Marina Peggion Read ▪ Emanuela Tornior ▪ Silvia Coletto

Map the World

English for Tourism

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In line with the provisions of the law and the guidelines of the Ministry of Education, we attest to the publication of this book in paper as well as in digital form ("forma mista").
On its website, EDISCO offers the free use of various didactic online resources: extra material for in-depth analysis and practice activities, partly freely accessible and partly reserved for teachers.

The book is also available in a digital edition for disabled students and their teachers. The Publishing House places the PDF files in which the pages of the book are memorized at the disposal of students who are sightless or partially sighted, physically impaired or with specific learning disorders. The file format enables the user to enlarge the text characters and to read with screen-reader software.

Map the World
Struttura del volume

Map the World è un corso di inglese rivolto in particolare agli studenti degli Istituti Tecnici e Professionali, indirizzo **Turismo**, e più in generale a coloro che operano nel campo dei servizi turistici, in quanto finalizzato all'acquisizione di competenze professionali specifiche del settore.

Il testo è organizzato in **6 moduli**, ognuno composto da unità, e si conclude con una sezione di **Summing Up** e un **Mock test**. Ogni **unità** prevede **4 sezioni**: **Be prepared**, **Be operative**, **Be precise** and **Be super**. Le prime tre sezioni si sviluppano su due pagine, una di presentazione dei contenuti, e una di pratica.
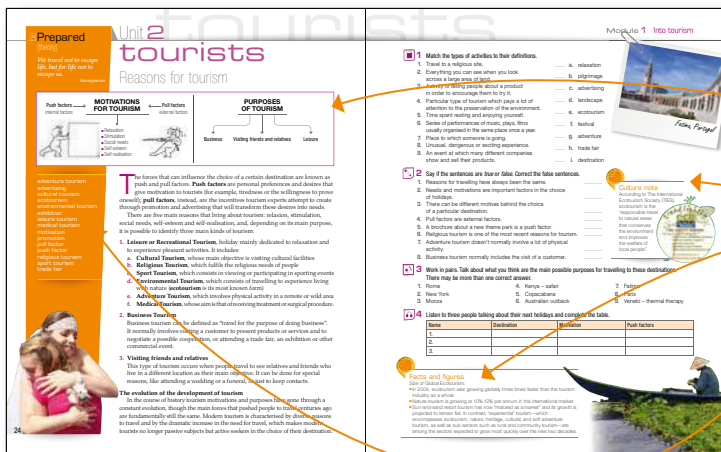
La prima sezione, **Be Prepared**, si articola in due parti. La prima, quella di **Theory**, prevede degli schemi riepilogativi iniziali che anticipano e sintetizzano il contenuto del capitolo. La pagina di destra invece approfondisce i contenuti e consente di fare pratica attraverso esercizi.
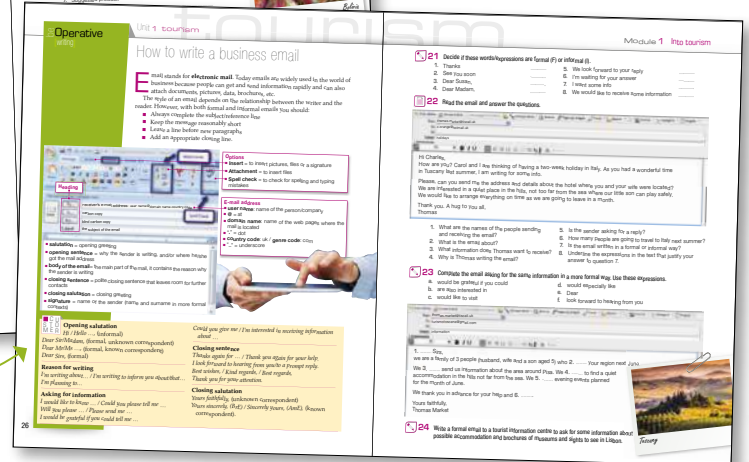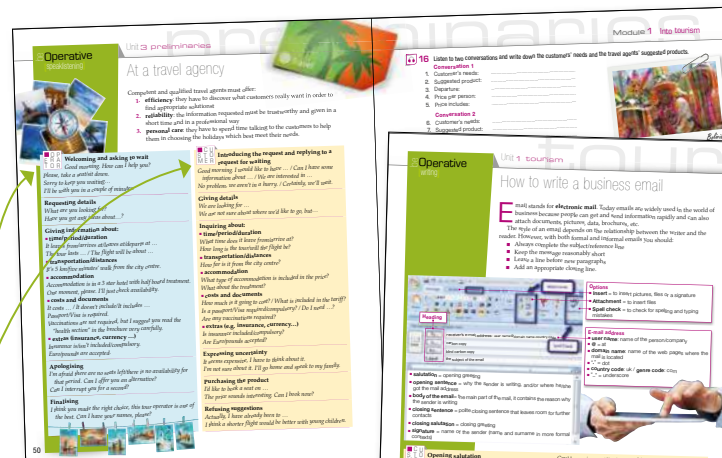
Alcune rubriche arricchiscono la sezione.

I termini specifici del settore vengono evidenziati sulla sinistra.

La seconda parte della sezione **Be Prepared** è **Vocabulary**. Mentre la pagina di sinistra mostra con numerose immagini i termini chiave, la pagina di destra consente di esercitarsi e quindi di facilitarne la memorizzazione.

La seconda sezione, **Be operative**, garantisce allo studente la pratica necessaria per affrontare il mondo del turismo da un punto di vista più prettamente operativo. Si articola in tre parti. Le prime due, **Speaklistening** e **Writing**, danno allo studente la possibilità di esercitarsi sulle quattro abilità, forniscono una ricca fraseologia e presentano i principali documenti relativi al settore.

La fraseologia è distinta tra operatore e cliente.

I principali documenti vengono presentati nelle loro diverse sezioni e corredate di esempi.

La terza parte è una sezione specifica di **Marketing** che, dopo aver presentato in generale l'argomento, lo applica allo specifico settore del turismo analizzando la struttura e la fraseologia delle principali brochure turistiche.

La terza sezione, **Be precise**, consente allo studente di ripassare le principali strutture grammaticali e di esercitarsi per consolidarle in esercizi costruiti ad hoc con situazioni in ambito turistico.

La quarta sezione, **Be Super**, si articola in due parti. La prima parte, **Phraseology**, arricchisce ulteriormente la fraseologia dello studente con espressioni tipiche di operatore turistico e cliente.

La seconda, **Customer care**, è una sezione specifica che affronta l'aspetto più prettamente umano e sociale necessario a svolgere una qualsiasi professione in campo turistico.

L'ultima sezione del modulo si compone di quattro pagine di esercizi riepilogativi suddivisi in **Summing Up** e **Mock Test**. La pratica serve da ulteriore rinforzo e il mock test prepara lo studente per le verifiche di fine modulo.

Il testo termina con quattro ricche **appendici**.

- **Handy manual** riassume schematicamente la struttura e le caratteristiche dei documenti di base del turismo
- **Careers in tourism** presenta i vari step da seguire per ottenere una professione nel campo turistico e ne presenta alcune
- **Art** fornisce il lessico e gli strumenti utili alla descrizione di un'opera d'arte dopo aver riassunto le principali correnti artistiche
- **How to** riassume le tecniche per descrivere un grafico o preparare una presentazione orale, un tema, un riassunto o un report.
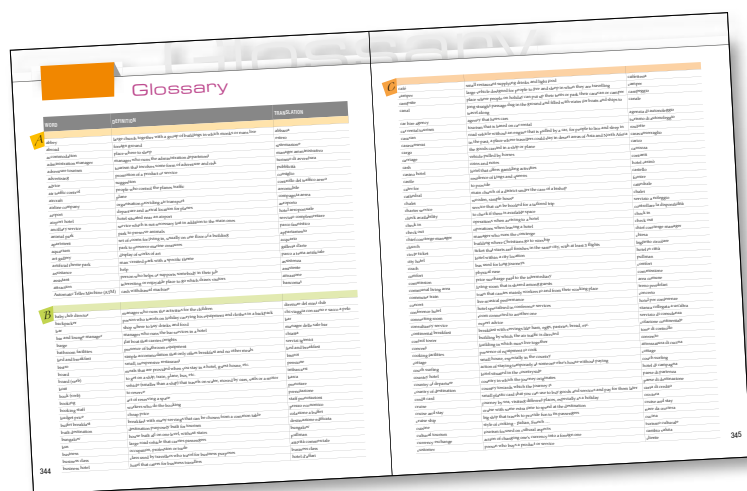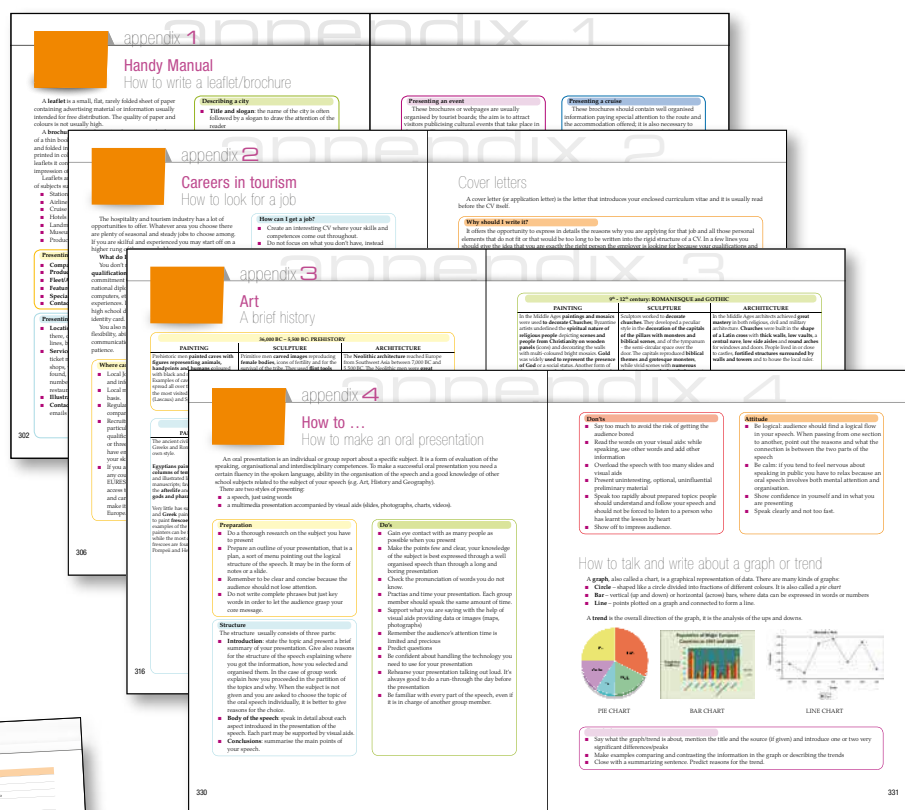
Il **glossary** riprende i lemmi specifici del settore evidenziati nella sezione di *Be prepared, Theory* e ne fornisce una definizione in lingua ed una traduzione.

