

 ${\bf 1}\,$ Work in pairs. Match the pictures with these sectors of the travel industry. Then answer the questions below.

airlines hotels and accommodation ferry and cruise companies catering car hire

- 1 What sector of the travel industry most appeals to you?
- 2 Think of two jobs in each sector.
- 3 Which of these jobs interest you the most?
- 2 What is your idea of a good job? Put the following ideas in order of importance. Discuss your choices with your partner.

a chance to travel	friendly colleagues
teamwork	a good salary
flexible working hours	long holidays
job stability	opportunity to meet people
responsibility for other staff	benefits (commission, cheap holidays)

reading Job advertisements

- **3** Read the job advertisements on the opposite page. Which job do you find the most / least attractive? Give your reasons why.
- 4 Read the advertisement again. Which of the jobs:
- 1 involves selling?
- 2 requires management skills?
- 3 means working abroad?
- 4 offers extra financial benefits?
- 5 involves making arrangements?
- 6 needs excellent telephone skills?

Conference Event Co-ordinator

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

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

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

Traiv

Night Auditor

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

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

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

Travel Sales Consultant

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

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

Resort reps

make

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

В

vocabulary Duties

5 Which verbs do not go with the nouns?

1 EVENTS

arrange organise

2 EMERGENCIES

handle deal with book

3 ROOM OCCUPANCY

maximise boost produce

4 TOURS possess

book organise

5 STAFF

supervise design join

6 INDIVIDUAL HOLIDAYS

book arrange supervise

vocabulary

management communication computer / IT telephone organisational

people

skills

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

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

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

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



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

Language focus Question forms

· Yes / No questions

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

Can you drive?

Did you pass the exam? Have you read our brochure?

Are you available straightaway? Do you have any previous experience? Will you be free during the summer?

· How / Wh- questions

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

What do you do in your free time? Where would you like to work? What time would I have to start? What kind of job are you looking for? Who is in charge of staff training? When can you let me know?

Why do you want to work for us? Whose bag is this? How did you find out about the job? How long have you studied English? How soon will you let me know?

How much time do I spend abroad? Which part of the course did you like? How many days holiday are there?

- Now listen to the questions. What do you notice about the intonation at the end of the sentences?
- For more information turn to page 124.

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

	e questions to the another action	
1	What was your last job?	l was a receptionist.
2	languages can you speak?	
3	language do you speak the best?	
4	job are you looking for?	
5	did you stay in Mexico?	
6	did you choose to study tourism?	
7	will I be able to start?	
8	responsibility is it to supervise staff?	
	I was a receptionist I'm most fluent in	Spanish Just a week

Spanish, French and a little Arabic As soon as possible I'd like to work for an airline I like meeting people Mrs Young's

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

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

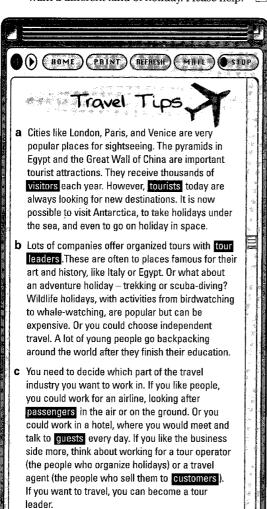
Tourism today

Before you read

1 Work in pairs. Tell your partner which country you most want to travel to and why.

Reading

- 2 'Travel Tips' is a website where people can get information or advice about travel and holidays from travel experts. Match the questions (1–3) with the answers (a–c).
 - 1 I'd like to work in the travel industry when I leave school. What advice can you give me?
 - 2 I'm doing research on popular tourist destinations. Do you have any information?
 - 3 My friends are going on a package holiday to Greece, but I don't want to spend two weeks sunbathing on the beach. I'm eighteen, and I want a different kind of holiday. Please help!



