT

The continuous aspect of a verb is used to indicate an ongoing action or event that is happening at a specific point in time. It emphasizes the duration or progress of the action.

Present Continuous

➢ *activities at the moment of speaking*

The hotel receptionist is checking in a guest at this moment.

➢ *future plans or arrangements:*

We are meeting the travel agent tomorrow to discuss our vacation plans.

➢ *something unexpected - actions that are surprising, annoying or frustrating*

The hotel guest is continuously requesting room changes despite already being provided with a comfortable accommodation.

➢ *something which we think is temporary*

She is staying at a resort during her vacation.

➢ *something which is changing, growing or developing*

Hotels and resorts are implementing eco-friendly initiatives to reduce their carbon footprint and promote sustainability.

Past Continuous

➢ *for something which happened before and after another action*

The hotel receptionist was working at a luxury hotel when he received a new business proposal.

➢ *to show that something continued for some time*

We were living in a rented apartment while our house was being renovated.

➢ *for something that happened again and again*

The restaurant customer was repeatedly complaining about minor issues, disrupting the dining experience of other guests.

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Present Perfect Continuous

> ➢ **with for and since to talk about ongoing single or repeated actions**

They've been visiting the same resort for years.

The hotel manager has been occupying that position since January.

> ➢ **to show that the processes are continuous.**

The resort has been investing in sustainability initiatives to reduce its environmental impact.

> ➢ **to highlight actions with current results.**

The hotel staff have been working intensively to provide exceptional service during the peak season.

Past Perfect Continuous

> ➢ **for actions that started in the past and continued up to another action or time in the past.**

The hotel receptionist had been working at the front desk for five years before she decided to pursue a career in marketing.

Future Continuous

> ➢ **will be in progress at a specific time in the future**

The hotel will be hosting a conference next month, and I will be managing the event.

Future Perfect Continuous

> ➢ **to describe ongoing actions or situations that will continue up until a specific time or event in the future**

By next month, I will have been working at this hotel for ten years.

Continuous Forms with Modal Verbs (present or past)

> ➢ **modals of possibility or probability to make a guess or draw a logical conclusion about an activity in progress at the present time**

They must be organizing a special event at the hotel right now.

> ➢ *modals of possibility or probability to make a guess or draw a logical conclusion about past activities.*

She <u>might have been attending</u> a conference while her colleagues were sightseeing.

Note: Must, could, might, may, could not, cannot, may not and might not are used to show how certain the speaker is that an action is presently occurring or not occurring. Using must conveys a strong feeling of certainty; nevertheless, there is still some doubt in the speaker's mind.

Continuous Forms with the Passive

The tourist attractions <u>are being maintained</u> by the local authorities.

Yesterday the guests <u>were not being served</u> their meals indoors.

Here are some of the most common non-continuous verbs:

- **feeling**: *hate, like, love, prefer, want, wish*

- **senses**: *appear, feel, hear, see, seem, smell, sound, taste*

- **communication**: *agree, deny, disagree, mean, promise, satisfy, surprise*

- **thinking**: *believe, imagine, know, mean, realize, recognize, remember, understand*

- **other states**: *be, belong, concern, depend, involve, matter, need, owe, own, possess*

Let's get some practice in

1. GRAMMAR: Complete the sentences with the appropriate continuous form of the verb in brackets.

1. Yesterday, while the other visitors _____ (explore) the city, we came across a charming café.

2. The conference venue _____ (prepare) for the upcoming event.

3. By this time next week, the hotel staff _____ (prepare) for a major conference.

4. The travel agency _____ (promote) their exclusive vacation packages throughout the year.

5. At 5 p.m. tomorrow, the tourists _____ (board) the sightseeing bus

6. When we arrived at the hotel, the receptionist _____ (assist) other guests

7. The guests _____ (enjoy) the live music performance in the restaurant for the past hour.

8. Last year their tour packages _____ (promote) on various travel websites.

9. They _____ a special event at the hotel right now. (modal + organize)

10. The hotel staff _____the rooms for check-in but they didn't. (modal + prepare)

11. Hotels and accommodations _____(invest) in eco-friendly initiatives and implementing green policies to minimize their environmental footprint since the late 20th century.

