

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ, МОЛОДІ ТА СПОРТУ УКРАЇНИ**

**ХАРКІВСЬКА НАЦІОНАЛЬНА АКАДЕМІЯ МІСЬКОГО  
ГОСПОДАРСТВА**

**ЗБІРНИК ТЕКСТІВ І ЗАВДАНЬ**

**для організації практичної роботи**

**з дисципліни**

**«ІНОЗЕМНА МОВА ПРОФЕСІЙНОГО СПРЯМУВАННЯ**

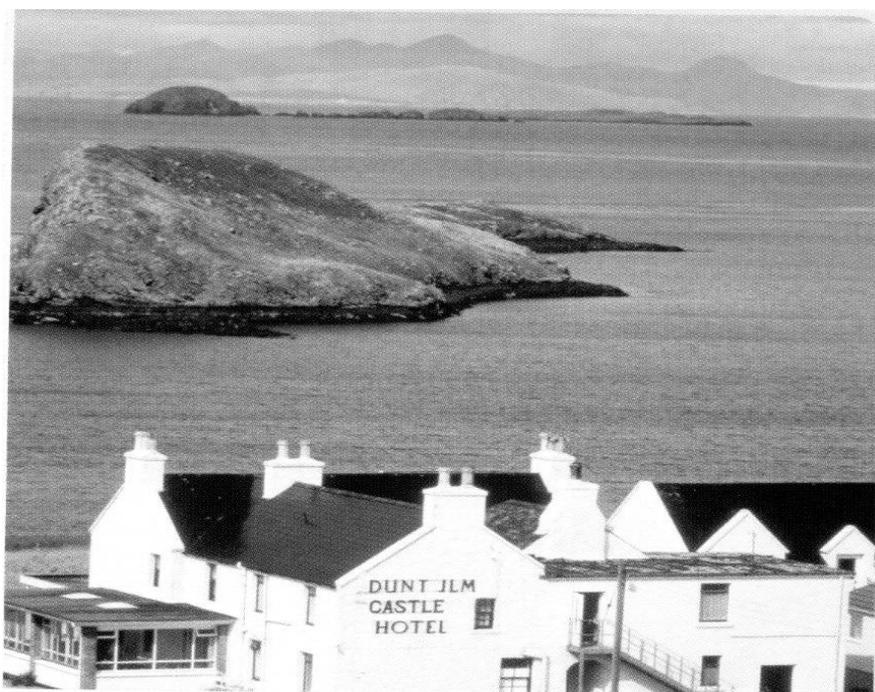
**(ДОДАТКОВА)»**

**(англійська мова)**

**(для студентів 3 курсу денної форми навчання**

**напряму підготовки 6.020107 – «Туризм» та**

**6.140101 – «Готельно-ресторанна справа»)**



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Збірник текстів і завдань для організації практичної роботи з дисципліни «Іноземна мова професійного спрямування (додаткова)» (англійська мова) (для студентів 3 курсу денної форми навчання напряму підготовки 6.020107 – «Туризм» та 6.140101 – «Готельно-ресторанна справа») / Харк. нац. акад. міськ. госп-ва; уклад.: О. Л. Ільєнко. – Х.: ХНАМГ, 2011.

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Збірник текстів і завдань призначений для студентів денної форми навчання, які у майбутньому будуть працювати у сфері готельного, ресторанного і туристського сервісу. Тематика збірника та система завдань дає змогу продовжити формування комунікативної та соціальної компетенції студентів. Запропонована інформація є необхідною для ефективного виконання професійних обов'язків майбутніх спеціалістів.

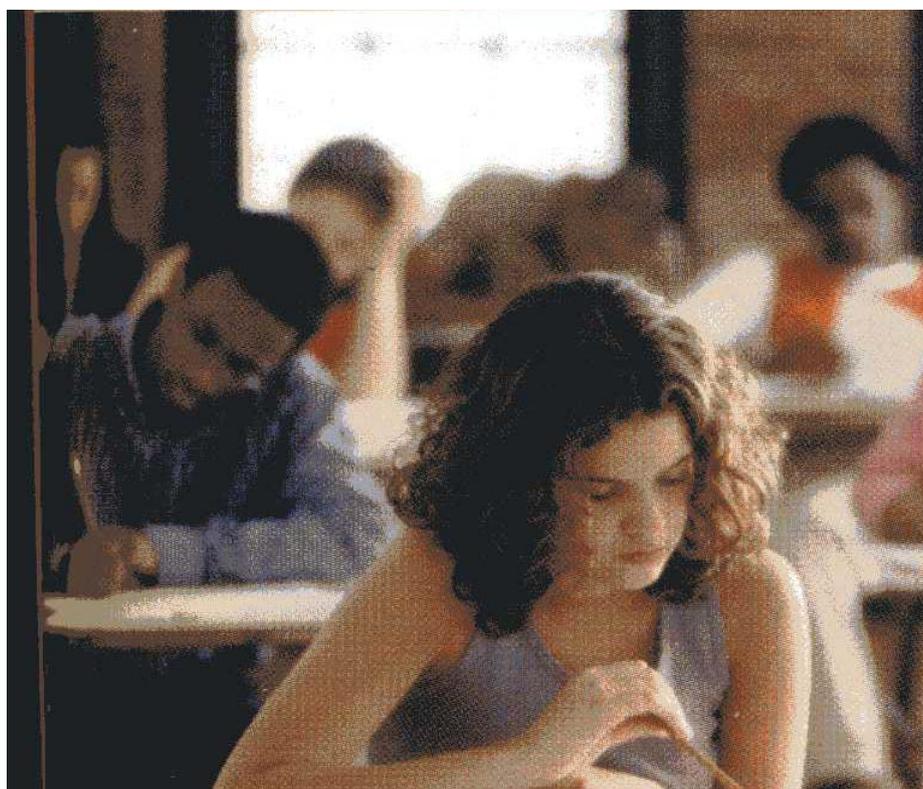
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## INTRODUCTION

### *Dear Student,*

This booklet is designed to help you learn and practice the English that you will need in a variety of situations in tourism and hospitality settings. You have already had experience working with professional materials during the first two years of studying at the academy but the present paper deals with the issues you will need as a student of the third year. The booklet actively involves you in reading and discussing texts presenting information on the latest developments in the field, role-playing professional situations, making graphs and tables on the basis of the information received, write business letters and a variety of other activities designed to prepare you for the situations that you will face in your job. We know that a booklet can't tell you everything, but the teacher can give you some useful tools for when you are at work and need to use English. The author hopes that you enjoy the activities prepared for you and presented in the booklet.



## ***Dear Teacher***

The author hopes you will find the booklet useful in preparing your students for the English language tasks that they will face in tourism and hospitality settings. The material of the booklet deals with the topics you should discuss with the students of the third year at the department of Hotel and Restaurant Business and Tourism. The reading material is devoted to discussing issues closely connected with the content modules. The texts used are authentic and supply the students with the information on the activities of the hotel, restaurant and tourism industry in the English speaking countries, their latest developments as well as challenges and problems they face. The booklet actively involves the students in activities that will prepare them for many of the situations they will encounter.

In the following collection of texts with tasks the materials for the two content modules (змістовні модулі) and five submodules are presented, which help to continue the process of professional competence forming. There are Module 1 “Hotel and Tourism Industry Organization and Services” (1.1 Cooperation of Hotels and Travel Agencies. Trends in Tourism. 1.2 Customer Complaint. 1.3 Organization and Personnel) and Module 2 (2.1 Business Travel. Business Telephoning. 2.2 Air Travel and Cruises).

Each module includes several content units and each unit presupposes a set of various activities which help students to develop integrated skills in reading, speaking, listening and writing. The students are also expected to enforce grammatical competence, develop skills in their vocabulary enlarging, making presentations, participating in role games, doing project work (including Internet search). The activities cover topics relevant to the students to motivate their involvement and active participation in the class work. Many activities can be performed both in class or at home (as self-study) with further discussing and evaluating of the results.

Depending on the teacher’s strategy as well as students’ learning styles some materials or units can be viewed as optional without damaging the main aim of the present collection of texts with tasks, i.e. socio-cultural awareness forming.

# **MODULE 1**

## **HOTEL AND TOURISM INDUSTRY ORGANIZATION AND SERVICES**



## **1.1. COOPERATION OF HOTELS AND TRAVEL AGENCIES. TRENDS IN TOURISM**

### ***A. Reading and speaking***

*This article describes recent trends in tourism.*

1. *Read the article and answer the questions.*

- a. How does the article imply that early tourists behaved?
- b. In which part of the world does the writer believe that there will be the greatest increase in tourism?
- c. Why did the tourists of the 1950s need reassurance?
- d. How are the Pacific Rim tourists being helped and reassured?
- e. What changes are being made by British tourism providers?

## **THEY CAME, THEY SAW, THEY ATE PIZZA**

The colonists are being colonised. Deyan Sudjic on how Europe is being turned into one big theme park.

Tourism used to be something that well-heeled northern Europeans and North Americans did to other people. They put on brightly coloured clothes and wandered around the world as if it were a zoo, chattering away in front of the natives and scattering the local currency that they did not need to bother to understand because they could buy so much with their dollars and pounds, confident that they were watching a spectacle mounted entirely for their benefit.

Then their less affluent compatriots joined in, turning much of the coastline of Spain, Greece and Turkey into a convincing replica of the high-rise estates they had left behind.

Tourism is still regarded as a uniquely Western form of cultural imperialism, and therefore to be discouraged. However its next cultural clash isn't going to be on the beaches of Asia or the Costas, it's going to be back in northern Europe, where it all sprang from in the first place.

Last year Britain had 21 million overseas visitors, up from 16 million just five years ago. The Government's latest figures on tourism, released this week, predict another rise of 10 per cent. The numbers of visitors are not going to stop growing.

It used to be America that provided Britain with its largest contingent of free-spending overseas visitors. But the biggest jump in high-spending new visitors is from Taiwan, Malaysia, Korea and Japan. With Heathrow full of jumbos from Korea, and even the most out-of-the-way country tea room eager to accept Japanese credit cards, Britain is having to get used to looking at mass tourism from the other end of the telescope.

It's a development that will have far-reaching consequences for the whole of Europe. Seen from the outside, particularly from the now dominant economies of the Pacific Rim, Europe is a puzzling place, full of incomprehensible little countries, each with their own language. Its industries, from shipbuilding to computers are dying, one by one.

Europe's future role is as a theme park the size of an entire continent, attracting millions of newly affluent visitors from the rest of the world to stare at the ancient remains of its city centres from Paris and London to Copenhagen and Amsterdam.

Even before the arrival of the mass-market Asian tourist, the impact of tourism on Britain has already been dramatic. Look at Windsor, where what was once a thriving country town has seen every shop on its high street turn into a fast-food outlet catering for the castle visitors.

The transformation of Britain by tourism is still only just beginning. Just as the first British holidaymakers who ventured to Spain in the 1950s needed constant reassurance to persuade them that abroad wasn't absolutely terrifying, with supplies of tea bags, beer and chips, so Asian visitors to Britain still come in tightly organised tour groups, rushing around in packs, following a guide from one familiar landmark to another. The best organised are the Japanese, who publish handy guides to reassure their citizens that British taxi drivers will not be offended by a tip. The Japanese have even established a parallel universe in London, clustered around Regent Street, where you will find not just the offices of Japanese airlines, but also branches of Tokyo

department stores set up especially to cater for the overseas Japanese market. Delivered by bus, the Japanese can pay in yen, and have no need to attempt to speak a word of English or to worry about making fools of themselves in front of foreigners.

(Adapted from the Guardian)



2. *Read the article again and complete the gaps.*

- a. The number of visitors to Britain last year .....
- b. The proportion of repeat visitors: .....
- c. The number of Japanese visitors: .....
- d. Last year's percentage increase in the number of North American visitors:  
.....
- e. The percentage growth in visitors from the Far East: .....
- f. The number of North American visitors: .....

## ***B. Reading and discussing***

1. *Read the article and answer the questions.*

### **WHEN THE HEAT IS ON**

*It's the season of heat and dust, when the British are at the seaside or abroad, leaving their cultural heritage to tourists. The ancient monuments, palaces, and historic streets resemble a new Babylon, ringing with European, Asian and American dialects.*

Last year, Britain attracted nearly 21 million visitors. The trend is steadily upward, but the picture is not unequivocally good. Tourism is the world's biggest growth industry, and Britain is facing ever fiercer competition for tourists' spending money.

"We have been a popular place to come to for many years," said Isobel Coy, of the British Tourist Authority. "Now practically every country in the world is after the tourist dollar, whether it has a small coral reef or Florence. There is serious competition out there.

"Britain has to concentrate on doing well and there is a lot of room for improvement. Two-thirds of our visitors are repeat visitors, which is good, but we must make sure we're offering people what they want — high standards, value for money, and a warm welcome so they continue to come."

They come for different things. The Americans and Antipodeans\* are interested in our common roots and architecture that is centuries older than theirs. The Russians apparently like Blackpool, the Dutch and Germans have discovered the beaches of East Anglia, the Japanese are heading for Wales, the Scandinavians for the shops in the North-east, and the Italians to the Scottish Highlands.

The North Americans come in great numbers -3.5 million last year, an increase of 4 per cent on the previous year. The biggest increase, of 30 per cent, is in visitors from Eastern Europe.

But the big growth market for tourism, and the one all the competing resorts and destinations are aiming at, is the Far East, showing a growth of 15 per cent a

year. The Japanese have been coming, and continue to come, to Britain in considerable numbers - 599,000 last year - but it is such nationalities as the Koreans, the Taiwanese, the Malaysians and the Thais who hold the future in their wallets.

(from the Guardian)

\*Antipodeans = Australians and New Zealanders

2. On this map of Great Britain link the nationalities to the tourist spots.



3. Answer these questions:

- Why must Britain fight to maintain its tourism growth?
- According to the article, which is its biggest potential growth market?

c What needs to be done to persuade more people to visit Britain?

4. Use compound adjectives with numbers to rewrite these sentences, without changing the meaning.

For example:

At the Grand Hotel they serve a dinner which has five courses.

At the Grand Hotel they serve a five-course dinner.

a During his holiday, which lasted three weeks, Paul met Belinda.

---

b Our brochure only features hotels which have five stars.

---

c Package holidays where you stay in two centres are becoming increasingly popular.

---

d He went on a journey to Paris that takes four hours.

---

e It only takes two minutes to walk to the nearest bank.

---

5. Complete the gaps using the correct forms of the verbs in brackets.

Throughout history, people (a) ..... (travel) all over the world for a variety of purposes. However, it is only in the last fifty years that people (b) ..... (travel) in such huge numbers for pleasure. Until this century only the very rich and leisured people in society (c) ..... (have) the free time and the money to travel outside their own local area. For instance, it is known that wealthy Romans (d) ..... (go) to seaside resorts in Greece and Egypt. In the seventeenth century the sons of the British aristocracy (e) ..... (travel) throughout Europe to improve their knowledge. With the railways and the industrial revolution in Britain working-class people (f) ..... (begin) to travel. By the 1870s a typical family holiday

(g) ..... (be) a day's trip to the seaside. A century later, during the 1970s, the advent of the cheap package holiday (h) ..... (result ) in many people being able to enjoy the sun, beaches and food of Spain. Growing affluence, faster planes and improved facilities (i) ..... (mean) that more and more people travel abroad every year and now people (j) ..... (begin) to want to travel further afield.



### ***C. Reading and speaking***

1. *Read the conversation between Marianne, a reporter for the financial pages of a British daily newspaper, and Mike Butler, a financial consultant.*

## **TOUR OPERATORS**

**Marianne:** Can we begin by talking a little about the market in general? Can you explain what is really happening?

**Mike:** Yes, of course. There's been a lot of speculation this season and that's because the British public's holiday-buying patterns have changed. They're more sophisticated in their choices, they make them later and later. So tour operators have to decide whether to stick to their brochure prices or to discount.

**Marianne:** So what are they doing this year? In May we heard that there was likely to be a price war and that we should wait before buying our holidays as prices would plummet. However, this doesn't seem to have happened yet and we are already into July.

**Mike:** True. In May and June there were a couple of weeks of highly selective discounting to try to boost sales at a time when there was talk that about 3 million package holidays were going to be sold off at half price. At the time, the early indications showed there was unlikely to be the 5 per cent capacity growth predicted at the beginning of the year. But now, there are some who privately admit that sales may well be 2 per cent below last year's 9.5 million figure. However in the main, the operators are refusing to panic and are hoping that heavy discounting won't be necessary.

Now that we're into July it's easier to see how sales will fare. You see it's more or less agreed that an estimated 2.2 million package holidays remain unsold for the remainder of the season. Almost all of them will be sold, but operators may have to squeeze margins to cut prices well below the brochure rates. How far depends on how keen we Britons are to part with our money. An estimated 35 per cent of families now buy package holidays and since the price wars of ten years ago many families have become used to late booking.

So the operators have a choice between sitting tight, discounting or reducing capacity. The last is difficult at this late stage so I do think we will see some discounting, but none of the operators want to get into cutting prices down to silly rates. They're also reluctant to admit that there are still a lot of holidays for sale, because that would encourage the public to hang on as long as possible.

**Marianne:** Then we should wait as long as possible before buying our foreign holidays. What about holding on to our shares?

**Mike:** Well I wouldn't sell at the present, nor would I buy. I'd wait and see. Before we talk about the stock market let me outline some longer term considerations.

First, you must remember that last year the City considered the early launch of brochures a mistake, as it meant that travel agents were trying to sell this year's holidays to people who hadn't yet taken last's.

Secondly, the industry is also worried that overseas hoteliers may push up next year's prices. At present, the cost of accommodation is rising at *three times* the level of our inflation. Soon the industry is going to be forced to pass on this increase to the consumer.

So, it would appear that now the first priority is going to be cost and not service; that the market leaders next year will be those who can produce the cheapest holidays.

**Marianne:** And who is this likely to be? **Mike:** Well, as I said, I'd hold on for the moment We must take into account that about 70 per cent of this market belongs to the three big operators. If we look at how their shares are faring at the moment on the open market...