Map the World è ulteriormente arricchito da numerose **risorse online**:

- Schemi e mappe concettuali di ogni unità più approfonditi e articolati
- Approfondimenti della sezione *Be prepared, Theory*
- Idee per progetti di classe
- Materiali per attività CLIL
- Spunti per attività di speaking tramite immagini o video

L'**eBook**, oltre a prevedere alcune attività interattive, comprende anche la lettura di tutte le parti di teoria del testo.

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Be operative SPEAKLISTENING

Be operative WRITING

Be operative ON TARGET: MARKETING

MODULE 1

Into Tourism

objectives

Learn...

- the basics of tourism, its motivations and purposes, flows destinations and attractions
- about the intermediaries of tourism, package tours and what to do before leaving
- how to answer and make phone calls in a professional manner
- how to write formal emails, business and circular letters
- the general features of marketing and its role in the development of a new tourist product
- about customer care and the rules of behaviour when working in a tourist organisation

To move, to breathe, to fly, to float, to gain all while you give, to roam the roads of land remote, to travel is to live.

Hans Christian Andersen

Unit 1
tourism

What is tourism?

business
country of departure
country of destination
domestic tourism
foreigner
holiday
inbound tourism
leisure
location
outbound tourism
resident
travel trade surplus

TOURISM
is defined by

ACTION | LOCATION | DURATION | MOTIVATION
is classified into

INBOUND
International | OUTBOUND
International | DOMESTIC
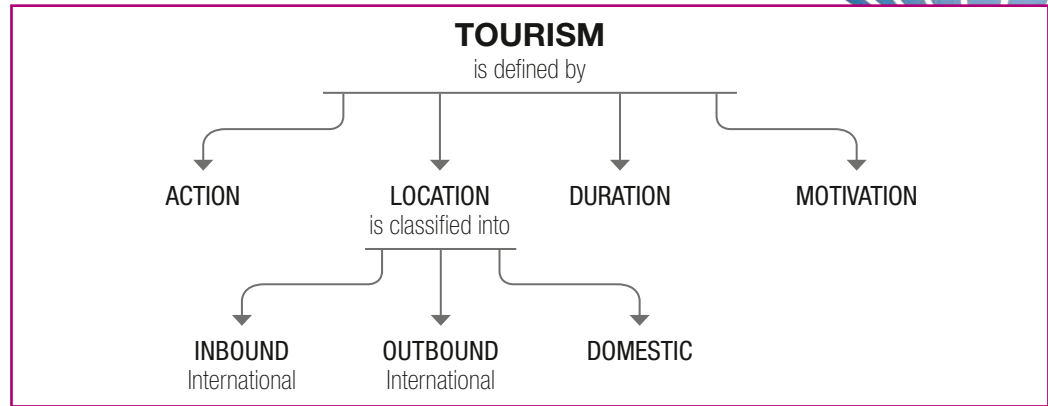
1 According to the *World Tourism Organization* (UNWTO), "**Tourism** comprises the activities of persons travelling to, and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". So, tourism is identified by four key elements: the action of travelling and staying in a location that is not home, for a minimum of one night and maximum one year, with a particular intent.

There are several possible ways of classifying tourism. If we consider the location in which it takes place, it can be divided into three categories:

- **Inbound international tourism**: when a foreigner visits a country different from his/her own
- **Outbound international tourism**: when a resident of a country goes to another country
- **Domestic tourism**: when residents of a country travel within their country.

Looking at it from an Italian point of view, if an Italian travels to France, that is outbound tourism, but if a French person visits Italy, that is considered to be inbound tourism. If an Italian living in Milan goes on a summer holiday to Riccione, that is domestic tourism.

Inbound and outbound tourism are an important force in a country's economy. The tourists spend money when they go on holiday as they need transportation, accommodation, food and drinks, souvenirs and presents. Jobs are also created (hotel and restaurant staff, pilots and drivers, etc.) and some other money is collected by the country of destination in the form of taxes on services and wages. Outbound tourism creates jobs and moves money also in the country of departure, because outbound tourists will buy plane, ferry or train tickets, travel insurance and goods for their travelling (clothing, cameras, etc.) from a travel agent or shop in their own country.

These two flows of money are not even though, and, in the end, the outbound tourist will take some of the financial means of his country to another one, benefiting that one the most. So, if a country generates more inbound than outbound tourism, it will have a travel trade surplus which will result in a positive component of its economy. On the other hand, if a country has more outbound tourism than inbound tourism, this will result in a loss of resources for its economy.

1 Answer these questions.

1. What four key factors define tourism?
2. How can tourism be classified according to its location?
3. What do tourists normally spend money on?
4. Why does tourism have an impact on a country's economy?
5. What are the causes and the consequences of travel trade surplus?
6. What happens if a country has more tourists visiting other countries than tourists coming to visit it?

Facts and figures

In 2013 the most visited countries were: 1. France, 2. US, 3. Spain, 4. China, 5. Italy. Books and movies have created a romantic version of Paris and because of this France is still by far the most visited country in the world.

2 Say if these sentences are *true* or *false*. Correct the false ones.

1. The UNWTO is a national organisation. ....
2. Tourism can be done in one's country. ....
3. Tourism doesn't require a specific purpose. ....
4. Duration of tourism is normally between 1 night and 1 year. ....
5. Inbound tourism happens when a foreigner visits your country. ....
6. Outbound tourism is directed to a foreign country. ....
7. Tourism doesn't affect the economy of a country. ....
8. Tourism only generates money for the country of destination. ....

3 Read this passage about the key factors of tourism in China and fill it in with one of these words.

history ▪ population ▪ China ▪ increase ▪ outbound ▪ inbound ▪ countries ▪ tourists ▪ domestic

In 2013 China's **1.** .... tourism experienced a slight decline compared with the previous year. However, the inbound **2.** .... still reached an amazing 129 million visitors. Culture is the main attraction, as China boasts a **3.** .... of over 5,000 years. With the rise of personal incomes and living standards, the **4.** .... tourism market of China has grown significantly, too. Chinese people are eager to travel to other **5.** ...., which creates an immense market, particularly for some nearby destinations. In 2013, the number of outbound tourists totalled 97,300,000, up 17% compared with 2012. China, a country with an amazing **6.** .... of over 1.3 billion, also has an incomparably large **7.** .... tourism market. In the recent decade, domestic tourism had a continuous **8.** .... of around 10% each year, which now contributes to over 4% of the growth of the country's GDP and greatly enhances the employment, consumption and the economic development of **9.** ....

4 Listen to Sarah talking about her holidays, then tick the correct sentences.

2

1. They went to Brazil three years ago.
2. They didn't have a lot of money to spend.
3. They went to Rio by plane.
4. It took them two weeks to get to Rio by bus.
5. They liked the hotels in which they stayed.
6. They did a lot of cooking to save money.
7. They spent a lot of money on presents.