Vocabulary

- **3** Complete the definitions (1–6) with the highlighted words in the text.
 - 1 _____ buy products or services.
 - 2 _____ stay in hotels.3 ____ travel in planes, trains, buses,
 - or boats.
 - 4 _____ take groups of people on organized holidays.
 - 5 _____ visit particular places or buildings.
 - 6 _____ travel to places on holiday.
- **4** Match the holiday activities (a-f) with the pictures (1-6).
 - a sunbathing
- d scuba-diving
- b sightseeingc trekking
- e whale-watching
 - f backpacking











Speaking

- 5 Work in pairs.
 - 1 Make a list of some popular tourist destinations in your own country or from around the world.
 - 2 Describe the places on your list to the class but don't say their names. The other students have to guess the places and say whether they would like to go there.

This is a city in Italy. It's very beautiful. It's got canals and gondolas instead of streets and cars ... (Answer: Venice)

Get real

Work in groups. Use maps, the Internet, or reference books to find out as much as possible about an unusual or strange destination. Report back to your class. Choose the top three unusual destinations for a class 'tourist information board'.

What's your job?

Before you read

- 1 Look at these four jobs in the tourist industry. Which one would you most like to do and why?
 - a hotel receptionist
- c tour leader
- b restaurant manager
- d tourist information officer

Reading

2 Read about four people who work in the tourist industry. Match each person with one of the jobs in Exercise 1.



Kukrit 📗

I work in the centre of Bangkok, at Hualamphong railway station. My job is to advise tourists about accommodation, transport, and sightseeing. It takes a lot

of energy - you need to be patient and friendly. I really like helping people to have a nice time in my city, but it's very tiring.



Monika 🗀

I work six days a week, including evenings. In this job you need to be well organized and efficient. I plan the menus with the chef, handle the day-to-

day running of the business, do the accounts, and manage a team of ten. The only part of the job I don't like is dealing with customers' complaints.



Ramón 🗌

What I like about my job is that every day is different. I'm part of a team and we all get on well. I have to check guests in and out of the hotel, take

reservations, and sort out problems. I enjoy dealing with people - except the ones who are rude. For a job like this, you need to be a sociable person and to be diplomatic



When I'm on a bour, I'm my own boss, and I really enjoy that. You need to be calm and resourceful for this job. Basically, I'm

responsible for making sure that the tour goes smoothly and that people enjoy their holiday. I check the transport arrangements, organize the accommodation, tell people what's happening each day, and deal with any problems. The only negative thing is that it's a big responsibility.

Person Job Kukrit	Responsibilities advises travellers about accommodation, etc.
Monika	,
Ramón	
Alex	
4 Write the con	rect name.
b lik	pesn't like dealing with complaints. These helping people to have a nice time
	his/her city.
	es being his/her own boss. besn't like rude people.
u u	esiit like tude people.
Vocabulary	1
describe the	rds in the texts in Exercise 2 that personal qualities you need for each d one more of your own.
Job	Qualities
1 tourist info officer2 restaurant3 hotel recept tour leader	patient manager btionist
6 Here are som	ne other jobs from the tourist

Speaking

7 Work in pairs. Choose a job from the list in Exercise 6. Imagine it's your job. Think about:

travel agent **■** resort manager **■** interpreter

· what you do every day

■ check-in staff ■ courier

• the personal qualities you need.

Describe the job to your partner and ask him/her to guess which it is.

Writing

8 Read the information in Exercise 2 again. Write a similar paragraph about a job you'd like to do.



Work in pairs. Use newspapers or the Internet to find adverts for jobs in the tourist industry. Tell your class where you found the adverts and what experience and qualities you need for each one. Create a class 'jobs page' with the best ones.

1 What is tourism?

Take off

pilot waiter
tour guide resort rep
flight attendant chef
tourist information officer porter
travel agent hotel manager
receptionist waiter
waiter
resort rep
chef
tourist information officer
porter
hotel manager
airline check-in clerk

- 1 What jobs do the people in the pictures do? Choose from the list.
- 2 Put the other jobs into categories, for example, travel jobs, hotel jobs.
- 3 How many different categories are there? Can you think of other tourism jobs for each of the categories? If you don't know the name, describe or mime what the person does.
- 4 What is the best job in tourism in your opinion?