*2. Mark the following statements as true or false.*

- |   |  |   |                          |   |                          |
|---|--|---|--------------------------|---|--------------------------|
| A | Holiday prices fell in May.  | T | <input type="checkbox"/> | F | <input type="checkbox"/> |
| b | Three million holidays were sold at half price.  | T | <input type="checkbox"/> | F | <input type="checkbox"/> |
| c | Last year tour operators sold 9.5 million holidays.                                      | T | <input type="checkbox"/> | F | <input type="checkbox"/> |
| d | This year more holidays will be sold.  | T | <input type="checkbox"/> | F | <input type="checkbox"/> |
| e | Over a third of British families go on package holidays.                                 | T | <input type="checkbox"/> | F | <input type="checkbox"/> |
| f | Travel agents only sold this year's holidays to people who hadn't had a holiday in 1995. | T | <input type="checkbox"/> | F | <input type="checkbox"/> |
| g | Accommodation prices are rising faster than inflation.                                   | T | <input type="checkbox"/> | F | <input type="checkbox"/> |
| h | Each of the big tour operators has 17 per cent of the market.                            | T | <input type="checkbox"/> | F | <input type="checkbox"/> |

3. In in conversation Mike Butler used several expressions to describe the profitability of the market. Link the expressions on the left with their meanings on the right.

to stick to prices	to ask the customer to pay for your increased costs
to discount (fares)	to fall sharply and suddenly
to plummet (of prices)	to force an increase (in sales)
to boost sales	to force an increase (in something)
to cut (prices)	to lower (prices)
to sit tight	to maintain prices, not to change them
to push up	to take a percentage off prices (e.g. 5 per cent)
to pass on	to wait without doing anything

**D. Reading and making chart.**

**TRENDS IN TOURISM**



*1. Pre-reading task.*

- a. Work with a partner. Look at these pictures and say what kinds of traveller they show. Make a list of as many types of traveller as you can. Compare your list with those of other people in the class.*
- b. What do you think is the difference between a traveller, a visitor and a tourist? Write brief definitions of each word and discuss them with your partner.*

*2. Read the interview with Dr Alberto Garcia, who works for the World Tourism Organisation. He is talking about how the WTO defines the words traveller, tourist and visitor when producing statistics on international travel.*

**Interviewer:** Dr Alberto Garcia works for the World Tourism Organisation in Madrid and has come into the studio to talk to us about developments in the modern tourist industry. Dr Garcia, how can we actually determine what a tourist is?

**Dr Garcia:** Good question. We have now, in fact, adopted a kind of common language - a set of definitions if you like - so that when various countries collect statistics on tourism they are all measuring the same thing. And so the WTO now classifies all travellers under various headings. The most important of these for statistical purposes is that of visitors. But obviously, for tourism purposes, we don't count people such as temporary immigrants, border workers, nomads and other groups like diplomats, members of the armed forces and people like that. And then visitors are broken down into two separate groups: tourists who are overnight visitors - that is, people who stay for at least one night in some form of accommodation in the country they're visiting and same-day visitors who do not stay the night. For example passengers on a cruise stopping over in a port or people simply on a day trip.

**Interviewer:** How long can tourists stay in a country without ceasing to be a tourist and becoming a resident?

**Dr Garcia:** Not more than a year. And the reason for the visit must be different from the kind of activity he or she is usually employed in. So the purpose of the visit has to be for leisure and recreation, for business and professional reasons, VFR ...

**Interviewer:** VFR?

**Dr Garcia:** Yes, that is: visiting friends and relatives. Or perhaps people are travelling for health reasons to a spa or somewhere like that or going on a pilgrimage to places like Mecca, or Lourdes in the south of France.

**Interviewer:** OK, so we know what tourists and visitors are, but we still haven't actually defined the word tourism!

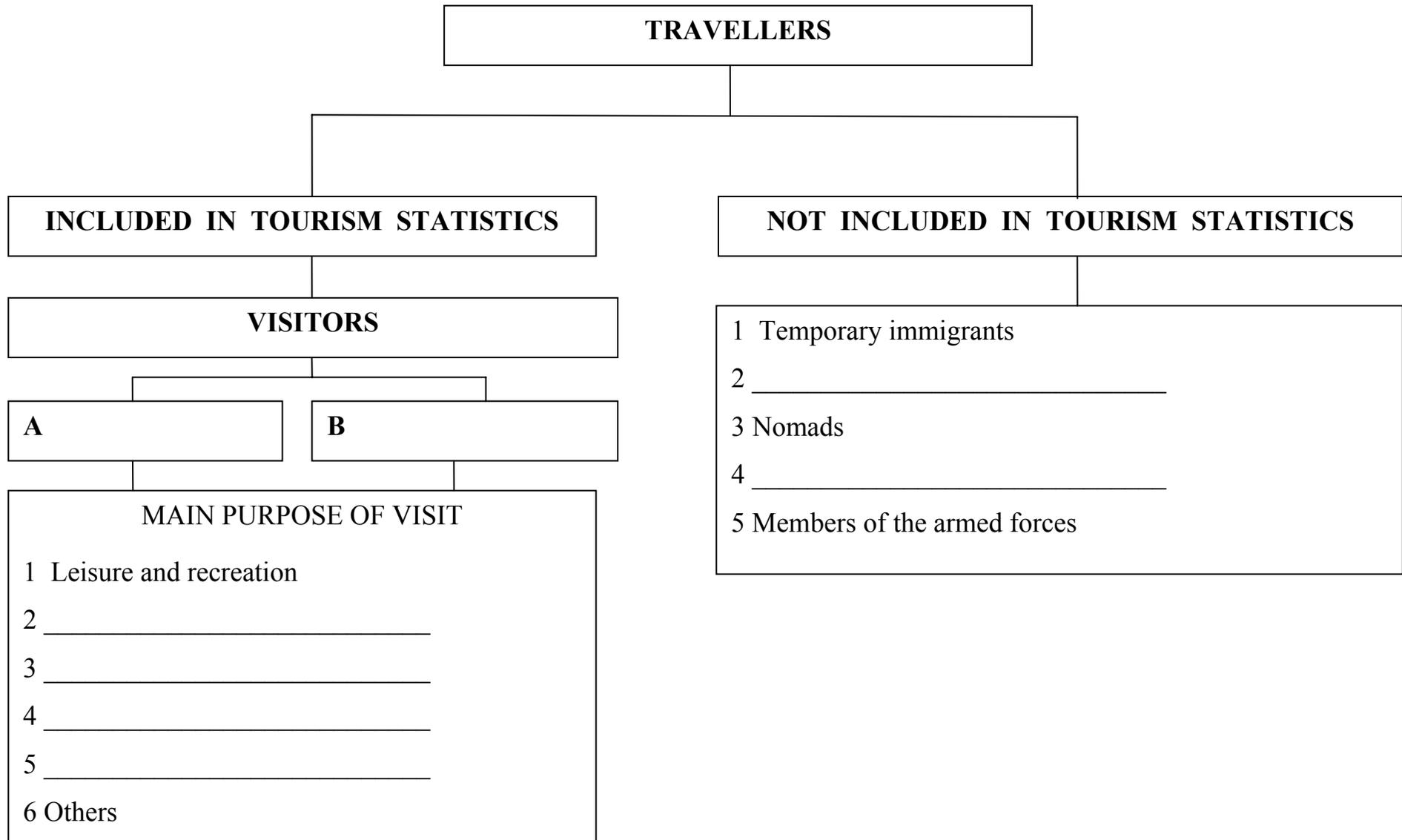
**Dr Garcia:** Well, I can give you the official definition - it's the activities of persons travelling to, and staying in, places outside their normal environment for not more than one consecutive year for purposes such as leisure or business. And this definition can be further subdivided so that we can distinguish between the types of tourism. There's domestic tourism, that's where the residents of a country travel within their national borders. And then there is inbound tourism, that's when people who live in another country come to visit the country where you live. And finally outbound tourism which involves the residents of a particular country going abroad for one of the reasons which I mentioned earlier. **Interviewer:** Right, so we have domestic, inbound and outbound.

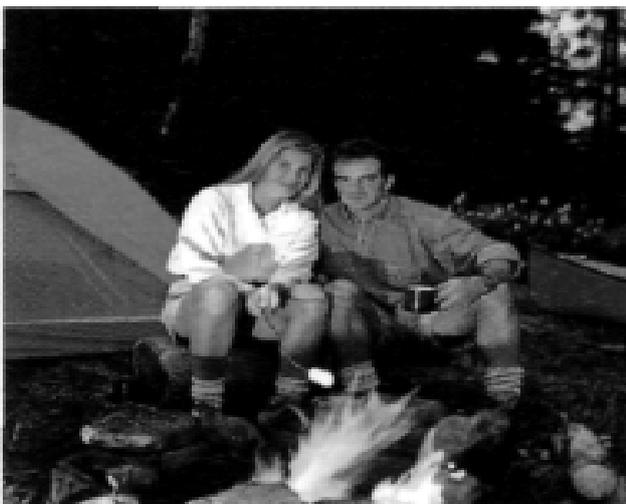
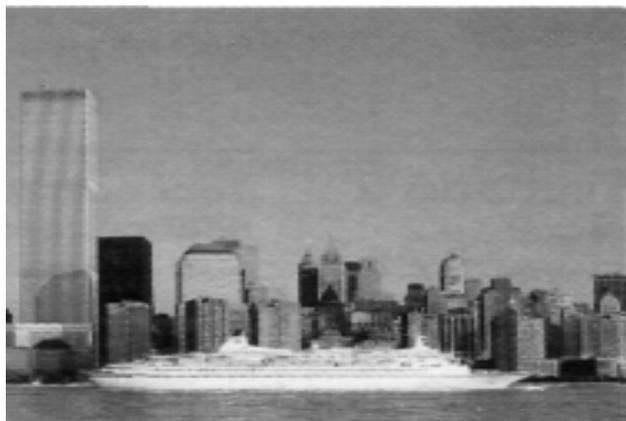
*3. Read the interview again and write the words that are missing from the chart and from definitions (a) - (i) in the box below. You will need more than one word in some gaps.*

#### The World Tourism Organisation's Classification of Tourism

Tourism comprises the activities of persons travelling to and

(a) ..... in places outside their (b) ..... for not more than (c) ..... consecutive (d) ..... for (e) ....., (f) ..... and other purposes. (g) ..... involves residents of a given country travelling only within their own country. (h) ..... involves non-residents travelling in the given country. (i) ..... involves residents of one country travelling to another country.





***E. Vocabulary study.***

*1. Put the words (1-9) into the appropriate spaces describing the type of holiday they mean. Find these types of holidays in the pictures.*

- |                     |                  |                 |
|---------------------|------------------|-----------------|
| 1. winter sports    | 4. safari        | 7. adventure    |
| 2. self-catering    | 5. cruise        | 8. package tour |
| 3. special interest | 6. weekend break | 9. homestay     |

- a* a relaxing ..... holiday with old-fashioned hospitality on a family farm.
- b* a month's ..... holiday lost in the Amazon rain forest.
- c* a fortnight's ..... holiday for the family in a rented Swiss chalet
- d* a ten-day ..... to Thailand, including flights, deluxe hotels and visits to the Sukhothai national park and the pagodas at Ayutthaya
- e* a two-week ..... in the Baltic Sea aboard the luxury liner Argenta
- f* a(n) ..... holiday skiing on the slopes of the Pyrenees
- g* a(n).....in Amsterdam to visit the Rijksmuseum and be back in time for work on Monday
- h* a stay in Mombasa combined with a(n) ..... in the famous
- i* Tsavo game park a(n) ..... holiday, excavating Aztec temples or learning English in London

2. *Join the phrases in the two sections a-g and 1-7 to make complete holiday descriptions.*

- a* A city break in Moscow
  - b* A three-week expedition to Greenland
  - c* A five-day stay in a purpose-built chalet
  - d* Two weeks on an ocean liner
  - e* A month's holiday in a mobile home
  - f* A bed-and-breakfast stay
  - g* A trip to Disney World
1. to study the geology, flora and fauna
  2. in a caravan park in sunny Biarritz
  3. at one of the Center Parcs holiday villages in Britain, France or Holland
  4. with two nights at the Metropol hotel and tickets for the Bolshoi
  5. including a three-day stopover in Tahiti
  6. with free accommodation in a condo in Orlando
  7. in a comfortable guest house near The Black Forest

## ***F. Reading and discussing.***

1. *Work with a partner. Discuss the way holidays have changed during your lifetime.*
2. *Read the article about the way tourist destinations have developed over the last three decades and answer these questions.*

- a What was the film *Summer Holiday* about?
- b How much did two weeks in Majorca cost in 1963?
- c How much did it cost to go to Australia?
- d What were package holidays like at that time?
- e Why did package holidays have to last a long time?
- f According to the article, which long-haul destinations have opened up since the 60s?
- g How has Australia become a tourist destination?
- h In what way has technology affected tourism?
- i How has politics affected tourism?

\* A guinea was worth £1.05

## **SUMMER HOLIDAY**

*Peter Hughes looks at how our horizons have expanded and the world has shrunk since 1963*

"We're all going on a summer holiday," sang a British pop star, Cliff Richard, way back in 1963, but he and his musicians never thought of going further than ex-Yugoslavia. Their adventure in the film *Summer Holiday* involved buying a London bus and driving through Europe.

The few package holidays available were to places such as the Costa Brava, Palma, Austria or Italy. Holidaymakers flew in a piston-engined aeroplane such as the Lockheed Constellation and paid about forty guineas\* for 15 days in Majorca.

At that time package holidays were rarely shorter than two weeks. This was because the government wouldn't allow tour operators using charter flights to sell a

holiday for less than the price of a return ticket on a scheduled airline to the same place. As a result, the number of people able to afford a holiday abroad was limited.

The expansion of popular travel has been explosive. Around 250,000 people took a package holiday in 1963; in 1992 the figure was 11 million. Increased prosperity, of course, has made this possible but the biggest influences have been politics and technology. Take Australia. In 1963 you would have spent your life savings getting there. Now you can go to Sydney on a two-week package and stay at a four-star hotel for a fraction of that price.

It was a mixture of politics and technology that brought the Great Barrier Reef and Sydney harbour within reach. For years the national airlines had opposed any competition from charters but, as the Australian economy declined and with the success of the bicentenary celebrations, revenue from tourism seemed more and more attractive. So the politicians changed their mind and charters started up in 1988.

The new technology was in the aircraft itself, the Boeing 767 two-engined jet with the range and economy to bring a whole catalogue of long-haul destinations into the package holiday domain. Thailand, India, Mexico, East Africa, the States and the Caribbean all have their place in the mass market brochures thanks to the new aircraft.

Politics with an even bigger "P" have opened up parts of the world that the most adventurous would have been reluctant to visit thirty years ago, even if they had been allowed in. Now several international airlines fly to Ho Chi Minh City, formerly Saigon, and the tourist can scramble through the Vietcong's secret network of tunnels which have been specially widened for broad-bottomed westerners. China now welcomes tourists who throng the Forbidden City, cruise up the Yangtze, and marvel at the Terracotta Warriors at Xian.

As for Eastern Europe, the Russians want tourists almost more than there are tourists to go there, and in the Czech state visitors stroll through the fairy-tale streets of Prague in their millions. In these cities a complete legacy of architecture has been handed down intact. St Petersburg would still be recognisable to Peter the Great; Prague is still much as Mozart knew it. Whatever else the communists did, their neglect of ancient buildings has proved to be an unexpected boon and has preserved the beauty of entire city centres.

(adapted from an article in Expressions)

**G. Reading and discussing.**

1. Before you read, check you know these words in the box. Use a dictionary if necessary.

frosty	outstanding	aiming
to be out of pocket	to hold down (prices)	to settle up
to cover (overheads)	sluggish (business)	a brand name
	to go bust	



2. Read "When the welcome is frosty" and answer these questions:

- a To what extent can a hotelier trust a tour operator?
- b How do tour operators attempt to persuade hoteliers to take less money?
- c How did a hotelier in Spain react?

## WHEN THE WELCOME IS FROSTY

If holidaymakers get a cool reception in some holiday destinations it may have more to do with the practices of some tour operators in the UK than with the hospitality of the local hoteliers.

Many hotel owners and local agents feel badly treated by British tour operators. Some of them have lost a small fortune when unsecured trade creditors have gone bust. They feel especially bitter when an ailing competitor is taken over: the new owners may continue to do business under the same brand name, and yet are under no legal obligation to settle any outstanding debts. As a result, hoteliers may be out of pocket when a tour operator ceases trading, even though the same company, now under new ownership, is sending its customers to the same destinations.

So it comes as no surprise if hoteliers accuse tour operators of sharp practice. For example, allegations have been made that tour operators use their position to force down the rates for which hotel rooms were originally contracted. Sales may be booming but the tour operators will tell the hotelier that business is sluggish and that the rooms can only be filled if they discount their prices.

Another tactic is to claim that competitors are holding down their prices and that the only way to remain in business is to do likewise. The hotelier can do nothing to prove the contrary. Hoteliers also suffer from cash flow problems through delays in payment. Although most settle up within a couple of months, some operators have been known to request a fresh allocation of bed-nights when they still have not paid for the previous season.

So if you're going on a package don't be surprised if the welcome you receive is less than enthusiastic - the chances are that the room was contracted at a rate that will barely cover overheads. But you would still be in a better position compared to some unfortunate holidaymakers in Spain last year. One British operator had forced a reluctant hotelier to accept a greatly reduced rate with the result that when the tourists arrived their rooms had been re-allocated to a foreign operator offering a better deal.

*3. Tell your partner about how hoteliers work with tour operators in your country. Make notes before you begin.*

## 1.2. CUSTOMER COMPLAINT



### *A. Reading and speaking.*

## DEALING WITH COMPLAINTS

The hospitality industry is a service industry. It is important to provide the best service possible to your guests so that they will enjoy their travels. Also, if they have a positive experience, they may return, and they might recommend your business to other people. Even though we try our best to make guests and customers happy, sometimes problems arise and guests complain. When this happens, it is your job to do your best to help the guests understand the situation and try to make them happy and satisfied. Sometimes you will have to solve a problem and in other situations, you have to apologize. In this unit, you will learn how to respond to complaints in a polite and helpful way, and you will practice apologizing and offering suggestions and alternatives.

