

1

An Introduction to Travel and Tourism

1 Look at the pictures and answer the questions.

- 1 Do these people travel?
- 2 Are they tourists?



2 Read the text about travel and tourism and check your answers.

People travel for lots of reasons. They make journeys to and from school or work every day; visit friends and family; take day trips shopping or to football matches; go out for evening entertainment such as the cinema; and they go away on business or study trips. So when does travel become tourism? When people travel to and stay in a place which is not where they live. For example there is recreational tourism if you want to relax and have fun, maybe at the beach. There's cultural tourism: sightseeing or visiting museums to learn about history, art and people's lifestyles. With adventure tourism you explore distant places or do extreme activities. Ecotourism is about ethical and responsible trips to natural environments such as rainforests. Winter tourism is usually holidays in resorts where there is snow and people go skiing or snowboarding. Sport tourism is to play or watch different sporting events like the Olympics. Educational tourism is to learn something, possibly a foreign language, abroad. Nowadays there is also health tourism to look after your body and mind by visiting places like spa resorts; religious tourism to celebrate religious events or visit important religious places such as Mecca for Muslims; and gap-year tourism when young people go backpacking or do voluntary work between school and university.

3 Read the text again. Match the type of tourism with its definition and an example.

Type of tourism	Definition	Example
Adventure tourism	holidays to resorts where there is snow	a foreign language
Cultural tourism	to celebrate religious event or visit important religious places	any of the other kinds of tourism
Ecotourism	to explore distant places or do extreme activities	Mecca for Muslims
Educational tourism	to learn about history, art and people's lifestyles	monuments or museums
Gap year tourism	to learn something	rainforests
Health tourism	to look after your body and mind	skiing or snowboarding
Recreational tourism	to play or watch different sporting events	spa resorts
Religious tourism	to take ethical and responsible trips to natural environments	the beach
Sport tourism	to relax and have fun	the Olympics Games
Winter tourism	when young people go backpacking or do voluntary work between school and university	trekking



4 Read the text again and underline the correct answer to each question.

- 1 People travel
 - A for different reasons.
 - B to go on holiday.
 - C to get to work.
- 2 You can take
 - A day and evening trips.
 - B study and business trips.
 - C theatre and cinema trips.
- 3 Tourism is travel
 - A in your home town.
 - B to countries across the world.
 - C to places where you don't live.
- 4 Ecotourism is ethical and responsible about
 - A money.
 - B shopping.
 - C the environment.
- 5 The Olympics is a
 - A sporting event.
 - B summer event.
 - C winter event.
- 6 A spa is a place you visit to
 - A celebrate a religious event.
 - B learn something new.
 - C look after your health.

5 1 Listen to a conversation about where to go on holiday and match each member of the family with the type of tourism they would like from exercise 3.

- | | |
|-----------------------|--------------|
| 1 Dad <i>cultural</i> | 4 Josh _____ |
| 2 Grandma _____ | 5 Mum _____ |
| 3 Hannah _____ | 6 Zoe _____ |

6 2 Complete the conversation below between a travel agent and a customer with expressions from the box. Listen and check your answers.

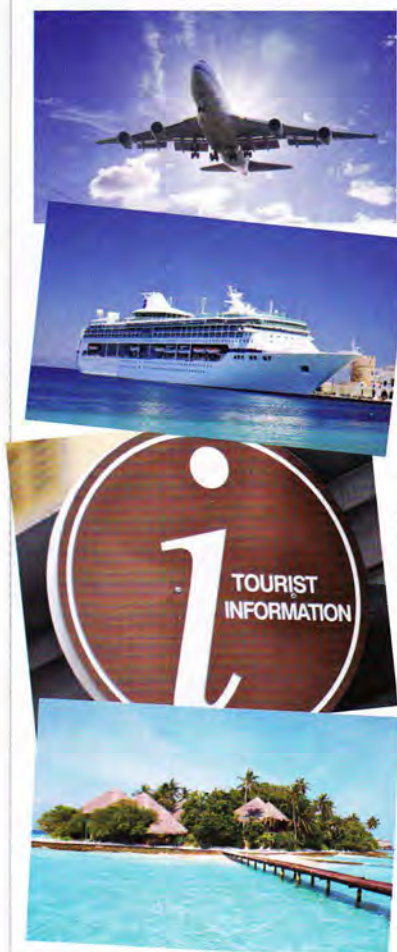
Any ideas How about I agree I quite fancy I really want to Let's see Personally, I'd like Why don't you

- Travel Agent: (1) *Any ideas* about where you want to go on holiday this summer, Mrs Brown?
 Customer: Well, (2) _____ have a proper family holiday this year.
 Travel Agent: OK, there are some good all inclusive package holidays by the sea.
 Customer: Mmm! (3) _____ going somewhere different this year.
 Travel Agent: (4) _____ taking a city break?
 Customer: (5) _____ it, but I think the kids might be bored.
 Travel Agent: (6) _____ combine a city break with something for the kids like Euro Disney?
 Customer: That's a good idea, (7) _____, but isn't Euro Disney really expensive?
 Travel Agent: Well, (8) _____ if there are any special offers on at the moment.

7 Work in pairs: A and B. Look at the pictures in exercise 1 of different holiday destinations and role play a conversation between a travel agent and a customer. Try to use expressions from exercise 6.

Student A: you are a travel agent. Ask questions about what kind of holiday the customer wants this year.
 Student B: you are a customer. Answer questions about what kind of holiday you want this year. When you finish, change roles.