Facts and figures

In Italy most of the attractions are World Heritage Sites, of which Italy has the most of any of the world's countries. As a result, Italy's tourism is one of its most profitable industries and produces an estimated revenue of about €140 billion a year.

be Prepared
[theory]

Types of tourism

	TOURISM	
	can be classified on the basis of	

Tourist segments			Destinations		
MASS MARKET	NICHE MARKET	UPMARKET	URBAN	RURAL	RESORT
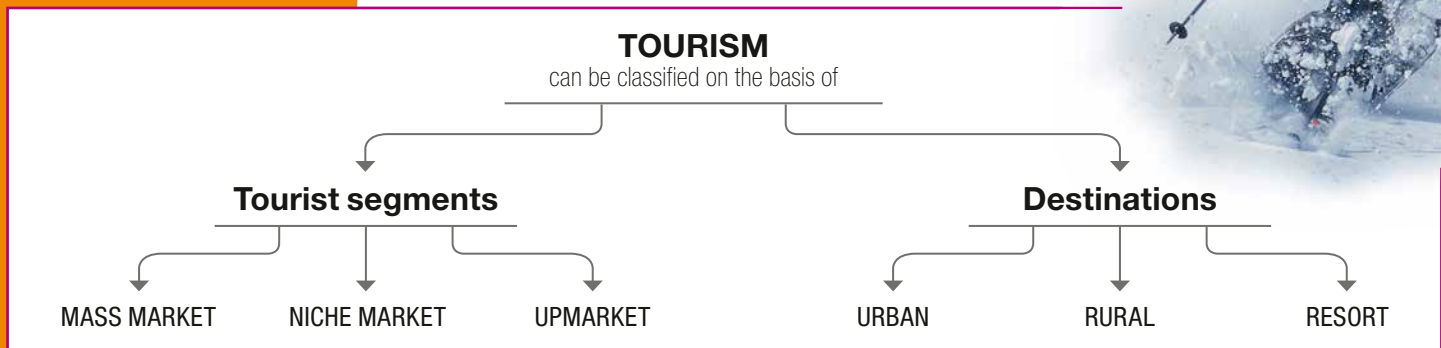
infrastructure
local
luxury product
market segment
market share
mass market tourism
niche tourism
resort tourism
rural tourism
tourism product
unsustainable
upmarket tourism
urban tourism

3

According to the number of tourists that go to a certain destination, we can classify tourism into: mass tourism, niche tourism and upmarket tourism.
Mass market tourism is a holiday that offers standardised products to large numbers of people going to the same destination, often in the same period of the year. It attracts lots of tourists as it is often the cheapest version of a holiday.

Mass tourism has some positive effects on the local economy, like the creation of jobs, the development of infrastructures, and taxes, which can later be invested in education and medical care. Another positive effect is the contact between people coming from different cultures, which enables both tourists and locals to learn different habits and improve cultural exchanges.

However, mass tourism also has some negative effects: the tourists that leave their country will subtract resources from its economy, and huge amounts of resources of the destination place will be used. This is why some forms of mass tourism are considered unsustainable: their impact is too strong. The contact between different cultures can also have a negative outcome if it contributes to the loss of part of the local culture.

Niche tourism refers to more sustainable tourism products that meet the special interests of particular market segments. It involves smaller numbers of tourists but it can occupy a relatively large part of the market share nonetheless. Some examples of niche tourism include travel that focus on nature, exhibitions or art or on lovers of sport.

A particular type of niche tourism is the **upmarket tourism** which has been growing fast recently. Many providers of tourism services are in fact offering a wider range of luxury products. Luxury travel offers more unique, active and enriching experiences, since money is not the main concern, as health, privacy and time are considered more precious.

Depending on the geographical characteristics of the destination, tourism can also be classified into:

- **Urban tourism**: directed towards cities and towns. Its main interests are theatres, museums, markets, shops, restaurants and cultural facilities
- **Rural tourism**: directed towards natural areas. Attractions are provided by nature mostly in the form of activities like cycling, rock climbing, or walking
- **Resort tourism**: typical of mass tourism, which attracts and caters for large numbers of tourists and is normally very important for the local economy.
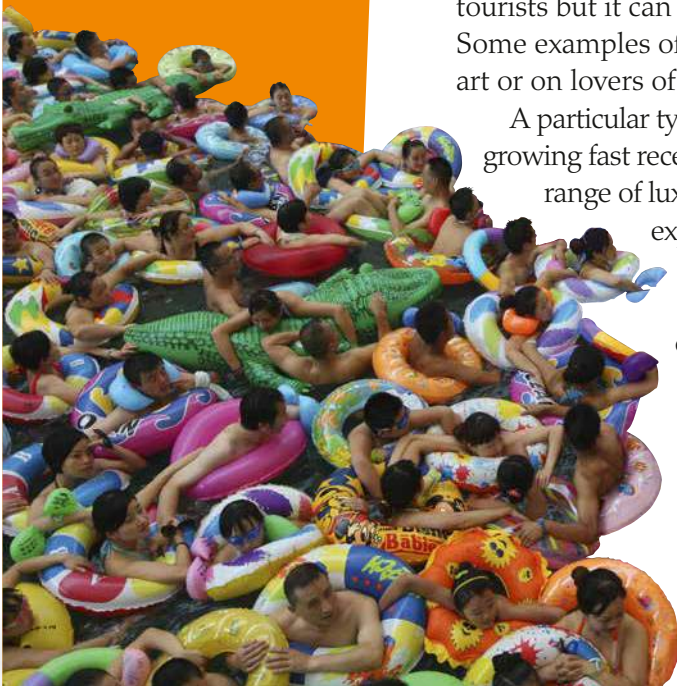
5 Work in pairs. Discuss if these destinations are Mass Tourism (MT) or Niche Tourism (NT) forms of tourism. Give reasons.

❯ Holidaying in a resort in Cancun, Mexico – MT, it's a package that includes all the services or most of them.

1. Family trip to Disney Orlando Park ....
2. Whale watching in New Zealand ....
3. Wine tasting tour in Italy ....
4. Face lifting in Brazil ....
5. Bike tour following the Tour de France in France ....
6. Beach holiday in a resort in the Canaries ....
7. Skiing holiday in Piedmont for English tourists ....
8. Cruise in the Mediterranean ....

Culture note

The first Olympic Games were organised in the city of Olympia in ancient Greece in 776 BC. It was probably the first important sports event in history and athletes and spectators travelled from all over Greece to participate and watch several sports competitions.

6 Listen to three tourists talking about their plans and fill in the chart.

4

Name	Destination	Type of tourism	Reasons
Julie and …			
Greg and …			
Melanie			

7 Read this text and answer the questions.

What Is Dark Tourism?

Dark tourism visits sites in which relevant sinister events happened. Tourists' fascination with death is nothing new – think of the many people who travelled to watch the gladiators at the Roman Coliseum, or the spectators of the sacrificial religious rites of the Maya.

In the Middle Ages, pilgrims travelled to tombs, sites of religious martyrdom, and public executions. And this interest in death intensified during the Romantic period of the late 18th and early 19th centuries with attractions like Waterloo and the ruins of Pompeii. The primary focus of the study of modern day dark tourism are sites where death or suffering has occurred or been memorialised, such as battlefields, concentration camps, prisons, or graveyards.

Some tourists search for answers on important phases of the human history or on human behaviour and nature. They try to empathise with the victims and understand the motivations of those who committed the crimes. The message that you can receive visiting these dark tourism sites is similar. At Auschwitz, for example, the tourist can witness what happened during the Second World War, while the 9/11 Memorial in New York conveys a message of peace and tolerance.

For these sites there is also a problem with authenticity.

How realistic can you make a memorial site without it being too real and too horrific? Or, how much can you remove of the violence and horror without making the message untrue?

This is the challenge: these locations need to replicate the feelings of death and horror and at the same time send a message of hope, of re-birth. In other words, tourists may enter a dark place, but the goal is to always have them return to the light.
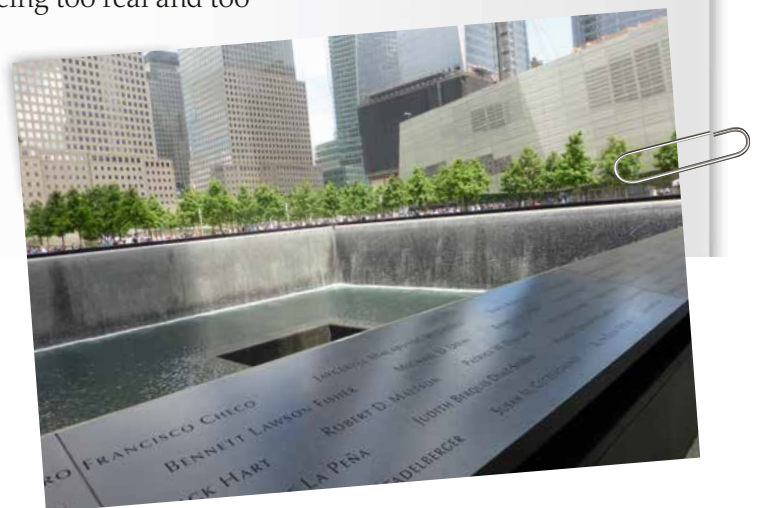
1. Give an example of dark tourism from the past.
2. What is the primary focus of modern dark tourism?
3. Why do tourists experience dark tourism?
4. What usually happens to tourists at a dark site?
5. What can the message from a dark tourism site be?
6. Why is authenticity a problem?

The beginning of tourism

WHEN?	CAUSES AND CONSEQUENCES	WHO?	WHAT?	MOTIVATIONS
Early period	■ exchange of currency ■ use of Greek ■ construction of roads	■ privileged Egyptians, Persians and Greeks	■ journeys within one's own countries or to colonies	■ leisure, relaxation and sports ■ experience, education ■ religion
Roman period	■ development of infrastructures	■ soldiers ■ wealthy travellers	■ holiday travel ■ business travel	■ relaxation ■ government reasons
Mediaeval period	■ inns along the main routes	■ merchants, soldiers, students, pilgrims	■ infrequent and dangerous travels	■ religious reasons ■ personal business ■ experience
16th-18th centuries		■ young nobles	■ Grand Tour (France and Italy)	■ education ■ social reasons ■ leisure

**currency exchange
educational travel
entertainment
Grand Tour
holy place
inn
pilgrim
recreational travel
relaxation
religious festival
sporting event
transportation system**

5

There are records that prove the existence of recreational and educational travel in **Egypt**, when the growth of cities along the Nile encouraged travel on its waters and travellers moved for pleasure and to attend festivals. In ancient **Greece** the introduction of the currency exchange and of the Greek language along the Mediterranean coasts allowed privileged travellers to go looking for entertainment and relaxation. Greeks travelled to participate in religious festivals and sporting events.