12. The event organizer _____ (coordinate) all the logistics for the conference.

13. By the end of the week, I _____(study) hospitality management for six months.

UNIT 2 – GRAMMAR REFERENCE AND PRACTICE
COUNTABLE AND UNCOUNTABLE NOUNS

"Countable and uncountable nouns are some of the most common mistakes that students make in English."

Elizabeth Ferguson, IELTS teacher

COUNTABLE NOUNS

 ➢ **can be counted in numbers (How many.....?)**

 ➢ **objects, places, professions, units of measure**

 - e.g. *a student* (Sg.) / *students* (Pl.); a metre / metres; an apple / apples

 ➢ **used with *many, these, those, several, few, a few***

UNCOUNTABLE NOUNS

 ➢ **cannot be counted in numbers (How much......?)**

 ➢ **food and drink as a whole; substances / materials; abstract ideas; verbal nouns**

 - e.g. *information* (NOT ~~an information~~ / ~~informations~~)

   sugar, cheese, marble, health, employment, hiking, climbing, accommodation, advertising, insurance, progress, travel, work, money...

 ➢ **singular verbs always used in conjunction with uncountable nouns**

 - e.g. *Sustainability is crucial for the success of the tourism industry.*

 ➢ **can be paired with words expressing plural concept**

• *Garbage* – *There are nine <u>bags of garbage</u> on the curb.*
• *Water* – *Try to drink at least eight <u>glasses of water</u> each day.*
• *Advice* – *She gave me a useful <u>piece of advice</u>.*
• *Bread* – *Please buy <u>a loaf of bread</u>.*
• *Furniture* – *A couch is a piece of furniture.*
• *Equipment* – *A backhoe is an expensive <u>piece of equipment</u>.*
• *Cheese* – *Please bag ten <u>slices of cheese</u> for me.*
  or *some advice / equipment /coffee*

 ➢ **used with *much, little, a little***

 ➢ **COUNTABLE AND UNCOUNTABLE NOUNS**

 ➢ **some nouns can be countable and uncountable**

 - e.g. *room, hair, business, accommodation, paper, space, knowledge*

Let's get some practice in

1. GRAMMAR: Complete the sentences with the correct form of the noun from the box. If necessary, write an indefinite article *a/an*.

employment - work - information - early work - big reception - times - tourist accommodation - accommodation with the tourists - advice

1. There were _____, sometimes whole weeks—when I thought it wasn't worth trying to complete the project.
2. He started _____ as a tour guide.
3. _____is a facility or building that contains all the amenities for someone to live comfortably.
4. The hotel chain is aiming at full _____.
5. He recognized the sketch as _____by Degas.
6. They were forced to reach _____that had been complaining.
7. The service offers _____ and _____on possible careers.
8. Are you having a big _____ for the members of the Croatian Tourist Board?

2. GRAMMAR: Decide whether the underlined nouns are countable (C) or uncountable (U) and provide synonyms or definitions.

1. Tourist accommodation is a facility or building that contains all the amenities for someone to live comfortably.   C / U

Synonym or definition_____

2. The two countries should be persuaded to work towards some sort of mutual accommodation.   C / U

Synonym or definition_____

3. Over 67% of Facebook users employ the platform for travel advice and research.   C / U

Synonym or definition_____

4. The tourism industry provided <u>employment</u> for thousands of people.   C / U

*Synonym or definition*_____

5. Buying comprehensive <u>travel insurance </u>can save you and your family a lot of money if something goes wrong.   C / U

