

## 1.2 Listening

# English for Tourism and Hospitality

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## 1.2 Listening

### **Lesson aims**

**Preparing for a lecture**

**Predicting lecture**

**Content making notes**

**A • You are a student in the tourism organizations administration of Salahaddin University.**

1. The title of your first lecture is What is tourism? Write a definition of tourism.
2. What other ideas will be in this lecture? Make some notes.



**Listen to Part 1 of the lecture.**

- 1. What is the lecturer going to talk about? Make a list.**
- 2. The lecturer mentions some reasons for studying tourism. Make a list.**



# Transcript 1.1

## Part1

Today we're going to talk about tourism. We'll look at why you study tourism. We'll also study the core theory of tourism, the basic theory, developed by researchers such as Leiper and Tribe. If we have time, we'll go into interdisciplinary studies that link tourism to other fields of study.

First of all, why do you study tourism? Probably, most of you will be studying tourism because you realize it's **required to get a degree**.

Possibly, you feel it may be useful for a **future career**, or perhaps you're simply motivated because you've decided it's **an interesting area of study**.

Tourism is certainly having a very **great impact on our world**. This is something that Professor John Tribe recognizes when he writes that tourism is the world's biggest industry, and it attracts undergraduates in ever-increasing numbers.

He raises the very interesting point that because tourism has a large impact on the world, tourism courses need to show students what this impact is.



Answers

B

**Model answers;**

**1**

- why study tourism?
- the theory of tourism
- links between tourism and other fields of study {if time)

**2**

- required for a degree
- useful for career
- personal interest
- large impact on the world

## C. In Part 2, the lecturer talks about the impacts of tourism.

1. What are the main impacts of tourism? Make a list.
2. 🎧 Listen to Part 2 of the lecture. Tick any points on your list. Add any extra points.

**This for pair work  
discussion before listening**

**This for individual work and  
pair work checking**



## Transcript 1.2

### Part 2

I will just summarize for you this one paragraph from an article by Tribe - *The Philosophic Practitioner*. He says that the purpose of a course in tourism is to enable graduates to operate in their career. However, if we just focused on that alone, this would overlook an important feature of a big industry like tourism. Yes, **it generates consumer satisfaction, employment, and wealth**; but tourism also leaves its imprint on the world in other ways. It creates an industrial landscape and causes changes to the social and economic relationships between people.

When we develop tourism, we create what you could call a tourism society. This society is made up not just of tourism-associated businesses but of all individuals, communities, governments, and the physical environments affected by tourism. So, a special responsibility is placed on education to make people aware of the important role tourism plays.



# Answers

## **Model answers:**

1. Answers depend on the students.
2.
  - creates industrial landscape
  - causes changes to social relationships
  - causes changes to economic relationships= creates a Tourism society



**D** In Part 3, the lecturer talks about some aspects of tourism.

1. Copy Table 1 into your notebook. You will need space for 12 aspects.
2. 🎧 Listen to Part 3 of the lecture. Take notes and complete Table 1 with five aspects of tourism.
3. Add examples of each aspect from your own experience.

Table 1:

*Aspects of tourism (according to Leiper)*

	Aspect	Example
1		
2		
3		
4		
5		



## Part 3

Let's move on. What does 'tourism' mean? In a theory of tourism put forward by Professor Leiper in his book *Tourism Management*, it is defined as 'travelling away temporarily on overnight trips and visiting places for leisure-related purposes. Leiper explains that there are a number of essential aspects to this definition, which I'll run through very briefly today.

To begin with, tourism involves travelling away from home and expecting to return to your usual residence. The second point is that you must spend at least one night away: it is, after all, a time when you're away from home. Thirdly, tourism involves a TGR. and fourthly a TDR. In other words, there is a place which the tourist comes from - the TGR or tourism generating region, and a destination — a place which the tourist goes to - the TDR, or tourism destination region . So, if you live in London, then London is your TGR; if you live in Tokyo, then that is your TGR. That is where you would normally buy the resources that you require: you will buy your ticket there, you will buy your rucksack there; you will buy extra clothes; you will possibly even book hotels through an accommodation booking agency which, of course, gets paid for that service.

All right, **the fourth point** is that you would be visiting at least one, and possibly many more, tourist destinations. You might be taking just a single trip to one particular place; you might decide to go to Dubai and spend a week there; you might be doing a world tour, visiting many different places over a longer period of time. These are the destination regions, the TDRs.

