1.3 Extending skills: choosing the right kind of notes

# English for Tourism and Hospitality

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#### 1.3 Extending skills

#### **Lesson aims**

- Identify different types of lecture organization
- Use the introduction to a lecture to decide the best form of notes to use



## A • In tourism, what can you .

1 satisfy?

4 book?

7 foster?

**2** change?

5 pollute?

8 engage in?

3 spend?

6 embark on?

9 tolerate?

## Answers

## Possible answers:

1 satisfy	a customer, a demand
2 change	a booking, a reservation, your daily routine
3 spend	money, time
4 book	accommodation, flights, tickets
5 pollute	rivers, the air, the environment
6 embark on	a journey
7 foster	tourism, understanding
8 engage in	leisure-related experiences/activities
9 tolerate	tourist visitors

B How can you organize information in a lecture? Match the beginnings and endings.



## **B** Answers

## **Answers**

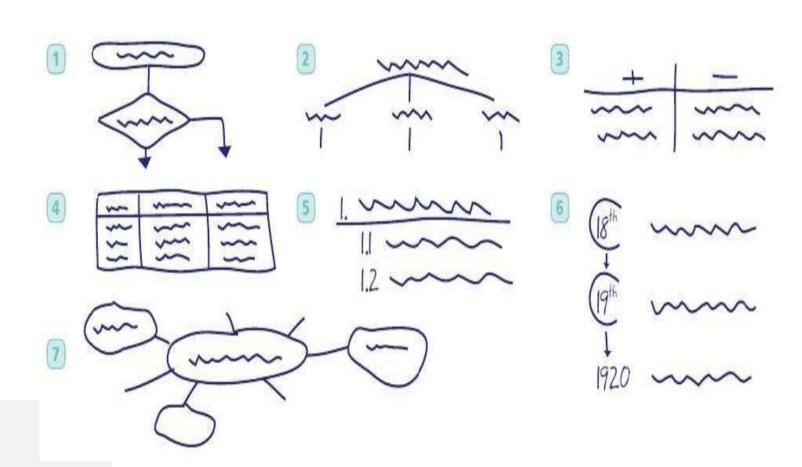
1 question and	answer
2 problem and	solution
3 classification and	definition
4 advantages and	disadvantages
5 comparison and	contrast
6 cause and	effect
7 sequence of	events
8 stages of a	process
9 theories or opinions then	supporting information

tree diagram flowchart headings and notes spidergram table timeline two columns

C. How can you record information during a lecture? Match the illustrations with the words and phrases in the box.

#### **Answers**

- 1 flowchart
- 2 tree diagram
- 3 two columns
- 4 table
- 5 headings and notes
- 6 timeline
- 7 spidergram



## Match each organization of information in Exercise B with a method of note-taking from Exercise C. You can use one method for different types of organizations.

- a tree diagram is useful for hierarchically arranged information, such as when the information moves from general to specific/examples
- a spidergram is more fluid and flexible, and can be used to show connections between things, such as interactions or causes and effects

#### **Answers**

#### Possible answers:

- 1 question and answer = headings and notes
- 2 problem and solution = headings and notes or twocolumn table
- 3 classification and definition = tree diagram or spidergram
- 4 advantages and disadvantages = two-column table
- 5 comparison and contrast = table
- 6 cause and effect = spidergram
- 7 sequence of events = timeline or flowchart
- 8 stages of a process = flowchart (or circle if it is a cycle)
- 9 theories or opinions then supporting information = headings and notes or two-column table

## E Listen to six lecture introductions. Choose a possible way to take notes from Exercise C in each case.

Transcript 🚱 1.6

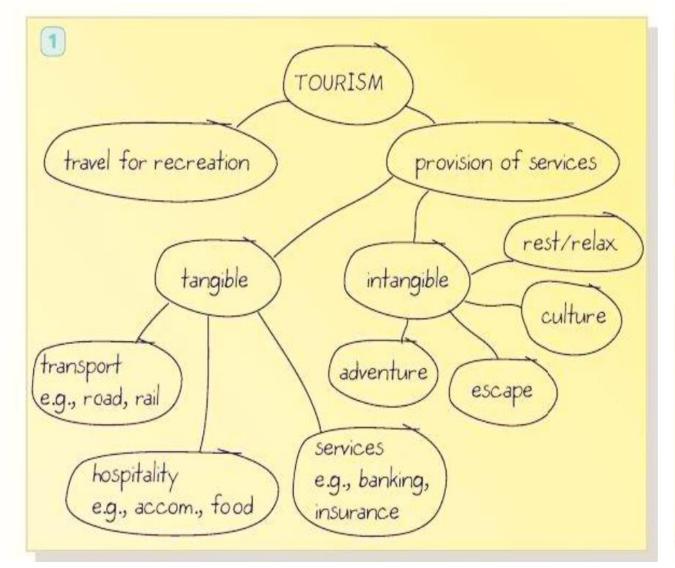
### Introduction 1

Today I'm going to talk about tourism. Somebody once said: 'The tourism industry produces expectations, sells dreams and provides memories.' I'd like to define tourism as travel for the purpose of recreation, and the provision of services for this. So, you travel somewhere and other people make sure that you can travel and enjoy your stay in your destination.