*Synonym or definition*_____

6. I've left the keys at <u>reception</u>.   C / U

*Synonym or definition*_____

7. They hosted a <u>reception</u> for 75 guests. C / U

*Synonym or definition*_____

8. They were in the next <u>room</u> and we could hear every word they said. C / U

*Synonym or definition*_____

9. The hotel bar was so packed there was hardly <u>room</u> to move. C / U

*Synonym or definition*_____

10. As <u>time</u> goes on I love this city more and more.   C / U

*Synonym or definition*_____

11. Did you have a good <u>time</u> in Spain?   C / U

*Synonym or definition*_____

12. He started <u>work</u> as a tour guide. C / U

*Synonym or definition*_____

13. Beethoven composed his greatest <u>works</u> in the latter part of his life? C / U

*Synonym or definition*_____

3. VOCABULARY: Complete the following sentences with the appropriate WEB WORDS.

1. In most computer systems, a b_____ is a unit of data that is eight binary digits long.

2. The main m_____ is the primary website navigation bar that is positioned at the top of every website.

3. Stay connected by visiting www.mcjvs.edu and clicking the link near the bottom of the h_____.

4. Maintaining a rapidly l_____ website is an increasingly crucial factor for user experience and search engine optimization (SEO).

5. Because the Internet was available to any customer who wanted to pay, the demand for network b_____ surged and set the stage for the World Wide Web

6. The 6 - hour website c_____ disrupted lives of 3 billion people around the world.

7. A l_____ organizes information and provides clear paths for navigation.

8. The goal of website o_____ is to drive more traffic to a website, increase your number of conversions, and ultimately, increase revenue.

4. VOCABULARY: Decide whether the following describe advertising (A) or publicity (P).

1. a brochure with details of walking holidays in the Alps _____
2. a restaurant review in a Sunday newspaper _____
3. a tweet from someone involved in a TV reality show _____
4. flyers in a hotel lobby for local tourist attractions _____
5. a billboard commercial for a hotel opening in your area _____
6. a blog post about a radio travel programme _____
7. an email from an internet service provider offering a new service _____
8. a guest appearance by a singer on a prime time TV show _____
9. a banner on a website from an online store you recently visited _____
10. someone dressed as a sandwich walking around a shopping centre _____

UNIT 3 – GRAMMAR REFERENCE AND PRACTICE
MAKING PREDICTIONS

Making predictions is an important aspect of grammar, especially when discussing future events or outcomes. English offers various ways to indicate that something will probably or possibly happen.

Making predictions with modal verbs

1. Certainty:

- o The new luxury hotel <u>will</u> (definitely/surely/certainly) attract high-end clientele.
- o The international conference <u>will</u> not take place as scheduled.

2. Probability:

- o The hotel renovation <u>may well</u> enhance the guest experience.
- o The upcoming festival <u>should</u> attract a large crowd of music enthusiasts.

3. Possibility:

- o The hotel's partnership with a renowned spa brand <u>may</u> attract wellness travelers.
- o The eco-tourism initiative <u>might</u> encourage visitors to explore the natural beauty of the area, so there <u>could</u> be an increase in the number of visitors.

Making predictions with "going to" based on evidence at the time of speaking

- o Based on the current booking trends, the hotel <u>is going to be</u> fully occupied during the holiday season.

- o The increased investment in infrastructure and marketing indicates that the destination <u>is going to become</u> a popular tourist spot in the coming years.

Some expressions that can be used to make predictions

- o The newly introduced tour package <u>is bound to</u> attract adventure seekers from around the world.

- o <u>There's a good chance</u> that the concert will be held at the outdoor venue due to the favourable weather forecast.

- o <u>In all probability</u>, the renovation work at the museum will be completed before the peak tourist season.

- o <u>It's highly likely</u> that the airline will introduce additional flights to meet the increasing demand.

- o Given the current circumstances, <u>it's highly unlikely</u> that the conference will take place as scheduled.

- o With the upcoming cultural festival, <u>it is anticipated</u> that the town will be buzzing with tourists.

According to the degree of certainty, expressions/modal verbs can be categorized as follows:

1. Almost certain: be bound to, will definitely/surely/certainly

2. Very possible: is very/highly likely, there's a good chance that, the chances are that, the likelihood is that, will probably, it is anticipated

3. Possible: may, might, could, it is possible that

Let's get some practice in

1. GRAMMAR: Indicate a different degree of certainty, as specified in brackets.

1. The hotel _____ fully booked during the summer season. (high degree of certainty)
2. _____that the tour package will be sold out quickly. (very possible)
3. The restaurant _____to receive a Michelin star. (very possible)
4. With the ongoing conservation efforts, it is possible to spot rare wildlife species in the national park. (very possible)
5. _____that the hiking trail will reopen soon due to the recent natural disaster. (not possible)
6. The newly introduced tour package is bound to attract adventure seekers from around the world. (high degree of certainty)

SHARPENING YOUR SKILLS: NOTE TAKING

Taking good notes while reading is an important part of academic success. Most courses require significant reading, and it can be difficult to understand and master the material and do well in class without solid note taking and reading skills.

