

**1.4 Extending skills making notes,
speaking from notes**

English for Tourism and Hospitality

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Lesson aims

- Make outline notes from lecture introductions
- Make notes from a variety of lecture types
- Speak from notes

Further practice in:


- Predicting lecture content

1.4 Extending skills


making notes • speaking from notes

A Describe pictures 1-5 above. Use words from the box.

hospitality Grand Tour mass travel information reservation transport

B  Cover the opposite page. Listen to the lecture introductions from Lesson 3 again. Make an outline on a separate sheet of paper for each introduction.

C Look at your outline for each lecture. What do you expect the lecturer to talk about in the rest of the lecture? In what order?

D  Listen to the next part of each lecture. Complete your notes.

E Uncover the opposite page. Check your notes with the model notes. Are yours the same or different?

F Work in pairs.

1 Use the notes on the opposite page. Reconstruct one lecture.

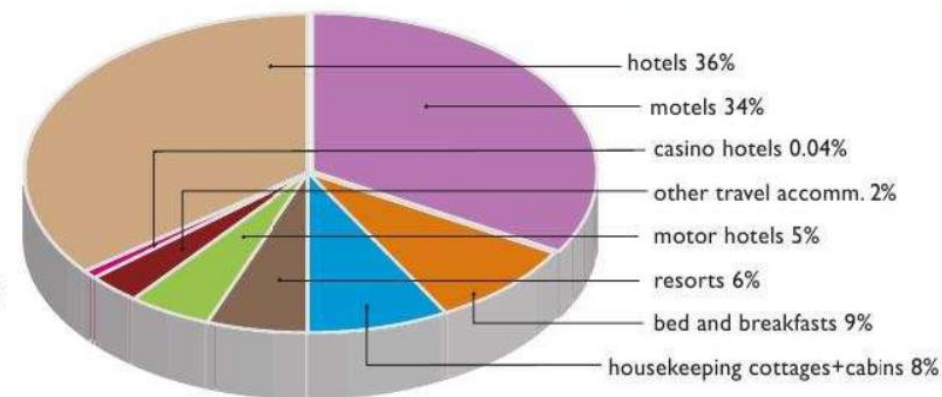
2 Give the lecture to another pair.



5 Number of firms

hotels 4,485
motels 4,235
bed and breakfasts 1,064
housekeeping cottages
and cabins 975
resorts 679
other travel accommodation 223
casino hotels 5

Source: *Tourism Gazette Canada*




A Describe pictures 1–5 above. Use words from the box.

hospitality Grand Tour mass travel information reservation transport

1. The **Grand Tour** (the picture is a Canaletto painting, *The Arch of Constantine*, painted in Rome in 1742).
2. A person making a holiday **reservation**/finding out **information** about a tourist destination on the Internet.
3. **Information** about Great Britain, possibly from a tourist **information** website.
4. **Transport/mass travel**: tourists travelling by plane.
5. A pie chart giving the availability of various types of accommodation in Canada and the number of companies that provide accommodation services. It shows that in Canada motels and hotels are by far the most popular types of accommodation followed by B&Bs and cottages/cabins. The chart represents the hospitality branch of tourism.