It was the **Persians** that introduced the concept of safety during the tourist experience and who started to build roads to allow their army to move inside their empire.

Travelling for holidays became more common under the **Roman Empire**'s domination thanks to the creation and development of a proper net of infrastructure. The new road system that was built to allow soldiers to easily move through the huge Empire also permitted the transfer of a large part of the middle class, who decided they would rather spend their summers away from Rome, taking trips to the countryside and the coast. When the Roman Empire collapsed, the transportation system degenerated and for centuries travelling became too dangerous and complicated: tourism went through its dark era.

It was only in the **mediaeval period** that travelling became more common again, though the high numbers of robbers still made travelling unsafe. Pilgrims, merchants and students wanted to visit holy places, to learn about other countries and make new experiences and, to provide for their shelter and food, the first inns were created.

A precursor of modern tourism was the Grand Tour, taken by young aristocrats between the **16th and 18th centuries**. The classic Grand Tour could last between one and three years and had European countries such as France and Italy as its main destinations. The Grand Tour meant visiting classical antiquities, works of art and natural curiosities as well as mixing with the upper society of the destination countries. Though the original goal was to broaden their education and behaviour and improve their social skills, over time leisure and entertainment became more and more important.
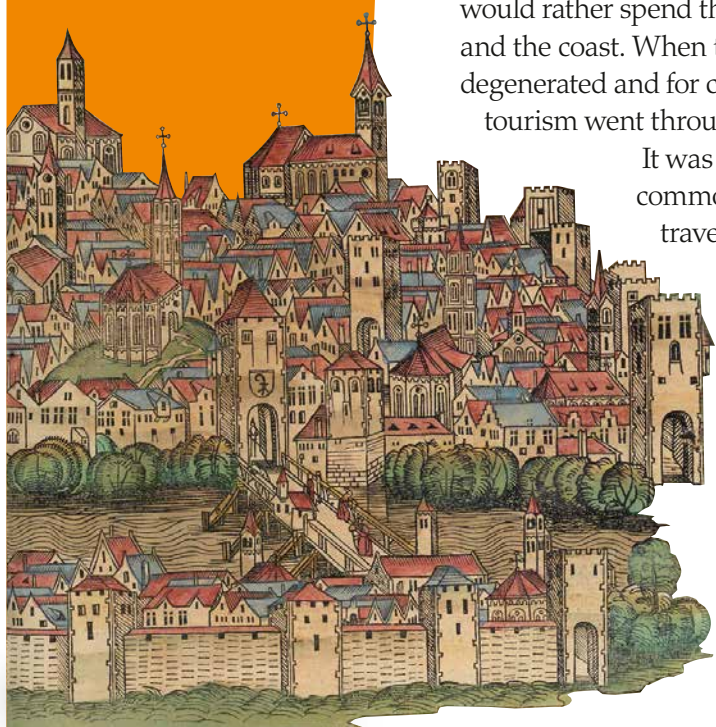
8 Say if these sentences are *true* or *false*. Correct the false ones.

1. Large parts of the population from the ancient Egypt travelled the world. ....
2. Tourism became common under the Romans. ....
3. The roads built by the Romans were the main reason for tourism development. ....
4. Travelling in the Middle Ages was safe. ....
5. Pilgrimages were an important form of tourism in the Middle Ages. ....
6. To acquire an education has never been a motivation for travelling. ....
7. The classic Grand Tour had to last at least seven years. ....

9 Listen to this short text listing the seven wonders of the ancient world and complete the table with the missing details.

Name	Site	Date of construction	Features
1.			
2.			
3.			
4.			
5.			
6.			
7.			

10 Read this text on the Grand Tour. Divide the text in paragraphs and match each heading to its correct paragraph. Then, find questions for the given answers.

Young English elites of the seventeenth and eighteenth centuries were often sent to spend one to three years travelling around Europe to broaden their cultural horizons and learn other languages, art, and architecture. This was a life experience known as the Grand Tour. The main destinations of the Grand Tour were primarily the cities that were the major centres of culture at the time: many Italian ones like Rome, Venice, Florence and Naples were among the most popular destinations, even though Paris was definitely the one that could not be missed. Other popular destinations could be Spain and Portugal, Germany, Eastern Europe and Russia, even though these other countries couldn't boast the same attractions and historical appeal of France and Italy. The original goal of the Grand Tour was educational, but quite often culture was forgotten in favour of more frivolous activities, such as extensive drinking and gambling. Upon their return to England, the young travellers were finally ready to taking on the responsibilities of being a member of the upper class. This social initiation process became obsolete and out of fashion in the early nineteenth century, when the new railroads system changed the rhythm of tourism and its destinations thus marking the end of the Grand Tour.

a. Minor destinations   b. End of a fashion   c. Other activities   d. Main attractions   e. Purpose of the Grand Tour

Trivia
It's from the Old English word hāligdæg (holy day) that the word "holiday" derives.

1. To broaden their culture and learn other languages and art.
2. Cities that were the major centres of culture at the time.
3. France and Italy.
4. Educational.
5. Drinking and gambling.
6. They were expected to take on the responsibilities of being a member of the upper class.

Modern tourism

WHEN?	CAUSES AND CONSEQUENCES	WHO?	WHAT?	MOTIVATIONS
Beginning of 19th century	■ central European system of transport ■ large railway hotels close to major cities	■ middle class	■ commercial travel ■ holiday travel	■ commerce ■ leisure
Mid of 19th century	■ expansion of industries	■ middle class ■ working class	■ birth of mass tourism	■ pleasure ■ business
1950s - 1970s	■ higher incomes ■ development of air travel and infrastructures ■ large international chains and resorts	■ majority of society	■ mass tourism ■ international travel	■ relaxation ■ entertainment ■ recreation
1980s - 21st century	■ recession ■ unstable political situation + terrorism ■ attention to safety and security of tourists		■ drop in travel	

abroad
fuel cost
group holiday
hotel chain
hotel voucher
in bulk
journey
railway hotel
security
terrorism

7

It was the opening of the railway in England, France, Germany, and Italy **between 1825 and 1847** that created major changes for tourists. Travelling for personal pleasure became relatively cheap and comfortable for a larger section of the population, the middle class, and the first large railway hotels close to major cities were born.

With the industrial revolution, paid holidays were also introduced and workers started to feel the need to relax and escape from polluted cities. Around the **middle of the 19th century** Thomas Cook had an idea that would change tourism forever, creating the phenomenon of mass tourism. In trying to reduce costs and making travelling affordable for more people, he planned group holidays at a fixed price and with all the services included. He arranged a trip for about 500 people by buying the tickets in bulk. That gave him the idea of package tours that could provide profits to the organizer, as well as being cheaper for the customers. He soon moved from local to international destinations, making them accessible to a wide part of the society and created the concept and structure of modern travel. He also introduced the hotel voucher, that guaranteed payment to the hotel in exchange for its services and is still widely used nowadays.

We have to wait until the **1950s** for holidaying to consolidate as a common form of recreation and relaxation and also to become a relevant component of the global economy. Salaries became higher and gave a wider part of the society some extra income that could be used for entertainment. At the same time, technological progress made air, water and road transportation more efficient and affordable and the demand for more accommodation led to the birth of hotel chains and resorts.

From about **1970** journeys abroad started to represent the majority of trips but the **1980s** were marked by a strong economic recession, which caused high unemployment, high interest rates and high levels of inflation and thus reduced the income available for travelling for large parts of the world.

