

1 WORLD TOURISM

Speaking

Exercise 1, page 8

- 1 France
- 2 United States of America (the USA)
- 3 China
- 4 Spain
- 5 Italy
- 6 United Kingdom (the UK)

Reading

Exercise 2, page 8

- 1 d 2 h 3 b 4 f 5 c 6 a 7 e 8 g

Vocabulary

Exercise 4, page 9

- 1 13 2 14 3 50 4 60 5 17 6 18 7 90

Exercise 5, page 9

- 1 1½ 2 0.75 3 50% 4 1/3 5 0.25
6 20% 7 0.125 8 1/10

Listening

Exercise 6, page 9

- 1 Europe 2 the USA 3 Germany 4 China

Extra activity

- 1 IATA: International Air Transport Association
 - 2 UNESCO: United Nations Educational, Scientific and Cultural Organization
 - 3 LHR: London Heathrow Airport
 - 4 NYC: New York City
 - 5 ETA Estimated time of arrival
 - 6 ETD: Estimated time of departure
 - 7 TIC: Tourist Information Centre
 - 8 BB: Bed and Breakfast
- See the Workbook pages 4–5 for more useful terms in international tourism.

Vocabulary

Exercise 7, page 9

- 1 f 2 g 3 d 4 a 5 c 6 e 7 b

More suggested answers (not in the wordpool):

- 1 hostel, motel, hotel
- 2 cycling, trekking
- 3 art gallery, amusement park
- 4 business convention, music festival
- 5 bistro, pizzeria
- 6 car hire, bus, coach, taxi
- 7 independent operator, online travel shop

THE UNITED STATES

Speaking

Exercise 1, page 10

- A Times Square B The Grand Canyon
C Las Vegas D San Francisco

Grammar

Exercise 2, page 10

- 1 Where 2 How much 3 How long
- 4 What 5 How many 6 Which 7 How
- 8 When

Words not used: *who, how old, why, how often*

Reading

Exercise 4, page 11

Students' own answers.

Exercise 5, page 11

shopping
parks – both natural parks and theme parks
visiting museums, zoos and aquariums

Exercise 6, page 11

- 1 merchandise 2 brands 3 destination
- 4 retailer (also retail store) 5 growth market
- 6 emerging markets

Exercise 7, page 11

- 1 How often do you go on holiday?
- 2 How do you usually travel?
- 3 Where do you usually go?
- 4 Where do you usually stay?
- 5 How long do you go for?
- 6 Who do you go with?
- 7 What do you do on holiday?
- 8 What do you spend most money on?

Exercise 3, page 12

Suggested answers

- 1 We say: *the 22nd of September/September the 22nd* (but we write 22nd September/September 22nd)
- 2 It's 12.45./It's a quarter to one.
- 3 30 days: September, April, June and November
31 days: January, March, May, July, August, October, December; February has 28 or 29 days.
- 4 Sunday, Saturday, Friday, Thursday, Wednesday, Tuesday, Monday
- 5 I like Thursdays because it's nearly Friday. July and August are my favourite months because I usually go on holiday then.

PROFESSIONAL SKILLS

CHECKING AND CONFIRMING DETAILS

Listening

Exercise 1, page 12

- 1 Friday 3 November (November the third)
- 2 8.30 (eight-thirty)
- 3 Thursday
- 4 6.45 (a quarter to seven)
- 5 15th (fifteenth)
- 6 21st (twenty-first)

Exercise 2, page 12

- 1 Friday the third of November/Friday November (the) third
- 2 half past eight/eight-thirty p.m.
- 3 Thursday
- 4 six forty-five a.m.
- 5 the fifteenth of July/July (the) fifteenth/fifteenth July
- 6 the twenty-first of July/July (the) twenty-first/twenty-first July

Speaking

Extra activity

- /eɪ/: a, h, j, k
- /i:/: b, c, d, e, g, p, t, v
- /e/: f, l, m, n, s, x, z
- /aɪ/: i, y
- /əʊ/: o
- /u:/: q, u, w
- /ɑ:/: r

Exercise 4, page 12

The expressions occur in the following order.
Conversation 1:
Can you repeat that, please?
That's all one word.
Conversation 2:
That's all one word.
Double 'S'
That's right.
That's 'S' for sugar.
So that's ...?
The email addresses are:
1 information@raileurope.co.uk
2 annabelweiss@gmail.com

Exercise 5, page 12

Students' own answers.

Listening

Exercise 6, page 13

- 1 30 2 a musical 3 October

Exercise 7, page 13

1 The Lion King 2 Wednesday 16th
3 2.30 p.m. 4 34 5 £30.50 6 McKenzie
7 Visa 8 9002 9 5021
10 victormckenzie@ac.uk

Professional skills

Exercise 8, page 13

1 Is 2 Sorry 3 check 4 right 5 That's
6 confirming 7 Three 8 not

Writing

Exercise 10, page 13

Writing model

Dear Mr McKenzie,
Thank you for booking with London Theatre
Reservations. Here are your booking details:
Name of show: The Lion King
Date: Wednesday 16 October
Time: 2.30 p.m.
Theatre: Lyceum Theatre, London
Number of tickets: 34
Ticket price: £30.50
Total payment: £1,037.00
Name of payee: Mr. Victor McKenzie
Payment method: Visa
Credit card number: 4593 7688 9002 5021
Email address: vicmckenzie@ac.uk
Please remember to bring this confirmation
with your credit card when you collect the
tickets from the theatre box office. Thank you.
Best regards,
London Theatre Reservations

CASE STUDY

MAKE THE RIGHT BOOKING

CASE STUDY MENU

Exercise 1, page 14

Students' own answers.

Customer profile

Exercise 2, page 14

1 Bradford 2 Peru 3 Machu Picchu
4 Lake 5 his sister
6 Friday 16 August – Friday 25 August
7 1,200 8 ac.uk

Choosing a package

Exercise 3, page 15

Package choice: 'D' Peru Special
Mark wants to go for ten days, visit Machu
Picchu and do an Amazon tour. It doesn't
include Lake Titicaca but it's within his budget.
Travel dates: Friday 16 August–25 August
Total cost: US \$2,400 for two

TASK

Exercise 4, page 15

Mark now has an extra US \$1,000 for his
travel budget. He would like to book the jungle
tour and extend his vacation by five days.

Exercise 5, page 15

Suggested answer

Mark can now go for two weeks, so the best
package is Incan Wonders. Mark also wants
to go sand-boarding and he has enough
money to book this optional sand-boarding
tour.

(His sister is interested in the mountain train
from Huancayo to Lima, but the travel
consultant says it's a long trip and you can
only go at weekends.)

Exercise 6, page 15

Possible outcome

At first the best package for Mark is the Peru Special (option D) because he wants to go for ten days, go trekking, visit Machu Pichu and the Amazon, and it is within his budget of US \$2,500. Mark also wants to visit Lake Titicaca but it isn't included in this tour. He then has an extra US \$1,000, which means they can go for two weeks. The total cost of the booking should be within Mark's budget of US \$3,500 for two.

Main points to consider:

- New travel dates are 16–30 August.
- Flights, transfers, guides, accommodation (but not in Huacachina) and breakfast and dinner are included in the package.
- The Peru Special has a more challenging trek, so it's a better package for them.

There are two possible final package options. Both cost the same but the second option is better for Marks' needs:

- A, Incan Wonders (15 days) at US \$1,700 pp, and sand-boarding at US \$40 pp. Total cost: US \$3,480.
- D, the Peru Special (ten days) at US \$1,200 pp, combined with option C Andean Adventures (four days) at US \$500 pp including home stay accommodation at Lake Titicaca, plus sand-boarding at US \$40 pp. Total cost: US \$3,480.

Confirming a booking

Exercise 7, page 15

Writing model

Dear Mark,

Thank you for booking with CSAM Travel. I'm writing to confirm the details of your booking for Peru. Your travel dates are 16–30 August. Your booking for two people includes a three-star hotel in Lima, home stay accommodation in Lake Titicaca and a jungle tour in the Amazon. Please see the attached details.

Here is your flight information with Aeromexico:

Depart MEX (Mexico City) 2.55 p.m.

Arrive LMA 8.45 p.m. (duration 5 h 50 m)

Please also find attached details of your airport transfers, internal flights and tour information.

The total cost of your booking is US \$..... (about \$4,500) including VAT, the Inca trail hiking tour and the four-day jungle tour in the Amazon.

We accept payment by credit card or bank transfer. Feel free to contact me if you have any more questions.

Best wishes,
(Your name)

JOBS IN TOURISM

Reading

Exercise 1, page 16

Advantages:

- interesting and varied work
- people-focused
- opportunity to meet and help people from all over the world
- every day is different
- flexibility of hours
- on-the-job training
- opportunities for fast promotion
- possibility of long-term career
- (with a university degree) you move more quickly into a management position

Disadvantages:

- seasonal work
- short-term contracts
- hours are sometimes long and hard
- temporary option
- working shifts and weekends
- low-paid at the start

Exercise 2, page 16

- 1 part-time 2 temporary 3 low-paid
4 long-term 5 seasonal 6 shifts

Exercise 3, page 16

- 1 Food and beverage: restaurant manager, waiter
- 2 Accommodation: concierge, hotel receptionist
- 3 Transportation: flight attendant, pilot
- 4 Recreation and entertainment: entertainer, outdoor adventure guide

Listening

Exercise 4, page 17

- 1 travel agent: organized and communicative
- 2 flight attendant: customer-focused and efficient
- 3 tour guide: energetic, enthusiastic and entertaining

Exercise 5, page 17

- 1 customer service 2 sales 3 IT
4 communicator 5 team 6 first aid
7 passion 8 fun 9 organizational

Exercise 6, page 17

- 1 Travel agent
 - salary: low (over \$30,000)
 - working conditions: long hours (40 hour weeks); good benefits
- 2 Flight attendant
 - salary: good (over \$38,000) – can increase by \$3,000–\$8,000 a year by doing extra flights
 - working conditions: flexible working hours; discounts on flights
- 3 Tour guide
 - salary: low (\$23,000) but good tips from customers
 - working conditions: long working hours (14–15 hours/day); travel to exotic locations for free; meals, accommodation, transport are free; good tips

Speaking

Exercise 7, page 17

Students' own answers.

A DAY IN THE LIFE

Reading

Exercise 1, page 18

- 1 food and beverage manager
- 2 front office manager
- 3 hotel receptionist
- 4 executive chef
- 5 executive housekeeper

Suggested answers for other hotel jobs

general manager, housekeeper, bellhop/bell boy, porter, concierge, maintenance engineer, gardener, pool attendant, accountant, work in marketing or sales, waiter/waitress, restaurant manager, prep cook, sous chef, chef, etc.

Exercise 2, page 18

Front office manager

Exercise 3, page 18

- 1 twelve front office staff
- 2 shifts
- 3 guests
- 4 corporate clients
- 5 hospitality
- 6 prep cook
- 7 sous chef
- 8 executive chef
- 9 cooking and travel
- 10 to become a General Manager of one of the Bouvier Hotels and work abroad

Grammar

Exercise 4, page 19

He is helping to develop a new online promotion.