Tourism: the world's biggest industry ... the world's best jobs



In this unit

- jobs in tourism
- describing job skills
- describing job routines
- the tourism industry today

Vocabulary

Adjectives for job skills

With a partner, look at the adjectives for describing people.

1 Find six pairs of opposite adjectives.

calm friendly flexible extrovert smart nervous lazy shy hardworking disorganized creative confident practical organized scruffy unfriendly

2 Choose one of the jobs in Take off. Say which three qualities are the most important.

Speaking

Careers questionnaire

1 What is your working style? Look at the questionnaire and tick (✓) the qualities and skills which describe you.

Questionnaire QUALITIES lam hardworking extrovert smart practical organized creative creative confident lenjoy meeting new people. lenjoy working as part of a team. I like working independently. I am good at explaining things. I am good at dealing with people. I can make people relax. I am able to do more than one thing at the same time. Hike working under pressure. I know how to use computers and technology. I feel confident about dealing with money. 1 am willing to work long hours.

Discuss your answers with a partner.

I am good at languages.

3 Which three skills are most important for a career in tourism?

Language spot

Describing job skills

Look at the sentences for describing job skills and abilities.

+ infinitive	+-ing or noun		
I can make people relax.	I enjoy meeting new people.		
I know how to use computers.	I like working independently		
I am willing to work long hours.	I am good at languages.		
I am able to do more than one thing at the same time.	I feel confident about dealing with money.		

1 Complete the paragraph. Choose from the words in the list.

be / being understand / understanding smile / smiling use / using speak / speaking work / working

So you want to work in tourism?

es and

need to be

t you know.

ially if you

you have to

o important

you often

or unusual

fall you

to

What do you have to do? What do you need to know?

In most tourism jobs you	different languag
have to enjoy1	cultures, and you
with people - not just the	confident about_
customers but your	the languages tha
colleagues as well. You have	Sometimes, espec
to be able to2 as	work in an office,
part of a team. You have to	know how to
know how to3,	computers. It's als
even if you're having a bad	to be flexible, and
day. It's also important to be	have to be willing
able to4 clearly on	s long
the phone. In many jobs you	hours. But most o
need to be good at	have to like
s people with	with people.
* * * *	

2 Look back at the jobs in Take off. What skills and abilities do you think they need?

EXAMPLE

A flight attendant has to be willing to work long hours.

>> Go to Grammar reference p.119

Andrew Sharpe

Personal details

Age 28

Single

Born in the Parish of Manchester, Jamaica

Tourism experience

Started in tourism at the age of twelve, as an assistant in a restaurant

Trained on the Cayman Islands - oneyear work experience as a chef

Other tourism jobs: hotel front desk, car rental supervisor, night manager of a small hotel, check-in clerk for a charter airline

Present job

Runs his own tour company ('Authentic Caribbean Holidays Ltd.') Promotes 'Unique Jamaica' programme (adventure travel) Attends trade fairs

Runs in-school programmes for Jamaican students to teach tourism development, sustainability, and community tourism

Offers internships and work experience for university students

'There's so much to do in tourism. There are many aspects: hotels, water sports, tour operation, travel agents.'

What do you need to succeed in tourism?

'Working in tourism is about love love for the industry. If you don't love it, forget it. It's a people industry. It's providing service. It's people enjoying and experiencing your culture. That's crucial. If you don't have that love, it doesn't make sense. If you work in the industry, you've got to love it.'



It's my job

Read about Andrew Sharpe from Jamaica.

- 1 When did Andrew start working in tourism?
- 2 What jobs has he done in tourism?
- What does he do now?
- What does he think is important when you work in
- What does he want to do in the future?

What do you like about tourism?

'You get to experience different cultures, coming to Europe to see how they operate and live, what they like ... In Europe you see something done differently which can help you with the same procedure back home, looking at it from a different angle. Even travelling inter-island, visiting various islands, then you see "OK, this island does it this way, we do it that way", and so forth.'