### *1. Read the given example of responding a complaint.*

Complaint	Apology	Action
This room is filthy!	I'm terribly sorry	I'll send someone up to clean it immediately.

2. Respond to the following complaints in a similar way.

	Complaint	Apology	Action
a	This soup's disgusting!		
b	I'm sorry to trouble you, but I don't seem to have any towels		
c	It's really noisy. Can't you do something about it?		
d	The central heating's not working?		
e	Look. Our sheets haven't been changed.		
f	Sorry, but I ordered ... coffee		
g	I can't seem to get the shower to work		

2. Take turns to make a solution with a complaint in four different situations. Student A and Student B turn to your instructions.

### Student A instruction

*Situation 1.* You have just checked into a hotel and you have noticed that there are no towels in the bathroom. You go down to reception.

*Situation 2.* You are the manager of a hotel and feeling pleased with yourself because you have a 100 per cent occupancy rate for this week. A customer has just asked to speak to you.

*Situation 3.* You arrived at the resort yesterday on a fifteen-day package but the courier failed to turn up in the morning. You are angry because you feel you have lost half a day you had paid for.

*Situation 4.* You work in a travel agency. A customer has just come through the door and is looking angry.

## Student B instruction

*Situation 1.* You are a hotel receptionist. A customer has just come into the lobby and wants to speak to you.

*Situation 2.* You are staying at a beach resort. The hotel room is fine, but outside at certain times of day there is an unpleasant smell coming from the local municipal rubbish dump down the road. You ask to speak to the manager.

*Situation 3.* You are a resort representative. Someone has asked to speak to you.

*Situation 4.* You bought a return airline ticket from a travel agency but the wrong time was written on the return ticket and you missed your flight. You had to purchase another ticket for a later flight (which, to make matters even worse, was delayed), and as a result you missed a very important business meeting. You want to know what the agency is going to do about it.

### ***B. Reading and making summaries.***

*1. Read the text and make a short summary (100 words).*

## WHEN IT PAYS TO COMPLAIN



A dissatisfied customer who complains is just as likely to remain loyal as a completely satisfied customer. This surprising state of affairs has been observed by British Airways, which has turned the handling of complaints into something of a science.

Charles Weiser, BA's head of customer relations, calculates that about 13 per cent of customers who are completely satisfied with BA's service may not fly with the airline again. "Perhaps they changed jobs, found a frequent flyer programme which better suited their needs, or maybe they felt it was time for a change of

airline," he says, writing in the July issue of *Consumer Policy Review*, the journal published by the UK's Consumers' Association.

Half of all customers who experience problems but do not complain, do not intend to use the airline again. This contrasts with the customers who are dissatisfied but do complain — just 13 per cent of this group will defect, the identical rate of defection as the "satisfied" group, says Weiser.

Clearly, it pays to encourage customers to complain, and to encourage complaints departments to turn themselves from "blame" to "customer retention" departments, he says. Weiser's guide to satisfying complaints includes the following points:

- Apologise and "own" the problem. Customers do not care whose fault it was — they want someone to say sorry and champion their cause.
- Do it quickly — customer satisfaction with the handling of a complaint dips after five days.
- Assure customers the problem is being fixed. Complaints departments need to know their company inside out and work with front-line departments.
- Do it by phone. Many departments are frightened of the emotion customers often show when things go wrong, but customers appreciate a personal apology and reassurance the problem will be solved.

(from THE FINANCIAL TIMES)

2. *Do you agree or disagree with the following statements?*

- a You should thank the person for having made the complaint.
- b You should avoid making an apology unless it is requested.
- c You should never say anything was your fault.
- d You should never blame a member of staff who works in the same organisation as yourself.
- e You should always explain the cause of the problem.
- f You should say that the error was exceptional.
- g You should say what action is being/has been taken.
- h You should make some sort of special offer as compensation.

**C. Vocabulary. Study the vocabulary connected with complaints**

**LANGUAGE FOR HANDLING COMPLAINTS**

***Introducing your complaint.***

*I'm not one to make a fuss, but...*

*I don't want to complain, but...*

*I'm sorry, but I really feel I have to make a complaint about...*

***Handling a complaint.***

*I'm sorry to hear that.*

*Let me take the full particulars.*

*I'll do my best to sort it out.*

*I fully understand*

**D. Writing. Writing a letter of apology.**

1. *You are the General Manager of a catering firm which has been subcontracted to provide food, drinks and table service to a famous museum. You have recently received this letter of complaint. Before you read the letter, think of some of the reasons someone might have for wanting to complain about the catering.*
2. *Read the letter, see if your predictions were right and answer these questions.*
  - a What is your reaction to the letter?
  - b How do you explain the poor services she accuses you of?
  - c What would you do?

*Dear Sir,*

*I am writing to complain about the appalling standard of service I received yesterday at the Heritage Museum Coffee Shop.*

*On entering the self-service restaurant at three o'clock my friend and I found a very long queue. We had to reject two trays before finding a clean one. Once at the counter we found most of the food had gone except for three, tried man-handled open sandwiches and the odd cake. There was no one to serve us - a girl rushed up only when a man started to help himself to soup. The girl obviously had no training, she knew neither what the soup was made of nor whether there were any more sandwiches available. (Ten minutes later she appeared with a big cardboard box and threw some sandwich packets on the counter).*

*The two girls at the drinks counter were also slow and sloppy. I had a ten-minute wait for a coffee half spilled across my tray and there was a further wait for the one cash till in operation.*

*I was disgusted to find the cutlery covered with dried blobs of food and grease. The table we occupied was dirty, and finally the soup I bought was greasy, heavy and over-spiced. I regret to say that I was sick in the museum toilets shortly afterwards.*

*None of this is an exaggeration. I cannot believe that such atrocious service could exist in a world famous institution. I was embarrassed and furious not only for myself but on behalf of all the visitors who come to this otherwise beautiful country.*

*I am a regular visitor and, as an employee in the travel industry, in a position to recommend that visitors boycott this restaurant unless I receive a letter indicating what measures you intend to take to improve the level of service.*

*Yours faithfully,*

*Mira Shapur*

3. *You want to apologise to Ms. Shapur and have made some notes. Expand them into a letter of apology using the following expressions.*

TH AN K YOU + SORRY

UNUSUAL MAIN REASONS - SHORTAGE OF STAFF (SICKNESS & HOLIDAYS)

VERY BUSY PERIOD

ACTION TAKEN (SPECIFY WHAT)

ENCLOSE VOUCHER (FREE MEAL & WINE)

HOPE FOR IMPROVEMENT

***Letters of apology: useful expressions***

*I was sorry to hear that...*

*Please accept my sincere apologies for ...*

*I have thoroughly investigated your complaint...*

*I apologise for the inconvenience.*

*... due to circumstances beyond our control.*

*I will personally make sure ...*

*I can assure you this will not happen again*

4. *Work in pairs. Hotels often give meal vouchers or room upgrades in response to complaints. What other forms of compensation do hotels offer?*

*E. Speaking and writing.*

## Customer care Questionnaire tactics



### A FEEDBACK QUESTIONNAIRE

1. *You recently went on a Skyway holiday and you weren't very satisfied about some aspects of it. Use the questionnaire below to help you think about what could have gone wrong with your holiday.*

2. *Phone the Skyways representative (your partner) to complain about your holiday.*

*The Skyways rep should:*

- *try to establish the exact nature of your complaint*
- *say what action will now be taken*
- *write a letter outlining what has been agreed.*

### CUSTOMER SATISFACTION SURVEY

What was the main destination? \_\_\_\_\_

What was the departure date. \_\_\_\_\_

What class did you travel in? \_\_\_\_\_

With which airline did you fly? \_\_\_\_\_

- PLEASE RATE YOUR SATISFACTION WITH THE FLIGHT:

	EXCELLENT	GOOD	FAIR	POOR
Check-in service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cabin staff's help and attitudes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meals served	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall in-flight experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- PLEASE PROVIDE THE NAME AND LOCATION OF THE HOTEL AT WHICH YOU STAYED DURING YOUR HOLIDAY:

Hotel	Name	Location
<hr/>		

• PLEASE RATE THESE HOTEL FEATURES INDIVIDUALLY:

	EXCELLENT	GOOD	FAIR	POOR
Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

• PLEASE RATE THE OTHER FEATURES OF YOUR HOLIDAY (ENTER N/A IF SERVICE NOT USED.):

	EXCELLENT	GOOD	FAIR	POOR	N/A
Brochure information	<input type="checkbox"/>				
Reservations service	<input type="checkbox"/>				
Overseas representatives	<input type="checkbox"/>				
Airport/ hotel transfers	<input type="checkbox"/>				
Car rental	<input type="checkbox"/>				
Optional excursions	<input type="checkbox"/>				

- PLEASE RATE YOUR OVERALL SATISFACTION WITH YOUR HOLIDAY:

EXCELLENT

GOOD

FAIR

POOR

- HOW LIKELY ARE YOU TO BOOK WITH US AGAIN?

VERY LIKELY

QUITE LIKELY

UNLIKELY



# Customer care

## Identifying needs



### *F. Dealing with Professional Challenges.*

*1. Match the phrases in the box with the advice below.*

I'm (very / terribly) sorry. What seems to have happened is that..  
There's been a misunderstanding. We'll look into the matter and  
I suggest that we ... I'll see to it straightaway.  
I do apologise for the inconvenience.  
Thank you for bringing the matter to my attention.  
There seems to have been a problem / a mix-up.

- if the guest is angry go somewhere private
- listen carefully to the complaint and don't interrupt or argue
- thank the person for bringing the matter to your attention
- speak normally without raising your voice
- apologise for the inconvenience
- explain what happened
- explain what action will be taken and how soon

2. As a class, review the expressions used to apologize. Discuss situations in hotels and restaurants when apologies might be needed. Read the following situations and decide what you would say. Discuss your responses with your classmates. *Sample Situations*

<i>a</i>	Guests come to check in at your hotel, and they ask for a room with a hot tub. Your hotel doesn't have rooms with Jacuzzis (hot tubs) in them, but there is a sauna and an outdoor pool and Jacuzzi. What do you say?
<i>b</i>	You are carrying a guest's suitcases to her room, and you accidentally bump into another guest with a suitcase as you are walking down the hallway. What do you say?
<i>c</i>	A guest has called the front desk because there are not enough towels in his room. What do you say?
<i>d</i>	A couple has just arrived from a long trip, and they want a non-smoking room. You just filled the last non-smoking room. What do you say?
<i>e</i>	The people checking out want to pay with an American Express® card, however your hotel does not accept it. You know that they have another credit card because they secured the room with it. What do you say?
<i>f</i>	A guest calls the front desk at 5:00 PM because his room has not been cleaned yet. he wanted his room to be cleaned before now because now he needs to get ready for a dinner meeting, He wants a clean room, but he does not want the housekeeper to enter his room while he is getting ready and dressed for dinner. What do you say?



### ***G. Role-play. Suggesting Alternatives.***

*It is a good idea to suggest alternatives in the hospitality industry when you do not have a particular service or item that a guest is looking for. Apologies and suggesting alternatives are also very important for handling complaints.*

*1. Brainstorm some different situations where you might need to suggest an alternative. Think of an appropriate way to suggest the alternative. Some examples follow.*

Sample situation 1: When you don't have the type of room that a guest wants:

I'm sorry, we don't have suites with kitchenettes, but our rooms do include refrigerators and coffee-makers.

Sample situation 2: When you don't have a menu item that a customer wants:

I'm sorry, we're all out of the lamb, but the steak is delicious.

How about a baked potato instead of fries? It's healthier.

*2. Think of more situations and alternatives with your classmates. Write them down and decide how to politely suggest an alternative for each one.*

Situation:

Alternative: \_\_\_\_\_

Situation:

Alternative: \_\_\_\_\_

Situation:

Alternative: \_\_\_\_\_

Situation:

Alternative: \_\_\_\_\_

3. Choose one or two of the situations to role-play with a partner. One student is the customer and the other is the hotel, restaurant, or airline employee.

*Example role-play conversation:*

**Travel Agent:** *I can assign seats for you. Would you prefer an aisle or window?*

**Customer:** *I'd like a window seat near the front of the plane.*

**Travel Agent:** *I'm sorry. It looks like there are no window seats near the front of the plane on this flight. How about a window seat toward the back or an aisle seat near the front of the plane?*

**Customer:** *I guess I'll take a window seat toward the back.*

#### **H. Menu Role Play.**



*Choose a partner. One student will be the food server; the other student will be the customer. Use a menu that your teacher gives you. Take turns being the food server and the customer. Be sure to role-play some situations where the restaurant is out of the item the customer orders so that you practice apologizing and suggesting an alternative dish.*

**Example:**

**Food Server:** *What can I get for you tonight?*

**Customer:** *I'd like the lamb with mashed potatoes.*

**Food Server:** *I'm sorry, we're all out of the lamb, but the steak is delicious.  
Would you like to try the steak tonight?*

**Customer:** *Oh, okay, I guess I'll try it. Can I have it with the mashed  
potatoes?*

**Food Server:** *Certainly. How would you like the steak cooked?*

**I. Case Study. Service Situations.**

*Read each service situation. As a class, decide what you would say in each situation.*

1. You are serving dinner to guests in a restaurant and one woman at the table would like the special (salmon wrapped in spinach with a cream sauce), but she cannot eat cream/dairy products. What would you say? Example: *Would you prefer to have the salmon in a white wine with garlic sauce?*
2. You work at a hotel that has some rooms with a view of the beach and some with a view of the pool. Two guests check in and ask for a room for two for three nights. What might you ask them?

**J. Reading and speaking.**

- 1 *Before you read the article which follows, discuss this question: How do you think a computer could help to train waiters to cope with people who complain?*
- 2 *Read the article and answer the questions which follow.*

**THERE'S A FLY IN MY SOFTWARE**

A computer program trains waiters by simulating restaurant complaints

Does your computer make rude remarks to you? While manufacturers struggle to make their machines more user-friendly, Richard Margetts, a catering lecturer at

Granville College, in Yorkshire, has developed a program that positively encourages the computer to be nasty towards its operator.

The software, called Custom, has been funded by the employment department's learning technologies unit, and is designed to help hotel and catering trainees to cope with customers' complaints. Such complaints can make or break a business.

The idea for the program grew out of an unpleasant evening Mr Margetts and his wife had at a hotel. In a scene that could have come from *Fawlty Towers*, the BBC television comedy series, the couple were left standing in the hotel lobby while the receptionist continued making a personal telephone call.

During the meal they were ignored by the waiter and had to order their drinks at the bar and carry them back to the table. The couple complained to the manager who sympathized but said it was difficult to train staff in customer care.

'Britons are very complacent about complaints,' says Mr Margetts, who used to run his own restaurant. 'Good service is not seen as being very important.'

Hence the computer-based training package. The first part analyses how complaints arise. The complaints included those from the few customers who go to a restaurant determined to make a fuss, perhaps in the hope of a free meal.

Mr Margetts says: 'Within the program we have included ways of spotting those complaints, and those that can arise because of a bad experience somebody has had even before entering the restaurant.'

'The program will also identify the complaints that can occasionally arise merely from customer boredom. Somebody may have decided he cannot stand his dining companion, for example, and takes his unhappiness out on the food or the unfortunate waiter.'

The waiters assemble a customer profile. 'How am I dressed - shabby, average or immaculate?' the computer asks. 'Is my accent local or non-local? Do I speak perfect English or might I be a tourist? Am I alone or with a group? Is it a mixed-sex group? What is my age bracket? How much alcohol do I seem to have drunk?'

The computer then suggests successful ways of tackling the customer.

Mr Margetts says: 'The idea is that the trainee sees that personal attributes such

as accent or dress are a weak indicator of how a customer will respond during a complaint, whereas attitude and alcohol are much stronger.'

In the second part of the program, the computer becomes less than friendly. The trainee takes part in role-play simulations in which the computer acts like a complaining customer.

The computer can be programmed to be angry, rude, reasonable, or rambling. The trainee's task is to recognize the warning signs and calm the situation.

At the end of a session, trainees are told how many attempts it has taken to reach the correct response. The results are saved for the course tutor to read.

But although the program uses graphics and text to good effect, it cannot yet convey complex factors such as the customer's tone of voice, body posture, or facial expression. Future versions may use video pictures and sound for greater realism.

However, Mr Margetts says there are no plans to incorporate a robot arm that grabs the user by the lapels.

GEORGE COLE

*(Source: The Times)*

### Vocabulary

nasty = unkind

make or break = cause either success or complete failure

make a fuss = cause a lot of problems with no real reason

shabby = dressed in old, untidy clothes

immaculate = perfect, very neat

rambling = talking in a long, unorganized way

- a** What is Mr Margetts's job?
- b** Who is the software program going to help?
- c** What two things did Mr and Mrs Margetts complain about?

- d* What was the manager's response?
- e* The article mentions three causes of complaints which are nothing to do with the quality of service or food. What are they?
- f* What questions does the computer ask in order to construct a customer profile?
- g* Which factors decide how a customer will react during a complaint?
- h* During the role play, what must the trainee try to do?
- i* What does the program *not* do yet?