Extra activity

like, want, prefer, imagine, cost, suppose, believe, think, understand

Exercise 5, page 19

- 1 'm training
- 2 'm helping them
- 3 's
- 4 'm
- 5 showing
- 6 works
- 7 're finding
- 8 use
- 9 'm planning
- 10 don't
- 11 take
- 12 'm
- 13 knows

Exercise 6, page 19

Suggested answers

- 2 The receptionist works on the front desk. At the moment, he's/she's checking in a group of 25.
- 3 The executive housekeeper supervises cleaning staff. At the moment he's/she's inspecting all the bathrooms.
- 4 The building (maintenance) manager looks after the building. At the moment he's/she's supervising some repair work.
- 5 The waiter waits at tables. At the moment he's taking a lunch order.
- 6 The bell boy helps guests with luggage. At the moment he's carrying a heavy bag.

PROFESSIONAL SKILLS

COVERING LETTERS

Reading

Exercise 1, page 20

- 1 positions
- 2 curriculum vitae (CV)/resumé
- 3 flexible
- 4 Team
- 5 training
- 6 skills
- 7 management
- 8 experience

Exercise 2, page 20

Students' own answers.

Listening

Exercise 3, page 20

She talks about the Restaurant Manager job first.

Exercise 4, page 20

Suggested answers

Restaurant manager:

- Experience: at least two years' relevant experience
- Skills: excellent customer service and people management skills; someone who can speak good English and another European language
- Qualities: someone who is well-organized and can stay calm in a crisis

Children's recreation supervisor:

- Experience: experience of supervising kids an advantage
- Skills: someone with language skills who can work well in a team; first aid and medical skills are very useful
- Qualities: someone who is energetic and enthusiastic

Reading

Exercise 5, page 21

Miroslav is applying for the position of Children's Recreation Supervisor.

Professional skills

Exercise 6, page 21

Dear Ms Isabela Monti,
¹**I am writing to apply** for the position of Children's Recreation Supervisor ²**as advertised** on your website on 15 October. I am very interested in working for *Fun Parks* because I enjoyed the Pirate Park very much when I visited it recently with a group of children.

At the moment I am studying for a diploma in Tourism management at the University of Macedonia. I am in my first year, although ³**I have two years' experience** in working for an after-school club. ⁴**My responsibilities include** organizing activities and excursions for young children. Please ⁵**find attached a copy of my CV**.

My supervisor says I am sociable, hard-working and creative. ⁶**In addition**, I am enthusiastic and I work well in a team. ⁷**As you can see** from my CV, I speak English and many Eastern European languages fluently. If you are interested in my application, ⁸**please do not hesitate to contact me** regarding a possible interview. ⁹**I look forward to** hearing from you.

¹⁰**Yours sincerely**,
Mirsolav Wasilew

Exercise 7, page 21

Writing model

Dear Sir/Madam,
I am writing to apply for the post of Restaurant Manager as advertised on the website *Europe – T&T Jobs* on 15 October. I am very interested in working for *Fun Parks* because I think it is an exciting, dynamic organization and I would like to be part of your team.

I have a diploma in Hospitality Management from the University of Madrid. In addition, I have two years' experience in working in Food and Beverages Management. My past responsibilities include organizing bar and restaurant staff in a busy holiday resort on the Costa Dorada. Please see my attached CV for more details and references.

As you can see from my CV, communication and organizational skills are my main strengths and I always enjoy learning new skills. I consider myself hard-working, enthusiastic and I am good at staying calm under pressure. I speak fluent Spanish and English, and some Italian and French.

I am available to start work immediately. Please do not hesitate to contact me if you would like more information. I look forward to hearing from you regarding a possible interview.

Yours faithfully,
(name)

Speaking

Exercise 8, page 21

Suggested answers

- Why do you want to leave your present job?
- Are you prepared to work weekends/long hours?
- Where did you study/train?
- What qualifications do you have?
- Do you have any relevant experience?
- Can you give me an example of when you worked well in a team?
- What did you enjoy the most/least about your last job?
- Can you describe yourself using three positive adjectives?

Extra activity

Suggested answers

eye contact, facial expressions, posture, gestures, clothing, etc.

CASE STUDY

CHOOSE THE RIGHT PERSON FOR THE JOB

Assistant Cruise Director

Exercise 1, page 22

Experience: Experience working with large groups of people and public speaking skills. Minimum two years' experience in public relations, entertainment, recreation or guest services.

Personal qualities: Motivated; strong organizational skills; ability to interact with people of all ages.

Candidate profiles

Exercise 2, page 23

- 1 Shore Excursion Manager
- 2 outgoing, hard-working and flexible
- 3 customer service skills training at hotel
- 4 worked on the front desk at a hotel, receptionist on a cruise ship for two years, current job in Entertainment Department: promoting and selling excursions, giving presentations, supervising the shore excursion staff and accounts
- 5 singer, musician and DJ (seven years)
- 6 extrovert, friendly, enjoys entertaining people
- 7 no formal training after the age of 15, speaks English, Italian, Spanish and is studying French.
- 8 worked in a gift shop, sixteen years' experience as an entertainer, helps the cruise director to organize the entertainment program and hosts activities. Good language skills.

Exercise 3, page 23

- 1 energetic and enthusiastic, creative, calm and patient
- 2 degree in tourism
- 3 three years on cruise ships, organizes and supervises various activities for children and teens, helps with adult activities, e.g. hosting karaoke

Exercise 4, page 23

Students' own answers.

TASK

Exercise 5, page 23

- 1 want this job
- 2 languages
- 3 speak
- 4 like
- 5 dislike
- 6 guest entertainment
- 7 offer you

Exercise 7, page 23

Possible outcome

Angelica Davies is a strong candidate for the job. She has an outgoing personality and customer service skills as a receptionist in a hotel and on board cruise ships. She also has public speaking skills and manages staff as a shore excursion manager. Her weak points are that she doesn't speak any languages apart from English and she doesn't have any experience as an entertainer, which could be important as a host.

Bruno Rossi is also a strong candidate because of his extrovert personality, musical skills and experience in entertainment. He speaks several languages so can communicate with lots of guests. He also has relevant work experience hosting events and helping the cruise director to organize events. The main disadvantage is that he doesn't have any experience supervising other staff and probably needs some training.

Julie Quinn has less cruise ship experience than the other two candidates and works mainly with children, but she has a tourism degree and the right personality to make a great assistant cruise director in another year or two.

3 VISITOR CENTRES

Listening

Exercise 1, page 24

Speaker 1 is from Spain.
Speaker 2 is from China.

Exercise 2, page 24

- 1 There are tourist offices in all ~~beach resorts~~ **major towns and resorts** in Spain.
- 2 They give advice on places to stay, eating out, and things to see and do e.g. ~~sports events~~ **festivals** (in Tenerife, Valencia, Seville and Granada).
- 3 The speaker thinks the ~~Tourist Offices~~ **locals/local people** usually give the best information.
- 4 There are ~~lots of~~ **not many** Visitor Information Centres on the Chinese mainland.
- 5 Some Chinese ~~VICs~~ **travel companies** say they are 'official' organizations (but they are not).
- 6 Huan thinks the Hong Kong and Macau tourism boards ~~don't~~ **provide** helpful advice.

Vocabulary

Exercise 3, page 24

1 e 2 d 3 a 4 f 5 c 6 b

Exercise 4, page 24

Suggested answers

- museums, art galleries, cultural heritage and historic sites, entertainment centres, (theatres and cinemas), cathedrals and places of religious worship
- fire service, doctor/health clinic, dentist, embassies and consulates, garage mechanics
- banks and money exchange, embassies and consulates, walking and bus tours, day trips, e.g. boat and bus trips, local markets, festivals and sports events

Additional services might be: booking accommodation at local hotels and B&Bs; currency exchange; maps and guide information for walking or driving tours in the area.

Reading

Exercise 5, page 25

- 1 The Tourist Board in Scotland have found that 50% of visitors to VICs are Scottish and not 'tourists'. So all kinds of travellers use visitor centres including hotel guests, residents and day-trippers.
- 2 Some hoteliers think VICs are unnecessary because visitors can get information from hotel reception, a taxi driver, or shop assistant. They can also get online information using a laptop or mobile device in hotels with Wi-Fi connections.
It costs a lot of public money to run these centres.
- 3 VICs are still useful because they promote tourism to all kinds of tourist. They encourage visitors to see local sights and attractions, and go to festivals or sports events.
Many visitors prefer face-to-face contact with staff in a VIC.

Exercise 6, page 25

1 VICs 2 Tourist 3 promote 4 advice
5 technology 6 sights 7 events
8 face-to-face 9 enquiries 10 ambassadors

Speaking

Exercise 7, page 25

Suggested answers

opening times, national holidays, driving on the other side of the road, the local language, cost of public transport, eating times, entertainment, types of food, fashion, people in the street, etc.

BHUTAN

Reading

Exercise 1, page 26

Suggested answers

- I think Bhutan is an isolated/remote/quiet/unique/unusual country.
- Its landscape is spectacular/beautiful/amazing.
- Its culture is mystical/religious/old-fashioned/unique/not very modern.
- Bhutanese people look friendly/quiet/happy/traditional/old-fashioned/don't look very modern.
- Their clothes are traditional/old-fashioned/distinct/unique/unusual/aren't very modern.

Exercise 2, page 26

1 c 2 d 3 a 4 b

Exercise 3, page 26

Suggested answer

I would like to visit Bhutan because it looks beautiful and very peaceful, but I wouldn't like to live and work there. I prefer living in bigger cities with more shops, facilities, nightlife, etc. Bhutan is land-locked, it doesn't have a sea, and I enjoy going to the beach in my country. Finally, I don't think Bhutanese food is very varied.

Grammar

Exercise 4, page 27

- Bhutan may not be one of the richest countries in the world, it is officially one of the happiest.
- one of the world's youngest heads of states
- one of the most spectacular but also one of the scariest airports

Exercise 5, page 27

- 1 modern 2 friendlier 3 important
4 bigger 5 traditional 6 longer 7 happiest
8 best

Exercise 6, page 27

- 1 more modern 2 most spectacular
3 happier than 4 good as 5 spicier than
6 noisier than 7 shorter/than 8 the tiniest

Exercise 7, page 27

Suggested answers

- My country is bigger than Bhutan.
- The city where I live is noisier than Thimphu.
- The landscape in Bhutan is more beautiful than in my region.
- Bhutan is in the Himalayas so it's higher than my country – my country is flatter.
- The architecture is older and more interesting than where I live.
- The clothes are more modern here – they aren't as traditional as Bhutanese clothes.
- I think the Bhutanese look more relaxed than the people here.
- I'm sure the nightlife in my city is better than in Thimphu.
- Tourists have to pay a higher tax in Bhutan than in my country.
- The tourism industry here is more developed than in Bhutan.

Speaking

Exercise 8, page 27

Students' own answers. They should use the words in the box.

PROFESSIONAL SKILLS

DEALING WITH ENQUIRIES

Listening

Exercise 1, page 28

Students' own answers. These could include The Edinburgh Fringe Festival in summer and Edinburgh Castle, which is the second most visited tourist sight in the UK after the Tower of London.