The **1990 and 2000** tourism was affected by security factors. The worldwide political situation became more unstable, the fuel costs rose dramatically and so did the fear of dangers involved in travelling. The World Trade Centre terrorist attacks in 2001 have undoubtedly changed tourism perception and demands on a global scale, and brought about a massive drop in air travel and in all types of travel. It took several years before tourism could go back to the numbers of the tourism industry before, though the consequences of terrorism and political instability continue to be felt today.
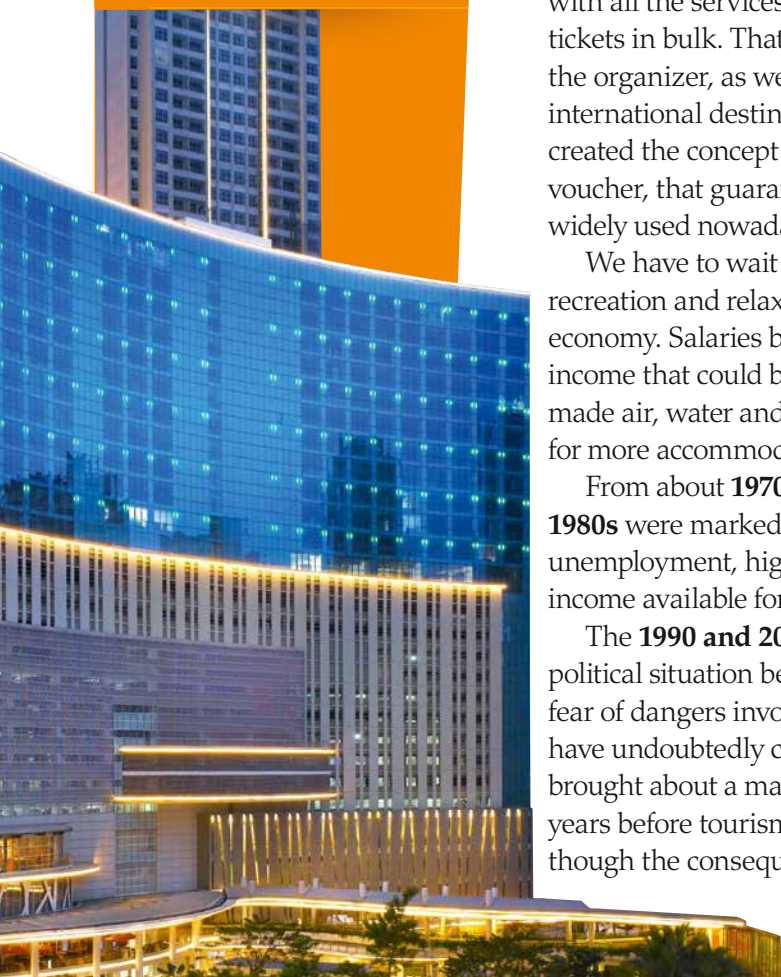
11 Complete the sentences with the missing information.

1. The .... allowed workers to obtain their first .... holidays.
2. Mass tourism developed thanks to .... who tried to make holidays affordable to most families by ....
3. He proposed .... which offered all the services at a ....
4. .... became two important variables in the choice of a holiday only in the ....
5. Hotel .... and .... were born soon after the development of air, water and land ....
6. High .... , high .... and high levels of .... in the 1960s caused a .... in tourism.
7. In the last decades tourism has been influenced by .... costs, ... problems and political ....

12 Listen to the possible developments of tourism in the 21st century and then answer these questions.

8

1. Is it easy to predict exactly what will happen to tourism in the 21st century?
2. Are all factors that can affect this prediction impossible to foresee?
3. What will happen to the world population?
4. What countries' population will change the most?
5. How will the climate changes affect tourism in the future?
6. What is going to happen from a political point of view?
7. What will these political consequences cause?
8. What will happen to Europe and Northern America populations?

13 Read the text and find the requested information.

Thomas Cook is the world's best-known name in travel, thanks to the inspiration of a single man. Thomas Cook began his international travel company in 1841, with a successful one-day rail excursion from Leicester to Loughborough.

From these humble beginnings Thomas Cook launched a whole new kind of company devoted to helping Britons see the world.

On 9 June 1841 a 32-year old cabinet-maker named Thomas Cook walked from his home to the nearby town of Leicester to attend a temperance meeting. Thomas Cook was a religious man who believed that most Victorian social problems were related to alcohol and that the lives of working people would be greatly improved if they drank less and became better educated. As he walked along the road to Leicester, the thought suddenly flashed across his mind as to the possibility of employing the great powers of railways for the improvement of these social conditions.

At the meeting, Thomas suggested that a special train be engaged to carry the temperance supporters of Leicester to a meeting in Loughborough about four weeks later. The proposal was received with such enthusiasm that, on the following day, Thomas submitted his idea to the secretary of the Midland Railway Company. A train was subsequently arranged, and, on 5 July 1841 about 500 passengers were conveyed the enormous distance of 12 miles and back for a shilling. The day was a great success and, as Thomas later recorded, thus the social idea grew upon him.

1. Year of foundation of Thomas Cook's company
2. First "journey" organised
3. Date of the first journey
4. Length of the first journey
5. Cost of the first journey
6. Thomas Cook's year of birth
7. Cook's ideas on how to reduce social problems
8. Name of the railway company which Cook contacted
9. Number of passengers on the first journey
10. Cook's previous job

Facts and figures

Within the US travel and tourism industry, the package tours industry is the second largest revenue-producing sector of the travel services group. In 2008, the US travel industry received nearly $800 billion from domestic and international travellers.

be**Prepared**
[vocabulary]

Physical geography

Mountains
Altitude, *altitudine*
Pass, *valico*
Plain, *pianura*
Plateau, *altopiano*
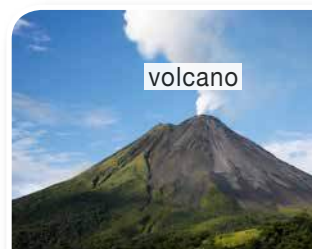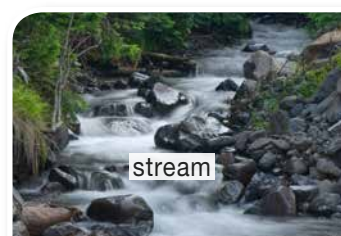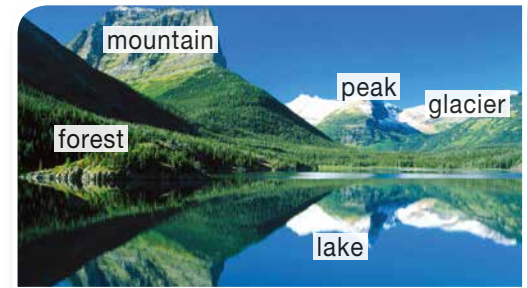
Countryside
Canal, *canale*
Field, *campo*
Land, *terreno*
Pond, *stagno*
Swamp, *palude*
Vegetation, *vegetazione*

Sea
Cape, *capo*
Cave, *caverna*
Coast, *costa*
Coastline, *linea costiera*
Gulf, *golfo*
Harbour, *porto naturale*
Isthmus, *itsmo*
Ocean, *oceano*
Peninsula, *penisola*
Port, *porto artificiale*
Rock, *roccia*
Seaside, *località di mare*
Shore, *riva*
Strait, *stretto*
Tide, *marea*

mountain range
hill
valley
river

mountain
peak
glacier
forest
lake

gorge
waterfall
stream
cliff

volcano
jungle
desert

countryside
wood
path

archipelago
island
beach
bay

wave

coral reef
atoll

14 Complete with one of these words.

sea ■ harbour ■ desert ■ volcano ■ land ■ forest ■ river ■ island ■ lake ■ ocean

1. The Sahara is the biggest .... in the world.
2. I would like to live on an .... in the middle of the Atlantic ....
3. I can see the .... erupting from here!
4. There are a lot of ducks and swans on the ....

5. We drove through the Amazon ....
6. They paddled the canoe down the ....
7. Let's go and look at the ships in the ....
8. The stream flowed down into the ....
9. The farmers worked the ....

15 Match these words from the text to their definitions. Then, read the text and answer the questions.

1. rise .... a. Crash
2. collide .... b. All around a particular place
3. surroundings .... c. To be at an angle
4. steep .... d. Rising or falling sharply
5. sloping .... e. High pointed area near the top of a mountain
6. ridge .... f. To crash
7. smash .... g. To go up

Mountains rise up as the crust collides and they dominate their surroundings with towering height. They rise all over the world, including the oceans. They usually have steep, sloping sides and sharp or rounded ridges. The highest point is called the peak or summit. Most geologists classify a mountain as a landform that rises at least 300 m above its surrounding area. A mountain range is a series or chain of mountains that are close together. The world's highest mountain ranges form when pieces of Earth's crust – called plates – smash against each other. The Himalaya in Asia formed from such a collision that started about 55 million years ago. Thirty of the world's highest mountains are in the Himalaya. The summit of Mount Everest, at 8,848 m, is the highest point on Earth. The tallest mountain measured from top to bottom is Mauna Kea, an inactive volcano on the island of Hawaii in the Pacific Ocean. Measured from the base, Mauna Kea stands 10,203 m high, though it only rises 4,205 m above the sea.

1. How are mountains created?
2. Where can you find them?
3. What is the criterion to classify a mountain?
4. Write 5 terms that are related to mountains.

5. When was the Himalaya formed?
6. What is the highest point on Earth?
7. What is the highest mountain, though only about 1/3 of it rises above the sea?

16 Listen to two friends talking about their last holiday and complete the text with the missing words.

Anna: I love the countryside, I don't think there is any other destination that can be so relaxing. At first my friend Judy was worried that it would all be boring…

Jill: Yes, I wasn't entirely sure at the start, I thought there'be nothing to do except reading and walking.

A.: Walking is so much fun and good for you too! Anyway, every day we took a different **1.** ....
On the first day we followed the **2.** .... that flows right next to the hotel and that finishes in a lovely **3.** .... It is actually more of a **4.** .... , it's not very big and it is very slow. On the second day we took a walk through the corn **5.** .... and then through the **6.** .... and we ended up at the side of **7.** .... Key, whose wonderful **8.** .... is famous in the whole **9.** ....