***K. Reading and discussing.***

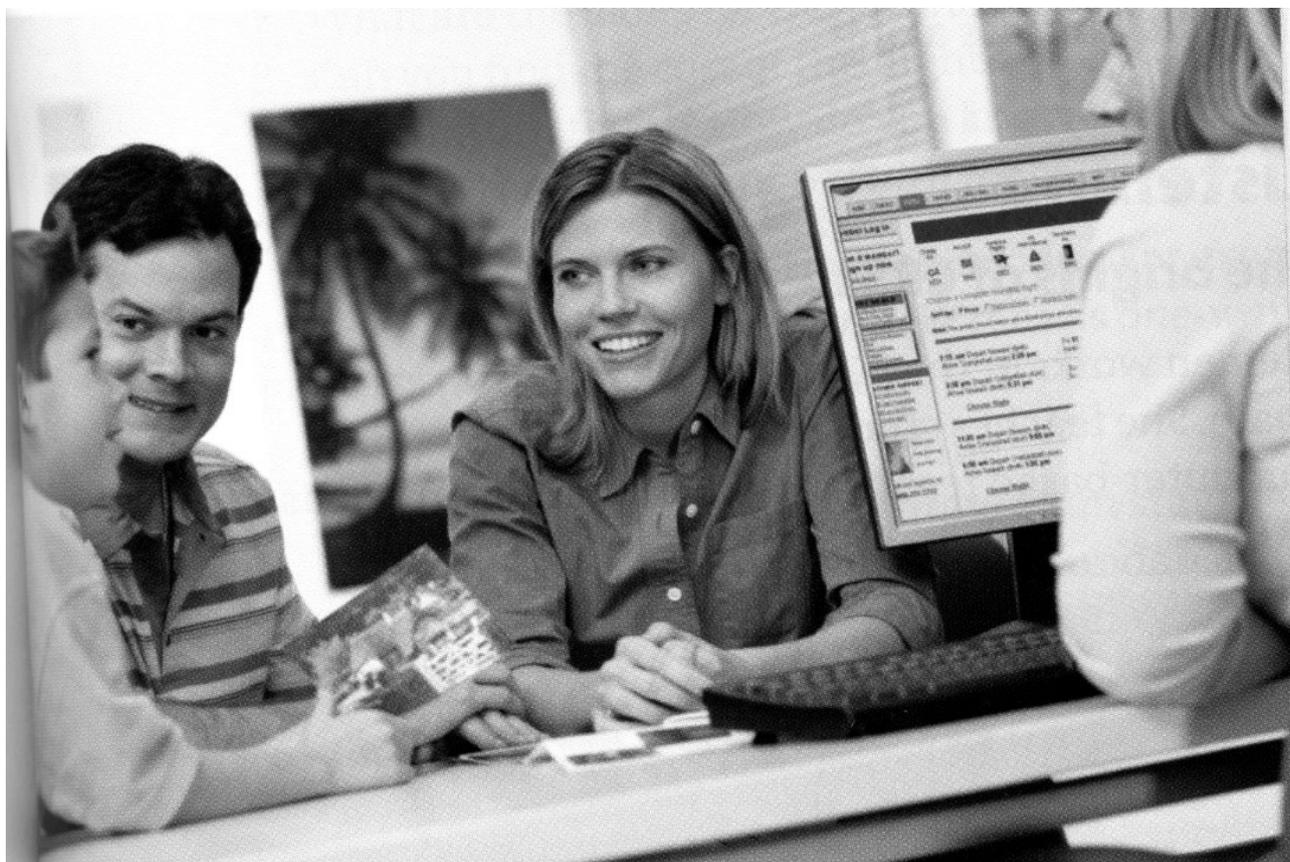
*Form small groups, and discuss how you would respond to each situation.*

1. You are a flight attendant for an airline. You are on a plane while passengers are boarding, and you know the plane is going to be almost full, but not completely full. A passenger who has a middle seat sees a window seat open and asks you if he can move to that seat, but you know that all of the passengers have not boarded yet. You won't know if that seat is free until all passengers have boarded. What do you say?
2. You work for a hotel where there is no smoking allowed in the lobby. You notice that a guest sitting on a couch in the lobby has just lit a cigarette. What do you say?
3. You are a food server at a restaurant that charges \$2.00 to "split" a dish. You have two customers who come in and decide that they just want to order drinks and share one of the sandwiches. What do you say?
4. You are the host/hostess at a restaurant. The restaurant is very busy right now, and the only table available *is* one very close to the door where cold wind enters every time someone opens the door to enter or leave the restaurant. An elderly couple walks in and asks for a table. What do you say?
5. You are an airline reservation sales agent. Someone calls asking for a round-trip ticket from San Francisco to Houston next weekend leaving on Friday and returning on Sunday. You know that the airline has a special for next weekend for round-trip tickets leaving on Saturday and returning on Monday. If this

customer can fly on those days instead, he could save 40 percent on the price of the ticket. What do you say?

6. You are a receptionist at a motel. A guest asks you if she can use the fax machine. She has an emergency situation and urgently needs to fax something, but you know that the fax machines is not available for guests to use—it is for motel business transactions only. This customer is willing to pay for the use of the fax, but you don't have the authority to give her permission to use it. Your manager is on a coffee break upstairs. What do you say?

### 1.3. ORGANIZATION AND PERSONNEL



#### ***A. Reading and speaking.***

*1. Read the article about the work of a team of tour operator representatives in Majorca. Then choose the most suitable sentence from numbers 1-6 for each of the gaps in the text (A-F).*

1. Surprisingly families appear the most demanding clients.
2. Another part of the team's day is spent dealing with complaints and requests for help.
3. During the next week or fourteen days the Sunworld team, headed by Ken Tyrer, will deal with more arrivals and departures and cope with any traumas - human and operational - that happen in between.
4. On the front line the resort reps, average age 22, deal with such problems face to face.
5. Last year part of the team's work involved sorting out overbooking problems created by hoteliers.
6. While most of the team's work involves day-to-day solving of current problems, there is a great deal of pre-season contracting and late-sale management to undertake.

### **HOLIDAY REPS ENJOY A HARD DAY'S NIGHT**

Palma airport, 02.14 on a stifling Tuesday. A Boeing 757 arrives more or less on time to be greeted by a four-strong team of representatives from the airlines charterer, Sunworld. Having endured the length wait to get their luggage, clients are put on coaches and minibuses to their final destinations. Majorca's diversity means that the aircraft disgorges families on mainstream holidays, youth groups and those taking upmarket villa holidays.

A

Sun world's team handles forty-five flights a week split over three flying days. Surprisingly for such a late hour, 86 per cent of those arriving on the Tuesday morning's three flights are families avoiding expensive weekend price supplements.

"In summer we deal with 5,000 arrivals a week so that means we can have 10,000 people on the island at any one time," said Mr Tyrer who works twelve hours a day, six days a week during the seven-month summer season.

Looking after Sunworld's clients are his 109 staff, split into the main tourist areas of the north, south and east. Among them, forty-six reps look after 150 properties, including thirty villas.

B

With a 118,000 capacity on the island to sell, Mr Tyrer's staff remain in daily contact with their commercial department in the UK. "For the following week we can still have between 300 and 500 seats left to sell. It is important we react very quickly," he said.

Sunworld sells 70 per cent of capacity from the main brochure but late sales can inevitably cause problems. "Last week we had people going to the same apartment block who had paid £500 from the main brochure, while some had paid £150 for unspecified accommodation on a late special. We have created the problem as an industry ourselves. We try to offer good-quality accommodation but must compete with the market. At present one major operator is offering a week's half board in a three-star hotel for £139, 50 upsetting the balance of the market." Like all major operators, reps are sent to interview other companies' clients to find out who is selling what and for how much.

C

"Five administration staff deal with these in resort. Our complaint ratio is 1.9 per cent, which is good considering half those are time-wasters or insurance claims. The team deals with everything, from minor problems such as not having enough sun-beds, to the occasional, but inevitable, call from someone in police custody. Noise complaints are also inevitable given the island's mixed clientele. We try to allocate families and young people separately but even in good family properties there can still be an element of young people. It is a problem throughout the island.

D

"Things got worse with industrial action by French air traffic controllers which created severe aircraft delays. Our longest delay was twelve hours following a technical problem. We put people into hotels, but finding 180 beds in July or August is not easy," he explained. He paid out £120,000 last summer for 2,200 complaints in resort mainly due to overbookings. "It was all recovered from hoteliers," he added. "This year we are able to give upgrades. Last year we did not have alternatives. So last winter I spent a great deal of time reducing allocations because we knew hotels had overbooked."

E

They each spend six hours a day in resort and then carry out guiding duties on excursions. The popularity of Majorca as the UK's top package-holiday destination means it is a good training ground. "If they can look after 1,000 clients in summer here, a few hundred in winter in Lanzarote is easy. The variety of clients also provides good training. They range from those on their first foreign holiday to VIPs occupying secluded villas. One of the big complaints about Intasun was that the reps were never in the hotel, which is why we employ so many transfer reps. But in certain properties, especially villas, we operate a dial-a-rep service. Many people just want to be left alone."

Unlike some other operators Sunworld spares its reps the indignity of having to be entertainers. "I want them to be professional during the day, which will not work if you see them on stage doing things they are not good at." Most spend a couple of days a week handling arrivals and departures and holding welcoming meetings. Other days are occupied by no accounting, management meetings and villa visits.

F

They want to know what everything costs. "There is a constant demand for information," said Rebecca, a rep in Puerto Pollensa. This is her first season in

Majorca but she is coming back for more. "I did not believe people when they said this was a really attractive job but it is."

(from *Travel Trade Gazette*)

2. Read the article again and tick the phrase which best completes each statement.

a The three Tuesday flights:

1. have a supplement.
2. arrive at night.
3. arrive in time for lunch.
4. are popular with families.

b Tour operators:

1. tell each other how much they are charging.
2. send their reps to ask holidaymakers how much they have spent on their holidays.
3. send their reps to find out how much holidaymakers know about package holidays.
4. only send their reps to question business clients.

c Last year:

1. hoteliers were made to pay the tour operator compensation.
2. hoteliers didn't allow Ken to give upgrades.
3. it was easy to find 180 beds in July.
4. hoteliers paid back the compensation paid out to dissatisfied holidaymakers.

d Tour representatives:

1. are in their early 20s.
2. are all 22 years old.
3. work six hours a day.
4. can't act.

## ***B. Vocabulary work.***

*These words appear in the article Holiday reps enjoy a Hard Day's Night. They all have more than one meaning. Tick the dictionary definition, a, b or c, which best fits each word's meaning in the article.*

### 1. stifling

- a very hot: *It was a stifling day.*
- b prevents breathing: *A stifling atmosphere.*
- c prevents you from thinking: *I was so frightened; their behavior was stifling.*

### 2. to endure/endured

- a to support or bear: *We have had to endure many years of inflation.*
- b to remain alive or exist: *A city built to endure.*
- c to suffer something painful for a long time or to deal with an unpleasant situation: *There are limits to what the human body can endure.*

### 3. disgorge

- a to bring food back through the mouth from the stomach: *After eating Jonah, the whale disgorged him*
- b to throw out/emit: *The chimney disgorged smoke.*
- c to flow out into the sea: *The Mississippi disgorges into the Gulf of Mexico.*

### 4. property/properties

- a personal belongings
- b land and/or the buildings on it
- c a quality or power that belongs to somebody or thing: *The medicinal properties of a plant.*

### 5. handles/handling

- a to touch or hold: *Do not touch the exhibits*
- b to control with your hands: *the windsurfer handled the board with skill*
- c to manage or deal with: *my secretary will handle all the arrangements.*

**C. Writing.**

*You work in the personnel department of Global Tours Inc. in Tahiti. Complete this letter to Sonia, a new rep, who is about to join your team. Use the form of the verbs given in brackets.*

**GLOBAL TOURS INC.**

**TAHITI OFFICE**

Dear Sonia,

I would like to welcome you to our team here in Tahiti and to outline what (a) ..... (happen) during your first week with us.

On arrival at the airport you (b) ..... (meet) by John Le Grand, our area manager, and (c) ..... (drive) to the Pacific Hotel where you (d) ..... (live) during the season.

There (e) ..... (follow) a five-day training programme where you (f) ..... (introduce) to your colleagues and (g) ..... (brief). Then you (h) ..... (show) how to check in plane-loads of holidaymakers, make short presentations and deal with complaints.

Also you (i) ..... (take) around the island to visit the places you (j) ..... (take) our guests. There (k) ..... (be) a short test to complete the programme, after which you (l) ..... (give) a certificate.

Here we (m) ..... all (look forward) to meeting you on 1st May and working with you over the summer season.

Yours sincerely.



#### ***D. Reading and discussing.***

*1. Read the interview with Christopher Lloyd, the Personnel Director of a large hotel, describing the job of a concierge. While reading mark the items given below which Christopher Lloyd discusses.*

- personality required
- working hours
- duties
- uniform

In this organization, the Concierge's primary function is to provide for guests' needs and special requests. This often involves contacting companies for information or services which are external to the hotel. Typical requests are for him or her to make bookings for tours, theatres, and special attractions. The Concierge will also help guests to organize and book their onward travel arrangements, including dispatch of luggage. Consequently, there is a need to know what services local businesses have to offer. That means businesses such as restaurants, travel agencies, and car-hire agencies.

To do the job effectively, the Concierge must be particularly aware of the arrival and departure of groups and any special events taking place within the hotel. Internally, the Concierge Department is responsible for the safe delivery of mail and packages and they will maintain a supply of stamps for domestic and foreign postage. In some hotels, it is still a Concierge's duty to fulfil requests for secretarial work but here that comes under the remit of the business centre.

A log-book is kept in which all guests' queries and requests are recorded. This is another of a Concierge's many duties. A basic requirement that we have of our concierge staff is that they display a courteous and professional manner in all their dealings with guests and fellow employees. Above all, he or she must have a friendly personality. We lay particular emphasis on maximizing guest satisfaction. Therefore,

a Concierge will endeavour to fulfil a guest's requests, if at all possible, and hopefully do it with a smile.

*2. Read again, match the halves of the phrases below:*

- |                |                            |
|----------------|----------------------------|
| 1. provide for | a a guest's requests       |
| 2. contact     | b a courteous manner       |
| 3. make        | c guests' needs            |
| 4. display     | d a supply of stamps       |
| 5. maintain    | e external companies       |
| 6. keep        | f guest satisfaction       |
| 7. fulfil      | g bookings for tours, etc. |
| 8. maximize    | h a log-book               |

***E. Reading and working with the table.***

*1. Read the texts in which hotel staff members present their jobs and complete the table.*

1. Let me start by saying I'm the General Manager. That is to say, I have control over the whole of the operation. As the General Manager, I must make sure that all our hotels and business outlets are fulfilling the overall vision of the company as a whole, and making money, too. We mustn't forget that our aim is to make money.

The company structure works like this. The House Manager is directly answerable to me. He or she is responsible for all six in-house departments, and their job is to keep good information flows between the various departments. We cannot allow departments to be run in isolation of each other. They must also make sure that the hotel stays profitable. They have a great deal of freedom to make decisions and don't have to check with me about day-to-day issues, although we are in regular contact by fax. Of course, the House Manager should use his discretion about when to contact me.

In our organization, the Resident Manager has control over the customer-contact side of the business. It is the Resident Manager's job to ensure close, efficient liaison between the two sectors under his control, that is to say Front-of-House Operations and Housekeeping.

2. I'm the Front Office Manager. I report to the Resident Manager on a regular basis but I can make a lot of daily operational decisions myself. I like the responsibility the hotel allows me to have. I have to supervise Front-of-House Operations and to do that efficiently, I need to have the assistance of the Head Receptionist, who looks after the reception area in general and has a good deal of contact with both staff and guests. We're concerned with day-to-day issues such as guests' comfort and security, but we also get involved in training and staff development, so there's plenty to do on that side, too.

3. I'm hoping to become Head Housekeeper in the near future. I've been Housekeeper for the Executive suites for a year now and there's a good chance I'll take over when Mrs Jones leaves at the end of the year. At the moment, I give orders to the chambermaids and cleaners personally, but I'm looking forward to getting more involved in planning and training. I know I shouldn't say this, but I think I'll be pretty good at it.

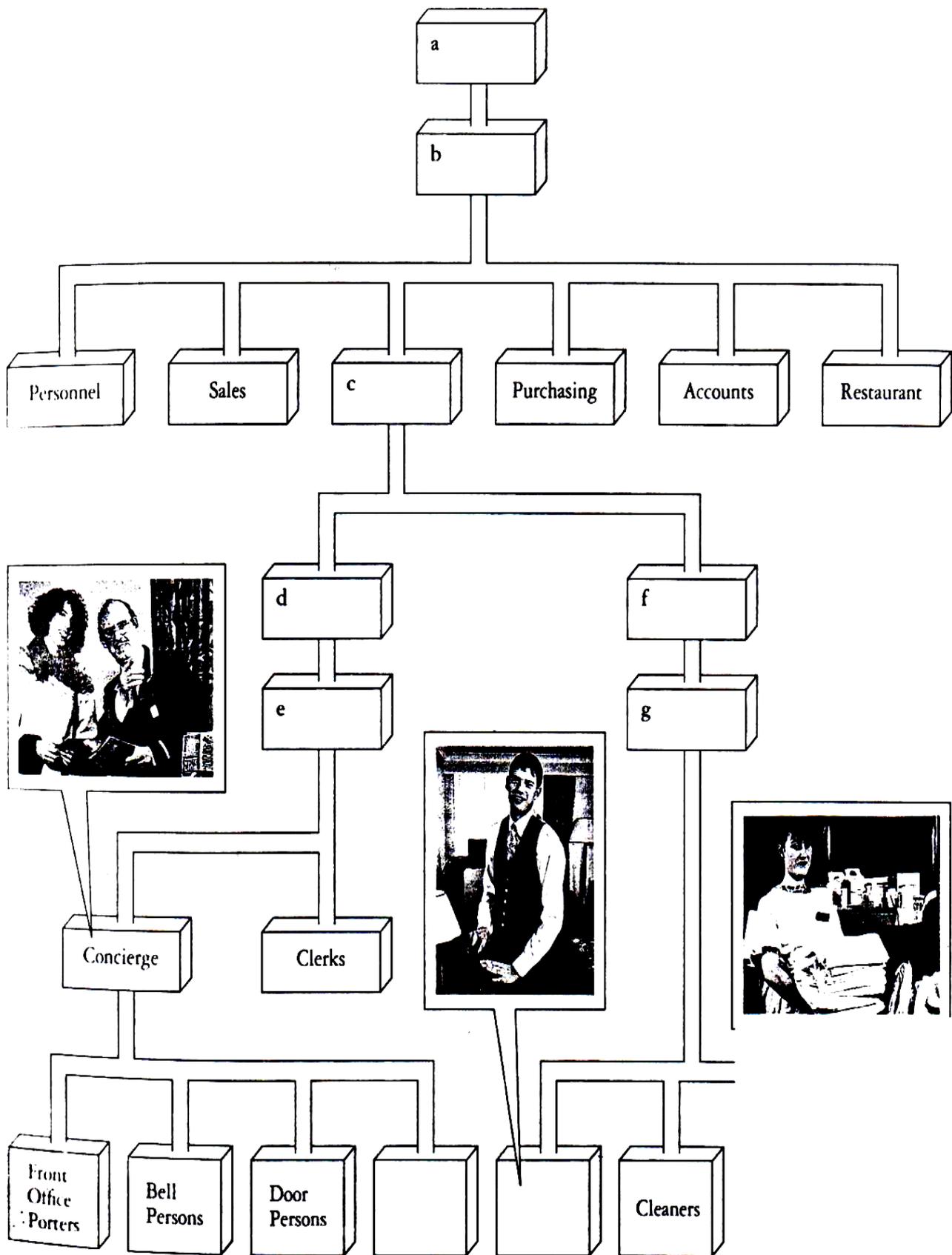
*2. Suggest the names of the missing jobs?*