What do you do to relax?

'As a Caribbean, part of our life is enjoyment - having fun, our music, food, culture - it's natural for us. I play cricket. I love cricket, with friends, on the beach, and football ...'

What's the future for you?

'My goal is hopefully to become Minister of Tourism, Director of Tourism, that's my main goal. You have to have a rounded knowledge of the industry, from ground level to the top.'



What is tourism?

Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and their activities during the stay at these destinations.

Tourism Society

UK, 1991

This is the stuff that changed the world. Along with a handful of other things – television, sex, and the computer – the ability to travel the world freely sets those who live in the late 20th century (and early 21st century) apart from those who lived before it.

Michael Elliot

1991, 'The Pleasure Principle'. The Economist, London

Speaking

Job skills





1 What questions would you ask to find out this information about the two people?

Nationality Where does he / she come from?

Age
Job
Qualities and skills
Working hours
Typical daily tasks
Things he / she enjoys about the job
Relaxing after work
Own holidays

Work in pairs. Student A, look at p. 108. Student B, look at p. 118. Ask about each other's person.

Vocabulary

Industry sectors

- The travel and tourism industry has different sectors. Look at the diagram and match the descriptions a – f below with the six sectors.
 - a people or companies that organize and assemble the different parts of a holiday or tour
 - b places to stay, such as hotels, and the food and services that are provided there
 - c places that tourists want to visit
 - d ways of travelling between different places, such as trains and airplanes
 - e government organizations that promote and develop tourism
 - f people or companies that sell the holiday or tour to the customer

Pronunciation

	Num	ber of sy	Strongest	
Word	1	2	3	
agent		1		first
attendant	Wo T		HH	Time
manager		IA UMEST		
catering			1.55 (3)	
guide				TAL HET I
porter				HELD A MAY
tourism		Abligan	Name of the	A THE PERSON NAMED IN
pilot	Ha, 1	albute t		
attractions	540	all the	o agrandin	A THE L
calm	W.	Tacky.	31803011111	_
	_			

- Listen to the words with two or three syllables. Which syllable is strongest?
- 3 Say each word. Let your partner check your pronunciation.



2 Think of a local example for each of the sectors from your city or country, for example, the name of a local travel agent. tourism /'toerizem/ NOUN [U] the business of providing and arranging holidays and services for people who are visiting a place

Customer care

'The customer is always right'

- 1 Do you agree that 'the customer is always right'?
- 2 Look at this definition. Think of your own good experiences as a customer. Tell your partner about them.

Tourism is about customer care:

It's about people, not just places.

It's about always smiling.

It's about always listening.

It's about delighting the customer, not just serving the customer.

It's about loving your job, not just doing it.



Find out

- Where can you find out facts and statistics on tourism in your country?
- What are the names of the main tourism companies in your country? Find their websites and note down information on what they do, when they were founded, what jobs they provide – and anything else that you find interesting.

Writing

Country fact sheet

Complete this fact sheet for your country (or region).

-	AC	mpa.	0	n	r	-	i
F	Λl	4	1	н	H	-	ı
17	٦ι	1:	U	Ш	ь	L.	Ļ

Other useful websites

National tourism board (or office)

Regional / local tourism office (TIC)

Name of country / region: ...

Website

Sources for information and statistics:

Sector	Example company	Website	Location	Other information (e.g. size, no. of visitors, branches, etc.)
ourism attractions				
ransport				
Accommodation and catering				
our operators				
Fravel agents				

challenge (n) something new and difficult that forces you to make a lot of effort currency (n) the system and type of money that a particular country uses economy (n) the operation of a country's money supply, commercial activities, and industry

flexible (adj) that can be changed easily

security (n) the state of feeling safe and being free from worry

Reading

Tourism: the biggest business in the world

- 1 Discuss these statements with a partner. Write T (true) or F (false).
 - 1 One in fifty of all workers are employed in tourism related industries.
 - 2 The number of international tourism arrivals will more than double between 2004 and 2020.
 - 3 Tourists often worry about international security.
 - 4 Tourism has only had a good influence on the modern world.
- 2 Read the article to check your answers.