Good notes from your reading can help you:

- organize your ideas and information from the text

- keep focused and stay engaged while reading

- keep a record of what you read so you can more easily locate it in the future

- think critically about what you read while you read

- draw conclusions and identify main ideas of the text

- be prepared for class and build a foundation for presentation

- have solid materials to use to study for exams or prepare for assignments

Maximizing Your Note-Taking Skills

- make your notes **brief** and be **selective**
- **keep them well-spaced** so you can see individual points and add more details later if necessary
- **show the relationships** between the main points - for instance, link with a line along which you write how they relate to each other
- **use your own words to summarise** - imagine someone has asked you "so what did x say about this?" and write down your reply
- **illustrations, examples and diagrams** can help to put ideas in a practical context
- **make notes memorable** - use colour, pattern, highlighting and underlining
- **read through** to make sure they're clear - will you still understand them when you come to revise?
- **use a logical system** so you can find your notes when you need them, but keep it simple or you won't use the system

Model Examples

1. Boxingmethod

2. Chartingmethod

3. Mappingmethod

4. Outlinemethod

5. Cornellmethod

Student Showcase: Inspiring Poster Creations

UNIT 4 – GRAMMAR REFERENCE AND PRACTICE REPORTING VERBS

Reporting verbs are used when a person desires to communicate information about a certain conversation to someone else. It is also called *reported* or *indirect* speech. Two most commonly applied reporting verbs are *say* and *tell*. However, it is important to note that there are numerous other reporting verbs that have different meanings and grammar structures.

General reporting words

+ infinitive	+ sb + infinitive	+ verb + ing	+ particle + verb + ing
refuse	remind	deny	insist (on)
decide	ask	suggest	think (about)
promise	beg	recommend	blame (sb for)
demand	warn	admit	accuse (sb of)
agree	order		apologise (to sb for)
threaten	encourage		complain (to sb about)
hope	persuade		confess (to)
	advise		forbid (sb from)
	urge		

Additional reporting verbs used also in the academic setting

E.g. mention smt/that; state that; propose sth/that; add sth / that; imply sth / that; show sth / that; warn that; describe sth/how; agree; disagree; explain that; confirm that; believe; acknowledge sth/that; recognize sth/that...

Model sentences

1. *They <u>agreed to collaborate</u> on a joint marketing campaign for their respective hotels.*
2. *The concierge <u>suggested visiting</u> the famous landmarks and cultural sites in the city..*
3. *The guest <u>insisted on having</u> a room with an ocean view, regardless of the additional cost.*
4. *He <u>advised</u> the guest <u>to leave</u> the valuables in the safe.*

5. *She threatened to resign.*

6. *The hotel manager apologized for not getting back to me sooner.*

7. *He confirmed that Monika had left.*

Reporting questions

When questions are reported, there is no inversion of the subject and auxiliary in the reported clause (the word order is the same as in statements) and we do not use a question mark.

1. *Yes/no* questions

When reporting a yes/no question, the conjunction *if* (or *whether*) is used.

- reporting clause + *if / whether*-clause (no inversion)

a) *He asked me: "Did you book the hotel room in advance?"*
   He asked me if I had booked the hotel room in advance.

b) *She wondered: "Has Peter visited this museum before?"*
   She wondered if Peter had visited that museum before.

c) *They wanted to know: "Will you be joining us for the group excursion?"*
   They wanted to know if I would be joining them for the group excursion.