Language note

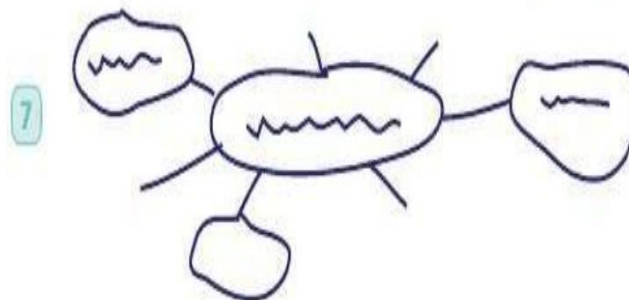
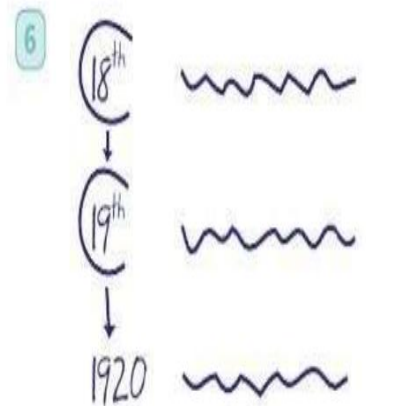
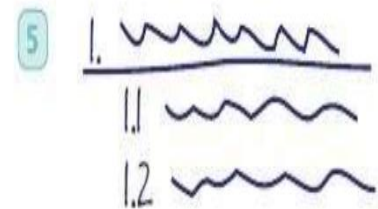
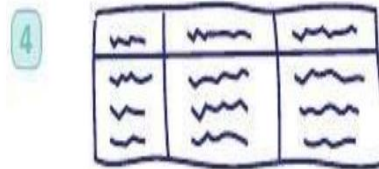
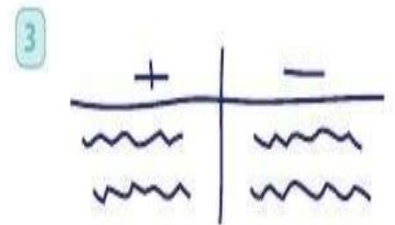
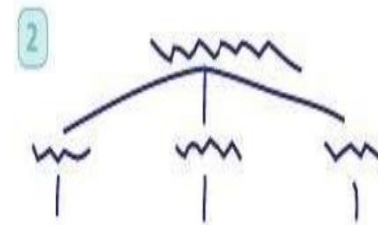
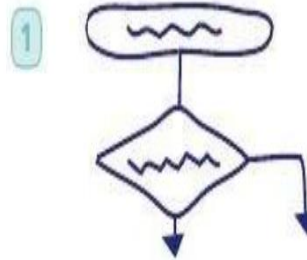
British English usage is normally *transport*.
American English usage is normally *transportation*.

-  Cover the opposite page. Listen to the lecture introductions from Lesson 3 again. Make an outline on a separate sheet of paper for each introduction.