***F. Reading and writing.***

*Read the job advertisement, then complete the letter of application using the following words:*

CONFERENCE CO-ORDINATOR

We have an interesting opportunity for an enthusiastic person to handle conference requirements as leader of a friendly team based at our prestigious Boston hotel. Applicants will need to have international conference experience and the



ability to liaise at all levels. Working conditions, salary, and benefits are excellent. Interested applicants with relevant experience should write with their cv to:

Christine Lloyd, Group Personnel Manager, The International Exchange Hotel, Diamond Road, Boston, MA 02107, USA.

delegates, House, interested, command apply get, suitable Coordinator, advertised, had, available, experience, past, chain
---

Christine Lloyd 36 rue du Bouloi, 33100 Bordeaux France  
The International Exchange Hotel 14 September 20 \_\_\_\_  
Diamond Road  
Boston  
MA 02107  
USA

Dear Ms Lloyd

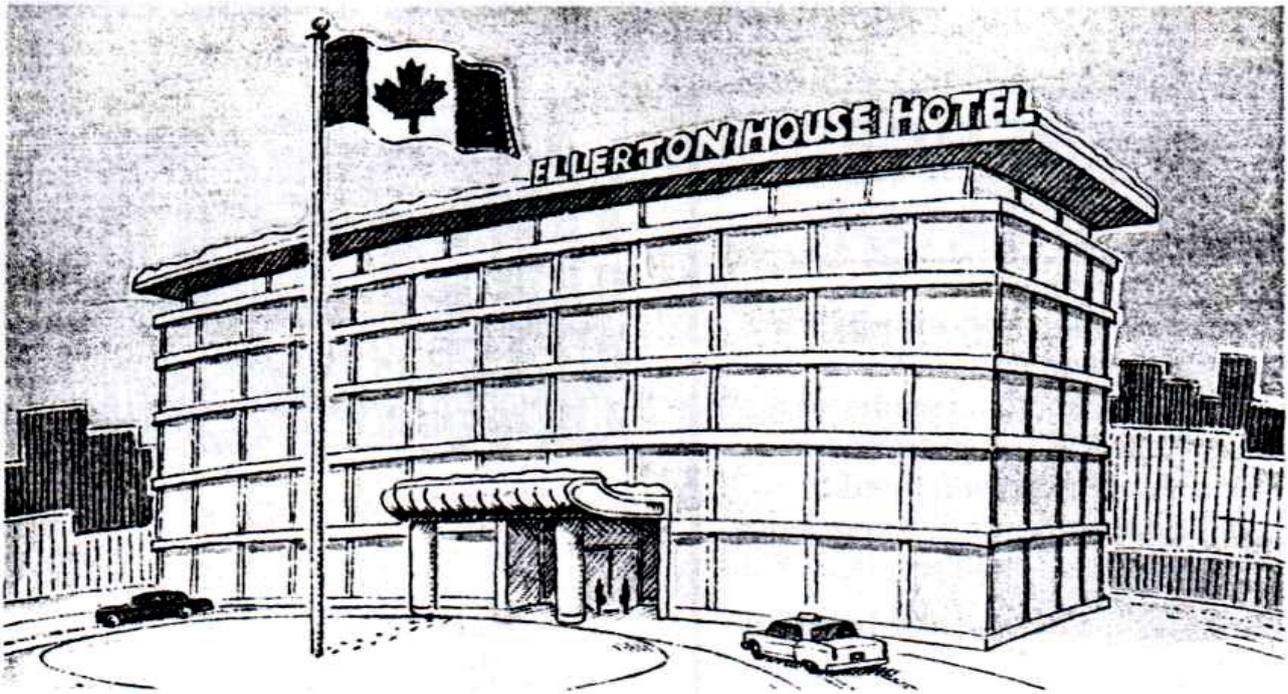
I am writing to <sup>1</sup> ..... for the post of Conference Coordinator as  
<sup>2</sup> ..... in this month's edition of 'Caterer and Hotelkeeper' magazine. I am  
particularly <sup>3</sup> ..... in this job as I wish to work in America in order to  
improve my English and <sup>4</sup> ..... further <sup>5</sup> ..... of hotel work. I feel I  
would be <sup>6</sup> ..... for the job as I have the relevant experience and training.  
For the <sup>7</sup> ..... two years, I have been working as Assistant <sup>8</sup> .....  
for a large international <sup>9</sup> ..... of hotels. Recently, I have <sup>10</sup> ..... to  
co-ordinate a large-scale international conference with over 400 <sup>11</sup> ..... from  
thirteen countries. I also have three years' valuable Front-of- <sup>12</sup> .....  
Management experience and a French Diploma in Hotel Management.

As well as speaking French, I have a good <sup>13</sup> ..... of English and I  
speak some Spanish and German. I shall be <sup>14</sup> ..... for interview from the  
middle of August.

I enclose my résumé.

Yours sincerely

Marie-Victoire Dechet, Enc.



### ***G. Writing.***

*Read the advertisement below and write a letter applying for the job, inventing the necessary work experience for a strong candidate. Try to use some of the expressions from the previous task.*

#### **Ellerton House Hotel, Toronto**

290-roomed \*\*\* hotel situated in the heart of Toronto requires: Assistant Front-of-House Manager.

#### **Assistant Front-of-House Manager**

The suitable candidate should have a complete knowledge of computer Front Office systems, be a good team leader possessing training and room management skills, have high standards in customer care, sales awareness, and experience of duty management. Please contact K. Holcroft, Personnel Director, 53 St. Ermin's Street, Toronto, Canada.

### ***H. Speaking and discussing.***

*Using the information in the interview, calculate the income for the hotel in each of these cases:*

- a Three couples staying for two nights (Friday and Saturday) in Standard rooms.
- b One businessman staying in an Executive Plus room for three nights (not a corporate client).
- c A group of often corporate clients each staying in a separate room (Luxury) for one night. The Sales and Marketing Department has agreed a 20% discount with this company.



**INTERVIEWER:** Do you have a fixed room rate?

**RESERVATIONS MANAGER:** In common with most large hotels, our room rate policy is quite complicated. We have a basic room rate for all our room types, but the way that we sell our rooms means that we often charge a different rate from this. This is because our Sales and Marketing Department has negotiated different rates with different agents, corporate clients, and other clients.

**INTERVIEWER:** What are your basic room rates?

**RESERVATIONS MANAGER:** Well, we have a Standard room which contains all the basic facilities, such as private bath, TV, tea- and coffee-making

facilities, and the basic rate for the double is £85 a night. Our Luxury rooms, or Executive Plus as some of them are called, contain a little bit extra: they're a bit more spacious, have better views and so on — they're £115 a night. Then we also have suites, which vary a lot in price.

**INTERVIEWER:** What discounts do you offer on these basic room rates?

**RESERVATIONS MANAGER:** You mean discounts for the individual non-corporate booking? Well, we have special weekend rates: two nights, either Friday Saturday or Saturday/Sunday will get a 10% discount. That's to encourage a two-night booking even though weekends can be our busiest time. And our weekly rate is calculated on the basis of seven nights for the price of six. That's on all room types.

**INTERVIEWER:** Can you tell us how the specially-negotiated room rates work?

**RESERVATIONS MANAGER:** Like most hotels of our size, individual bookings paying the full room rate are a minority. Most of our guests come through some other source, either as part of a tour, through a tour operator, or a corporate guest. We get lots of repeat guests from particular companies and they obviously have a contract with us. There's a corporate rate, but there are also special rates negotiated and arranged with the Sales and Marketing Department, who enter them onto the computer for the Reservation and Front Office to access whenever an enquiry or reservation comes in. In addition, a lot of our rooms are sold through agents and representatives: these are either Free Sale Agents or Allocation Holders

**INTERVIEWER:** What exactly are Free Sale Agents?

**RESERVATIONS MANAGER:** Well, every week, or even daily at busy periods, we send out availability charts to Free Sale Agents, who are usually in the States or Europe, and are usually either part of our own company or reputable agents. They sell rooms at an agreed rate — normally the corporate rate - which is arranged by the Sales and Marketing Department. They are told every week what rooms they can sell and if they can sell at a discounted rate or not. The Free Sale Agent doesn't need to check with us first, so it lowers administration costs; they just send in a confirmation sheet.

**INTERVIEWER:** What about Allocation Holders?

**RESERVATIONS MANAGER:** Allocation Holders are agents who have a certain number of rooms that they agree to sell in our hotel. They normally sell on FIT rates -Fully Inclusive Tariff rates — which are from the leisure side of the business and are cheaper than corporate rates. The customer pays them directly, they get commission and pass on what is left to the hotel. The rate is agreed with the Sales and Marketing Department. An Allocation Holder usually has up to twenty rooms over a weekend, on a seventy-two hour release - in other words, by Wednesday, the hotel can take the rooms back and re-sell them.



## **MODULE 2**

### **TYPES OF TOURS**



## 2.1. BUSINESS TRAVEL .BUSINESS TELEPHONING



### *A. Reading and discussing.*

*1. Work with a partner and discuss these questions.*

- a How are business travellers different from other travellers?
- b How can an airline cater for their special needs?

*2. Read this article from the business travel section of a British newspaper and answer these questions.*

- a What is it that airlines cannot "have both ways"?
- b How easy is it to get an upgrade?
- c Why will it "count as nought" if a traveller is wearing jeans and a T-shirt?
- d How can a business travel agent help?
- e How could a business person try to get on the 7 p.m. Concorde flight from London to New York?
- f Why should a business traveller try to sit next to noisy children?

## PROMOTION TO THE RANK OF FLYER FIRST CLASS

How easy is it to get an airline upgrade?

Obviously it is happening all the time - how else would business and sometimes first class cabins be full so often? Airlines cannot have it both ways: they cannot bemoan their low yields and losses yet claim that the cabins up front are full of bona fide full-fare paying travellers.

But when the cheapest economy ticket price on the transatlantic route is between nine and ten times cheaper than for a business class ticket, many executives have no option but to fly economy and hope for an upgrade.

Some carriers are known for their stringent approach to upgrading. Most Far Eastern carriers, such as Singapore and Malaysian Airlines, are loath to upgrade unless there is no other option. UK travel agents suggest this is due to the importance of status in the Far East and the granting of it to those who have earned it, i.e., paid the fare.

On the very competitive transatlantic routes; however, it is a different story. Both US and British carriers - and certain European ones - are keen to win business, albeit not at any price, but at a cost which might encourage you to fly with them again. There is no more powerful incentive for a business traveller than the lure of an upgrade up the aircraft or the Holy Grail - an upgrade to Concorde. BA knows full well the drawing power of Concorde and does upgrade certain executives when appropriate to this speedy, if not exactly comfortable sovereign of the skies.

But while transatlantic upgrades are sought for the comfort they provide, upgrades to business class flights are more status symbols than of real practical benefit on short-hop European flights. So what strategy should the savvy business traveller adopt? A seven-point programme could be:

**1. Dress smartly** - the single most important rule. You may feel it is more comfortable to travel in trainers and tracksuit - and it is, if you are sitting in economy. But whatever else you may have going for you at the check-in it will count as nought if you are wearing jeans and a T-shirt. For men this means wearing at least a jacket

and tie at the check-in. For women, a smart suit or dress is required. Once you are on the plane with your upgrade it does not matter what you wear.

**2. Join a frequent-flyer programme.** This is the simplest and most painless way to get an upgrade. US carriers, saddled with many millions of unclaimed mileage points, are happy to let you use some of them on an upgrade. BA always gives first upgrade priority to its silver and gold Executive Club members. These cards are only gained if you are a frequent flyer anyway and so BA recognises you deserve any upgrades going. If upgrades rather than free flights are important to you, join a scheme that is most likely to hike you up the cabins.

**3. Use a business travel agent.** Earlier this year Wagonlits Travel ran a special promotion with United Airlines which meant that all United flights booked through the travel agency were automatically upgraded. It is worth checking with your business travel agent to see if any similar deals are in the offing.

Booking through a big agency, moreover, should give you a better chance. Given the volume of business that the multiple travel agencies place with the airlines, then they are usually willing to give priority to their clients when space is available. Not always though, since if an upgrade was always automatic, then clients would always book the cheapest flights.

**4. Shop around.** With or without the help of a specialist business travel agent, there may be deals that offer effective upgrades. Airline Ticket Network ; (0800 727747) can often find business class flights at the same price as you would pay economy on another airline, though you may have to fly Air India or Iceland Air.

If your company will pay for first class travel but not the supplement for Concorde, try Air France Concorde instead: the fare is equivalent to BA's first ; class price, although you have to fly to Paris (flight included) to catch the supersonic jet.

**5. Check in late.** Experienced users of this system arrive just within the allowed check-in time in the hope that full economy or business class cabins might ; get them either into business (with someone else bumped up to first) or into first class itself. Some very experienced and determined upgraders try this with BA's 6.30 p.m. daily flight to New York from Heathrow Terminal 4 on the possibility that they may

get onto the 7 p.m. Concorde flight.

**6. Be confident.** Those executives arriving at the check-in desk brimming with confidence will often give the aura that they should be upgraded. Unfortunately for women, this is more of a sexist male ploy to predominantly female check-in staff.

**7. Keep trying.** Even if you fail to be upgraded at the check-in, the savvy traveller knows that all is not lost. It helps sometimes to be seated next to noisy children in economy. Get out some work or, better still, a portable computer and look busy. Then, while people are still being seated, ask a flight attendant if you can speak to the senior steward or purser. If you are smartly dressed and look like an obvious business traveller then many flight staff will be sympathetic and move you up.

*3. Work with a partner and discuss this question.*

What advice can you now give to a business traveller who wishes to fly in comfort without having to pay for it?

### ***B. Vocabulary. Telephoning.***

**Customer care**  
**Smile on the phone**



*1. The verbs in the box are often used when making telephone calls. Use them to fill in the gaps.*

hold on	hang up	put someone through
cut off	get through	ring up
get back (to someone)		

- a Sorry, I don't know what happened. We got .....
- b I'll .....to ..... her extension.
- c The line is constantly busy - I never seem to be able to .....
- d Could you ..... a minute and I'll see if she's in her office.
- e Would you ..... Sky Air and ask if they have any seats on this Saturday's flight to Delhi?
- f I'll make some enquiries and ..... to you by eleven.
- g Don't ..... yet; the call may be diverted to another number.

2. *What would you say in these situations?*

- a Someone phones but the call is for a colleague who works on the second floor.
- b The line went dead. The person you were speaking to rings back.
- c You're on the phone but need to get a file from the office next door.
- d You're on the phone but haven't got all the information to hand. You need about an hour to get it together.
- e The number is constantly engaged.
- f You want someone else to call Global Tours for you.

3. *Here are a number of expressions that you may find useful when making a phone call:*

May I speak to/with ... I'm returning your call. Sorry, could you repeat that? I'm afraid he/she's not in at the moment.

*With your partner construct and role-play telephone conversations using these expressions.*

**C. Reading and speaking.**



*1. In his book *Running a Hotel on the Roof of the World*, Alec Le Sueur tells the story of his experience of working at a Holiday Inn hotel in Tibet. Before you read the extract below think about these questions.*

- What physical problems could guests experience staying at 12,000 ft?
- What could the hotel provide to prevent these problems?

2. Read the extract and answer the following questions.

'Why don't your staff speak English?' was a question which was asked by guests throughout the day. It became very annoying and although it was extremely tempting to reply, 'Why don't you speak Tibetan or next time stay at home?' this answer was not really acceptable in an international hotel. Instead I answered with a polite, 'Oh, I am terribly sorry, we are constantly looking for ways to improve the service to our guests and thank you so much for bringing this matter to our attention.'

The last straw with the 'lack of English' complaints came from an investment banker who had been invited to Tibet to discuss important financial projects with the local government. We had special instructions to provide red carpet treatment and the General Manager escorted him and his wife to the best suite in the hotel. The financier was concerned that his wife might suffer from altitude sickness and he looked around the suite for the oxygen supply. He found the bottle beneath the bedside table and followed the instructions on how to release oxygen into the room. But nothing happened and he called the operator to ask for someone to check the oxygen. 'Yes,' the operator responded. He waited patiently for an engineer to arrive. Fifteen minutes later no-one had appeared and his wife was complaining of a headache. He called the operator again to ask for the oxygen. 'Yes, wait a moment. I check for you,' was the reply.

Another quarter of an hour passed, and still no-one had arrived - his wife's headache was worsening and he was beginning to lose his temper. He snatched the receiver, dialled 2222 and demanded to know why there was no oxygen. The operator gave him an irritated reply, he had been wasting her time. 'Yes, I checked for you^ but there is no Mr Oxygen staying in the hotel.'

(Adapted from *Running a Hotel on the Roof of the World*,  
Summersdale Publishers Ltd.).

1. What is meant by 'red carpet treatment'?
2. Why was it important to give this visitor 'red carpet treatment'?
3. Why do you think it was 'the last straw'?
4. What mistake did the operator make?
5. As the manager of this hotel what would you do to improve the situation?
6. Do you know any similar stories involving language problems?

***D. Reading and discussing.***

*Read the article to answer these questions.*

- a Why were the fishermen angry?
- b What happened to the sea cucumbers?
- c Why are tour operators concerned about protecting the flora and fauna of the Galapagos?
- e How do insects arrive on the island?
- d What harm are foreign plants and animals doing to the native species?
- f How are the authorities trying to deal with this problem?
- g What concerns do some people have about tourism to the Galapagos?
- h What would they like to happen to the park entry fees?