**A fifth** and very crucial aspect of tourism is that, along the way, you will be travelling via a transit route - by plane, boat, train or any other mode of transport. This transit route may be the same for the way over as for the way back, or it may be different. And, as a tourist, you have an impact on the transit route - planes pollute the environment of countries they fly over, for instance; cars make noise; trains draw energy from valuable resources, etc. So, in summary, you travel from home, for at least one night, prepare for your trip in your home area, travel to the tourist destination and use a route to get there, before you return home.

# D Answers

Model answers:

TGR = tourism generating region = where tourists come from

TDR - tourism destination region = where they go to 2/3 Examples will depend on students' knowledge and personal experiences.

Aspect	Example
1 travel away from home	
2 at least one night away	
3 there is a TGR	
4 there is a TDR	
5 there is a transit route	

**E** In Part 4 of the talk, the lecturer describes two more aspects of tourism.

1 🎧 Listen to Part 4 and add these aspects to your table. Add examples.

2 What three branches of tourism are mentioned? (Clue: look at the pictures!)





## Part 4

Travel is one aspect of tourism, but you don't go somewhere just to come back. Another important point, and this is the sixth aspect of Leiper's theory, is that you will engage in leisure-related experiences. These are non-obligatory - you don't have to do them. They are personally pleasurable, recreational or creative. You may, for instance, decide to go snorkeling, lounge on the beach, or have a massage. To a certain degree, tourism has to do with leisure which is why we often see leisure incorporated into tourism courses, as well as hospitality.

Whether we're talking about travel, leisure or hospitality, all tourism shows the culture of the generating regions, and most tourism involves a cultural exchange in the destination region . This is aspect number seven. As a tourist, you engage with a different culture; you're away from your own culture for a while. This gives rise to a lot of interesting theories about cultural exchange, learning more about yourself, and learning more about the culture you go to. People often say that travel broadens the mind.

# E Answers

Model answers:

1 Examples will depend on students' knowledge and personal experiences

Aspect	Example
6 engage in leisure-related experiences	
7 engage with a different culture	

2 Travel, leisure, hospitality.

**F In the final part of the talk, the lecturer discusses five more aspects of tourism.**

Listen to Part 5 and add these aspects to your table. Add examples



## Transcript 1.5



### Part 5

What other aspects of tourism and hospitality are there? Well, why do you go anywhere? You're motivated to travel somewhere based on information that you've received, one way or another, about the destination. You've received this information either prior to your trip in the generating region (for instance, by reading a book or looking on the Internet), or possibly on the transit route (at airports, for instance), or in the destination region, maybe at a tourist information office. So, information is Leiper's eighth point. The next point is that tourism involves changes to your daily routine and activities. For a while, you experience a different way of life, a kind of time out, and you will be doing things that you may not normally do.

Leiper's tenth point is that, as a tourist, you expect that there will be a reasonable degree of security. You want the places you travel to tolerate tourist visitors and, ideally, be hospitable. This is where the link with hospitality comes in. Hospitality is extremely important in tourism, because people need a sense of hospitality in order to feel comfortable in a place. Travelling can be quite stressful: you're in an unusual place, you don't know the people, and you may not know the language.

## Transcript 1.5

### Part 5

There must be the sense that there is going to be a reasonable degree of personal security, otherwise people won't travel. The next point concerns finances. As a tourist you will expect that your visit is going to be economically feasible, and that the activity will be worth the money spent - otherwise you wouldn't have embarked on the journey in the first place. The final aspect is that tourists depend on the tourism industries, like hotels, accommodation providers, and the food and beverage industry. This is a bit of a grey area. Supermarkets, for instance, are not specifically aiming to foster or support tourism, but still many tourists rely on them

So, this is the end of your journey. You've travelled from home— your TGR - and you've spent at least one night away - your TDR. You've travelled to your destination via a transit route. You've participated in leisure activities, experienced a different culture and a different daily routine. You've received information about your destination, either at home or on arrival. You've felt safe, secure and welcome. You feel that your money was well spent. You've used tourist facilities and hospitality businesses, before finally returning home.

# Answers

Model answers:

1. Examples will depend on students' knowledge and personal experiences.

Aspect	Example
8 information	
9 change of routine	
10 security	
11 finances	
12 tourism industries	

**G** Rewrite your definition of tourism from Exercise A. Use words and ideas from Table 1.

**H** Look back at your notes from Exercise A. Did you predict:

- the main ideas?
- most of the special vocabulary?

## **Answers**

### **Exercise G**

Possible answer (accept other appropriate definitions): Tourism is travel for the purpose of recreation, and the provision of hospitality and leisure services for this.

### **Exercise H**

Refer students back to their notes from Exercise A.

### **Closure**

1 students should relate Leiper's twelve aspects of tourism to a trip you have taken.

2 Skills bank.