TOURISM TODAY

Facts and challenges

Tourism is one of the biggest businesses in the world. There are nearly 800 million international tourist arrivals every year. It employs, directly or indirectly, one in fifteen of all workers worldwide, from A to Z, from airport cleaners to zookeepers, and includes bar staff, flight attendants, tour guides, and resort reps. It is a huge part of the economy of many countries – in countries such as the Bahamas, over 60% of the economy is based on tourism.

Tourism is a fast-growing business. When Thomas Cook organized his first excursion from Leicester to Loughborough in 1841, he probably didn't know what he was starting. Key developments in the last 150 vears or so have led to the rise of mass tourism. There have been technological developments in transport, in particular the appearance of air travel and charter flights. There have been changes in working practices, with workers getting paid holiday time and working shorter and more flexible hours.

In recent years we have seen the growth of the Internet and globalization, making the world seem a smaller but very fascinating place. The tourism industry grows faster and faster each year. In 1950, there were 25 million international tourist arrivals. In 2004, the figure was 760 million, and by 2020 it is predicted to be 1.6 billion.

But what are the **challenges** today? The tourism industry is affected by many different things: international events, economic change, changes in fashion. New concerns and worries appear every year, for example as people become more worried about **security** and international terrorism, or as the value of their **currency** changes. But new destinations and new sources of tourists also seem to emerge every year.

Tourism survives. It is a powerful and sometimes dangerous force in the modern world. Tourism creates many good jobs and careers, but it also produces many poor and badly paid jobs. Tourism can help to protect environments and animal life, but it can also damage them. Tourism can save cultures and the local way of life, but it can also destroy them. Tourism can change countries – and people – for the better, but it can also change them for the worse.

Tourism is one of the biggest industries in the world. It is perhaps also the most important.

3 In pairs, answer and discuss these questions.

- 1 What do these numbers in paragraphs 2 and 3 refer to?
 - a 1841
 - b 25 million
 - c 760 million
 - d 1.6 billion
- 2 What are the four positive and four negative effects of tourism mentioned in the article?
- 3 How many jobs in tourism can you think of?

EXAMPLES

A is for airline check-in clerk. B is for baggage handler.

C is for ...

- 4 Which of the key developments in tourism do you think were the most important?
- 5 Can you think of some recent international events that have affected the tourism industry?
- 6 Do you think tourism is a positive or a negative influence in the world?

Vocabulary

Personal Learning Dictionaries (PLD)

- 1 Look back at the dictionary entry for the word *tourism* on p. 9. How many different pieces of information does the dictionary give you?
- Which of the pieces of information in this list is not in the dictionary?
 - The word (e.g. tourism)
 - Its translation in your language
 - The phonetic transcription (e.g. /'tuərızəm/)
 - The part of speech (e.g. noun)
 - Any relevant grammar or language features (e.g. uncountable)
 - Use in an example sentence (e.g. Tourism is the world's biggest industry and employs millions of people throughout the world.)
 - Related words (e.g. tourist)
 - Any other important information
- 3 Select the most important words from this unit. For each word, prepare an entry for your Personal Learning Dictionary.

Checklist

Assess your progress in this unit. Tick (✓) the statements which are true.

I can understand articles describing the tourism industry

I can understand people talking about their jobs in tourism

I can describe job / work routines and skills

I can ask questions about the personal profiles of tourism employees

Key words

Jobs

check-in clerk

chef

flight attendant

pilot

porter

receptionist

resort rep

tour guide

tour operator tourist information officer

travel agent

waiter

Nouns

catering

charter flight

destination

excursion

public sector

retail

shift

tourist attraction

Adjectives

online worldwide

Next stop

- 1 Which countries have you visited as a tourist? Which countries would you like to visit? Why?
- 2 What famous attractions have you seen?
- 3 Which was your favourite, and why?