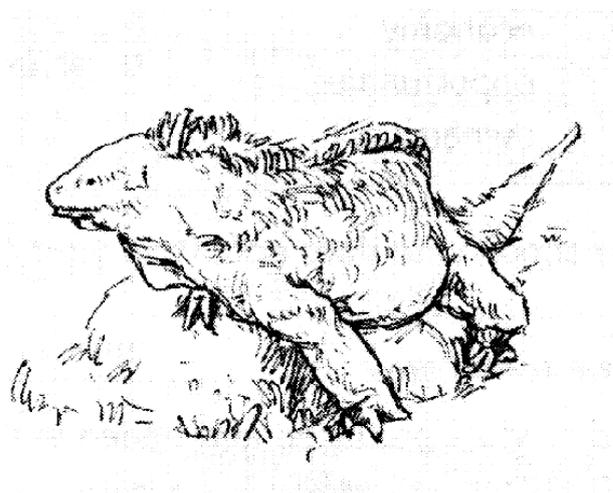
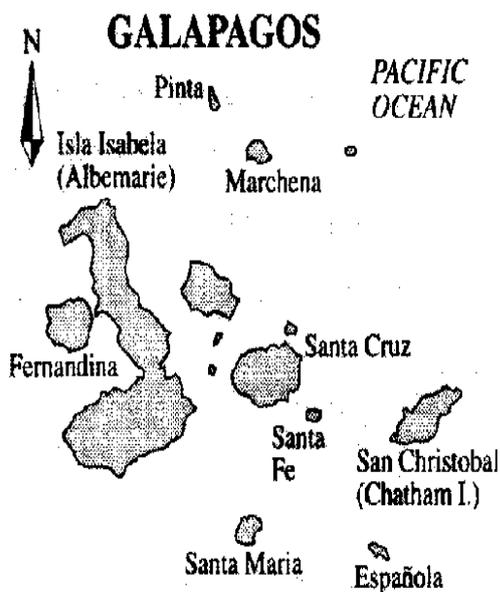
## **BATTLE TO SAVE THE GALAPAGOS**

Enchanted islands or infested islands?" reads the sign at the Charles Darwin Research Station in the Galapagos archipelago where the land and marine habitat has been experiencing an horrific series of ecological reversals over the past eighteen months.

Early last year, the islands were ravaged by bush fires. Then many of the giant tortoises were killed, allegedly by fishermen incensed at the imposition of restrictive fish quotas. Tourist boats also spotted illegal onshore camps where sea cucumbers, a vital cog in the marine ecosystem, were being stripped from the sea bed, boiled and dried, ready to be sold by middlemen to the lucrative Far Eastern market.

The subsequent ban on the sea cucumber trade led the fishermen to blockade the offices of the Research Station, which is viewed by locals as the focus for a misguided conservationist stance that is denying them a livelihood. Marines were even dispatched from Ecuador to keep the peace.

This trouble in paradise, however, has finally prompted concerted action on behalf of Ecuador's oldest and foremost national park -and not only by ecologists and zoologists. Now the authorities and tour operators, whose interest in the Galapagos is calculated at more than £55 million annually from the booming ecotourism market, are also taking steps to protect the islands. The Ecuadorian authorities have not only banned export fishing entirely, but have also prohibited the issuing of any more tourism licences and promised a fleet of patrol boats and aircraft to enforce the new regulations.



Since when, other problems have come to the fore. Galapagos' natural integrity is rapidly being eroded as human pressure increases, both from Ecuadorian settlers and overseas tourists. The resident population of about 15,000 is increasing at 10 per cent annually, and tourism is flourishing. But perhaps most devastating of all is the effect of introduced animals and plant life on the indigenous species.

Galapagos' extraordinary array of wildlife, particularly iguanas and seabirds, has no defences against predators such as cats and dogs. Nor have land animals such as the giant tortoises any experience of competing for food with such animals as pigs, donkeys, horses and cattle.

Plants such as the quinine tree, which was introduced in the 1950s to counter the anticipated arrival of the malarial mosquito, have now choked great tracts of the islands.

Ironically, the malarial mosquito has not established itself, but other unintentionally introduced species pose a serious threat. Insects can arrive on the daily flights or among crates of vegetables landed by the cargo ships. Even snakes that are liable to ravage the egg stocks among the islands' unique bird colonies have been found among imported timber. To counteract such problems the islands are looking at ways of imposing a quarantine on the area as well as looking at common-sense measures to reduce the likelihood of imported ills. Visitors are already issued with rubbish collection bags and are now to be encouraged to check the soles of their shoes for seeds carried from the mainland.

Brian Williams, director of Journey Latin America which sends about 800 clients to the Galapagos every year, thinks that tour operators' commitment to conservation is already impressive. He insisted that the brand of tourism practised is generally low impact, closely controlled and highly educational. However, others worry that tourist numbers are growing unacceptably fast. The agreed annual limit is 40,000, but last year more than 55,000 people visited the islands. Some local tour operators, it is alleged, are side-stepping the new tourism licence restrictions by squeezing more berths into their boats. They also regret that much of the park entry fee of about £52 per overseas visitor is not reinvested in the park. This means that tourism does not bring the unquestioned benefits to the park that it should.

*(from The Times)*

*E. Vocabulary. Advertising and publicity. Brochure language.*



*1. Read this advertisement for Dublin, the capital of Ireland, and fill in the gaps using adjectives typical for brochures.*

Tucked away to the west of mainland Europe, Dublin is probably one of the world's (a) ..... secrets. Being less easily accessible than other capital cities in Europe has **proved** to be a (b) ..... advantage, as it has allowed Dublin to **keep** its (c) ..... village atmosphere. Dublin is a city of contrasts and contradictions.

Medieval and Georgian architecture provide a (d) ..... backdrop to the (e) .....and lively streets filled with entertainers of all kinds. The aroma of (f) .....coffee **mixes** with the distinct smell of hops from the nearby Guinness brewery, drawing the visitors indoors. Street-side cafes and pubs are always buzzing with (g) ..... conversations and visitors may soon find themselves **involved** in topics as diverse as sport, politics and literature, or the old favourite — the weather.

In 1988 Dublin celebrated its 1,000th birthday and was designated European City of Culture in 1991. Many visitor attractions throughout the city **show** its fascinating history. There are a variety of museums, art galleries and visitor attractions **for** every taste and age-group. Take a walk along one of the many

Heritage trails or follow the City's Rock 'n' Stroll trail which **tells** a myriad of (h) ..... facts about the many famous musicians who **have come** from this (i) ..... city.

If the hustle and bustle of the city prove too much you can always take a trip along Dublin's (j) ..... coastline or explore the nearby Dublin mountains. Pay a visit to Malahide Castle and you may be lucky enough to **see briefly** Puck, the (k) ..... ghost.

The choice of entertainment does not **lessen** as darkness **falls** and the visitor is faced with the dilemma of choosing whether to visit one of the many theatres, **go to** a concert at the National Concert Hall, **walk** through the lively pedestrianised area of Temple Bar or **take time** over a (l) ..... meal in an (m) .....restaurant.

*From dawn to dusk, you will soon discover that DUBLIN IS DIFFERENT.*

2. *Replace the verbs in bold type in the advertisement with the verbs in the box. You may need a dictionary.*

attend	have emanated	pay tribute to
catch a glimpse of	engrossed	proven
descends	linger	relates
diminish	mingles	retain
stroll	to suit	

3. *The following extract appeared in a brochure advertising Irish golfing hotels. The adjectives have been deleted. Add adjectives in to make the hotel appear as luxurious as possible.*

**HOTEL** Dunloe Castle is ideal for your golfing holiday. Situated in parkland, the hotel provides nature-lovers with a break. Stroll through gardens wh.ch reflect Ireland's magic and marvel at a botanical collection which has won awards. Enjoy the facilities, including indoor tennis, a swimming pool, riding and fishing. The hotel

itself is luxuriously furnished. Sip a drink in our bar or sample the restaurant's cuisine.

***F. Reading and discussing.***

*1. Read the article about women business travellers. Sentences A-E have been removed from the text. Match them to the correct boxes.*



**WOMEN BUSINESS TRAVELLERS**

- A Yet while security is considered important by women business travellers, few actually appear to be so concerned as to do anything about it.
- B Vanessa Cotton, another frequent business traveller who is managing director of the Event Organisation conference company, says the secret is to take control, especially when entertaining business guests.
- C Probably the biggest irritation women executives find when travelling on business is the hotel restaurant.

D The Forte Crest chain has for some years adopted a high-profile approach, with a proportion of each hotel's rooms fitted out as Lady Crest rooms.

E Every time business traveller Fiona Driscoll stays in a hotel from now on, she will have the opportunity to get her own back for any lapses of service and, especially, any bias against her as a woman guest, as she is one of the first to sign up for a new scheme aimed at giving a better deal for women business travellers.

**Box 1**

Woman Aware has been launched by hotel reservations agency Expotel to find out which are the best and worst hotels for women travellers. Expotel claims that women executives already account, for some 35 per cent of all business travellers. and believes that by the turn of the century this figure will rise to about 50 per cent. In America, some estimates suggest that this level has already been reached. British airlines, however, put the figure much lower - about one in every five business-class passengers is a woman traveller, they report.

The Woman Aware scheme - which involves filling out an appraisal form of each hotel - grew out of a survey of 600 frequent women travellers, aiming to discover how they felt they were treated in hotels. It concluded that about three-quarters were unhappy with the security awareness of hotel staff, and, in particular, thought more could be done to conceal room numbers when checking in. About 57 per cent preferred to have room service delivered by a woman, especially late at night.

**Box 2**

A recent Hyatt International hotels survey of about 300 women business guests found that few requested a room near a lift or enquired whether the rooms had a chain or spyhole. None saw the need for women-only parking areas, and few apparently noticed if their room key had the number on it.

Hotels, in fact, have a rather ambivalent attitude towards women executives and how they should be treated. Some, such as the Hilton National and Sheraton chains,

believe there is no need for positive discrimination in favour of women other than ensuring that staff are trained to take security precautions. Their policy is to treat all guests - men and women - the same: to do otherwise, they argue, would be patronising. "The key issue is security rather than pink frills and gimmicks," says Hilton.

**Box 3**



These typically have an iron and ironing board, spyhole and deadlock on the door, special clothes hangers, women's magazines and a basket of fresh fruit. Decor is lighter than that found in a standard room. Men are not excluded from booking these rooms and, in fact, often request them because of their additional facilities and lighter atmosphere.

Holiday Inn is somewhere between the two extremes: it does not have special room facilities for women, but has developed its Ten Absolute Standards aimed at making women more welcome. These include always offering assistance with luggage, serving women promptly in bars and restaurants, providing a choice of tables, and offering a choice of room location.

**Box 4**



A survey by Ramada hotels found that about 60 per cent of solo women travellers prefer to call room service rather than eat alone in a restaurant. Hyatt acknowledges this by trying to provide more imaginative and lighter meals on its room service menus. "We also recognise the need for two tables in the room - one for eating and one for working, as businesswomen spend more time in the room," says John Wallis, Hyatt's vice-president for marketing.

However, not all women find restaurants intimidating. Pamela Carvell, a former director of the Periquito hotels group and now a hotel consultant, says that "the more experienced you are with staying in hotels, the easier it becomes knowing how to deal with hotel restaurants". She says that gradually she has learned to spend more time eating in hotel restaurants rather than in her room.

**Box 5**

"I plan my campaign in advance," she says. "I get to the restaurant early to check out the table and set up a tab from the bar and make sure the maitre d' and staff know that I am the host and not hostess. Then I make sure I'm sitting comfortably, with a drink, before my guests arrive."

Some hotels have tried introducing the American concept of a "captain's table", where single women guests (and men, too) dine together, although there seems little enthusiasm for this. Similarly, women-only hotels in London aimed at the woman business traveller have failed to make much impression.

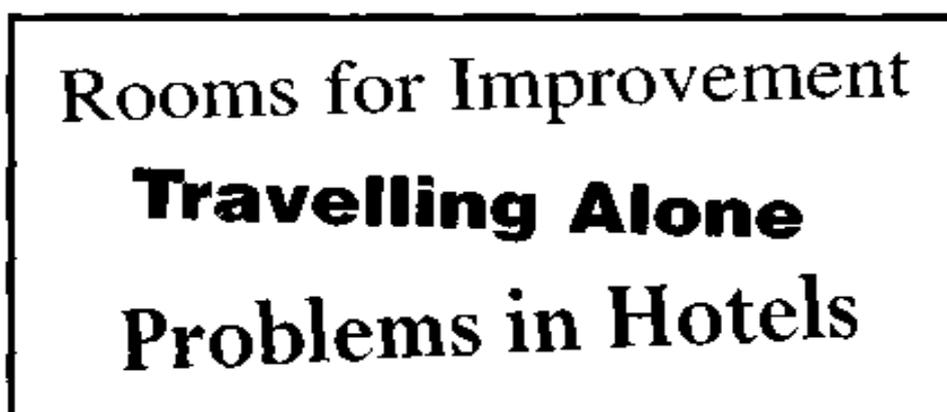
Part of the problem women executives find in hotels may be owing to the relatively few women general managers.

(adapted from *The Sunday Times*)

2. Answer these questions about the article:

- a Who are dissatisfied?
- b What are their main concerns?
- c How do the different hotel chains respond to them?
- d What aspect of hotel hospitality do they find most annoying?
- e How does Vanessa Cotton cope with entertaining male guests?
- f What new ventures have proved unpopular?

3. Choose a title for the article from the box:



## 2.2. AIR TRAVEL AND CRUISES

### A. Reading and vocabulary studying.

1. Read the leaflet 'Mackenzie Airport welcomes first-time fliers'. It describes the procedure for passengers at an airport. Fill in the gaps with words or phrases from the list below.

Paragraphs 1 and 2	Paragraph 3	Paragraph 4	Paragraph 5
boarding card	departure lounge	announcement	baggage
check-in desks	duty-free	boarding	conveyor belt
conveyor belt	immigration officer	departure gate	customs
economy	passport control	departures board	escalators
excess baggage	security check	flight attendant	green channel
hand luggage		ground steward	immigration control
terminal building			import duty
trolleys			



## MACKENZIE AIRPORT WELCOMES FIRST-TIME FLIERS!

Welcome to Mackenzie Airport, designed to get your journey off to the right start. Whether you're flying first class, business class, or<sup>1</sup> \_\_\_\_\_ class, we aim to give you efficiency and comfort. For first-time fliers, we've prepared this leaflet to help you on your way.

When you arrive at the<sup>2</sup> \_\_\_\_\_ you'll find plenty of<sup>3</sup> \_\_\_\_\_ for your luggage. Once inside the spacious departures concourse there are over fifty<sup>4</sup> \_\_\_\_\_ where your ticket will be checked and you'll be given a<sup>5</sup> \_\_\_\_\_. Your luggage will be weighed and put on a<sup>6</sup> \_\_\_\_\_ which takes it to the plane. Please note there is a weight limit and any<sup>7</sup> \_\_\_\_\_ will have to be paid for. You can keep one small bag with you and take it onto the plane as<sup>8</sup> \_\_\_\_\_.

You should then go through<sup>9</sup> \_\_\_\_\_, where an<sup>10</sup> \_\_\_\_\_ will look at your passport, and a<sup>11</sup> \_\_\_\_\_ to make sure you are not carrying any dangerous or illegal items. Now you'll find yourself in the comfort of our modern air-conditioned<sup>12</sup> \_\_\_\_\_. While you're waiting for your flight to be called, why not buy some cheap<sup>13</sup> \_\_\_\_\_ goods - alcoholic drinks, cigarettes, perfume, electrical goods, or souvenirs?

Soon you'll hear an<sup>14</sup> \_\_\_\_\_ or see on the<sup>15</sup> \_\_\_\_\_ that your flight is<sup>16</sup> \_\_\_\_\_. It will also tell you which<sup>17</sup> \_\_\_\_\_ to go to. Here you'll be helped by a<sup>18</sup> \_\_\_\_\_ and on the plane a<sup>19</sup> \_\_\_\_\_ will direct you to your seat. Bon voyage!

On your return to Mackenzie Airport we try to offer the same efficient service. After you've passed through<sup>20</sup> \_\_\_\_\_, your luggage will be waiting on the moving<sup>21</sup> \_\_\_\_\_ in the<sup>22</sup> \_\_\_\_\_ hall. Then pass through<sup>23</sup> \_\_\_\_\_ where you should take either the<sup>24</sup> \_\_\_\_\_, if you have nothing to declare, or the red channel, if you have to pay<sup>25</sup> \_\_\_\_\_. Once inside the arrival concourse, lifts and<sup>26</sup> \_\_\_\_\_ will take you to all major transport services.

***On behalf of everyone at Mackenzie Airport, I wish you, a very pleasant journey.***

Neil Thomson, Director of Mackenzie Airport

Welcome to Mackenzie!

2. *A travel agent is explaining what to do at the airport to a customer who has not travelled by plane before. Complete the sentences with one word from column A and one word from column B. The first one has been done for you.*

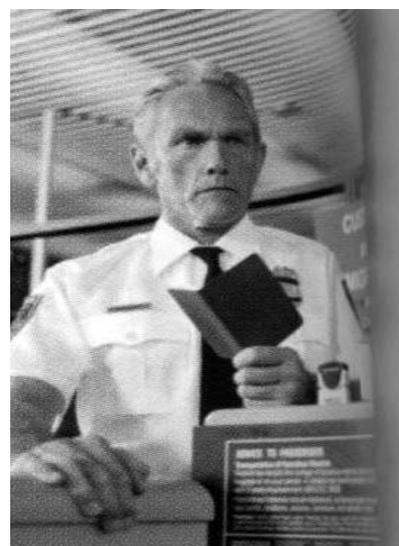
A	B
conveyor	desk
departure	card
<i>terminal</i>	class
hand	lounge
check-in	baggage
economy	<i>building</i>
departure	control
excess	luggage
boarding	belt
passport	gate

Most taxi drivers know the airport quite well, so if you tell him where you are going, he'll drop you off at the right<sup>1</sup> terminal building . When you get inside, go to the<sup>2</sup> \_\_\_\_\_ and have your ticket and passport ready. As you're travelling<sup>3</sup> \_\_\_\_\_, the queues can be quite long, so make sure you get there in good time. You'll be given your<sup>4</sup> \_\_\_\_\_ with your seat number, and they'll weigh your bags, which will then get taken away on a<sup>5</sup> \_\_\_\_\_ You can carry one item of<sup>6</sup> \_\_\_\_\_ with you onto the plane, but if your cases weigh more than 20 kgs, you'll have to pay<sup>7</sup> \_\_\_\_\_, which can be very expensive. Just before you go into the<sup>8</sup> \_\_\_\_\_

\_\_\_\_\_ , you'll have to go through <sup>9</sup> \_\_\_\_\_ or a final check, and then listen out for the announcement to tell you which <sup>10</sup> \_\_\_\_\_ you need to go to in order to board the plane.