J.: On the third and last day we took a cruise boat on the **10.** .... , so that we could see the **11.** .... that are populated by an incredible amount of birds. It was a holiday that really surprised me, I'm glad Anna pushed me a little.

beOperative
[speaklistening]

How to answer the phone

The telephone is one of the most important means of communication and all incoming calls must be treated with attention and respect. Here are some key elements when answering a potential customer over the telephone:

- **Answer the call promptly**
- **Be pleasant and natural**: smile when you pick up the phone and be formal in a friendly way
- **Record the caller's name** and use it during the conversation
- **Listen carefully**: never give the impression you are not interested. Reply with attention and use simple language
- **Show enthusiasm**: ask the caller if there is anything else you can help with
- **Leave a lasting impression**: remember you represent your company
- **Relay back any significant issues** discussed and thank the caller for his time. Any messages should be recorded accurately and dealt with promptly. When recording a message, state:
- who the message is for and who it is from
- a telephone number where the caller may be contacted
- time and date of the message
- the message
- whether the caller requires the call to be returned or will call again

Remember

- *Excuse me*: to interrupt somebody ≠ *Sorry*: to apologise
- Use *Sir* or *Madam* if you don't know the name of the person you're talking to
- *Miss* + unmarried woman
- *Mrs* + married woman
- *Ms* + woman (unspecified marital status): preferred form

Introductions
Hello, … Tours, can I help you?
Good morning. This is … of/from … Tours.
Good afternoon. … speaking. How can I help you?

Polite requests
Would you like to leave a message/me to take a message?
Would you like to call back later/him/her to call you back?

Getting contact details
Can you tell me/Could you give me your name, please?
Would you mind spelling your name, please?
Can you give me your phone/contact number, please?

Asking to hold and connecting
Could you hold the line, please?
I'm sorry/afraid the line is engaged/busy.
I'll see if she is free. Hold the line, please.
She will be here in a minute.
I'll put you through. / You are through.

Apologising
I'm sorry, Mr … is not in at the moment.
I'm afraid Ms … hasn't arrived yet.
Sorry, she has just gone out.
He is away on business/for a few days.
I'm afraid Mr … is on the phone.
I'm afraid the line is busy.

Closing the call
I'll give him your message as soon as he comes back.
I'll tell her you called.
Thank you very much. / You're welcome.
That's all right. / Not at all.

Remember

Don't say		But say
O.K./Sure/Yeah	⟶	*Certainly/Of course/Allright/Yes*
Hi/Bye	⟶	*Hello/Good Bye*
Wait, please	⟶	*Hold the line, please*
I'm … from … Tours	⟶	*This is … from … Tours*

17 Decide if these sentences are *true*, *false* or *doesn't say*. Discuss with your classmates.

1. Clients shouldn't be contradicted. ....
2. Speak to clients showing interest and offering your help. ....
3. Messages shouldn't be processed in a short time. ....
4. Clients are usually very friendly. ....
5. Be precise in taking notes. ....
6. Listening is as important as speaking. ....

18 Listen to these expressions and decide if they are rude (R), formal (F) or informal (I). Give formal alternatives for the rude and informal ones.

10

1. .... 2. .... 3. .... 4. .... 5. .... 6. .... 7. .... 8. ....

19 Listen to these phone conversations and record them.

11

1. Caller: ....
   Caller's company: ....
   Wants to talk to: ....
   Reason for calling: ....
   ....
   To call back in: ....

2. Caller: ....
   Caller's company: ....
   Wants to talk to: ....
   Reason for calling: ....
   ....
   To call back in: ....

3. Caller: ....
   Caller's company: ....
   Wants to talk to: ....
   Reason for calling: ....
   ....
   To call back in: ....

4. Caller: ....
   Caller's company: ....
   Wants to talk to: ....
   Reason for calling: ....
   ....
   To call back in: ....

20 Complete this conversation at a hotel reception with an appropriate expression.

a. Can you repeat you name, please?
b. How can I help you?
c. Can I take a message?
d. He is not in his office

e. All right
f. One moment, please.
g. I'm calling from Europe Travel

Receptionist: Hello, Royal Victoria hotel **1.** ....?
Travel Agent: Good morning. **2.** .... in London. I would like to speak to the sales manager, Mr Thorp, please.
R.: **3.** .... No one's answering. **4.** ...., I'm sorry. **5.** ....?
T. A.: Yes, please. Can you tell Mr Thorp that Benny Cooper called?
R.: Certainly. **6.** ....?
T. A.: Cooper, C-O-O-P-E-R, Benny Cooper from Europe Travel.
R.: **7.** ...., Mr Cooper. The sales manager will call you back as soon as possible. Goodbye.

beOperative
[writing]

How to write a business email

E mail stands for **electronic mail**. Today emails are widely used in the world of business because people can get and send information rapidly and can also attach documents, pictures, data, brochures, etc.

The style of an email depends on the relationship between the writer and the reader. However, with both formal and informal emails you should:

- ■ Always complete the subject/reference line
- ■ Keep the message reasonably short
- ■ Leave a line before new paragraphs
- ■ Add an appropriate closing line.
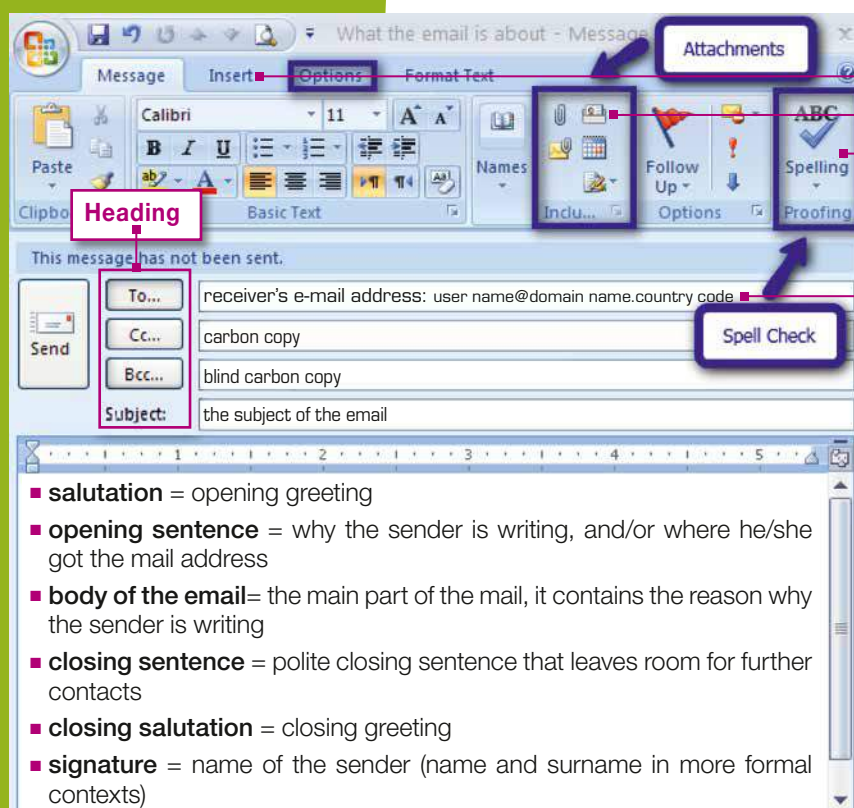
Options
- ■ **Insert** = to insert pictures, files or a signature
- ■ **Attachment** = to insert files
- ■ **Spell check** = to check for spelling and typing mistakes

Heading

This message has not been sent.

To... receiver's e-mail address: user name@domain name.country code
Cc... carbon copy
Bcc... blind carbon copy
Subject: the subject of the email

E-mail address
- ■ **user name**: name of the person/company
- ■ **@** = at
- ■ **domain name**: name of the web pages where the mail is located
- ■ **"."** = dot
- ■ **country code**: uk / **genre code**: com
- ■ **"_"** = underscore

- ■ **salutation** = opening greeting
- ■ **opening sentence** = why the sender is writing, and/or where he/she got the mail address
- ■ **body of the email**= the main part of the mail, it contains the reason why the sender is writing
- ■ **closing sentence** = polite closing sentence that leaves room for further contacts
- ■ **closing salutation** = closing greeting
- ■ **signature** = name of the sender (name and surname in more formal contexts)

■ C U
S T O
M E R

Opening salutation
Hi / Hello …, (informal)
Dear Sir/Madam, (formal, unknown correspondent)
Dear Mr/Ms …, (formal, known correspondent)
Dear Sirs, (formal)

Reason for writing
I'm writing about… / I'm writing to inform you about/that…
I'm planning to…

Asking for information
I would like to know … / Could you please tell me …
Will you please … / Please send me …
I would be grateful if you could tell me …