Exercise 2, page 28

1 thousands 2 month 3 maps 4 discounts

Reading

Exercise 3, page 28

- 1 T
- 2 F – eight languages
- 3 F – It's a 24-hour service.
- 4 T – The Horrible History channel

Listening

Exercise 4, page 29

1 15 minutes 2 all day 3 60 minutes 4 £15
5 90 6 noon 7 £9 8 half price/£4.50

Professional skills

Exercise 5, page 29

1 How can 2 do you mean 3 Certainly
4 welcome 5 for calling

Vocabulary

Exercise 6, page 29

1 c 2 d 3 a 4 b 5 e

CASE STUDY

IMPROVE A SERVICE

Mystery shopper

Exercise 1, page 30

Suggested answers

- 1 Students might want to talk about the ethics of this method. They might have experience of mystery shoppers in their organizations they want to talk about.
- 2 Other ways to investigate quality: user 'exit' surveys, staff surveys, customer feedback forms, manager's walkabout, record of complaints and follow-up action, keeping emails from customers about the service, hiring consultants to evaluate the service, e.g. the website.

Albertville Visitors Bureau

Exercise 2, page 30

Centre 1:

- a sent the information within 48 hours; assistant answered the phone well and was friendly and knowledgeable
- b assistant smiled and was friendly
- c centre clean and well decorated

Centre 2:

- a did not respond to two emails; assistant told the caller to consult the website or go to the office; no standard way to answer the phone
- b assistants ignored the visitor at first and then offered leaflets
- c paper and boxes on the floor and the paint on the walls was old and dirty

Customer feedback

Exercise 3, page 30

1

- poor access to the centres for people in wheelchairs
- no signs outside with the opening hours and the centres don't open at lunch-time and on Sundays

2

- The bureau could build ramps and widen the doorways to improve access.
- The bureau could improve signs (signage) and extend opening hours.

Website evaluation

Exercise 4, page 31

Suggested answers

- A new online service for people who want to book accommodation is a good idea. Online video tours are also a good service but could be expensive to produce. It is, however, possible that some people might find it hard to make bookings and find information online if they don't know how to use a computer.
- PDFs of maps and information reduce the cost of providing maps and leaflets as people can print them at home.
- Interactive forums are also a good way to get feedback from users but there will be a cost involved in maintaining and monitoring the forum as well as responding to the comments.
- Closing a centre and introducing digital kiosks means visitors lose the 'human' contact with the centres, and some staff could lose their jobs. It is also possible that some people might find it hard to operate the digital kiosks, or that people don't get information and help when the kiosks are not working.

TASK

Exercise 5, page 31

Possible outcome

Essential improvements (Low cost)

Staff training: the centre managers to offer all staff training to improve the customer service in the centres. Training to include:

- standard practice for answering the telephone
- responding within 48 hours to all email enquiries
- welcoming and helping visitors to the centre.

Desirable improvements (Low cost)

Website: add printable PDF versions of maps and information to the website.

Essential improvements (High cost)

Physical adaptations: it is essential for a public service to adapt all the centres for wheelchair and disabled access. This includes wider doors, ramps and disabled toilets.

4 PACKAGE TOURS

Vocabulary

Exercise 1, page 32

- 1 square – the others are (government) buildings
- 2 big wheel – the others are buildings; or perhaps concert hall because it isn't an attraction
- 3 theatre – the others were built for kings and queens, or nobility. A country house in the UK is a large house in the countryside; especially one of historical interest – it is not a simple house in the country
- 4 bridge – the others are architectural features or parts of a historic building
- 5 Baroque – is a style of art and architecture from the late 16th and early 17th centuries; the others are (building) materials
- 6 the sixties – is a period of time but the others are all architectural or art styles

Reading

Exercise 2, page 32

Students' own answers.

Grammar

Exercise 3, page 33

There are 11 verbs in the past simple tense in the text in Exercise 2.

- 1 had, developed
- 2 was built (past passive form), lasted
- 3 weren't, died
- 4 started, burnt, didn't survive
- 5 lived, was

Exercise 4, page 33

- 1 wasn't/was not 2 was 3 gave 4 rebuilt
5 was invented 6 opened 7 read 8 broke
9 was 10 put

Extra activity

/t/ /d/ /ɪd/
worked arrived wanted
helped cleaned needed
looked organized recruited
brushed served inspected
talked trained
booked

Vocabulary

Exercise 5, page 33

- 1 1666 2 1348
 3 1700s/the eighteenth century
 4 the nineteenth century 5 1952
 6 the sixties/60s 7 (the year) 2000
 8 1948, 2012

Exercise 6, page 33

Students' own answers.

Speaking

Exercise 7, page 33

Students' own answers.

CANCÚN

Reading

Exercise 1, page 34

Suggested answer

Cancún is attractive to tourists because it has sandy beaches, sunshine, warm temperatures and warm waters with tropical fish and other attractions. It's a good place to practise water sports, e.g. snorkelling. It is also a well-developed resort with an airport, good hotels and other services.

Exercise 2, page 34

- Before 1970, Cancún was a small fishing village of about 100 inhabitants.
- Cancún is now Mexico's leading tourist resort.

Exercise 3, page 34

- one of the five best places for new, purpose-built resorts
- 30-year plan to develop Cancún
- the number inhabitants in Cancún before 1970
- the number of new jobs
- the number of hotel rooms in service in 1975
- the number of hotels in 2008
- the number of flights per day handled by Cancún airport
- the approximate population of Cancún today

Exercise 4, page 34

Suggested answers

roads, street lighting, hospital or medical centre, banks and ATMs, post office, refuse collection, train station, transport, e.g. bus/ferry service, taxis, car hire/rental, police station, restaurants, cafés, souvenir shops, museums, parks and children's play areas, Wi-Fi and internet access, other sports and leisure activities, e.g. canoeing, boat trips, tennis courts, other attractions and entertainment, e.g. zoo, cinemas.

Vocabulary

Exercise 5, page 35

Suggested answers

Usually included:

flights, airport transfers, meals, activities for kids, information pack

Sometimes included:

sightseeing tours, free drinks, evening entertainment

Optional extras:

car/boat hire, hire of sports equipment, beach umbrellas, babysitters, gratuity

Exercise 6, page 35

- 1 harbour 2 fish 3 growth 4 clear
 5 sandy 6 coast

Exercise 7, page 35

- 1 all-inclusive 2 full-board 3 tailored
 4 crowded 5 babysitting 6 entertainment
 7 sign up 8 pay extra

Listening

Exercise 8, page 35

- Speaker 2 (Jason Alvarez)
- Speaker 1 (Valerie Shroder)
- Speaker 2 (Jason Alvarez)
- Speaker 1 (Valerie Shroder)

Exercise 9, page 35

- Valerie's package tour was all-inclusive and included: free children's entertainment, free drinks at the pool and a babysitter in the evening
- Jason's package tour included: half-board; ferry to the mainland

Exercise 10, page 35

Suggested answers

Advantages of a tailored package: The customer plans together with an agent or tour company and it's a good option for travellers who know exactly what they want. The package is personalized and there is more possibility of the traveller enjoying the vacation.

Disadvantages of a tailored package: They involve a lot of work for travel professionals and can be more expensive for the customer than all-inclusive packages.

Advantages of an all-inclusive package: the travel agent or tour company makes the travel decisions for the customer and it's easier and less stressful for the traveller to organize. It is often good value for money.

Disadvantages of an all-inclusive package: if it isn't exactly what the traveller wanted, they can't make changes to the booking when they are in the destination. It can be a bit impersonal and is not a good option for more adventurous travellers.

Model answer for DVD worksheet optional writing task

Transport in Paris

1 Paris Métro

For longer journeys, the Métro is the best option. It's the quickest way to get around the city. You can save money by buying a *carte* of ten tickets at the ticket office in any Métro station or from the machines.

2 Sightseeing buses

If you can't walk or cycle around Paris, a bus tour is a great option. *L'OpenTour* and *Les Cars Rouges* offer regular hop-on, hop-off sightseeing buses to all the top museums and attractions, with commentary in many languages.

3 Montmartre Funicular

The uphill walk to visit the Sacré Coeur can be impossible for some visitors. The Montmartre Funicular is one alternative. You can use a standard Métro ticket to ride the funicular.

PROFESSIONAL SKILLS

CITY TOURS

Listening

Exercise 1, page 36

Suggested answer

A tour of Barcelona would probably include the old town in the Gothic Quarter, buildings designed by Gaudí, e.g. Casa Milà and the park, Parc Güell. Visitors often enjoy having tapas in one of its many cafés or a meal in the port.

Exercise 2, page 36

- a Tour 3: Montjuic tour
- b Tour 1: Gothic history tour
- c Tour 2: Gaudí tour
- d Tour 1: Gothic history tour
- e Tour 2: Gaudí tour
- f Tour 3: Montjuic tour

Exercise 3, page 36

- 1 Tour 3: Montjuic tour
- 2 bullring, shopping centre, football ground/stadium, art museum
- 3 The woman can't find her art ticket.

Exercise 4, page 36

- 1 can see 2 known as 3 good question
- 4 follow me 5 let's go 6 Can I have

Exercise 5, page 37

- 1 Tour 1: Gothic history tour
- 2 They ask if they can take photos; where the restroom is.
- 3 In the 14th century./In 1383.

Exercise 6, page 37

- 1 Is it OK if I 2 go ahead 3 55
- 4 incredibly fast 5 15th to 18th
- 6 Excuse me 7 restroom 8 Mind

Professional skills

Exercise 7, page 37

- 1 major cities 2 3–9 days 3 special needs
- 4 Friday evening 5 short tour 6 all meals
- 7 short visits and all-day 8 extra charge
- 9 specialist knowledge
- 10 printed information

Exercise 8, page 37

Students' own answers.

CASE STUDY

DESIGN A PACKAGE

Europa Cultural Tours

Exercise 1, page 38

Suggested answers

- 1 Organization: The length of the tours seems fine and a variety of activities are included in the tours, although perhaps there is too much walking on the walking tour for older people. There are a lot of concerts, e.g. 12 in six days on the Danube Festival tour, so maybe visitors would like some more free time on that tour. There is no mention of tour guides so we don't know if they are music specialists or not.
- 2 Products: Both tours are classical/cultural tours, e.g. with music lectures, so perhaps ECT could offer more popular or commercial package tours. The tours might be boring for younger people.
- 3 Price: Prices are very high, especially for The Danube Festival cruise option if you are single. The Salzburg summer festival at €3,980 pp also seems expensive for five days. Perhaps ECT could offer a three-star hotel instead of luxury accommodation for this tour.
- 4 Target market: It is a niche market. The tours are directed at people with an interest in classical music who are couples, singles and senior citizens (under 75s only). There is no mention of children or families, or people with mobility problems.

Feedback from customers and employees

Exercise 2, page 39

Criticisms: package tours are too expensive; the walking tour is too much for older people; some of the guides are not music experts; one of the guides left the visitors to smoke; the company should be more transparent about extra costs

Recommendations: 6, 7 and 10 are mentioned by Speaker 2; 3 is mentioned by Speaker 3

The competition

Exercise 3, page 39

- 1 *The Sound of Music* Bus Tour (most expensive option is €1,150 for five nights)
- 2 Austria's Best Tours – *The Sound of Music* Bus Tour
- 3 RockHeavyFest is better value because the most expensive option is €850 for two people for five days, and it has more price options, which makes it easier to tailor to individual needs.
- 4 People interested in classical music and culture; couples, singles and senior citizens (under 75).
- 5 *The Sound of Music* Bus Tour caters for singles, couples and families, while RockHeavyFest caters for people on a budget who like rock music. Melody Tours may be successful because their holidays are less expensive than ECT, they include more price options and cater to a wider range of people.

