

English for Tourism and Hospitality

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1.1. Vocabulary

Lesson aims

- Identify words for the discipline in context, including words that contain affixes.
- Gain fluency in the target vocabulary.

1.1. Vocabulary

This introductory unit explores what we understand by the term 'tourism. Students listen to an extract from a lecture that puts forward a definition of tourism and discusses what makes up the tourist experience. They also listen to a series of minilectures which introduce different aspects of tourism, from the development of mass travel in the 19th century to the scale of the industry today. The content of the minilectures will be explored in more detail in subsequent units.



1.1. Vocabulary

Key vocabulary

accommodation

advertisement

beverage

book (v)

check in (v)

check-in (n)

customer

destination

dissatisfaction

environment

hospitality

impact (n)

information

international

leisure

mass travel

overbook

overnight

package (holiday)

promotion

promotional

reconfirm

recreation

region

relaxation

reservation

satisfaction

stay (n and v)

ticket

transit route

transport (n)

travel agency

travel agent


1.1. Vocabulary

A Read the text. The **red** words are probably familiar to you in general English, But can you think of a different meaning for each word in tourism?

It was nearly 9.00, The letter should come today with news of her **promotion**. Head of the Africa office! She **checked in** the hall again, but there was still nothing. Suddenly, there was a ring at the front door. It must be the postman! But why had he rung the bell? Jane opened the door. The postman was holding a **package**, not a letter. Of course! It was the **book** she had ordered. At least she could **stay** in, relax in her **armchair** and read about Africa today.

Answers

B

1. Who did you your tickets with?
 2. Have you seen the new literature for World Break Holidays?
 3. Many return airline fares are cheaper for periods which include a Saturday night
.....
 4. Do you want a holiday or do you want to arrange accommodation and car hire separately?
 5. He's just an tourist. He never actually goes anywhere.
 6. Which counter do we for Flight EK 004?
- 

Answers

B

1. Who did you **book** your tickets with?
2. Have you seen the new **promotional** literature for World Break Holidays?
3. Many return airline fares are cheaper for periods which include a Saturday night **stay**.
4. Do you want a **package** holiday or do you want to arrange accommodation and car hire separately?
5. He's just an **armchair** tourist. He never actually goes anywhere.
6. Which counter do we **check in** for Flight EK 004?

Answers

Model answers:

Word	Meaning in tourism
promotion	a special offer
check(ed) in	report at the airport for a flight
package	a package tour (transport, accommodation, etc. all included)
book	as a verb: make a reservation
stay	spend time at a holiday destination; often used as a noun in this context
armchair	armchair tourist/tourism: someone who takes an interest in travel and tourism without actually visiting the destination

C. Study the words in box a.

1. What is the connection between all the words?
2. What is the base word in each case?
3. What do we call the extra letters?
4. What is the meaning of each prefix?
5. Can you think of another word with each prefix?

a

dissatisfaction intangible
international multinational overbook
reconfirm transport underpay

Answers

Answers

Model answers:

1. They all have a base word + extra letters at the beginning/ prefixes.
2. See table.
3. Prefix.
4. See table.
5. See table.

Prefix	Base word	Meaning of prefix	Another word
dis	satisfaction	not	disinterest
in	tangible	not	incorrect
inter	national	between	intercultural
multi	national	many	multicultural
over	book	more; sometimes = too much	overspend
re	confirm	again	redevelop
trans	port*	between	translate
under	pay	below; sometimes = not enough	underspend

*in fact, here *port* comes from *portare* = carry, not from *port* = place for ships

D Study the words in box b.

1. What is the connection between all the words?
2. What is the base word in each case?
3. What do we call the extra letters?
4. What effect do the extra letters have on the base word?
5. Can you think of another word with each suffix?

b advertisement broaden
direction hospitality promotional
stressful tourism

Exercise D

Repeat the procedure from Exercise C*

Answers

Model answers:

1. They all have a base word + extra letters at the end/suffixes.
2. See table.
3. Suffix.
4. 4/5 See table

word		of suffix	word
advertise	ment	the action described by a verb, or the result	improvement
broad	en	make more – adjective → verb	strengthen
direct	ion	the action described by a verb, or the result	inspection
hospita(ble)	ity	indicates that the word is a noun; usually something abstract, a quality	originality
promotion	al	related to; noun → adjective	original
stress	ful	having a particular quality; noun → adjective	powerful
tour	ism	indicates a noun; often a set of beliefs or attitudes	racism

E Discuss the illustrations on the opposite page using words from this page where possible.