1. *Wh*-questions

- reporting clause + *wh*-clause (no inversion)

When reporting a *wh*-question, the original question word (*who, what, when, where, how* etc.) is repeated in the reported clause.

a) *He asked me: "When could you get this done by?"*
   He asked me when I could get that done by.

b) *She wondered: "Has Peter visited this museum before?"*
   She wondered if Peter had visited that museum before.

c) *They wanted to know: "Will you be joining us for the group excursion?"*
   They wanted to know if I would be joining them for the group excursion.

Tenses in reported speech

In reported speech if the reporting verb is in the **past form** (*said, told*, *wanted to know*, *wondered…*), **the tense has to be changed** (this is called **backshift***). Moreover, demonstratives (*this, that*) and adverbs of time and place (*now, here, today, etc*.) change as well because indirect speech happens at a later time, and perhaps in a different place than the original speech.

BACKSHIFT

DIRECT SPEECH	REPORTED SPEECH
Present simple She said: "I want to go out".	**Past simple** She said (that) she wanted to go out.
Present Continuous He said: "Mary is working".	**Past Continuous** He said (that) Mary was working.
Present Perfect Mary said: "I have played tennis".	**Past Perfect** Mary said (that) she had played tennis.
Past Simple John said: "I watched a film".	**Past Perfect** John said (that) he had watched a film.
Will They said: "We will study law at university".	**Would** They said (that) they would study law at university.
Can Jane said: "I can speak Chinese".	**Could** Jane said (that) she could speak Chinese.
May She said: "It may rain".	**Might** She said (that) it might rain.
Must He said: "I must work hard".	**Had to** He said (that) he had to work hard.
Have to He said: "I have to study".	**Had to** He said (that) he had to study

PLACE AND TIME EXPRESSIONS

Direct speech	Reported speech
today	that day
now	then
tonight	that night
ago	before
yesterday	the day before
last…	the…before/the previous
last week	the week before
next year	the following year
tomorrow	the next day/the following day
here	there
this	that
these	those

When is it not necessary to change the tense (to backshift)?

- **if the reporting verb is in the present**
  She says: "I have completed the online check-in."
  She says that she has completed the online check-in."

- **when the statement is true for all times**
  Marc said: "Venice is a beautiful place for a honeymoon."
  Marc said that Venice is a beautiful place for a honeymoon.

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o **with modal verbs** *could, would, should, ought to* **and** *might*

They suggested: "It would be nice if we could meet again soon."

They suggested that it would be nice if they could meet again soon.

Let's get some practice in

1. GRAMMAR: Rewrite the following sentences using indirect speech, also known as reported speech.

1.   She said: "I will visit the museum tomorrow."

_____

2. My boss wanted to know: "Where will you be staying during your business trip next week?"

_____

3. The tourist asked: "Where should I go to try the local cuisine in this city?"

_____

4. They admitted: "We made a mistake in the reservation."

_____

5. Mary and Ann exclaimed: "We are having a fantastic time here!"

_____

6. They asked: "Will you be joining us for the group excursion next weekend?"

_____

7. She whispered: "I don't think we should go on the hiking trail."

_____

8. Marisa asked me: "Have you visited any famous landmarks in this city before?"

_____

9. Sonia asked Peter: "Why did you choose this destination for your vacation?"

_____

10. The tourist wondered: "Who organizes guided tours of the historical sites?"

_____

11. He recommended: "You should highlight the skills you have mentioned on your CV."

_____

12. They asked us: "Are you enjoying your stay at the beachfront resort?"

_____

13. "How will I be able to book tickets for the upcoming popular tourist show?"

2. VOCABULARY: VERB + NOUN COLLOCATIONS.
Match the sentence beginnings with their endings.

1	The finance director has called	a) to a decision today.
2	This is hopeless – we're going	b) common ground then we'll never resolve the issue.
3	If there are no further questions, can we put	c) a point on that last item.
4	The stakeholders have finally reached	d) the agenda in advance.
5	John, could you take	e) a meeting to discuss last quarter's poor sales.
6	Can you remember to set	f) this to the vote?
7	I'd be grateful if you would circulate	g) round in circles.
8	Before we move on, I'd like to raise	h) the minutes today, please?
9	It's important that we come	i) agreement.
10	If we can't find	j) a date for the meeting?