Transcript 1.6

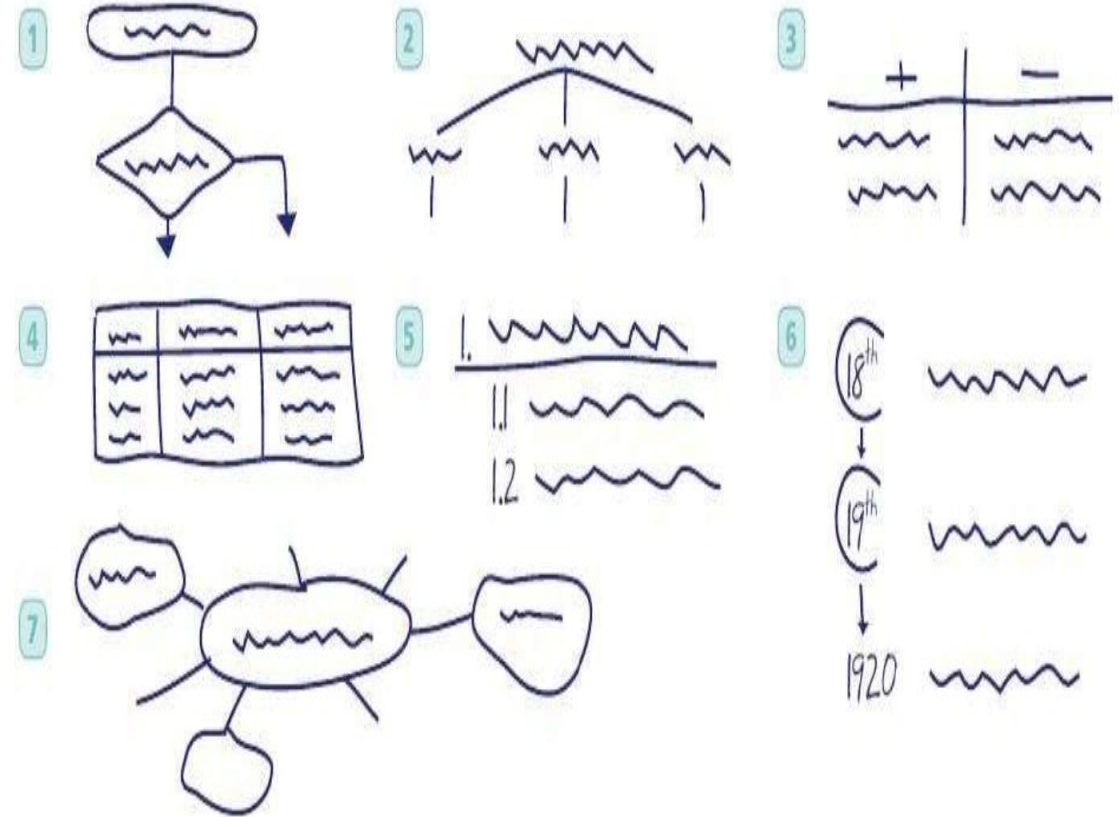
Introduction 1

Today I'm going to talk about tourism. Somebody once said: 'The tourism industry produces expectations, sells dreams and provides memories.' I would 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.



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.

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.

D  Listen to the next part of each lecture. Complete your notes.

Students are only hear the next part of each lecture once. We are playing each extract in turn, if necessary, we pause to allow you to make notes hut not replaying any section.


Students have to choose an appropriate type of notes for this part of the lecture - it could be a continuation of the type they chose for the introduction, or it could be a different type.

Transcripts

Lecture 1 1.7

A tourist, according to the World Tourism Organization, a United Nations body, is someone who travels at least 80 kilometres from home for the purpose of recreation.

A wider definition is that tourism is a service industry. It covers a number of tangible and intangible aspects. The tangible aspects are transport systems: air, rail, road, water and now, space. Other examples are hospitality services: accommodation, foods and beverages, tours, souvenirs. And then there are services such as banking, insurance and security. Examples of intangible elements are rest and relaxation, culture, escape, adventure. These are the things you experience. The intangible aspects of tourism are perhaps even more important than the tangible ones.

D  Listen to the next part of each lecture. Complete your notes.

Lecture 2 1.8

The word *tour* was introduced in the 18th century, when the Grand Tour of Europe became part of the upbringing of educated and wealthy British people. Grand Tours were taken especially by young men to 'complete' their education. They travelled all over Europe to places of cultural and natural interest, such as Rome, Tuscany, and the Alps. They went to see great buildings or works of art; to learn new languages, or to try new cuisine.

The Grand Tour was very important for the British nobility. They often used it to collect art treasures. This explains why many private and public collections in Britain today are so rich.

Tourism in those days was mainly a cultural activity undertaken by the wealthy. You could say that these first tourists, through undertaking their Grand Tour, were more travellers than tourists.

Lecture 3 1.9

First of all, you take a decision to travel. You may go to a travel agency. Alternatively, you may book a trip through the Internet. Having done so, you can start planning and preparing for what to do and see on your trip.

The information you acquire can come from a diverse range of sources. Often people have heard about a popular destination through hearsay; but they may also have done Internet research, or read books from the library. Advertisements in the media also help because they often allow you to send for brochures.

Having reached the destination region, you visit the sights. You could possibly take organized tours. While you go about the business of travel and leisure, you may want to keep a diary and visit the local Internet café to update your web log and send e-mails. And no doubt you may wish to make the occasional phone call to friends and relatives to tell them what they are missing out on ...

On return you'll relive the experience by telling others of your adventure, sharing stories and photographs, and giving people souvenirs.