1

$$CS = D - E$$

customer satisfaction delivery expectation

3



SRI LANKA from £699

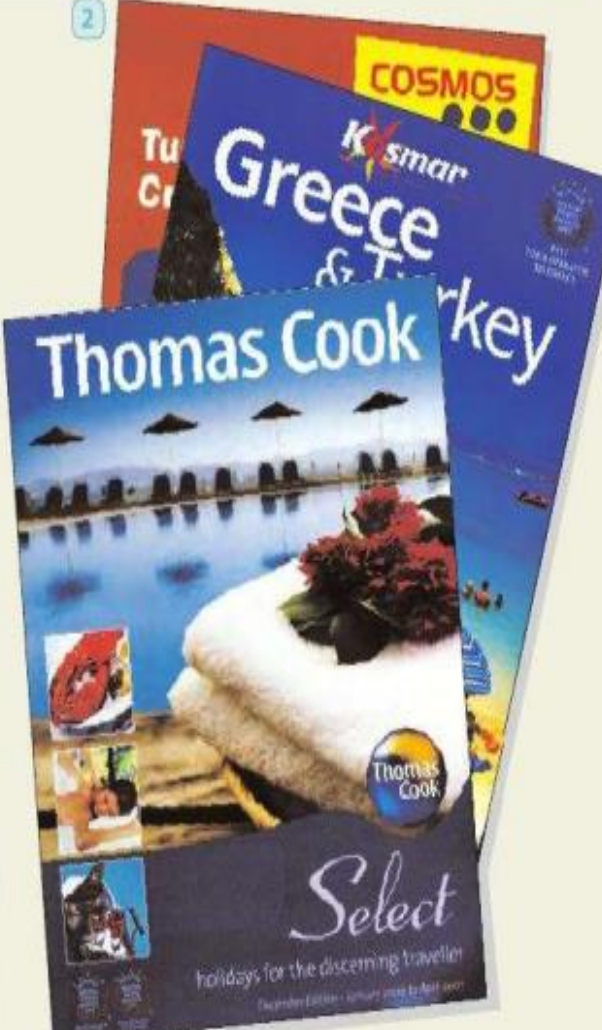
7 nights all inclusive at a fabulous beach resort
Included in the price:

- return scheduled flights from the UK
- all inclusive accommodation at a 5* beach resort
- airport transfers

no single supplements

Stopover in Dubai
2 nights £149 pp

2



Thomas Cook

Greece & Turkey

Select
holidays for the discerning traveller

4

☐ return ☐ one way

from :
to :
departure date
day : month :
return date
day : month :
passengers
1 : adult
0 : child
0 : infant

5

PASSENGER TICKET AND BAGGAGE CHECK

Worldairways FLIGHT COUPON

1390/KL7LJD 1K89FJ 0FJL/UL KJHJL

LONDON/HEATHROW

LHR

LOS ANGELES

LAX

OPHJ/435/PS

ADT 1254861561354434

7 3213841131 313 2613

6



7

Tourist destination regions (2006)

Country	Total visitors (million)	% change 06/05
1. France	79.1	4.2
2. Spain	58.5	4.5
3. USA	51.1	3.8
4. China	49.6	6.0
5. Italy	41.1	12.4
6. UK	30.7	9.3
7. Germany	23.6	9.6
8. Mexico	21.4	-2.6
9. Austria	20.3	1.5
10. Russian Federation	20.2	1.5

Source: World Tourism Organization

E Discuss the illustrations on the opposite page using words from this page where possible.

CS = D-E is one of the formulas used in hospitality research that attempts to measure customer satisfaction. The idea is to measure how satisfied customers are while they are enjoying the tourism or hospitality service. Researchers do this by quantifying both the services delivered and customers' expectations. Researchers collect data on both, translate the results into a value (a number) and then, literally, subtract one from the other to get another value that can be used for further analysis. This is one of many methods of researching customer satisfaction.

Answers

Students may use the following words in their discussion of each picture:

- 1 a formula for customer satisfaction
- 2 promotional literature - brochures
- 3 an advertisement for a package holiday
- 4 a website for booking tickets (e.g., plane, train, bus).
- 5 an airline ticket (may need to be reconfirmed).
- 6 an airline check-in (can be stressful for travelers)
- 7 a table showing the top ten destinations for **international tourism** worldwide.

Closure

Group A looks at the first section, Using related words,

Group B looks at the second section, Removing prefixes.

Group C looks at the third section, Removing suffixes.

Then new groups of three with an ABC in each to explain to each other.