UNIT 5 – GRAMMAR REFERENCE AND PRACTICE PASSIVE

When do we use the passive voice?

- ○ **when the focus is on the action or object rather than the subject**

The hotel was renovated last year. (The focus is on the action of renovation)

The room has been cleaned by the housekeeping staff. (The focus is on the object, the room)

- ○ **when the subject is unknown, unimportant or obvious:**

The reservation was made online. (The subject of the sentence is unknown or unimportant)

- ○ **when discussing general truths or observations:**

Breakfast is served from 7 am to 10 am. (General observation about breakfast service)

Wine is produced in that region. (General truth about wine production)

- ○ **when discussing processes or instructions:**

The guests are welcomed upon arrival. (Process of welcoming guests)

The package should be handled with care. (Instruction for handling the package)

- ○ **when emphasizing the action rather than the doer:**

The mistake was made by the receptionist. (Emphasis on the mistake, rather than who made it)

- ○ **in formal writing**

The website will have been designed by the end of the next week.

The data were collected, analyzed, and interpreted to identify trends and patterns.

- ○ **in formal writing (e.g. reports, minutes of the meeting), an impersonal style may also be chosen**

In the meeting, it was decided that a new marketing campaign would be launched.

After careful evaluation, it was considered necessary to revise the tourism development plan.

How we make the passive

- ○ by using the form of the verb "be" followed by the past participle of the main verb
- ○ the sentence is started with the object that provides the most important or most logical information

Formation of the passive voice in different tenses

Present Simple Tense:

Active: Housekeeping attendants clean the hotel rooms daily.

Passive: The rooms <u>are cleaned</u> daily (by housekeeping attendants).

Present Continuous Tense:

Active: He is preparing the presentation on sustainability in tourism.

Passive: The presentation <u>is being prepared</u> on sustainability in tourism.

Past Simple Tense:

Active: She wrote the report yesterday.

Passive: The report <u>was written</u> yesterday.

Past Continuous Tense:

Active: The chef was preparing the gourmet meal in the kitchen.

Passive: The gourmet meal was being prepared in the kitchen (by the chef).

Present Perfect Tense:

Active: The company has launched a new eco-tourism initiative.

Passive: A new eco-tourism initiative <u>has been launched</u> (by the company).

Past Perfect Tense:

Active: The event organizer had arranged all the logistics before the conference started.

Passive: All the logistics for the conference <u>had been arranged</u> (by the event organizer) before the conference started.

Future Simple Tense:

Active: The travel agency will book the accommodations for the trip.

Passive: The accommodations for the trip <u>will be booked</u> by the travel agency.

Let's get some practice in

1. GRAMMAR: Convert the following sentences from active to passive voice, focusing on the verb tense. Note that the preposition "by" may or may not be necessary, as the agent (the doer of the action) is not important in every sentence.

1. They will to set up the exhibition booth at the trade show.

   _____

2. People agreed that additional funding would be allocated to promote cultural heritage sites. (impersonal style)

   _____

3. We will send the confirmation email to all participants.

   _____

4. People often use social media to share their travel experiences.

   _____

5. We should submit the application before the deadline.

   _____

6. The airline cancelled the flight due to bad weather.

   _____

7. The staff members will clean the swimming pool every evening.

   _____

8. The travel agent booked our flights and hotel accommodations.

   _____

9. They had shown us the historical sites before the rain started.

   _____

10. It has attracted a large audience from different countries.

    _____

2. VOCABULARY: Airport infrastructure. Match the words (1–8) with their definitions

1 hub

a) small shop

2 stand

b) small wheeled vehicle used to transport baggage to and from a plane

3 taxiway

c) time taken by an aircraft from arrival to departure

4 cart

d) airline

5 landing charge

e) the place where an aircraft is parked when not in use

6 turnaround

f) large airport where people often change planes

7 carrier

g) fee paid by an aircraft to an airport

8 kiosk

h) surface a plane moves along to get to and from the runway

2. VOCABULARY: Airport infrastructure. Match the words (1–8) with their definitions

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