### ***B. Reading and speaking***

#### **CHECKING-IN**



*1. These are the things which the ground steward at a check-in desk usually covers in a typical conversation with a passenger. Put them in order.*

- a tell them the seat number
- b return tickets with luggage tags and boarding card
- c welcome the passenger
- d ask to see ticket and passport
- e say goodbye
- f weigh and tag luggage
- g ask passenger to put luggage on scales
- h ask if they want a window seat or an aisle seat

2. *What actual words would the ground steward use at each point? Role play the dialog.*

***C. Reading and speaking***



*Read the following newspaper article. Say if the statements below are true (T) or false (F) according to the text.*

**WANT TO JOIN THE JET SET?**

Just thinking about being a member of the cabin crew should be enough to put you off. The scene is just after take-off - you're working in a space not much bigger than a caravan and have hundreds of meals to serve. Babies are screaming, nervous flyers are calling for your attention, and a couple of the passengers who have had too much to drink are already being aggressive. On top of that, you have disgruntled non-smokers in the smoking section who are demanding to be re-seated.

That's what it's like on a good day, and it can get a lot worse. Despite security

improvements, there is still the possibility of being hijacked or having a bomb on board, and there is a constant risk of a crash.

Even so, there is no shortage of people who want what many people think of as one of the most glamorous jobs in the travel industry. After all, even if there is a downside, you get the chance to see the world and someone else will pick up the bill. You stay in great hotels, never see the inside of an office, and think nothing of spending the weekend in Australia.

Given that the job has its attractions, what are the airlines looking for? Most people still believe that you need the face and figure of a model, but the airlines say this is not the case. Certainly there are some requirements - you need to be between 19 and 35, and to be at least 1-m 57 tall. You'll need to look smart and to be prepared to conform to the airline's dress code, which is usually conservative.

Apart from that, you'll need to convince them that you will be able to perform the major role of a cabin crew member, which is to look after the safety needs of the passengers. That means staying calm in a crisis and being able to manage difficult situations before they get out of hand. You don't need a university degree, but a knowledge of languages is obviously useful. It helps if you are reasonably numerate and you'll need to be able to swim.

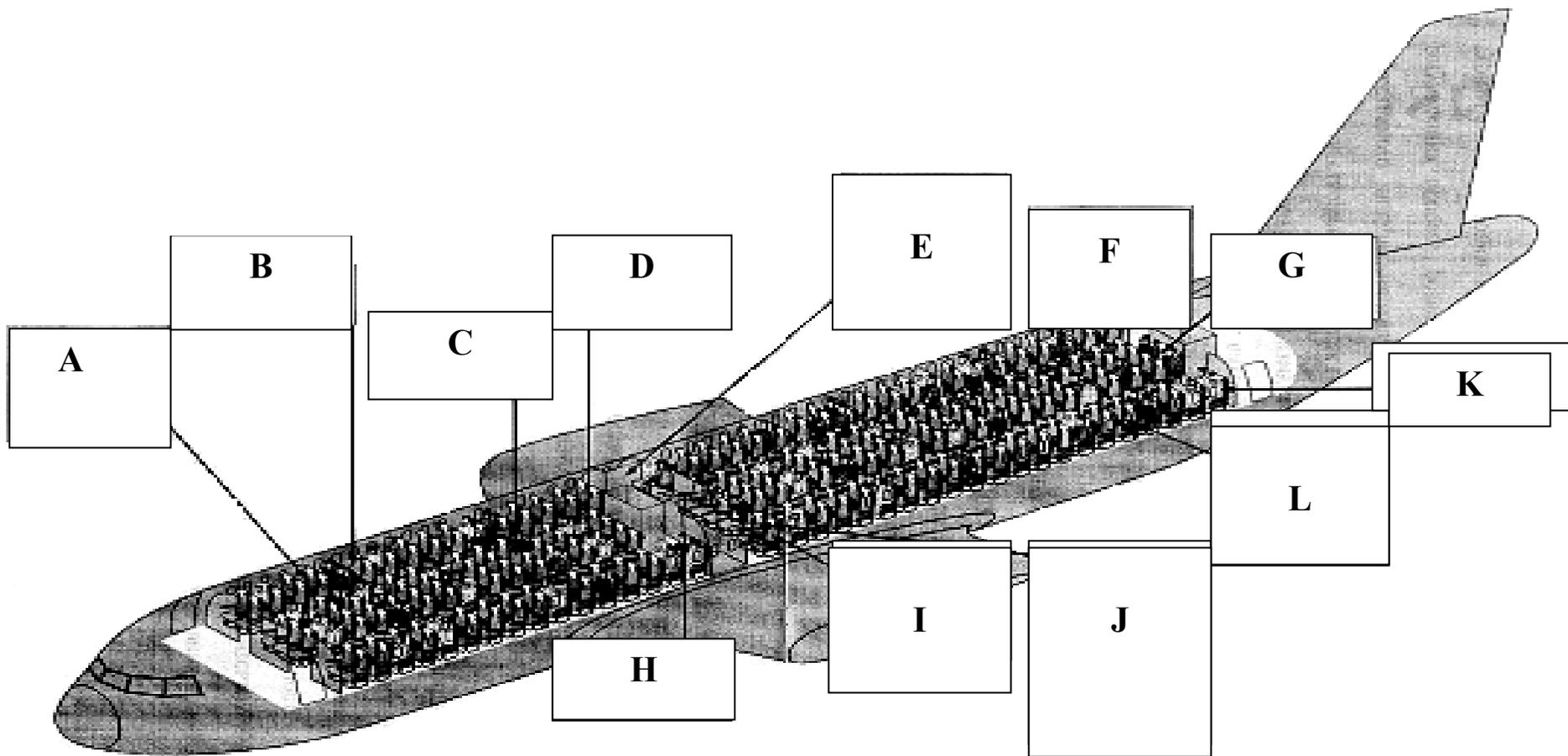
If you do get through the interview, you'll be sent on a training course, which will last for a month or perhaps a couple of weeks longer, and your first job might bring you about £12,000 p.a. Job satisfaction will depend on what kind of airline you are working for. If you're going backwards and forwards on charter flights, you may just spend most of your time inside the plane or a terminal building. Long haul flights are more fun. You'll have the chance to have longer breaks of three or four days at a time at more exotic destinations. Of course it will play havoc with your social life, but as you sun yourself on a sandy Caribbean beach while everyone else you know is battling through the rush hour in the rain and snow, you'll probably find that you won't mind too much.

	T	F
1. The writer suggests that working as a member of the cabin crew is fairly easy.	<input type="checkbox"/>	<input type="checkbox"/>
2. Because of security problems, cabin crew jobs have become more dangerous.	<input type="checkbox"/>	<input type="checkbox"/>
3. The airlines are finding it difficult to recruit cabin crew staff.	<input type="checkbox"/>	<input type="checkbox"/>
4. The main advantage of the job is that your travel costs are paid.	<input type="checkbox"/>	<input type="checkbox"/>
5. You do not need to be attractive to become a flight attendant.	<input type="checkbox"/>	<input type="checkbox"/>
6. Airlines are interested in standards of personal appearance.	<input type="checkbox"/>	<input type="checkbox"/>
7. Airlines prefer cabin crew to be educated to degree level.	<input type="checkbox"/>	<input type="checkbox"/>
8. Most training courses last at least a month.	<input type="checkbox"/>	<input type="checkbox"/>
9. Short-haul flights are less satisfying than long-haul flights.	<input type="checkbox"/>	<input type="checkbox"/>
10. Most cabin crew members start on charter flights.	<input type="checkbox"/>	<input type="checkbox"/>

***D. Reading and discussing.***

**WHICH SEAT ON THE PLANE**

*1. Look at this diagram of a plane and read the text which shows the advantages and disadvantages of sitting in various places.*



2. These words have been deleted from the text. Put them back in the correct places:

- |        |          |                 |
|--------|----------|-----------------|
| window | smoking  | close           |
| aisle  | bulkhead | emergency exits |
| three  | empty    | last            |
| last   | middle   |                 |

A	<p>..... <b>seat</b>. Very desirable to sit next to one. More space overall and taller people can stretch their legs out sideways. The best chance of sitting next to an ..... seat is to ask for an aisle seat in the middle section, as this is usually the last to fill.</p>
B	<p>..... <b>seat</b>. On a night flight a ..... seat means a chance to rest your head on the side panel and get some sleep.</p>
C	<p>..... <b>seats of</b> ..... <b>row</b>. On long flights these can be inconvenient if you have to climb apologetically over others to get out to the toilet.</p>
D	<p>..... <b>rows</b>. A family with two children may prefer to sit in these seats on long-haul flights, as they give a good view of the movie screen and both parents can keep "guard" on either side.</p>
E	<p>..... These seats usually have the most leg room. However, for safety reasons they are allocated at check-in to ensure that only able-bodied adults sit there. Nevertheless, some airlines may reserve you these seats on that condition. The negative factors are that these seats don't recline fully, and can be chilly as they are next to the doors.</p>

F	<p>..... <b>seat</b>. On a day flight an .....seat has a little more space to stretch your legs without bothering others. If you want to sleep on a night flight avoid the .....seats, as insomniacs brush past you and you will have to move to let your neighbour out.</p>
G	<p>..... <b>seat group</b> As a couple you could ask for two aisle seats. If the flight is not full the middle seat may be unoccupied or you could swap with the piggy-in-the-middle.</p>
H	<p>..... <b>to toilets</b> Not good on long flights, as these areas become congested with a constant restless queue.</p>
I	<p><b>Row behind</b> ..... . The window seat in the.....row may be removed, allowing extra leg room in the seat behind, but the exit row safety restrictions may apply.</p>
J	<p>..... <b>seat</b>. The row that divides the cabin from the kitchen and toilet areas should have more leg room; it also avoids having someone reclining back into you. However, the seats can be narrower if the food tray is in the armrest, have a poor view of the movie, and can be noisy, as families with babies often get priority in these seats. They are also near busy areas where the cabin crew tend to congregate.</p>
K	<p>..... <b>row of the section</b>. Seats in front of a cabin divider can have a restricted recline.</p>
L	<p>..... <b>section</b>. Commonly located at the rear of the aircraft. Size varies according to demand. Try not to sit in the last non-smoking seats to avoid smelling like a stale ashtray, but also remember the front of non-smoking is near the smokers in business and first-class.</p>

3. You work in the head office of Skyways Holidays. Your boss has asked you to send a fax to all the counter staff in your branches, outlining the recommendations they should make to clients as to the suitability of different seats on planes.

Write the fax, bearing in mind the needs of families, non-smokers and the disabled.

### **E. Vocabulary**

1. These words are all connected with transport. Put them into logical sets.

liner	sail	long-haul	platform	cruise
toll	runway	compartment	make for	stopover
registration number	break down	see off	jet lag	run out of
stand-by	station wagon	crossing	roundabout	ticket collector
track	set off	drop off	highway	starboard
press on	self-drive	guard	harbour	gangway

2. Synonyms: British and American English

The words in the box below are connected with transport in British and American English. Find the pairs of synonyms and put them under the correct headings.

For example:

BRITISH ENGLISH	AMERICAN ENGLISH
<i>driving licence</i>	<i>drivers license</i>

puncture	hood	driving licence	pavement
city centre	sidewalk	flat	underground
line	car park	motorway	downtown
queue	gas	estate car	subway
freeway	petrol	station wagon	bonnet
parking lot		driver's license	

Do you know any other words that are different in British and American English?

*F. Reading and discussing. Passenger care.*

## Customer care

### Care or control?



1. Travelling can often be tiring and uncomfortable. What kinds of things can be done to make the journey more agreeable for the passenger travelling by these means of transport?

- rail
- coach

2. This article describes how Gatwick Airport in the UK has made travelling easier for business passengers.

Decide which of the extracts A-G match the numbered gaps in the text. There is one additional extract which does not belong in any of the gaps.

A	Looking at what London Catwick Airport has done, the solution now, in hindsight, seems obvious.
B	But Fast Track has other benefits for the business traveller.
C	The best ideas in business are quite often the most obvious.

D	Even at the busiest times of the day, it now takes business passengers only a minute or two to pass through the barriers to go airside.
E	Many airlines offer attractive incentives such as free limousine and helicopter transfers, advance seat reservations and priority baggage handling.
F	For the busy executive, it is not so much that time means money, rather that he or she usually cuts it fine when getting to the airport.
G	This system, called Fast Track, enables First and Business Class passengers from all airlines using North and South Terminals to use a special dedicated route through passport control and security checks.

1=C

For example, business travellers passing through Europe's airports have constantly bemoaned the fact that however much their ticket cost, or however much they were pampered in-flight the real hold-ups always came when passing through passport control and security, or waiting in duty free.

2

That last-minute report to finish, or taking just one more phone call, has spelt disaster for many business travellers suddenly finding themselves at passport control behind a plane-load of holidaymakers who are quite happy to take their time - after all they are going on holiday.

3

However, it is a simple fact that no other airport appeared to have tackled the problem successfully until London Gatwick became the first airport in the UK or Europe to implement a "red carpet" priority system especially for First and Business Class travellers.

4

A pass is given to eligible passengers at check-in

5

The special entry gates to the departure lounges, however, only operate up until 2 p.m. The airport's research has shown that the bulk of business travel flights were before this time, with only a handful afterwards when the regular control points had no queues. However, it is a position that is regularly reviewed by the airport.

6

For instance, those who have hurried to the airport without the time to pick up any foreign currency can collect pre-ordered currency from a special Fast Track desk at the airport's bureaux de change. Or if they travel to the airport via the Gatwick Express, they can use the credit-card phone on the train to order the currency on the way from Victoria. Forgotten to buy a present for that important contact you are going to meet on arrival? Instead of queuing up with the leisure travellers at the duty free counters, Fast Track pass-holders can take advantages of their own check-out. Not surprisingly, Fast Track has been a smash hit with London Gatwick passengers (numbers using it have increased from 40, 000 a month when it first started, to 65, 000 a month at present). Perhaps the fact that other European airports are looking at emulating the Fast Track idea shows how big a step forward it is in taking the hassle out of business travel.



## TRAVEL BY SEA. CRUISES

### *A. Reading and discussing.*

### INFORMATION ABOUT A CRUISE

*1. The following text gives information to passengers going on a cruise. Some of the sentences have been removed. Read the text and then look at part 2.*

### YOUR HOLIDAY QUESTIONS ANSWERED

#### **Can my friends come and see me off?**

- Of course your friends are welcome to give you the traditional send-off from the pier side.<sup>1</sup> \_\_\_\_\_

### **When do I eat?**

- There are two sittings for meals and you can request the sitting you'd prefer, the table size you'd like. Where there is particularly heavy demand for one sitting, tables will be allocated in order of booking date.<sup>2</sup> \_\_\_\_\_

### **Special diets.**

- Naturally we can provide diabetic, fat-free, vegetarian, and gluten-free meals.<sup>3</sup> \_\_\_\_\_ In order to give us plenty of time to place the necessary orders and to give you the best possible service, please let us know your needs three to four weeks in advance.

### **Talking of children.**

- We want your whole family to have a wonderful holiday and we therefore provide a daily programme for children,<sup>4</sup> \_\_\_\_\_ For children aged two to nine, all four ships have a Junior Club which is open from 9 a.m. to 10 p.m.<sup>5</sup> \_\_\_\_\_ This operates from 6 p.m. to 2 a.m. and on *Oriana*, there is an in-cabin baby listening facility.

### **I love to shop. Can you help?**

- As you'd expect, your sea-going home can provide all sorts of necessities you may have forgotten to bring - toothpaste, batteries, film, chocolate, postcards. What you may not expect, however, is the dazzling array of luxury items.<sup>6</sup> \_\_\_\_\_

### **What about keeping healthy?**

- Quite apart from our programmes of exercise and keep-fit classes, you'll find we have ample facilities for those who wish to stay in shape. Another reassuring fact is that all our ships have a fully equipped medical centre, complete with doctors and nurses.<sup>7</sup> \_\_\_\_\_

### **What about a good read?**

- All ships have a library where you'll find a good selection of books, both fact and fiction.<sup>8</sup> \_\_\_\_\_

### **Money matters.**

- For your convenience, PEO operates a cash-free system on board.<sup>9</sup> \_\_\_\_\_

### **Going ashore.**

- Wherever possible, your ship will dock, allowing you to come and go as you please. Sometimes, in smaller ports, the ship will anchor at sea.<sup>10</sup>

\_\_\_\_\_ While the ship is in port, the restaurants, bars and other facilities will be available to you.

**To tour or not to tour?**

- It's your decision entirely. We offer a comprehensive range of full- and half-day tours at most ports. We will send you full details about six weeks before you sail.<sup>11</sup> Sentence a If you prefer to make your own arrangements, you'll find a folder of port guides in your cabin.