Could you give me / I'm interested in receiving information about …

Closing sentence
Thanks again for … / Thank you again for your help.
I look forward to hearing from you/to a prompt reply.
Best wishes, / Kind regards, / Best regards,
Thank you for your attention.
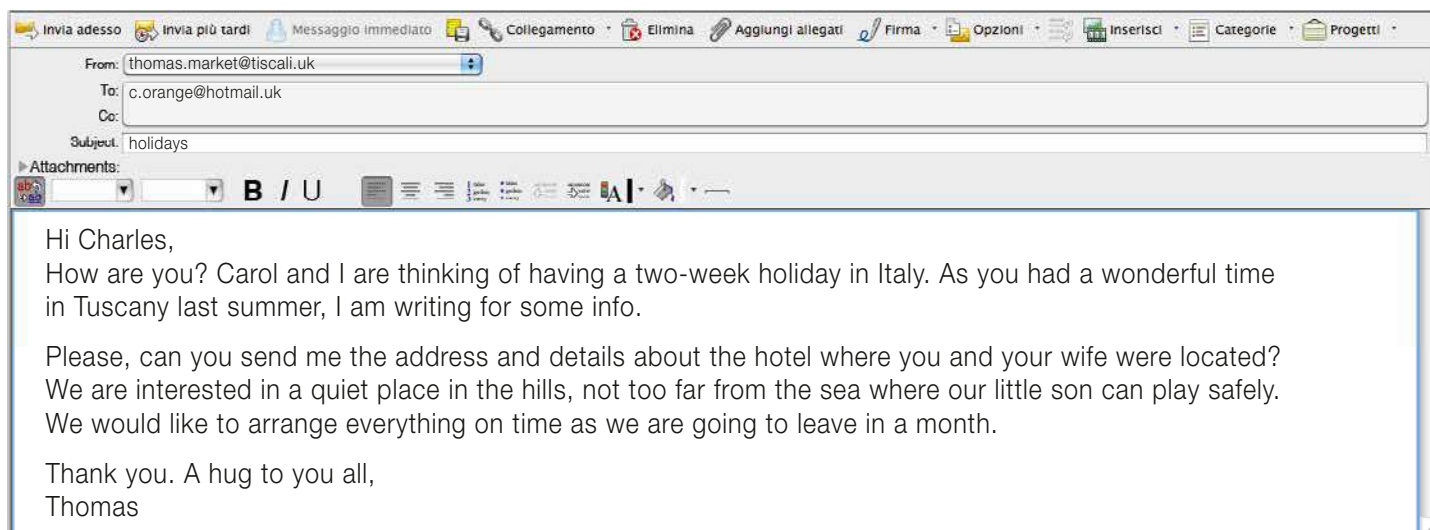
Closing salutation
Yours faithfully, (unknown correspondent)
Yours sincerely, (BrE) / Sincerely yours, (AmE), (known correspondent).

21 Decide if these words/expressions are formal (F) or informal (I).

1. Thanks .... 5. We look forward to your reply ....
2. See you soon .... 6. I'm waiting for your answer ....
3. Dear Susan, ... 7. I want some info ....
4. Dear Madam, ... 8. We would like to receive some information ....

22 Read the email and answer the questions.

Invia adesso Invia più tardi Messaggio immediato Collegamento Elimina Aggiungi allegati Firma Opzioni Inserisci Categorie Progetti

From: thomas.market@tiscali.uk
To: c.orange@hotmail.uk
Cc:
Subject: holidays
Attachments:

B I U

Hi Charles,
How are you? Carol and I are thinking of having a two-week holiday in Italy. As you had a wonderful time in Tuscany last summer, I am writing for some info.
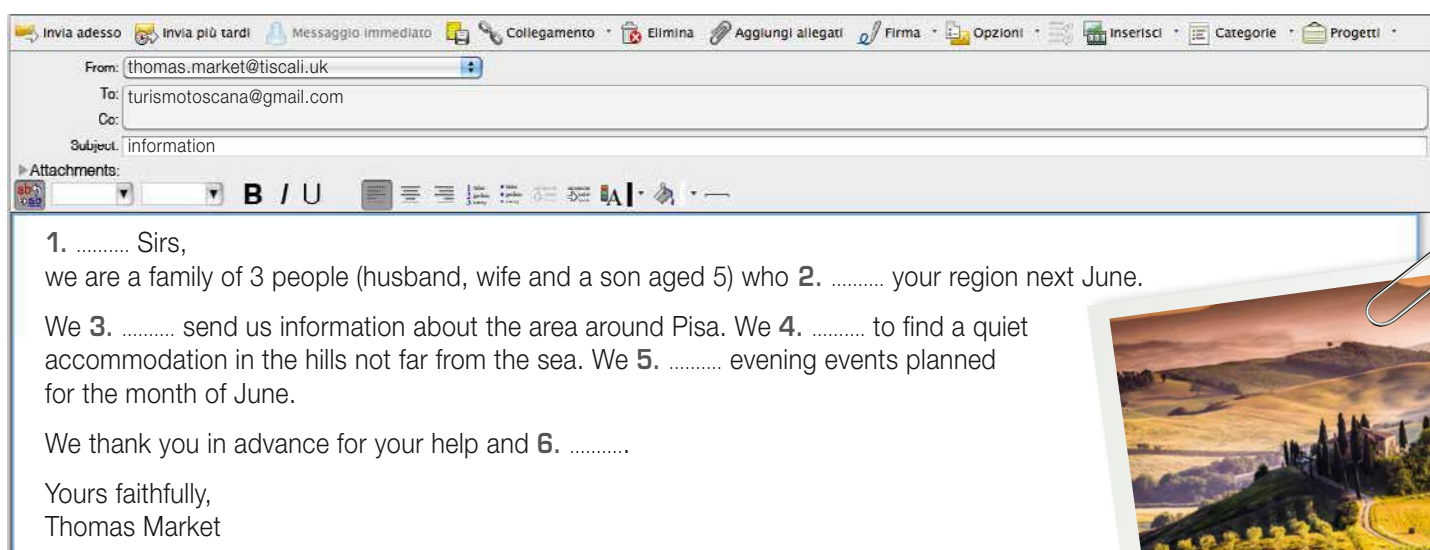
Please, can you send me the address and details about the hotel where you and your wife were located? We are interested in a quiet place in the hills, not too far from the sea where our little son can play safely. We would like to arrange everything on time as we are going to leave in a month.

Thank you. A hug to you all,
Thomas

1. What are the names of the people sending and receiving the email?
2. What is the email about?
3. What information does Thomas want to receive?
4. Why is Thomas writing the email?
5. Is the sender asking for a reply?
6. How many people are going to travel to Italy next summer?
7. Is the email written in a formal or informal way?
8. Underline the expressions in the text that justify your answer to question 7.

23 Complete the email asking for the same information in a more formal way. Use these expressions.

a. would be grateful if you could
b. are also interested in
c. would like to visit
d. would especially like
e. Dear
f. look forward to hearing from you

Invia adesso Invia più tardi Messaggio immediato Collegamento Elimina Aggiungi allegati Firma Opzioni Inserisci Categorie Progetti

From: thomas.market@tiscali.uk
To: turismotoscana@gmail.com
Cc:
Subject: information
Attachments:

B I U

1. .... Sirs,
we are a family of 3 people (husband, wife and a son aged 5) who **2.** .... your region next June.

We **3.** .... send us information about the area around Pisa. We **4.** .... to find a quiet accommodation in the hills not far from the sea. We **5.** .... evening events planned for the month of June.

We thank you in advance for your help and **6.** ....

Yours faithfully,
Thomas Market

24 Write a formal email to a tourist information centre to ask for some information about possible accommodation and brochures of museums and sights to see in Lisbon.

Tuscany

beOperative
[on target: marketing]

Marketing and market research

Marketing is a very complex process that ensures that the right product is created and made available to the right people. This necessarily involves steps which include researching, planning, creating, developing, producing and advertising the product to consumers.

We can identify four main steps in the marketing process: market research, SWOT analysis, marketing mix, monitoring and evaluating.

Market research

Market research consists of identifying the needs and wants of customers thanks to surveys, questionnaires, statistics, interviews, official reports and so on... It gathers information on:

- the size and location of the market
- the profiles and the needs of customers
- market trends and predictions about future growth
- positive and negative features of current and previous products
- gaps in the market for new products

in order to identify a **target market**, that is the category of customers the company wants to aim at, for the potential product.

Market research can be divided into primary or field research, and secondary or desk research. They differ in the tools they use to find out what customers really want.

Primary research is carried out directly with consumers and uses instruments as surveys, questionnaires or interviews, while **secondary research** consists in looking for existing information such as statistics and records.

Both kinds of research offer advantages and disadvantages: primary research is new research carried out to focus on specific subjects, but it may be very complex and expensive; secondary research is cheaper because it makes use of existing data collected and processed for other purposes, but this information may be out of date or may not be exactly within the reach of the researcher.

There are many factors to consider when developing new products. Here is a short list of the factors to keep in mind when developing a tourist product:

WHO?	WHERE?	HOW MUCH?	WHY?	WHEN?
Age	Attractions	Competitors' Prices	Relax	Season
Income	Climate	Peak/Off Peak	Entertainment	Specific Dates/Events
Social Class	Accessibility	Last Minute	Adventure	Peak/Off Peak
Gender	Nature	Mass Market/Upmarket	Health/Fitness	Duration
Religion	Distance	High/Low Season	Sports	
Cultural Group			Culture	
Family Size			Religion	
			Special Interests	
			Social Relationships	

25 Say if these sentences are *true* or *false* and correct the false ones.

1. Market research is the process aimed at identifying the wants and needs of consumers. ....
2. Marketing is a complex process involving several steps. ....
3. Market research is the last step in marketing. ....
4. Marketing enables organisations to attract new customers. ....
5. Market research is not relevant when developing a new product. ....
6. Primary and secondary research use the same tools. ....

26 Complete the definitions with these words.

process ▪ ensures ▪ effective ▪ needs ▪ find out ▪ key ▪ steps ▪ needs ▪ meet ▪ activity ▪ tool ▪ information

Marketing is a very important **1.** .... for leisure and tourism industries; it is a **2.** .... activity because it **3.** .... that the organisation is **4.** .... in developing products and services that **5.** .... their customer **6.** ....
Market research is the **7.** .... of collecting, recording and analysing **8.** .... about customers and the market. It is the **9.** .... that organisations use to **10.** .... their customer **11.** .... It may be done according to two **12.** ....: primary and secondary research.