#### Introduction 2

This week we're going to talk about a historical example of tourism: the Grand Tour. We're going to look at who went on a Grand Tour, why they went, and where they went. I suppose you could compare the Grand Tour to what we now call a gap year: many of you may have spent a year abroad before studying here. The difference is probably that most of you will have had to work hard and earn a living while you were away to be able to stay away that long.

## **Answers**





## Transcript 🕯 1.6

#### Introduction 3

In today's lecture we're going to have a look at how a holiday or leisure experience actually works. Even though you may be unaware of this, you take a number of recognizable steps to prepare for your experience in the months before you actually travel. First, and this can be as long as a year before the event, you decide where you want to go and what you want to do. Then you take a few weeks, or maybe months, planning. You prepare for your trip. Then you travel, you experience, you communicate, and finally you travel home and you tell everybody about it. It's not something you can pin down to a certain time-scale, but one step follows another, so let's look at each step in turn.

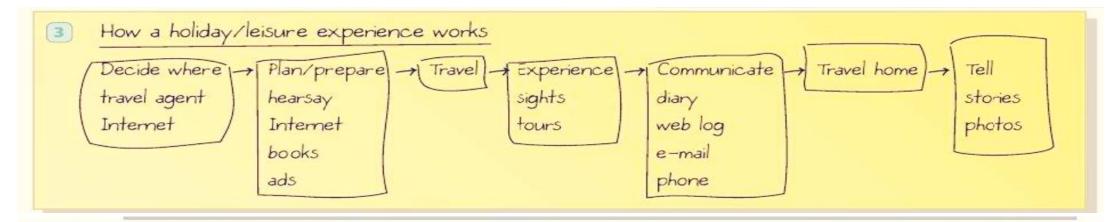
#### Introduction 4

Let's have a closer look today at mass travel. This is something we've all experienced, right? First of all, what actually boosted the development of mass tourism? We'll look at two important factors. Secondly, what was mass travel like in the early years? We'll talk about one of the first examples. Thirdly, what are the target groups for mass travel? We'll look at how these have changed over the years.

#### Introduction 5

This week we're going to be talking about the UK tourist market. What kind of market is this? How successful is it? The figures are amazing. Tourism and hospitality is one of the largest industries in the UK, worth approximately £74 billion. It accounts for 4.5% of GDP and employs 2.1 million people. There are, in fact, more jobs in tourism than in, say, construction or transport. Let's have a look at some more facts and figures.

## **Answers**



### MASS TRAVEL

- 1 Two important factors
  1.1 Improvements in technology
  1.2 More leisure time
- 2 First examples 2.1 Thomas Cook — first package tour
- 3 Target groups
  3.1 Victorians upper + middle
  classes
  3.2 C20th most people in
  dev. countries

5 UK TOURIST MARKET	
Value tourism/hosp. industry	Ł74 bn
GDP	4.5%
Employees	2.l m
Overseas tourists spend	tll bn
Domestic spend	£59 bn
Tourism earnings league	7
Top five overseas markets	USA, France, Germany, Irish Rep., Netherlands
UK residents:	
vacations of one night or more	101 m
overnight business trips	23 m
overnight trips to friends and relatives	37 m

## Transcript 🕯 1.6

#### Introduction 6

When you study tourism and hospitality, space tourism is perhaps not the first thing that comes to mind. After all, this kind of tourism involves travelling into space, staying in a space hotel and taking day trips to look at stars and planets. Does this all seem a bit far-fetched to you? Don't forget that the first commercial space flights are no longer just ideas on paper. In recent years, interest in the possibilities of space tourism has grown. The international business community and the media have become very interested in space pioneers like Virgin's Richard Branson.

We're going to start off today by taking a brief look at the history of space travel, and some of the more significant steps towards space tourism. So let's travel through time ... from the initial enthusiasm for space travel in the 1950s to more recent plans for a space hotel.

6	SPACE -	TOURISM - key developments
	Date	Event
	1950s	interest in rocket designs, space stations, moon bases
	1985	passenger spacecraft designed: Phoenix
	1989	space hotel design
	1993	first market research survey on space tourism
	1998	'X Prize launched
	2001	Dennis Tito - first paying space tourist
	2004	Richard Branson plans hotel in space and regular space travel
	2007	NASA and Branson's Virgin Galactic agree to collaborate in future manned space flight technology
	2008	first space terminal built in New Mexico

## Closure

- Testing students on the pairs from Exercise B. Correct pronunciation again if necessary.
- Refer students to the Skills bank Making perfect lecture notes.

#### **Guessing words in context**

#### **Using related words**

Sometimes a word in general English has a special meaning in tourism.

#### **Examples:**

package, book, promotion

If you recognize a word but don't understand it in context, think: What is the basic meaning of the word? Does that help me understand the special meaning?

#### Example:

A package is something you wrap up. A package holiday must mean a holiday which is wrapped up in some way. (It does – it is a holiday which has flights and accommodation and perhaps car hire all in one.)

#### **Removing suffixes**

A suffix = letters at the end of a word.
A suffix sometimes changes the part of speech of the word.

#### **Examples:**

accommodate → accommodation = verb → noun promotion → promotional = noun → adjective

A suffix sometimes changes the meaning in a predictable way.

#### **Examples:**

summar(y) + ize - make or make into broad + en - make or make more stress + ful - full of

If you don't recognize a word, think:

Is there a suffix? Remove it. Do you recognize the word now?

What does that suffix mean? Add it to the meaning of the word.