2. The sentences below have been removed from the text. Read the text again and put them into the correct places. The first one has been done for you.

a	<i>Advance- booking is recommended, though naturally you can book at the tours office on board.</i>
b	And every day a copy of the ship's newspaper will be delivered to your cabin to keep you up to date with all the activities on board.
c	Treatment is charged at private rates, but you'll find that in most cases you will be covered by your holiday insurance.
d	But for security reasons, visitors are not permitted on board <i>Arcadia-</i> , <i>Canberra</i> , <i>Victoria</i> , or <i>Oriana</i> , or in the passenger terminal.
e	All your purchases can be signed for and your account can be settled by credit card, charge card, or cash at the end of your cruise.
f	Fine perfumes, cameras, personal stereos, and evening wear can all be bought on board at tempting shipboard prices.
g	Kosher food can also be provided.
h	Please remember that tables for two are extremely limited and cannot be guaranteed.
i	At the start of your holiday you'll be invited to an informal meeting where our Youth Staff will explain the facilities in detail.
j	In this case, a free shuttle service ashore will be provided.
k	Children under five can also be left in our supervised night nursery.

***B. Reading and vocabulary studying.***



**GENERAL INFORMATION**

*You are going to read some general information from a cruise brochure. There are fourteen different items covered in the extract. Match the headings below with the paragraphs in the text.*

a	Currency	h	Pregnancy
b	Embarkation	i	Purchases on board
c	Entertainment	i	Shore excursions
d	Library	k	The cruise includes
e	Medical services	l	Tipping
f	On-board credit and credit cards	m	Vaccination
g	Postcards/postal services	n	What to wear

**1** \_\_\_\_\_

An embarkation notice will be sent with your tickets approximately two weeks prior to your cruise departure date. Embarkation generally commences three hours before the ship sails and all passengers should be on board one hour before sailing. On arrival at the port, all passengers are requested to have all luggage labelled showing the passenger's name, ship, port of departure, and cabin number. Your luggage will be taken care of by porters who will arrange for it to be delivered to your cabin.

**2** \_\_\_\_\_

Full-board accommodation for the duration of the cruise. Meals on board (commencing with dinner on the day of embarkation) consist of early morning coffee or tea, the choice of continental breakfast in the cabin or full breakfast in the dining room, lunch, afternoon tea, and dinner. The last meal on board will be breakfast on the day of disembarkation. Coffee or tea with lunch and dinner is not included.

**3** \_\_\_\_\_ .

Optional shore excursions are available at most ports of call. Details will be sent with your tickets. Excursions can only be booked on board. Payment will be by the on-board credit card system.

**4** \_\_\_\_\_ .

Vaccinations are not compulsory for any cruises in this brochure. However, please check final vaccination requirements of each country you intend to visit with your doctor or travel agent at least eight weeks before departure.

**5** \_\_\_\_\_ .

There is a limited foreign exchange facility on board each ship where certain recognized foreign money and worldwide traveller's cheques may be exchanged. There is a charge for this service. The unit of currency on board is US dollars.

**6** \_\_\_\_\_ .

A 'No Cash' system operates on all cruises for bar, wine, and beverage purchases, as well as shore excursions and services provided in the beauty salons, spas, and hairdressers. This account is normally settled on the last evening of the cruise and payment can be made by credit card, traveller's cheques, or cash. Personal cheques and Eurocheques are not accepted on board. A service charge of 10% is added to all accounts.

**7** \_\_\_\_\_ .

A limited selection of postcards is available from the Information Office, which can also arrange to post your mail.

**8** \_\_\_\_\_ .

A qualified doctor and nurse are available on all cruise ships. Payment for treatment or medication should be made on board direct to the medical personnel.

**9** \_\_\_\_\_ .

Women up to their 28th week of pregnancy may travel as long as a doctor's certificate is provided.

**10** \_\_\_\_\_ .

Passengers may benefit from tax-, free prices on a wide selection of goods. The attractive shopping galleries feature many top Italian designer products. Gift shops and boutiques have an extensive range of clothing, gifts, and souvenirs. Duty-free wines and spirits for consumption at home are only sold on the last day of the cruise.

**11** \_\_\_\_\_ .

This is not obligatory; however, passengers often ask us for guidance. The following scale is recommended: cabin steward - \$3 per passenger per day, table steward - \$3 per passenger per day, bus-boy- \$1 per passenger per day.

**12** \_\_\_\_\_ .

The Cruise Director and staff arrange a comprehensive programme of activities and entertainment on board.

**13** \_\_\_\_\_ .

Casual and comfortable. For ship and shore, casual attire and swimwear is in order during the day. For days in port, comfortable clothes and walking shoes are a must. In the evening gentlemen require jacket and tie. For the Gala Nights, a bit more formality is requested - a cocktail dress for ladies, lounge suits for gentlemen. Formal evening wear is not essential.

**14** \_\_\_\_\_ .

Passengers will find a good selection of books available on loan, free of charge.

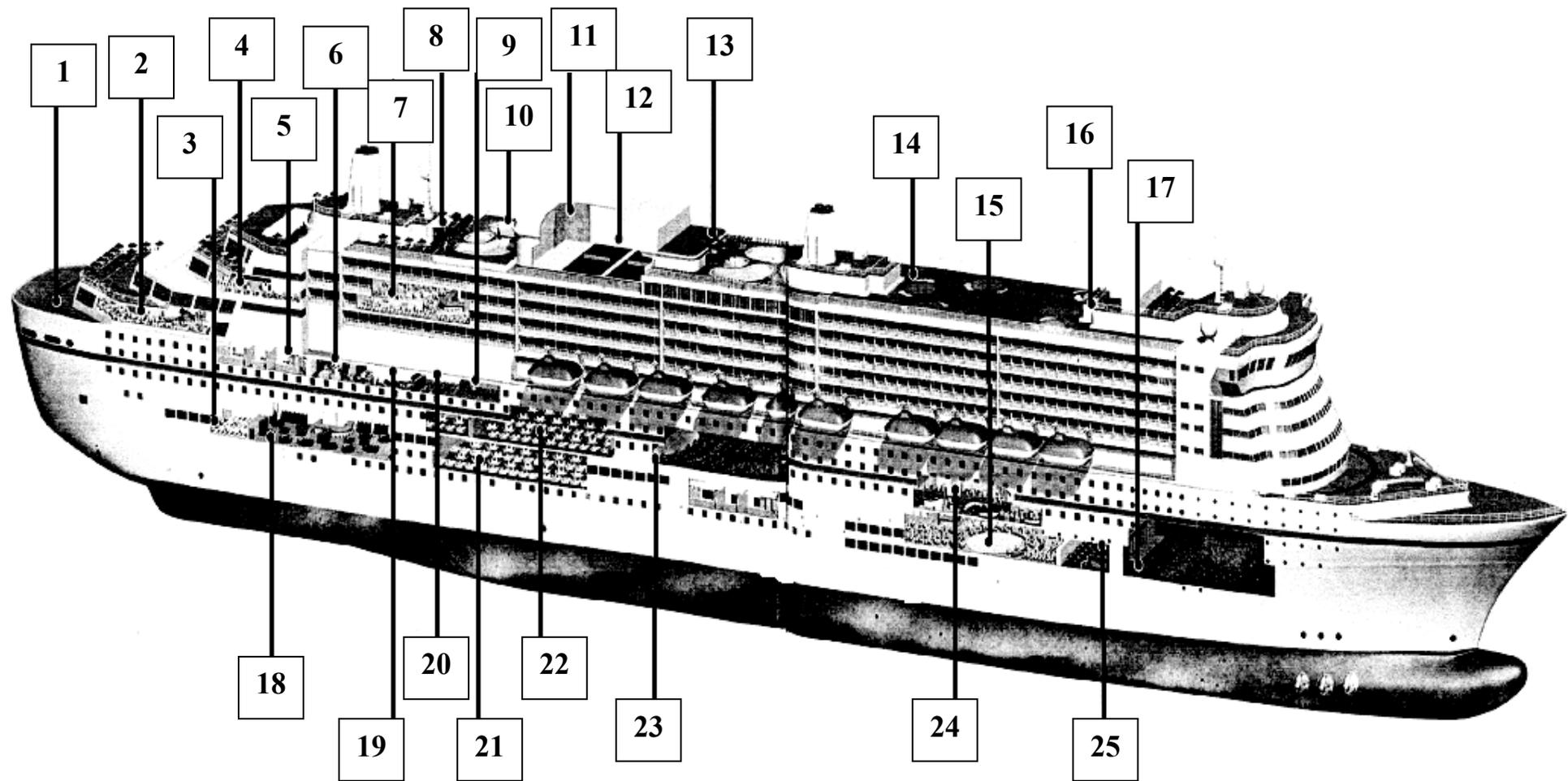
***C. Reading and discussing.***

**WHERE IN THE WORLD?**

*1. Look at the picture of a modern cruise ship. Find.*

- 1 five places where passengers can eat or drink
- 2 four sporting activities passengers can do
- 3 three places that are suitable for children
- 4 two places where passengers can dance
- 5 one place where you would most like to be.

1. Jogging track
2. Atlantic Blue youth area
3. Solarium
4. Marco Polo Italian restaurant
5. Boutiques (duty-free shopping)
6. Pacific Blue spa
7. Champagne bar
8. Sundaes ice cream bar
9. Cyber cafe
10. Pools and whirlpool
11. Rock climbing wall
12. Sports court
13. Atlantic Blue swimming pools and water slides
14. The Green golf course
15. Sparkles dancing lounge
16. 19<sup>th</sup> Hole golf bar
17. Theatre
18. Casino Royale
19. Kiddies' playroom
20. Pacific Blue fitness centre
21. Flinders dining room
22. Captain Cook's dining room
23. Hit the Decks nightclub
24. Trade Winds piano bar
25. Amerigo's fast food



2. Which of the facilities do you think you would use most as a passenger?
3. In which of the facilities would you most like to work?
4. In which of the facilities would you least like to work?

**D. Vocabulary study.**

Each blank contains one missing word which is strongly associated with another word nearby. The missing words are:

cry	dine	stuff	far	good	images	hand/hands
soak	spare	style	effort	time	walk	entertainment

Use the words to fill the gaps in the text.

**SAIL AWAY**

Ask anyone to name the ultimate luxury holiday and the chances are that they'll say "a cruise". It conjures up (1) ..... of elegantly-dressed couples promenading on a moonlit deck, with the strains of The Anniversary Waltz floating out to sea. Of rich, elderly people with time on their (2) ..... and a desire to see the world in (3) ..... But although the romance of the golden age of cruising remains, the average age of today's passengers is 37 – a far (4) ..... from the be-shawled, blanketed image of yesteryear. The superb range of leisure activities and wealth of (5) ..... has made cruising a godsend for families. Parents can relax and enjoy themselves in the sure knowledge that their children are in (6) ..... hands in the "kids' centre".

But for young and old alike the appeal of a cruising holiday is the ability to move effortlessly from one place to another. To this end cruise lines have put a lot of time and (7) ..... into developing their shore excursion programmes. Nowadays they can include such activities as trucking in the Malaysian jungle, catching fish in the fjords, landing on a mighty glacier or clambering over Creek ruins. That is, if you've got time to (8) ..... with so many exciting on-board activities to

choose from. Passengers can try their (9) ..... at anything from aerobics to scuba diving. Evening entertainment continues (10) ..... into the night with casinos, cinemas, and discos just a short (11) ..... away from their cabin. Another major advantage of cruising is the superb standard of food. You can wine and (12) ..... through to the early hours.

If none of this appeals and you wish only to while away the (13) ..... as you (14) ..... up the sun, why not consider one of cruising's unusual destinations and take a trip to Alaska? Sailing through the dazzling blue whiteness, spotting a whale or a bear is the (15) ..... of which memories are made.

***E. Reading and discussing.***

**INTERNATIONAL ETIQUETTE**

*Different countries and cultures have different ways of behaving. How much do you know about 'international etiquette'?*

*1. Which of these things would be socially unacceptable in your country?*



- a wearing shorts in a religious building
- b wearing outdoor shoes in a religious building
- c topless bathing
- d crossing your legs in public
- e pointing with your forefinger
- f blowing your nose in public
- g kissing someone you're introduced to for the first time (man-man)
- h kissing someone you're introduced to for the first time (woman-woman)
- i using your left hand to eat with
- j asking for more food at a dinner party if you're still hungry
- k leaving food on your plate at a dinner party

2. Do you know any countries where these things would not be acceptable?

3. You are going to read a part of a welcome talk to a group of passengers on a round-the-world cruise. Among the countries they will be visiting are Spain, Egypt and the Middle East, India, Singapore, Thailand, and Japan. Which kinds of behaviour in the list in exercise 1 do you think will be acceptable or unacceptable in these countries?



... OK everyone. On a round-the-world cruise you're obviously going to visit a lot of different countries and experience a lot of different cultures, and I just wanted to say a few words about what we call international etiquette - being aware of the appropriate way to behave socially, in public. We'll give you specific advice when you're going on particular shore excursions, but I thought a few general words of advice now wouldn't go amiss.

Really, it's all about respect. I'm sure a lot of you already know about visiting churches, mosques, and other religious buildings. It's important to wear appropriate clothes and cover up bare skin. Men should always wear shirts. Shorts are not a good

idea for women - women should in general avoid showing bare shoulders, arms, or legs, and in mosques and temples you'll need to cover your head too. In fact, when we're in Egypt, the Middle East, and Asia you'll also need to take off your shoes before you enter any religious building - outdoor shoes are seen as carrying all the impurities of the world.

I wonder if any of you know about some other customs. For example, when we get to the Far East, from Singapore onwards, you should be particularly careful about your posture. The soles of your feet, for example, are considered to be the dirtiest part of your body, and you should never point your foot at someone - so crossing your legs in public is not a good idea when we're in Singapore and Thailand. Also, avoid pointing, certainly at people, but also at objects. In Japan and other Far Eastern countries, blowing your nose in public is also not really acceptable.

When it comes to greeting people in different countries there are a lot of differences. You'll find Egyptian and Middle Eastern men kissing each other. The Spanish and many southern Europeans also kiss each other on the cheeks - though not normally the men. In Japan they'll bow - and the extent of the bow depends on the respect due to that person. But for you, probably the safest way to greet someone, certainly outside Asia, is just with a firm handshake. Although you must make sure it's your right hand: in a lot of countries, particularly African and Middle Eastern countries, the left hand is regarded as unclean, so you shouldn't give things to people, pass food, and so on, with your left hand.

Food and eating habits is probably the most interesting area of international etiquette, but you'll be eating in international restaurants most of the time - although I hope you can all handle chopsticks! You probably won't get invited to anyone's home on this trip but if you ever do, make sure you check out the way to behave first. There's lots of potential for unintentionally causing offence. For example, in Singapore you should always say no to a second helping of food (you'll probably get some anyway!), and it's polite to leave some food on your plate at the end, whereas in somewhere like Russia that would probably offend your host!

Well, perhaps that's enough on international etiquette for the moment. You'll

find a lot more information in your welcome packs, and I'd like to suggest you have a good look at the section on tipping and bargaining in particular.

4. Read the dialog and fill in the table below. Where information is given, write for acceptable and for unacceptable.

						
	Spain	Egypt and the Middle East	India	Singapore	Thailand	Japan
<b>a</b> wearing shorts						
<b>b</b> wearing shoes						
<b>c</b> topless bathing						
<b>d</b> crossing legs						
<b>e</b> pointing						
<b>f</b> blowing nose						
<b>g</b> kissing (men)						
<b>h</b> kissing (women)						
<b>i</b> using left hand to eat						
<b>j</b> asking for more food						
<b>k</b> leaving food						

5. Give your recommendation on the things which can be unacceptable for tourists in Ukraine.

### **F. Vocabulary study.**

## **HOTELS AND CRUISE SHIPS**

1. Read the two texts below. One describes a hotel and the other describes a ship. Put the words in the box into the correct spaces in the texts. The first one has been done for you.

cabin service	<i>chain</i>	check in	check out	crew
deck	disembark	double rooms	embark	fleet
floor	guests	passengers	porthole	staff
two-berth cabins	window	room service		

a The *Phonecia* is the latest addition to our world-famous <sup>1</sup> chain \_\_\_\_\_ of luxury hotels. It has over 100 fully equipped <sup>2</sup> \_\_\_\_\_, and each has a large <sup>3</sup> \_\_\_\_\_ with a wonderful view of the sea. The facilities include a gymnasium, a cinema, a ballroom, and on the top <sup>4</sup> \_\_\_\_\_ there is a sun garden and swimming pool. There are three restaurants, and we also offer twenty-four-hour <sup>5</sup> \_\_\_\_\_. From the moment you <sup>6</sup> \_\_\_\_\_, the <sup>7</sup> \_\_\_\_\_ will be on hand to look after your every need. We pride ourselves on putting our <sup>8</sup> \_\_\_\_\_ first, and are sure that when you <sup>9</sup> \_\_\_\_\_, you will want to return.

b The *Phonecia* is the latest addition to our world-famous <sup>10</sup> \_\_\_\_\_ of luxury liners. It has over 100 fully equipped <sup>11</sup> \_\_\_\_\_, and each has a large <sup>12</sup> \_\_\_\_\_ with a wonderful view of the sea. The facilities include a gymnasium, a cinema, a ballroom, and on the top <sup>13</sup> \_\_\_\_\_ there is a sun garden and swimming pool. There are three restaurants, and we also offer twenty-four-hour <sup>14</sup> \_\_\_\_\_. From the moment you <sup>15</sup> \_\_\_\_\_, the <sup>16</sup> \_\_\_\_\_ will be on hand to look after your every need. We pride ourselves on putting our <sup>17</sup> \_\_\_\_\_ first, and are sure that when you <sup>18</sup> \_\_\_\_\_, you will want to return.

2. Look at this list of items often found in hotel room. Which of them would you also expect to find in a cabin on luxury cruise ship.

- |                         |                |                        |
|-------------------------|----------------|------------------------|
| bed-single, double      | bidet          | telephone              |
| twin armchairs          | Jacuzzi        | pillow                 |
| TV-colour, satellite    | mini-bar       | sheets                 |
| wardrobe                | fridge         | bathrobe               |
| drawer/chest of drawers | balcony        | trouser-press          |
| mirror                  | sofa           | hair-dryer             |
| en suite facilities     | coffee table   | personal safe          |
| bath                    | bedspread      | multi-channel radio    |
| shower                  | cushions       | iron and ironing board |
| toilet                  | dressing table | verandah               |



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для організації практичної роботи

з дисципліни

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