TASK

Exercise 4, page 39

Possible outcome

The Sound of Austria: a five-day musical package tour in Austria

- 1 Accommodation: three-star accommodation in Salzburg
- 2 Transport from Vienna to Salzburg and transfers in Salzburg
- 3 Concerts: one opera and two classical concerts, OR two classical concerts and a musical dinner with songs from *The Sound of Music*.
- 4 Optional excursions:
 - half-day river cruise with lunch; cost: €55 pp (adults), €25 pp (children)
 - one-day tour of the film locations from *The Sound of Music*; cost: €40 pp (adults), children half price
 - half-day walking tour around Salzburg; cost: €18 pp
- 5 Two tour guides: one with a background in classical music; another who is an expert on *The Sound of Music*
- 6 Optional social activities: the musical dinner, river cruise with lunch and the walking tour
- 7 Optional post-tour: three-day tour of Vienna including its opera house and elegant cafés; cost: €720 pp (includes two nights in three-star accommodation, half-board, one concert, tour guide and transfers).
- 8 Cost of *The Sound of Austria* tour: €1,280 pp (adults); children half-price (includes four nights' accommodation, breakfast and dinner, three concert tickets (adults and children aged over ten), tour guides and transfers).

Exercise 5, page 39

Students' own presentations.

5 HOTELS

Reading

Exercise 1, page 40

- 1 incorrect (The text mentions expansion but says there are not enough hotels to meet demand, which is likely to be high in a capital city.)
- 2 incorrect (The text says luxury hotels offer a similar service to the best hotels in the West.)
- 3 incorrect (Many of the cheaper hotels are located far from the centre.)
- 4 correct (Hotels are often booked up months in advance, especially during the summer season. Also, visitors can get cheaper rates if they book with a travel agent or online.)

Listening

Exercise 2, page 40

- 1 Good morning! Welcome to the Petrovskaya Hotel. How can I help you?
- 2 May I have your passport, please?
- 3 Thank you, Mr Perry. You have a reservation for a double room for three nights, is that correct?
- 4 Could I have your credit card, please?
- 5 Here is your key card. You are on the second floor and the room number is here.
- 6 Do you need any help with your luggage?
- 7 Enjoy your stay at the Petrovskaya Hotel, Mr Perry.

Exercise 3, page 41

The receptionist doesn't say the room number for security reasons. It's common practice in many hotels not to say the room number e.g. so other people can't charge food and drink to that room.

Exercise 4, page 41

- 1 double room with balcony
 - 2 two
 - 3 No
- The receptionist tries to sell the guests breakfast but the man refuses, saying it sounds expensive.

Grammar

Exercise 5, page 41

Suggested answers

- 1 Could I have your flight details, please?
- 2 Can/May/Could I have your credit card, please? Can/could you sign here?
- 3 Shall I order you a taxi? Shall I order a taxi for you?
- 4 Shall I charge the drinks to your room? Can/May/Could I have your room number, please?
- 5 Shall I reserve a table for you?
- 6 Can/May/Could I have your key card, please? Can I have your room number?

ROOM WITH A VIEW

Vocabulary

Exercise 1, page 42

Hotel services and facilities: indoor swimming pool, 24-hour front desk, laundry service, express checkout kiosk, fitness centre
Guest room facilities: in-room safe, iron, walk-in shower, cot/crib, hairdryer

Exercise 2, page 42

- 1 shower gel 2 soap 3 shampoo
4 hand lotion 5 pillow 6 blanket
7 duvet 8 sheet

Listening

Exercise 3, page 42

She mentions all the facilities except computer and secretarial support. Other services and facilities she mentions: 24-hour access to business centre; 24-hour room service; a movie channel

Exercise 4, page 42

- 1 F – She goes on holiday with her two children, and sometimes with her mother and the children.
- 2 T (She books a good-sized triple room.)
- 3 T (especially an outdoor pool and a kids' club)
- 4 F – She uses the babysitting service if her mother goes on holiday with them.

Reading

Exercise 5, page 42

- 1 Changing demographics
- 2 My stay, my preferences
- 3 Guestroom technology
- 4 No extra costs

Exercise 6, page 43

- 1 book 2 charge 3 choose 4 overpriced
5 order 6 affordable

Exercise 7, page 43

Conversation 1 is about room rates in the summer season.
\$95 – single room
\$115 – double room
\$140 – triple room
\$170 – family room (maximum four people)
Conversation 2 is about service charges.
€20 per person – shuttle from the airport
€5 – bottle of water
€6 per person – tourist tax
Conversation 3 is about international phone numbers.
0006 – the number for Malaysia
3 – the city code for Kuala Lumpur

Speaking

Exercise 8, page 43

Suggested answers

- 1 Mr and Mrs Jacobs
 - fitness centre with sauna and spa
 - swimming pool
 - health and beauty treatments
 - golf course
 - special weight-loss diet options
- 2 Crooks Pharmaceuticals
 - conference facilities and lots of meeting rooms
 - secretarial and/or technical support
 - banqueting service
 - evening entertainment/socializing
 - hi-tech guestrooms with work desks

PROFESSIONAL SKILLS

DEALING WITH COMPLAINTS

Vocabulary

Exercise 1, page 44

Students' own answers. Discussions could include opinions about consumer trends and cultural differences in attitudes to complaints and complaining.

Exercise 2, page 44

1 disappointing 2 shabby 3 broken
4 missing 5 dirty 6 noisy 7 uncomfortable
8 unhelpful

Exercise 3, page 44

1 blanket 2 bill 3 weather 4 pool

Listening

Exercise 4, page 44

Conversation 1

Problem: The guest's request for a late checkout was not recorded when she booked.

Solution: The receptionist says the guest can stay until 2 p.m. at no extra charge.

Conversation 2

Problem: The guest booked a double room but got a twin room. As he gets frustrated by the receptionist's attitude, he also complains that the room is shabby, the towels are poor quality, the light switch is broken and there is no hot water.

Solution: The receptionist offers the guest fresh towels and offers to call maintenance about the broken light switch and the hot water. These are not the solutions the guest wants.

Extra activity

Suggested answers

The guest's complaint in Conversation 1 seems reasonable and the receptionist offers a quick and simple solution that satisfies the guest.

In Conversation 2 the complaint is reasonable but the receptionist is rude and unhelpful, which frustrates the guest and makes the situation worse.

Professional skills

Exercise 5, page 45

1 b 2 a 3 c 4 e 5 d

Writing

Exercise 6, page 45

1 feedback 2 booked 3 sorry 4 apologize
5 unhelpful 6 dealt with 7 refund
8 hesitate

Speaking

Exercise 8, page 45

Model answer

Dear (name),

Thank you for your email about your recent experience at our hotel. We welcome feedback from our guests and this opportunity to put things rights.

I can understand that it was disappointing for you to receive a guestroom in need of renovation. It is the hotel's policy to offer these rooms on the internet at 75% discount but I understand that you were not expecting this.

I also apologize for the quality of the breakfast included in the special offer. I am very sorry for any inconvenience this caused you and your wife on your anniversary.

As a gesture of goodwill, I would like to offer you a complimentary dinner for two at our hotel. This offer is available any weekday until the end of the year. Please phone in advance to reserve a table.

Best regards,

CASE STUDY

MAKE A GOOD HOTEL GREAT

Online guest reviews

Exercise 1, page 46

Suggested answers

Ideas to improve customer service: improve the slow restaurant service; employ more staff in the restaurant; train the staff to be more attentive; improve the slow check-in service on Friday evenings.

Ideas to improve equipment and facilities: put fridges in the guest rooms; put coffee/tea making facilities in the guest rooms; make it clear on the website that we are a green hotel and don't have air conditioning; buy bigger bath towels; use better bulbs in the lamps so guests can read at night.

Staff opinions

Exercise 2, page 47

1 bigger rooms 2 junior suite 3 families
4 weekend breaks 5 flight arrival 6 off sick
7 off duty 8 café staff 9 'green' hotel
10 shower gel

Staff suggestions

Exercise 3, page 47

Suggested answers

- 1
 - complimentary coffee and cakes for guests who arrive early
 - offer to store bags if guests want to go out before they have a room
 - late checkout option on Sundays
- 2
 - offer an organic breakfast with lots of fresh fruit, juices and nice breads
 - serve breakfast until 1 p.m.
 - put complimentary fruit on the reception desk
- 3
 - offer our own walking tours of the local neighbourhood
 - produce our own guide to Berlin for the hotel website with our staff recommendations for tours and restaurants.

- ask guests when they arrive if they want any recommendations for things to see and do in the city

4

- lend guests a laptop to use, free of charge
- have guide books in the lobby for guest use
- have live music in the café at the weekends

Task

Exercise 4, page 47

Suggested answers:

- 1 Have more staff on duty in the restaurant in the evening.
- 2 Have more staff on duty on reception on Friday afternoon/evening so that guests arriving for a weekend break can check in quickly.
- 3 Have a list of phone numbers of off-duty staff to call in an emergency.
- 4 Give guests the option to upgrade to a junior suite at check-in.
- 5 Serve breakfast until 1 p.m. at weekend so guests can get up late.
- 6 Offer a late check-out option on Sundays. Since the hotel is proud of its green image, it does not seem appropriate to install air conditioning. Offer bigger towels and toiletries in the bathrooms. More waste- and energy-saving options are possible, e.g. electric fans in hot weather and refillable soap dispensers rather than individual bars of soap.

1 REVIEW AND CONSOLIDATION

Tourism statistics

Exercise 1, page 48

- 1 How many – b
- 2 How much – d
- 3 What – e
- 4 How long – c
- 5 Where – f
- 6 Who – g
- 7 How much – a

Checking and confirming

Exercise 2, page 48

- 1 How
- 2 spell
- 3 Could/Can
- 4 repeat
- 5 at
- 6 dot
- 7 have/confirm/check
- 8 details

Tourism jobs and sectors

Exercise 3, page 48

Accommodation: concierge, front office manger, housekeeper
Food and Beverage: executive chef, restaurant manager, waiter
Transportation: driver, flight attendant, pilot
Recreation: entertainer, shore excursion manager, tour guide

Exercise 4, page 49

- 1 friendly
- 2 entertaining
- 3 organized
- 4 efficient
- 5 outgoing
- 6 enthusiastic

Present simple and present continuous

Exercise 5, page 49

- 1 deal with
- 2 suggest
- 3 book
- 4 make
- 5 provide
- 6 am/'m exploring
- 7 am/'m not sitting
- 8 am/'m visiting
- 9 finding
- 10 am/'m meeting

Tourist information

Exercise 6, page 49

Across

- 1 brochure
- 2 excursion
- 5 advice
- 6 leaflet
- 8 sightseeing
- 9 attraction

Down

- 1 break
- 3 opening
- 4 sights
- 7 event

Comparatives and superlatives

Exercise 7, page 50

- 1 most interesting
- 2 worst
- 3 nearest
- 4 faster
- 5 more expensive
- 6 best
- 7 cheaper
- 8 coldest
- 9 higher
- 10 drier