Lecture 4 1.10

OK. So. Factors in the growth of mass travel. Well, there were two particularly important factors. Firstly, there were improvements in technology. Boats and trains enabled more and more people to travel to tourist destinations in the course of the 19th century; in the 20th century, planes made the sky the limit, literally. Secondly, there was an increase in people's spare time.

So what were some early examples of mass tourism? You may have heard the name Thomas Cook. Actually, his name is used by a well-known British travel agent. Mr Cook can be held 'responsible' for organizing the first package trip in history. In 1841 he took a group of people from Leicester to Loughborough by train. These cities were quite far apart, relatively speaking, for those days, so for most travellers this must have been a great adventure. You could say with some justification that this was the start of mass tourism as we know it today.

Who were the target groups for mass travel? The Victorians liked to travel, even though in the second half of the 19th century travel was only within the reach of the upper classes, of course, and the developing middle classes – people like

merchants, traders and shopkeepers. In the 20th century more and more people earned higher incomes, planes were introduced, and travel became cheaper – within reach of most people in developed countries by the end of the century. In our 21st century society, where most people have more spare time than they know what to do with, mass travel has taken on incredible proportions. It may be difficult now to appreciate that less than 150 years ago not that many people could actually take time off work to travel, and only a few people could afford transport, accommodation and time spent away from work.

Lecture 5 1.11

UK tourism has been growing over the last decade, caused by greater mobility and the Internet. Last year overseas tourists spent £11 billion in the UK when they visited. Now this looks like a lot of money until you realize that domestic tourists spent £26 billion on trips of one night or more and a further £33 billion on day trips.

The UK ranks seventh in the international tourism earnings league behind the USA, Spain, France, Italy, China and Germany. The top five overseas markets for the UK last year were the USA, France, Germany, the Irish Republic and the Netherlands.

It can sound somewhat strange when you look at numbers. For instance, did you know that last year UK residents took 101 million vacations of one night or more, 23 million overnight business trips and 37 million overnight trips to friends and relatives?

Lecture 6 1.12

After the Second World War, in the 1950s, there was a lot of interest in rocket designs, space stations and moon bases. But as Cold War tensions grew, the focus was increasingly on the 'space race' between the USA and the Soviet Union, which ended with the first moon landing.

It wasn't until 1985 that a passenger spacecraft was designed, called Phoenix. In the US, a travel company called Society Expeditions started 'Project Space Voyage'. They were offering short trips into Earth orbit in Phoenix for 'only' 50,000 US dollars. They managed to get a few hundred people interested and collected deposits in the US, Europe and Japan, but in the end there wasn't enough investment to develop Phoenix further.

As we come closer to our own time, developments start to speed up. Shimizu Corporation, a major global construction company, chose to forget about how to actually get into space, but designed a space hotel in 1989.

A few years later, in 1993, the first market research survey on space tourism was carried out.

More than 3,000 people in Japan filled in a questionnaire. If it showed one thing, it was that the concept of space travel was extremely popular in that country.

Five years later, in 1998, the 'X Prize' was announced. This was a \$10,000,000 prize for the first person to launch a reusable manned spacecraft into space twice within a two-week period. At a press conference held by NASA, Mr Goldin, administrator of NASA at the time, said: 'I hope my grandson, who is two years old, will be able to go on a trip to a lunar hotel.' A few years before that, nobody could have imagined such a speech. From that time on, space tourism became accepted by 'real' space industry people. Burt Rutan and SpaceShipOne won the X Prize in October 2004.

In 2001, Dennis Tito became the first paying space tourist. He travelled on board a Russian Soyuz rocket bound for Space Station Alpha. He enjoyed a few days there and returned safely after eight days.

In 2004, Richard Branson of multinational company Virgin presented Virgin Galactic's plans to build a hotel in space and undertake regular space travel. Tickets were sold for a mere \$200,000.

In 2007 NASA and Branson's Virgin Galactic announced they would collaborate in future manned spaceflight technology, and in 2008 construction of the first space terminal started in New Mexico.