8 Read the text and complete the table with the correct information.



Tourism is a multi-billion dollar business with hundreds of millions of travellers arriving in destinations across the world every year, but there's a lot more to tourism than just the tourists.

Before you even leave home you probably use a number of services. You book your trip through a tour operator, if it's a package holiday, or a travel agent, if you want to buy products and services like flights separately.

These days, many people book directly online with companies that offer both organised and independent travel. You usually need to purchase airline, train, ferry and coach tickets to your holiday resort in advance to reserve a seat and get a good price. If you're hiring a car it's also a good idea to book in advance, but you can arrange local transport like taxis and buses when you're there. You also need to book accommodation to be sure to stay where you want, when you want. There is a wide range of options for different people and pockets: from luxury hotels to roadside motels, family-run guesthouses or B&Bs (Bed and Breakfasts), to self-catering apartments to youth hostels. You can decide about hospitality (catering and entertainment) during your holiday, unless you book it with your accommodation. B&B means you get breakfast included in the price of your stay. Half board, usually only available at hotels, means breakfast and dinner are included. Full board means breakfast, lunch and dinner are included. This option is common on package or cruise ship holidays to keep the cost down, as are all inclusive leisure activities such as sport, shopping and live shows. Most places have a Tourist Information Point where they give you free information about what to see and do and how to get around. Organised trips often have travel reps (representatives) on hand to help you, but you can also pay a local tour guide to take you sightseeing or show you tourist attractions.

Hospitality

Accommodation (Where to stay)	Catering (Where to eat)	Entertainment and leisure (What to do)	Jobs (Who does what)	Transport (How to travel)	Holiday types (What kind of holiday)
<i>luxury hotels</i>	<i>bed and breakfast</i>	<i>sport</i>	<i>tour operator</i>	<i>plane</i>	<i>package holiday</i>

9 Read the text again and answer the questions.

- 1 How many travellers arrive in destinations across the world every year?
- 2 How can you book holidays?
- 3 Why do you need to purchase tickets for airlines, trains, ferries and coaches in advance?
- 4 What other transport service is it a good idea to book in advance?
- 5 When can you arrange local transport?
- 6 For whom and what is there a wide range of different accommodation options?
- 7 Which kind of accommodation includes breakfast, lunch and dinner?
- 8 Where is this a common option?
- 9 Do you pay for information from Tourist Information Points?
- 10 Who can take you sightseeing or show you tourist attractions?

10 Complete the online travel search information.



Holidays you like

Trip Search...

HOLIDAY TYPE (only tick [✓] one)

- Package holiday Transport & accommodation
 Transport only Accommodation only Transport, accommodation and car hire

TRANSPORT (tick one or more)

- Flight Ferry tickets
 Car hire Coach tickets
 Train tickets
 Leaving from: _____ Departure date: _____ Time: _____ Going to: _____ Return date: _____ Time: _____

Accommodation (only tick one)

- Hotel B&B
 Motel Apartment
 Guesthouse Youth hostel

Catering (only tick one)

- Full board Breakfast only
 Half board Self-catering

Entertainment & leisure interests (you can tick more than one)

- Adventure extreme sport trekking
 Culture museums art galleries sightseeing
 Ecotourism natural world conservation
 Educational arts & crafts cooking languages music & drama
 Gap year backpacking voluntary work
 Health spa resorts yoga & meditation
 Religious events places
 Recreational seaside shopping shows
 Sport playing watching
 which sport(s): _____

11 There is a problem with the *Holidays you like* online booking system. Write them an email giving them the information in your trip search. Use these expressions to help you.

- I want to book...
 I'd like to travel by...
 I'm leaving from...
 I'm going to...
 I want to leave on... at...
 I'd like to return on... at...
 I'd like to book accommodation in
 a... with (catering)
 I'm interested in... tourism
 In particular, I'd like to...

MY GLOSSARY

- accommodation /ə'kɒmə'deɪʃn/ _____
 airline /eə'laɪn/ _____
 backpacking /'bækpækɪŋ/ _____
 to book /tə bu:k/ _____
 catering /keɪ'tæɪŋ/ _____
 cruise /kru:z/ _____
 entertainment /entə'teɪnmənt/ _____
 guesthouse /'gesthaʊs/ _____
 flight /flaɪt/ _____
 full board /fʊl bɔ:d/ _____
 half board /hɑ:f bɔ:d/ _____
 to hire /tə haɪr/ _____
 hospitality /hɒ'spɪtə'ləti/ _____
 journey /dʒɜ:ni/ _____
 leisure /leɪʒə(r)/ _____
 luxury hotel /lʌkʃrɪ həʊ'tel/ _____
 package holiday /'pækɪdʒ 'hɒlɪdeɪ/ _____
 to purchase /tə pʊtʃəs/ _____
 recreational /rekreɪ'ʃənəl/ _____
 to reserve /tə rɪ'zɜ:v/ _____
 roadside motel /rəʊd'saɪd məʊ'tel/ _____
 self-catering /self'keɪ'tæɪŋ/ _____
 sightseeing /saɪtsi:ɪŋ/ _____
 spa resort /spɑ: rɪ'zɔ:t/ _____
 to take a break /tə teɪk ə breɪk/ _____
 tour guide /tuə(r) gaɪd/ _____
 tour operator /tuə(r) pə'reɪtə(r)/ _____
 travel representative /trævl reprɪ'zentətɪv/ _____
 tourist information point /tuərist ɪnfə'meɪʃn pɔɪnt/ _____
 travel agent /trævl 'eɪdʒnt/ _____
 youth hostel /ju:θ 'hɒstl/ _____