Dealing with enquiries

Exercise 8, page 50

- 1 b
- 2 f
- 3 d
- 4 h
- 5 e
- 6 g
- 7 c
- 8 a

City tours

Exercise 9, page 50

- 1 c
- 2 d
- 3 f
- 4 a
- 5 b
- 6 e

Past simple

Exercise 10, page 51

- 1 were
- 2 came
- 3 built
- 4 had
- 5 grew
- 6 fell
- 7 made
- 8 became
- 9 began
- 10 took

Package tours

Exercise 11, page 51

Matching

- 1 e
- 2 c
- 3 a
- 4 f
- 5 d
- 6 b

Text

- 1 information pack
- 2 city sightseeing tour
- 3 UNESCO World Heritage site
- 4 entry tickets
- 5 tour guide
- 6 airport transfers

Modal verbs

Exercise 12, page 51

- 1 Could/May/Can I see
- 2 Shall I order/call
- 3 Could/Can/Would you spell
- 4 Could/Can/Would you sign
- 5 How can I
- 6 Would you like

Hotel facilities and services

Exercise 13, page 51

- 1 Hotel facilities: 24-hour front desk, express check out kiosk, laundry service, swimming pool
- 2 Guest room facilities: blanket, fridge, iron, safe
- 3 Business facilities: meeting rooms, photocopier, printer/fax, secretarial support

6 FOOD & BEVERAGE

Vocabulary

Exercise 1, page 52

- 1 f – mushroom (vegetable)
- 2 d – prawn (shellfish or seafood)
- 3 a – lettuce (vegetable)
- 4 b – egg (sometimes it's in the protein/meat group or with dairy products)
- 5 c – dessert (part of a meal)
- 6 e – garlic (herb)

Possible additions to each category:

- 1 sardines, sole, monkfish, (sea) bass (also seafood and shellfish: prawn, squid, octopus, crab, lobster, scallops, oysters, mussels, clams, etc.
- 2 veal, rabbit, bacon, duck, mutton, goat
- 3 papaya, strawberries, plums, peaches, pears, tomatoes
- 4 mushrooms, lettuce, celery, sweetcorn, broccoli, spinach, green beans, courgettes/zucchini (AmE), aubergine/eggplant (AmE).
- 5 ice cream, margarine
- 6 spaghetti, crackers, cakes, flour

Exercise 2, page 52

- 1 glass 2 napkin/serviette 3 fork 4 knife
5 spoon 6 plate

Exercise 3, page 53

Danny works in a seafood restaurant as the front of house manager.

Exercise 4, page 53

- 1 servers 2 covers 3 station 4 specials
5 tips 6 set 7 front of house 8 order

Listening

Exercise 5, page 53

They order a chicken baguette (with salad) and a cheese and tomato sandwich (on brown bread), one chicken and mushroom soup, a bottle of sparkling water, regular decaf coffee, a blueberry muffin and a chocolate brownie. They pay €15.50.

Exercise 6, page 53

- 1 take away 2 Would you like
- 3 extra fillings 4 to drink 5 Regular
- 6 some desserts 7 homemade cakes
- 8 together 9 separately 10 euros

Exercise 7, page 53

- 1 C1 To take away. I'd like a chicken sandwich.
- 2 C1 OK, I'll have the baguette./C2 Sliced bread for me. Do you have brown bread?
- 3 C1 Yes, please. Can I have some salad in the baguette?
- 4 C1 A bottle of sparkling water for me, please./C2 I'll have a coffee. Do you do decaf?
- 5 C2 Regular will be fine.
- 6 C1 Those do look appetizing. I think I'll have a blueberry muffin./C2 And me. No, make mine a chocolate brownie.
- 7 C1 Together./C2 Separately.
- 8 C1 Here you are.

BIG EVENTS

Reading

Exercise 1, page 54

Students' own answers.

Exercise 2, page 54

- 1 Sandra Kellerman says buffets are better for parties with thousands of guests because it gives guests immediate access to the food.
- 2 She says that it's better to prepare some food in advance, but it's also a good idea to prepare some food at the event which ensures that they don't run out of food but there is not too much waste.
- 3 She employs staff with a lot of experience of big events and she makes sure they have space to serve three guests at the same time.

Exercise 3, page 54

- 1 business event 2 three thousand
- 3 buffet items 4 men
- 5 twelve staff on each drinks table

Exercise 4, page 55

- 1 sit-down meal 2 Action stations 3 Cutlery
- 4 run out of 5 waste 6 disposable

Grammar

Exercise 5, page 55

Countable (C): meal, prawn, sandwich, vegetable, omelette
Uncountable (U): food, fruit, milk, salt
Both (B): chocolate, coffee, potato

Exercise 6, page 55

- 1 25 June 2 1,800 3 casual dinner buffet
- 4 golf club

Exercise 7, page 55

- 1 a lot of 2 some 3 some 4 many
- 5 much 6 a lot of 7 any 8 much

PROFESSIONAL SKILLS

MEETING CUSTOMERS' NEEDS

Speaking

SPECIAL DIETS

Exercise 1, page 56

Refer students to the photos and elicit what they

- 1 c, d, f (Vegetarians do not eat any meat or fish.)
- 2 b, d, e (Not pasta which sometimes contains egg. Vegans do not eat anything that is produced from animals.)
- 3 a, c, d (It is usually the sauce served with the pasta that is fattening, not the pasta itself.)
- 4 a, b, d, e

Vocabulary

Exercise 2, page 56

- 1 tender 2 spicy 3 sweet 4 savoury
5 rich

Exercise 3, page 56

- 1 comes with 2 made with 3 seasoned with
4 served with 5 coated in 6 marinated in

Exercise 4, page 56

- 1 photo D
2 photo A (photo also shows tomato)
3 photo B (photo also shows salad of rocket and tomato)
4 photo C (photo also shows corn on the cob)

Exercise 5, page 56

Students' own answers.

Listening

Exercise 6, page 57

USA: appetizer, entrée/main course (side order comes with main course), dessert
UK: starter, main course, dessert

Exercise 7, page 57

Starter/Appetizer:
C1 seafood salad: dressing on the side
C2 chilli prawns: no garlic
Main course/Entrée:
C1 Florentine steak, no white beans; side order of chips
C2 tuna steak, no sauce; no salt on fish

Professional skills

Exercise 8, page 57

Suggested answer

Yes. The waiter listened to their requests, and although he was initially resistant, where possible agreed to them. He also apologized and explained when it wasn't possible to meet their needs. He knew the menu well and was able to answer the customers' questions about ingredients and cooking methods. He also helped the customers to make choices about their meal.

Exercise 9, page 57

- 1 e 2 b 3 a, c 4 d

Speaking

Exercise 10, page 57

Students' own questions.

CASE STUDY

RESCUE A RESTAURANT

Restaurants in Sydney

Exercise 1, page 58

Suggested answers

The most popular types of restaurants are modern Australian (36%), Chinese (15%), seafood restaurants (9%) and Italian (9%). Sydney has a cosmopolitan population and immigrants have brought their cuisine with them to the city, e.g. Chinese and Italian. Also, fusion cuisine (combining ethnic and Australian dishes) is popular.

Exercise 2, page 58

Suggested answer

The restaurant is a type of steak house. It's possibly less popular now because people prefer ethnic food, they want to eat less meat, or the restaurant might look old-fashioned.

Sales data

Exercise 3, page 58

Student A:
1 \$9.50 2 60 3 \$28.50 4 \$6 5 100
6 \$20.50
Student B:
1 \$29 2 \$8.50 3 25 4 50 5 \$21.50
6 \$3

Exercise 4, page 58

Suggested answer

The top selling items are the fillet steaks, T-bone steaks and the beef burgers so they would be best to keep, especially since the burgers are very cheap to produce. The lamb ribs are expensive and don't sell well so that would be one item to drop. The veggie burgers sell the least well so it might be an idea to drop that product as well. However as this is the only vegetarian item on the menu they should consider replacing it rather than simply removing it, as a group with vegetarian members might go elsewhere.

Dining trends

Exercise 5, page 59

Suggested answer

Australians are looking for healthier food options and less meat. It means a steak house like Katrina's could lose more business if it doesn't change its menu. Consumers also like ethnic foods, so Katrina could incorporate some fusion dishes combining their dishes with Chinese, Mediterranean and Latin American cuisine.

An expert view

Exercise 6, page 59

- 1 menu 2 meat 3 décor 4 set menu
- 5 portion sizes 6 desserts 7 food prices
- 8 dining out

TASK

Exercise 7, page 59

Possible outcome

1 Menu items:

Based on the sales and cost data, the four items to keep on the menu are: the Australian fillet steak, the T-bone steak, the grilled chicken breast and Katrina's beef burger. All these items sell well and the ratio between cost and menu price is good.

2 Set lunch:

See page 100 of the Writing bank for a model set menu for a three-course lunch.

3 Décor and lighting:

The restaurant needs a brighter, more modern look and feel. Painting the walls white would be a good low-cost option and having brighter light bulbs or more lighting would be another.

A new sign outside is also an idea.

4 Name and concept:

It's good to keep the name, Katrina, so that regular customers know it's the same place but with a new look. The new concept for the food is more fusion/ethnic dishes to attract more diners but at the same time keeping some of the old favourites on the menu.

Writing a menu

Exercise 8, page 59

Model answer

Starters/Appetizers:

- French onion soup: delicious homemade soup made with beef and onions, served with Swiss cheese and breadcrumbs
- Seafood special: fresh white fish, prawns and mussels cooked in olive oil and onions
- Tasty baked camembert, coated in breadcrumbs and served with salad

Main courses:

- Thai grilled beef salad: tender pieces of beef grilled to perfection and served with salad
- Katrina's barbecue chicken, marinated in lemon juice, olive oil and garlic for 24 hours and then barbecued
- Beef burger: Katrina's classic beef burger, served with chips or salad

Desserts:

- Creamy chocolate mousse
- Fresh fruit salad
- Traditional summer pudding made with blackberries, raspberries and strawberries, and served with cream

7 NATURE TOURISM

Listening

Exercise 2, page 60

Day two: Quepos
Accommodation: small ~~hotel~~ jungle lodge
Remember: We'll provide towels. Bring a towel
Day three: Quepos
~~trekking~~ horseback riding with a nature guide
to Tocori Waterfall.
kayaking along the coastline, ~~scuba diving~~
snorkelling
Day four: Quepos
walk in the forest to a lake river

Grammar

Exercise 3, page 60

- We're flying south to Quepos
- we're staying in a small jungle lodge
- you'll want to wear a bathing suit
- we're heading north to the Rainmaker Conservation Project.

Exercise 4, page 61

1 treetops 2 Pacific coast 3 boat safari
4 (very) close 5 wildlife 6 surfing

Exercise 5, page 61

- 1 leaving/going to leave
- 2 meeting/going to meet
- 3 (only) spending/going to spend
- 4 enjoy
- 5 staying/going to stay
- 6 transferring to/going to transfer to
- 7 having/going to have
- 8 join

Speaking

Exercise 6, page 61

Students' own answers.

Exercise 7, page 61

Students' own answers.