27 Match these words to their definitions.

1.	upmarket	....	**a.**	Spoken or written account about a specific subject
2.	mass-market	....	**b.**	Classification of customers according to certain characteristics
3.	marketing	....	**c.**	Rival organisation
4.	market research	....	**d.**	Study, research
5.	competitor	....	**e.**	Male/female
6.	off-peak	....	**f.**	Low season, periods when demand is lower
7.	gender	....	**g.**	Market segment characterised by top level products
8.	survey	....	**h.**	Process of identifying consumer wants and needs
9.	report	....	**i.**	Process of developing and promoting products
10.	target market	....	**j.**	Large market segment including the majority of customers

28 Match each potential customer with the descriptions. Which tourist product do you think these people would probably be interested in? Give reasons.

a. Professionals and managers with a high disposable income.
b. Casual workers or students with a restricted disposable income.
c. Workers with a reasonable disposable income.

29

bePrecise
[grammar]

Present simple vs present continuous

	PRESENT SIMPLE	PRESENT CONTINUOUS
Use	■ General truths and facts 　**>** *The BA flight to London takes off every day at 14.30.* ■ Routines and habits 　**>** *I usually go to work by bus.* ■ Describing places and attractions 　**>** *The art gallery shows portraits.* ■ Telling plots of books or plays 　**>** *In the second chapter the man buys a black coat.* ■ Future scheduled events (not dependent on our will) 　**>** *Buses to London leave every two hours.*	■ Actions or events happening at the moment 　**>** *The BA flight to London is delayed. It's taking off at 15.20.* ■ Temporary events or situations 　**>** *Today I'm late and my wife is driving me to work.* ■ Actions or events happening in a limited period of time 　**>** *This month the art gallery is showing landscapes.* ■ Describing pictures or images 　**>** *The man on the left is wearing a black coat.* ■ Future events which are already planned and organised 　**>** *We are leaving to London by bus next weekend.*
Time indicators	■ **frequency adverbs:** *always, often, generally, usually, sometimes, rarely, seldom, never, hardly ever* ■ **frequency expressions:** *every day/month/…, twice a day/month/…* ■ **expressions that indicate habits:** *on Sunday/…, at Halloween/…, in winter/…*	■ **expressions that indicate temporariness:** *at the moment, at present, now, today, while, this* + time expression, *these* + time expression
Attention!	**Stative verbs** can only have the simple form: ■ **possession:** *belong, own, have, possess, …* ■ **status:** *consist, contain, include, matter, …* ■ **needs and wants:** *need, want, wish, …* ■ **activities of the mind:** *believe, forget, know, mean, realise, remember, think, understand, …* ■ **preference** (though the verbs that follow want the - ing form): *enjoy, love, like, don't mind, hate, prefer* 　**>** *She enjoys skiing.*	**Action verbs** can have either the simple or the continuous form. Stative verbs never have continuous tenses. **>** *I usually drink milk in the mornings.* **>** *I'm drinking some milk at the moment.*

29 Complete the sentences with the *present simple* or the *present continuous*.

1. My father is a receptionist, he .... (speak) Spanish and French.
2. Bus drivers never .... (drink) alcohol before driving.
3. The chef is in the kitchen, he .... (cook) roast beef and mashed potatoes.
4. Kathy is Canadian, but this year she .... (live) in Oxford with her friend Samantha.
5. This Friday is a bank holiday, we .... (not go) to work.
6. Where .... (you, usually, spend) Christmas day?
7. .... (Anne, leave) for the Netherlands tomorrow morning?
8. "Where is Dad?" "He's in the hotel restaurant, he .... (have) breakfast."
9. The tour operator .... (not know) your address, how can they send you the box?
10. "What .... (you write)?" "A quotation for a travel agency."

30 Listen to this interview and answer the questions.

12

1. How does the man have to dress?
2. Is a degree compulsory to do his job?
3. Where is he at the moment and who is there with him?
4. Does he use any special tools?
5. Do people generally like to deal with him?
6. Can children use his services as well?
7. What is his customer asking him about?
8. What's his job?

31 Choose this correct option.

PRE
LIMI
NARY

What **1.** .... in the hotel hall in this moment? Well, Lucy, who usually **2.** .... in the back office to look after the invoices, **3.** .... to a very angry customer at the reception counter. He **4.** .... about his room, which he **5.** .... because it **6.** .... a sea view. Paul, who usually **7.** .... customers with their luggage, **8.** .... the carpet in front of the lifts to avoid customers from falling. The manager, who normally **9.** .... in his office, **10.** .... at one of his chefs who **11.** .... a pay rise. What a mess!

Oxford, UK

Netherlands

1. **a.** happening	**b.** is happening	**c.** does happen	**d.** happens
2. **a.** works	**b.** is working	**c.** is works	**d.** does work
3. **a.** is speaks	**b.** speaking	**c.** is speaking	**d.** speaks
4. **a.** complaining	**b.** is complaining	**c.** isn't complain	**d.** doesn't complains
5. **a.** not likes	**b.** isn't liking	**c.** likes not	**d.** doesn't like
6. **a.** doesn't have	**b.** doesn't has	**c.** isn't having	**d.** haven't got
7. **a.** does help	**b.** helps	**c.** are helping	**d.** is helping
8. **a.** is fixing	**b.** does fixing	**c.** fixs	**d.** fixes
9. **a.** not works	**b.** isn't working	**c.** work	**d.** works
10. **a.** is shouting	**b.** shouts	**c.** does shout	**d.** shouting
11. **a.** do wants	**b.** wanting	**c.** wants	**d.** is wanting

32 It's Sunday evening. You and your sister are at a show organised by the campsite animation team. Write a short email to your cousin (35-45 words) telling him/her about what people are doing, the music you are listening to, and what you like/don't like about the show.

beSuper [phraseology]

Types of travel

- **Break**
  short holiday, normally lasting a couple of days

- **Bank holiday**
  public holiday, day in which most of businesses are closed for a particular event

- **Voyage**
  a long travel by sea or in space

- **Trip**
  short journey or excursion

- **Travel**
  journey

- **Tour**
  a journey in which you visit several places

- **Route**
  a way taken to get from a point to another

TRAVEL

- **Excursion**
  a short trip of one day or less to visit a specific place

- **Holiday**
  a period of time away from work and school dedicated to rest

- **Itinerary**
  movements from one place to another that can be traced on a map, list of places to visit in chronological order

- **Journey**
  action of travelling

- **Outing**
  excursion

KEEP CALM ITS A BANK HOLIDAY

FOR YOUR CITY BREAK
YOUR VOTE COUNTS
Paris, France · Barcelona, Spain · Dublin, Ireland · Amsterdam, Netherlands
Krakow, Poland · Rome, Italy · Prague, Budapest

- **To be/go on holiday >** *She has never been on holiday in her entire life, can you believe it?*
- **To go on a tour >** *We went on a special tour in Belgium with our friends last year.*
- **To set off for an excursion >** *While they were setting off for their excursion, it started to rain and they had to cancel it.*
- **To have a city break in … >** *Over the last weekend I had a lovely break in Naples.*
- **To take a trip >** *We took a trip to see the Louvre Museum last year.*
- **To choose a route >** *The route we chose to get to Prague was particularly interesting from an historical point of view.*
- **To plan an itinerary >** *He didn't plan his itinerary through Scotland very well, so in the end he couldn't see Glasgow.*

- **To travel >** *He has travelled the seven seas, I can't believe how much travelling he has done!*
- **To have a bank holiday >** *We aren't going to school tomorrow because we have a bank holiday.*

I am... On Holiday

Super
[customer care]

CUSTOMER
FEEDBACK
SUPPORT
iNNOVATiVE
QUALiTY
EXCELLENT
FRiENDLY

What is customer care?

Customer care means supplying services to customers before, during and after a purchase; in other words it is how customers feel they are treated. Providing a good customer service is an essential part of a business activity because people like dealing with organisations able to show that they care a lot about their customers.

The final objective of a good customer care system is to improve the level of customer satisfaction, that is the feeling that the purchased product has met the customer's needs.

Customer care is essential in any aspect of a tourist product: accommodation, transport, tour operator and travel agency. People contact travel agencies to get what they dream of for their holiday, and if they get good quality customer care they will probably return for their future travel arrangements.

Here are some elements of good customer care in a travel agency:

1. Deal with customers patiently keeping a positive attitude and being friendly
2. Make them feel important for the company
3. Establish a rapport with the customers
4. Understand the customers' needs
5. Suggest to customers products according to their needs
6. Keep after-sales contacts or get feedback.

33 **13** Listen to a tour operator talking about customers and customer service. Then, answer the questions.

1. What happens if customers are not happy with the services they have received?
2. What happens if customers are satisfied with the services they have received?
3. What does the success of a tour operator depend on?
4. How is customer care defined by the speaker?

34 Read this passage and complete it with one of these words.

aim ▪ consumers ▪ digital ▪ Internet ▪ package travel ▪ dealt with ▪ revised ▪ update

European Union and customer care

The EU **1.** .... customer care in the tourist sector in the *Directive on package travel* (1990), a European law whose **2.** .... was regulating problems in the area of **3.** ...., and granting protection to **4.** .... booking pre-arranged package holidays. It is still in force but it was **5.** .... in 2013 when the Commission proposed a reform to **6.** .... the directive so as to bring the "EU package travel rules" into the **7.** .... age. On that occasion rights for consumers buying individual travel services on the **8.** .... were introduced.

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