KENYA

Reading

Exercise 2, page 62

1 savannah 2 game reserves 3 plains
4 coral reefs 5 shore(s) 6 coastline

Speaking

Exercise 3, page 63

1 Victoria Falls:
Height: 108 m
Width: 1.7 km
2 Fish River Canyon:
Length: 160 km
Width: (up to) 27 km
Depth: (almost) 550 m (in places)

Exercise 4, page 63

height – high
width – wide
length – long
depth – deep

Exercise 5, page 63

Suggested answers
Student A:
1 How many countries does the Sahara Desert cover?
2 How high are the sand dunes?
3 How long is the Red Sea Reef?
4 How many species of fish are there?
5 How high is Mount Kilimanjaro?
Student B:
6 How high is Mount Kenya?
7 How many animals migrate in the Serengeti?
8 How many bird species are found in the Serengeti?
9 How long is Aldabra Atoll?
10 How wide is Aldabra Atoll?
Answers in A/B texts.

Exercise 6, page 63

Students' own answers.

PROFESSIONAL SKILLS

STRUCTURING A PRESENTATION

Reading

Exercise 1, page 64

Students' own answers.

Exercise 2, page 64

- 1 glaciers 2 mountains 3 area 4 nature
5 marina 6 water

Listening

Exercise 3, page 64

- 1 'the land of a thousand lakes'/Mazury/Masuria (in northeastern Poland)
- 2 traditional wooden lodges
- 3 views
- 4 sailing
- 5 swimming
- 6 safe
- 7 children
- 8 cycling
- 9 bird-watching
- 10 entertainment

Exercise 4, page 65

Suggested answers

- 1 10 km from the nearest village
- 2 There are phones in the main building but you can't use a mobile phone/cellphone in the forest.
- 3 It's unspoiled countryside; they offer local food/produce; there are no motorboats on the lake.
- 4 the European Association for Nature Tourism

Exercise 5, page 65

Suggested answers

- 1 Yes. They can enjoy all the outdoor activities, e.g. canoeing, sailing, swimming and cycling, and they will probably like the barbecue and singing by the campfire at night.

2 Yes. Some senior citizens may not be able to do all the outdoor activities if they need wheelchair access but they should enjoy gentle activities, e.g. cycling, walking, mushroom-picking and the musical entertainment. But the resort might not be suitable for very large coach tours as it's a small lake and 10 km from the nearest village.

3 Yes. They can take part in corporate events, especially the team-building activities, e.g. sailing courses, archery competitions, horse-riding as well as singing by the campfire at night and musical entertainment.

4 Yes. They would enjoy canoeing and swimming – there's an area of the lake that's safe for swimming; and cycling, walking in the forest, etc.

Exercise 6, page 65

- a I'm Janusz Karpowicz from the northeast Poland Tourism Association.
- b We think it's the most beautiful lakeland area in Europe.
- c Right, I'll be happy to take any questions now.
- d So why is the Masuria Paradise resort unique? One of the reasons is ...
- e It's the stunningly beautiful Masuria Paradise in northeast Poland.
- f Have you ever heard of the land of a thousand lakes?

Professional skills

Exercise 7, page 65

- 1 a 2 f 3 d 4 b 5 e 6 c

Speaking

Exercise 8, page 65

Students' own answers.

Exercise 9, page 65

Suggested answers

- Hello everyone, I'm ... and today I'm going to talk about ...
- Did you know that ...?
- One of the best ways to experience ... is to ...
- As you can see from these photos, we have some spectacular scenery in ...
- Do you enjoy ...ing? If you love ..., come to ...
- Finally, I'd like to tell you about ...
- Please feel free to take a brochure/card at the end of the presentation.
- Thank you for your attention.
- (Do you have) Any questions?/I'll be happy to take any questions now.

are also suitable for corporate groups and aren't as expensive as Manu's tours.

- c Individuals interested in high-adrenalin experiences would like Total Kiwi Adrenalin and The Extreme Manu Experience.

Customer feedback

Exercise 3, page 67

1

Instructors: friendly, helpful

Equipment: –

Suggestions: more adventurous activities, e.g. bungee jumping, flightseeing

2

Instructors: –

Equipment: fine

Suggestions: more extreme sports, e.g. jet boating, skurfing and SNUBA® diving; discounts for large groups

3

Instructors: friendly but not very enthusiastic

Equipment: old, not safe

Suggestions: price list should include additional insurance; would like exciting activities, e.g. glacier trekking, flightseeing, jet-boating

CASE STUDY

BE COMPETITIVE

Wero Nature Tours v. Manu Adventures

Exercise 1, page 66

- 1 Wero Nature Tours offer outdoor activities like mountain biking, tramping/trekking and white-water rafting.
- 2 Manu specialize in extreme adventure sports and aerial sports, e.g. bungee jumping, tandem skydiving, hot air ballooning and flightseeing.
- 3 Students' own answers.

Exercise 2, page 67

Suggested answers

- 1 Wero perhaps offer the best value for money because they offer the cheapest activities, e.g. mountain biking, \$25–\$50; tramping, \$25–\$50. The Extreme Manu Experience is the most expensive at \$995.
- 2
 - a Tramping and perhaps mountain biking with Wero Nature Tours. Possibly Manu Adventure's Snow Bird & Phoenix (flightseeing) Tour.
 - b Total Kiwi Adrenalin and The Extreme Manu Experience are probably good options for corporate groups. Also the Snow Bird & Phoenix (flightseeing) Tour for older members in the group. Wero's Nevis white-water rafting and the Kawarau River Tour

TASK

Exercise 4, page 67

Possible outcome

Three new packages for Wero Nature Tours; see also the Manu Adventures packages on pages 66–67 of the coursebook and the Writing bank on page 101:

Wero Fast Water Fun: This is a 1-day adventure tour with water sports: white-water rafting, skurfing, and jet boating on Shotover river with our expert, friendly tour guides. It's great fun for families, friends, and companies. \$255* (transfers, lunch, guides and insurance included)

Wero Air Adventures: This is a gentle 2-day experience for nature lovers. On Day 1 we go tramping in Fiordland National Park and we take you on our fantastic flightseeing tour. On Day 2 we go SNUBA® diving and dolphin watching. For people of all levels of fitness. \$595* (transfers, 1 night's accommodation, meals, guides, and insurance included)

The Ultimate Wero Challenge: This is a challenging, 3-day package that includes extreme sports in the water, air and on ice. On

Day 1 we take you glacier trekking and on our fantastic flightseeing tour in Fiordland. On Day 2 you choose between tramping and water-rafting, or bungee jumping and tandem skydiving. Day 3 includes SNUBA® diving and jet boating. This tour is ideal for fit people and team-building events. \$1,390* (transfers, 2 nights' accommodation, meals, guides, and insurance incl.)

*Group discounts are available. Tours can be combined.

8 AIR TRAVEL

Vocabulary

Exercise 1, page 68

- 1 thirteen hundred/1,200
- 2 one hundred and /ninety thousand/190,000
- 3 sixty-nine million/69,000,000
- 4 two/2
- 5 half a million/500,000

Heathrow is unusual in that it only has two runways for all these flights every year.

Extra activity

- 1 thirteen hundred
- 2 sixty-nine million
- 3 half a million
- 4 over twelve hundred
- 5 nearly seventy million
- 6 almost half a million

Exercise 2, page 68

Suggested answers

- 1 How many airlines operate at Heathrow?
- 2 How many destinations does Heathrow serve?
- 3 How many passengers arrive and depart per day?
- 5 Which is the busiest terminal?
- 6 How many international passengers are there?
- 7 How many people work at Heathrow?

Exercise 3, page 68

- 1 Gates 2 Baggage reclaim
3 Luggage trolleys 4 Currency Exchange
5 Customs 6 Passport control 7 Toilets
8 Check-in desks

Other facilities:

underground/metro station, flight connections (transfers) departure lounge/seating area/VIP lounge, car hire (rental) counters, hotel reservations, baggage wrap service, cash machine (ATM), business centre, baby changing/care facilities, tourist information desk.

Exercise 4, page 68

- 1 ATM – cash machine
- 2 car rental – car hire
- 3 carry-on bags – hand baggage
- 4 cart – trolley
- 5 check-in counter – check-in desk
- 6 elevator – lift
- 7 parking lot – car park
- 8 restroom – toilet

Listening

Exercise 5, page 69

- 1 fare (bus or taxi driver taking passenger to the airport)
- 2 boarding pass (official at check-in desk and passport control)
- 3 baggage (official at check-in desk)
- 4 remove (official at security control)
- 5 tray (official at security control)
- 6 sharp (official at security control)

Exercise 6, page 69

Conversation 1:

In a taxi at Terminal 4. There is a misunderstanding about the cost of the taxi fare.

Conversation 2:

At the check-in area. The passenger wants to take two carry-on bags but is only allowed one.

Conversation 3:

At the security check point. The passenger is carrying a laptop in his baggage and has to remove it. The passenger has a metal plate in his knee which sets off the metal detector.

Extra activity

- 1 There is a supplement of €4.50 on the bus fare to and from the airport.
- 2 Passengers are allowed one piece of hand baggage, not plus a laptop or handbag.
- 3 Can you take it out of the bag and put it in a case tray to go through the X-ray machine?

Speaking

Exercise 7, page 69

- 1 straight on 2 turn left 3 on the right
- 4 go across 5 past 6 between
- 7 go through 8 follow the signs
- 9 on the left 10 outside

Exercise 8, page 69

Students' own answers.

FLIGHT SAFETY

Listening

Exercise 1, page 70

Students' own answers.

Exercise 2, page 70

- 1
 - The controllers at the airport help the pilot.
 - They coordinate take-off and landing times.
 - They make sure that the aircraft have enough room to manoeuvre.
 - They make sure that there is a safe distance between the aircraft.
- 2
 - En-route or area controllers guide the pilots and direct air traffic flow between airports.
 - They use radar and computer systems to follow the exact position of each aircraft.
- 3
 - The controllers at the airport help the pilot, the same as during take-off.

Reading

Exercise 3, page 70

b a language test for pilots and air traffic control

Exercise 4, page 71

- 1 standards 2 plain English 3 phraseology
- 4 requirements 5 proficient

Grammar

Exercise 5, page 71

- 1 should 2 must 3 allowed to 4 mustn't
- 5 allowed to 6 mustn't

Speaking

Exercise 7, page 71

Students' own answers.

PROFESSIONAL SKILLS

DEALING WITH DIFFICULT PASSENGERS

Listening

Exercise 1, page 72

Suggested answers

Personal qualities: empathetic; diplomatic; confident in dealing with difficult people.
Passengers get angry about delayed or cancelled flights, lost, delayed or damaged luggage, etc.

Exercise 2, page 72

Conversation 1:

- 1 in the air
- 2 there is a noisy group of passengers
- 3 noisy

Conversation 2:

- 1 in the air
- 2 a passenger is very worried about turbulence
- 3 nervous

Conversation 3:

- 1 on the ground, at the boarding gate
- 2 the passenger is angry because he has to check in his hand baggage and pay a fee of €45
- 3 possibly angry and rude, possibly demanding
- 4 Students' own answers. The situation where the passenger gets angry and doesn't want to cooperate with the airline staff is probably the most stressful and difficult for the staff member to deal with.

Exercise 3, page 72

- 1 could you 2 afraid 3 won't be
4 Don't worry 5 rest assured 6 Excuse me
7 sorry but 8 charge

Exercise 4, page 72

Suggested answers

Conversation 1:

By being friendly and polite the flight attendant was able to get the group to cooperate.

Conversation 2:

This flight attendant was more formal but her tone of voice was calm and professional and she was able to reassure the nervous passenger.

Conversation 3:

The ground staff member was initially very calm and polite but got more aggressive in response to the passenger's anger, so the negative emotions escalated.

Professional skills

Exercise 5, page 73

Empathize:

Don't worry, it's perfectly normal.

Apologize:

I'm afraid that suitcase is too big to take on board as hand baggage.

I'm sorry but we'll have to check your bag in here at the boarding gate.

Explain the situation:

It's just that you are a big group and you're making a lot of noise.

You see, we're descending into Madrid soon. We're just passing through an area of turbulence.

Please rest assured everything is fine.

Excuse me, sir. I'm afraid that suitcase is too big to take on board.

Find a solution:

You can send any comments and complaints via our web page.

Speaking

Exercise 7, page 73

Students' own answers.

Writing

Exercise 8, page 73

- 1 behalf 2 for 3 understand 4 sorry
5 inconvenience 6 confidence

THE AIRPORT GAME

Extra activity

1 b 2 c 3 f 4 a 5 d 6 e

9 HOTEL OPERATIONS

Reading

Exercise 1, page 76

Students' own answers.

Exercise 2, page 76

An EHK is directly responsible for 2, 4 and 5.
An EHK is also responsible for supervising the cleaning of rooms, the laundry, the ironing of uniforms, linen, etc. and the general maintenance of a hotel, and he/she may sometimes help staff with these tasks.

Exercise 3, page 76

1 b 2 a 3 e 4 d 5 c

Vocabulary

Exercise 4, page 77

1 b 2 d 3 e 4 f 5 c 6 a

Grammar

Exercise 5, page 77

Questions c, d and e.

Exercise 6, page 77

1 has taken 2 She's 3 trained 4 Has
5 ironed 6 We've never cleaned
7 hasn't done 8 Have 9 made

Listening

Exercise 7, page 77

Have you done all the rooms on the third floor yet?
Could you go over those again, please?
And have you checked the number of towels, linen and clothes hangers?
Other possible questions:
Have you worked as a housekeeper before?
Have you cleaned the rooms/bathrooms/floors yet?
Have you made the beds yet?
Have you changed the bath towels and bed linen?
Have you checked the bathroom items?

Exercise 8, page 77

1 third 2 seven 3 floor 4 clothes hangers
5 twenty

Speaking

Exercise 9, page 77

Suggested answers

Student A:

Have you ...?
... aired the pillows (yet)?
... counted the blankets in the wardrobes?
... had a coffee break (yet)?
... mopped all the floors (yet)?
... put out clean towels (yet)?
... removed any carpet stains?
... taken the dirty linen to the laundry?

Student B:

Have you ...?
... aired all the rooms (yet)?
... changed the sheets (yet)?
... cleaned the bathrooms (yet)?
... counted all the chairs on the balconies?
... done the rooms on the sixth floor?
... replaced the toiletries in the bathroom?
... taken out the rubbish (yet)?

REFURBISHMENT

Listening

Exercise 1, page 78

- Hotels need to stay competitive.
- Hotels want to increase room rates or the number of guest rooms.
- Customers' expectations, e.g. (younger) customers demand stylish design and/or better services.

Exercise 2, page 78

- 1 refreshment 2 remodelling 3 five
4 seven 5 fittings 6 competitive
7 upgrade 8 guest floors 9 design
10 services

Vocabulary

Exercise 3, page 78

addition (thing)
building (thing), builder (person)
design (thing), designer (person)
extension (thing)
innovation (thing), innovator (person)
upgrade (thing)

Exercise 4, page 78

- 1 refurbish 2 innovation 3 furniture
4 upgrading 5 extending 6 refurbishment
7 fittings

Extra activity

- 1 refresh 2 refurbish
3 remodel 4 reopen
5 replace 6 restore

Exercise 5, page 79

The Savoy is famous because it underwent one of the most ambitious restorations in British history.

Exercise 6, page 79

- 1 open (1889)
- 2 restored (original features including the hotel foyer)
- 3 renovate (nearly three years)
- 4 added (38 suites and guestrooms)
- 5 implemented (environmental technologies, e.g. a system that reuses the heat from kitchen appliances to preheat domestic hot water)
- 6 worked (more than 1,000)
- 7 experience (Yes, he did. He refers to challenges but he doesn't say what they were.)
- 8 stayed (celebrities, e.g. Charlie Chaplin, Maria Callas, Marlene Dietrich and Frank Sinatra)

Speaking

Exercise 7, page 79

The Pera Palace Hotel in Istanbul and The Peace Hotel in Shanghai are world famous luxury hotels; they are glamorous and elegantly designed in Art Deco style, and are similar to the Savoy in London.

Suggested answers

Student A:

- 1 When did the Peace hotel first open?
- 2 Where did the owner/Vidal Sassoon live?
- 3, 4 What kind of modern fittings are there now?
- 5 What new additions are there?
- 6 How long did the restoration take?
- 7, 8 Which famous guests have stayed at the Peace hotel?
- 9 How many restaurants are there?

Student B:

- 1 When did the Pera Palace hotel first open?
- 2 What is the style and design of the hotel?
- 3 What do modern fittings include?
- 4 How long did the restoration take?
- 5 How much did it cost?
- 6, 7 Which celebrity guests have stayed at the Pera Palace?
- 8 What did Agatha Christie write in room 411?
- 9 What can you do/board at Sirkeci station?

PROFESSIONAL SKILLS

CHECKING OUT

Reading

Exercise 1, page 80

- 1 G 2 R 3 R 4 G

Listening

Exercise 2, page 80

The guests query three items (the child room rate, items in the restaurant and items in the cafeteria).

Exercise 3, page 81

- 1 €80.50 – this is OK (does not change)
- 2 €10.50 changed to €0.00
- 3 €30.00 – this is OK (does not change)
- 4 €1,192.75 changed to €1,182.25
- 5 €975.40 changed to €964.90

Exercise 4, page 81

- 1 f 2 d 3 a 4 c 5 b 6 e

Exercise 5, page 81

Mrs Meyer says their stay was great, they loved the food and the new chef is excellent.

Exercise 6, page 81

- 1 Will you be paying
- 2 Could you enter
- 3 How was your stay with us?
- 4 Here's your receipt.
- 5 assistance
- 6 staying with us.

Professional skills

Exercise 7, page 81

- 1 may I 2 name, please? 3 How was
4 do apologize 5 I'll print
6 assistance (help) 7 for staying

CASE STUDY

CHOOSE A CONTRACTOR

Refurbishment clean-up

Exercise 1, page 82

The hotel has recently refurbished its luxury rooms and now needs a major clean-up. The hotel manager is looking for a specialist cleaning contractor but the hotel owners want an agency that is fast and cheap – they have already spent \$600,000 on refurbishment. The Devonshire reopens at the end of March.

Exercise 2, page 82

Suggested answers

- Clean & Sheen sound more professional because they have been in business since 1984. They are a registered firm and refer to the quality standard: ISO 9001. They also mention specific cleaning methods and services in the advert, e.g. pressure washing, carpet care.
- Clean & Sheen could be more expensive because it's a bigger company that offers services 'across the New England states'.
- Cleaning on Wheels don't mention specialized products or equipment in their advert.
- Cleaning on Wheels could be faster because they guarantee effective and fast cleaners.

Interviewing the contractors

Exercise 3, page 83

Suggested answers

- Have you cleaned hotels after refurbishment before?/What kind of experience do you have in cleaning hotels?
- What type of cleaning products and equipment do you use?/Do you use any chemical agents?
- How much will it cost?/Can you give me a quotation?
- How long will it/the clean-up take?
- When can you come/visit?

Exercise 4, page 83

	Clean & Sheen	Cleaning on Wheels
1	have cleaned many large hotels for reopening	have done jobs like this before. Tracy's brother Evan is the front desk clerk.
2	products that don't harm the environment, e.g. window cleaning with purified water and modern methods, e.g. pressure washing	use well-known brands, not too much bleach
3	approximately \$15.00 per hour	\$12.00 per hour; \$384.00 for an eight-hour shift with four cleaners
4	one week	three days
5	9 a.m. tomorrow	4 p.m. today

Exercise 6, page 83

Possible outcome

Clean & Sheen seem more professional because they use the latest products and equipment. However, they charge \$15 per hour and they recommend one week for a clean-up, so they would be more expensive than Cleaning On Wheels. Clean & Sheen don't give an exact cost but they say a consultant will come tomorrow morning. The hotel has a budget of US \$2,500 so it could pay for four cleaners to work for five days doing eight-hour working days, which would cost approx. US \$2,400. But the hotel manager, Emilio, wants the job done in 3–4 days.

Cleaning On Wheels are recommended by Evan the front desk clerk (receptionist) but this kind of personal recommendation isn't necessarily a good one, particularly because Evan is a new member of staff. Cleaning On Wheels would possibly be faster because Tracy says they could organize two eight-hour shifts per day. They are cheaper, at \$12.00 per hour, so the hotel could save some money if it chooses this contractor. If two teams of four cleaners do eight-hour shifts for three days, the total cost will be \$2,304.

Exercise 7, page 83

Writing model

Dear Clean & Sheen,
 Thank you for your consultation this morning and for sending references and testimonials for your company. We have decided to contract your services for our clean-up operation next week at the Devonshire Sands Hotel.

As agreed, the cleaning work will take three days, with two teams of four cleaners doing eight-hour shifts. Please send your employees to the hotel for Monday 25 March at 8 a.m.

We also agreed on the following details:

- Use of the pressure washing method for the hotel windows.
- The presidential suite has antique furniture, so please do not use chemical agents for cleaning this suite.
- Please take special care of the new stainless steel surfaces in the restaurant and bar.
- Clean & Sheen cleaners will take ten-minute breaks after every two hours.

The total cost of the operation will be \$2,400 plus \$100 for cleaning materials. I will supervise the cleaning myself and inspect the work on Wednesday 27 March at 5 p.m. Please do not hesitate to contact me if you have any questions. We look forward to meeting your cleaning staff next Monday.

Regards,
 Emilio Méndez
 Hotel Manager
 Devonshire Hotel

10 MARKETING

Reading

Exercise 1, page 84

Students' own answers.

Exercise 2, page 84

- 1
 - a Countries have a Government Tourism Administration (GTA), or National Tourist Board, which promotes the country in offices abroad.
 - b Convention and Visitors Bureaus (CVBs) – or Tourist Information Centres – are responsible for attracting national visitors.
- 2 Customers are divided into groups based on age, gender (male/female), lifestyle and economic status.
- 3 The main elements are: product, price, promotion and place.
- 4 By using people, e.g. travel agents or through social media and the internet.

Vocabulary

Exercise 3, page 85

	Noun (person)	Verb
1	promoter	promote
2	communicator	communicate
3	marketeer	market
4	researcher	research
5	advertiser	advertise
6	campaigner	campaign
7	sponsor	sponsor
8	distributor	distribute

Extra activity

- 1 promotion oOo/promoter oOo/promote oOo
- 2 communication oOooo/communicator oOooo/communicate oOoo
- 3 market (noun and verb) Oo/marketing Ooo/marketer Ooo
- 4 research (noun) Oo/researcher oOo/research (verb) oO
- 5 advertisement oOoo/advertising Oooo/advertiser Oooo/advertise Ooo
- 6 campaign oO/campaigner oOo
- 7 sponsorship Ooo/sponsor (noun and verb) Oo
- 8 distribution ooOo/distributor oOoo/distribute oOo

Listening

Exercise 4, page 85

Suggested answers

South Korea is in Asia, situated in the southern half of the Korean Peninsula. It is bordered by North Korea, by the Yellow Sea in the West and the East Sea (Sea of Japan). South Korea has many Chinese visitors (both tourists and business travellers), and Seoul, its capital city, is also popular with business travellers from all over the world.

Exercise 5, page 85

- 1 works for a local tourist office
- 2 works for the marketing department in a four-star hotel in Seoul; discusses ideas for online promotions; produces marketing material and talks to hotel guests to encourage them to return (upselling)
- 3 works for an international marketing agency and the Tourist Board of South Korea; is devising a marketing campaign with a new slogan promoting South Korea

Exercise 6, page 85

- 1 Speaker 2 2 Speaker 1 3 Speaker 3
- 4 Speaker 2 5 Speaker 3 6 Speaker 1

Speaking

Exercise 7, page 85

Suggested answers

- 1 A local restaurant could offer a tasting, a 'two-for-(the price of)-one' offer at lunchtime, or early in the week, e.g. Mondays and Tuesdays, or for advanced bookings. It could also offer music on certain evenings of the week, an 'eat-all-you-want' menu at a fixed price, or a set menu at a fixed price.
- 2 A city hall could/might promote a city by putting posters in subways/stations in another city, as well as on public transport and digital screens in shopping centres. It could launch a marketing campaign including TV and radio ads and online videos, or have a stand at a tourism trade fair or convention.
- 3 A hotel chain could have pop-up ads or online advertising on travel and tourism websites, e.g. airlines and hotel booking websites. It might have print advertisements, e.g. in the business press and trade magazines aimed at business travellers. It could also target guests via mobile marketing and apps.
- 4 A low-cost airline could have online promotions and special offers on its website, or via emails to passengers who have flown with them before, e.g. discounts for advanced bookings.

TRENDS

Reading

Exercise 1, page 86

Students' own answers.

Exercise 2, page 86

- 1 b 2 a 3 e 4 f 5 c

Exercise 3, page 86

- 1 b 2 b 3 b 4 a 5 a 6 a

Exercise 4, page 87

Students' own answers.

Grammar

Exercise 5, page 87

Students' own answers.

Exercise 6, page 87

- 1 If hotels charge for Wi-Fi and other hidden extras, they'll lose guests – especially business guests.
- 2 Airlines will probably continue to impose extra charges, e.g. baggage fees, charges for using toilets.
- 3 If travel for singles becomes more popular, companies will stop charging single supplements.
- 4 Travel professionals will come back into fashion because there is too much information available online and travel agents are there to help you.
- 5 General packages will give way to more specific, tailored packages.
- 6 Online information videos will become less popular because people can't access them at work, so information is going digital.

Exercise 7, page 87

- 1 charge 2 'll lose 3 charge
4 will probably 5 do 6 becomes
7 will stop 8 will go back
9 is 10 have 11 won't be able

Speaking

Exercise 8, page 87

Answers are in audio script 10.3 on page 128.
Possible additional sentences:
If people fly less, they will find other ways to travel.
If they find other ways to travel, airlines will be forced to lower their prices,
If airlines lower their prices, more people will travel by air.
If more people travel by air, airports will reopen.

Exercise 9, page 87

Suggested answers

- 1 ... he/she will complain about it on a social network and the hotel or destination will get bad press.
- 2 ... they won't attract visitors. If tourist boards don't attract enough visitors, the country will lose money.

- 3 ... luxury hotels will lose guests and they'll have to lower their prices.

PROFESSIONAL SKILLS

NEGOTIATING

Reading

Exercise 1, page 88

Students' own answers.

Exercise 2, page 88

1, 2, 3, 5 and 8 are mentioned.

Listening

Exercise 3, page 88

Option 2: The man negotiates 200 TRY for a kilim and two cushions.

Exercise 4, page 89

The carpet dealer uses negotiating tactic 3, 4 and 8.

The tourist uses negotiating tactic 6 and 7. Both of them may also use tactic 5 (studying body language) but we cannot tell this from what they say.

Exercise 5, page 89

- 1 holiday rep
- 2 1,700 TRY, living accommodation, uniform, food allowance and one free flight home per year
- 3 two flights home per year
- 4 two loungers, one parasol
- 5 four loungers for the price of three and two umbrellas for 22 TRY
- 6 14 TRY (no charge for the second umbrella)

Professional skills

Exercise 6, page 89

- 1 for loungers only 2 can give you
- 3 you'll need 4 won't charge 5 How does
- 6 special deal

Exercise 7, page 89

- 1 c 2 e 3 a 4 b 5 d

CASE STUDY

PROMOTE A REGION

Thailand and the Isan region

Exercise 1, page 90

- 1 Bangkok and beaches
- 2 northeast
- 3 unspoiled by mass tourism; amazing value

Exercise 2, page 90

- 1 fascinating 2 unspoiled 3 authentic
4 warm 5 diverse 6 breathtaking 7 Thai
8 famous 9 sticky

Tourism in Isan

Exercise 3, page 91

Suggested questions

- 1 When are good times to visit Isan and Thailand?
- 2 Are Thailand and Isan good value for money?
- 3 How is Isan different (from other regions in Thailand)?
- 4 What are the main sights and attractions in Isan?
- 5 What kind of accommodation is there?
- 6 What are Isan people like?

Suggested answers

- 1 In the cool season from November to February is the best time to visit; or in the rainy season because accommodation is cheaper and there are fewer tourists.
- 2 Yes, and Isan has the best value hotels.
- 3 It is the least visited region of Thailand and it has a rich cultural heritage influenced by the Lao and Khmer cultures. The town of Surin is famous for its silk and elephants.
- 4 Student A: national parks for trekking, the Than Thip Falls (waterfalls), and the Candle Festival in the town of Ubon.
Student B: river rafting, Khmer temple (ruins) near Phimai and Buri ram; Surin is famous for its silk and Elephant Round-up, and the temple of Phnom Rung.

- 5 Modern hotels in Khon Kaen and bamboo huts by the river in Ubon Province.
- 6 Hospitable and friendly.

TASK

Exercise 4, page 91

Possible outcome

- 1 Any three of these tourism values: value for money, natural beauty, Khmer history and culture, good food, river life, friendly people, or warm weather all-year round
- 2 Market segments: any, depending on the students' region and preferences

Exercise 5, page 91

Possible outcome

TV commercial

Targets adventurous young people on a low budget

Slogan: Isan, you know you can!

Speakers: tourists of different nationalities; VO = voiceover; SFX = sound effects

SFX: Traditional Thai music

Scene 1: young women in traditional colourful Thai clothes smiling and serving delicious Thai dishes

Tourist 1: The people, the food, the beaches, the colours, the music ... I just love Thailand!

SFX: romantic music

Scene 2: close-up of a couple on a boat on the Mekong River

Tourist 2: We met in Isan and it was love at first sight. (laughing)

SFX: waves fade to hip-hop music

Scene 3: Tourist outside a nightclub in Bangkok

Tourist 3: Thailand just has soul, man.

SFX: sound of elephants

Scene 4: group of tourists sitting on elephants, as if trekking

Tourist 4: (shouting) 'Come to Isan, you'll love it!' (laughter)

SFX: sound of elephants

VO: Isan, you know you can!

Tourism values: natural beauty, nightlife and adventure activities

Radio Commercial

Targets international business travellers going to Thailand and Isan

Slogan: Wherever you go, whatever you do, Isan is waiting for you!

Speakers: male and female voiceovers (VO);

one with a US and the other with a British accent. SFX = sound effects
 SFX: sound of passengers on board a plane
 VO male: Welcome to Thailand!
 SFX: sound of Thai chefs cooking in a busy restaurant
 VO female: Experience and taste Isan.
 SFX: monsoon rain, then sound of busy streets and offices
 VO male: Doing business in Thailand? Invest in Isan. You won't regret it.
 SFX: sound of airplane soaring and lively Thai folk music
 VO female: Wherever you go, whatever you do, Isan is waiting for you!
 Tourism values: good transport, good food; also good for business investment

2 REVIEW AND CONSOLIDATION

Describing dishes

Exercise 1, page 92

1 cuisine 2 meal 3 appetizers 4 olives
 5 slices 6 served 7 sauce 8 cooked in
 9 made 10 dishes 11 seafood 12 eaten

Quantifiers

Exercise 2, page 92

1 a lot of 2 many 3 some 4 much
 5 some 6 an / a 7 - / - 8 Anything
 9 some 10 a

Future forms

Exercise 3, page 92

- 1 c – The present continuous isn't possible here because *love* is a non-action (stative) verb.
- 2 b – The bus tour is going to leave tomorrow at 8.30 a.m.
- 3 b – They aren't going to go glacier trekking this week.
- 4 a – Will we take the flight-seeing tour on day 2?
- 5 c – The present continuous isn't possible here because *be* is a non-action (stative) verb.

Presentations

Exercise 4, page 93

- 1 I'd like to show you a video of this amazing tour. [V]
- 2 Hello I'm Tamsin and I'm going to tell you about Auckland in New Zealand. [S]
- 3 Right, I'll be happy to take any questions now. [E]4
- 4 Have you ever heard of Queenstown? It's our adventure capital. [S]
- 5 So, if you love outdoor activities, Auckland is for you! [E]
- 6 As you can see, the geographical diversity of our country is enormous. [V]

Obligation

Exercise 5, page 93

- 1 should 2 should 3 are allowed
4 is allowed 5 has 6 don't have to 7 must
8 must 9 should 10 must 11 shouldn't
12 must

Air travel

Exercise 6, page 93

Across

- 4 arrivals 6 gate 8 flight 9 calm
10 delay

Down

- 1 departures 2 take-off 3 land 5 security
7 baggage

Present perfect

Exercise 7, page 94

- 1 have you added
2 've (have) extended
3 have you installed
4 Have there been
5 's(has) redesigned
6 've (have) replaced
7 made
8 Have you renovated
9 restored
10 's (has) bought
11 's (has) also put
12 Have you finished

Hotel checkout

Exercise 8, page 94

- 1 help 2 bill 3 laundry 4 records
5 check 6 mistake 7 sorry 8 balance
9 paying 10 enjoyed 11 assistance
12 staying

Tourism marketing

Exercise 9, page 94

- 1 promotion 2 distribution 3 segments
4 products 5 marketing 6 attract
7 research 8 Sponsorship
9 advertising/advertisements
10 promoted

Making recommendations

Exercise 10, page 95

- 1 visit 2 'll (will) see 3 go 4 won't see
5 goes 6 should always bargain 7 visits
8 won't see 9 'll (will) love 10 's (is)
11 're (are) 12 'll (will) love

Hotel refurbishment

Exercise 11, page 95

- 1 Refurbishment: decorate, refresh, remodelling, renovation, upgrade
2 Furniture: armchair, bedside table, closet, desk, drawers
3 Fittings: anti-theft clothes hangers, bath-side LCD screen, electronic blinds, lighting, shower screen

Negotiating

Exercise 12, page 95

- 1 c 2 f 3 d 4 b

Photocopiable notes 1.1

1 beverage **2** lift **3** vacation **4** attraction
5 accommodation **6** cab **7** recreation
8 bill **9** reservation **10** relatives **11** trip
12 conference **13** merchandise
14 destination