<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Vocabulary</th>
<th>Skills</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>An Introduction to Travel and Tourism</td>
<td>Categories of tourism&lt;br&gt;Aspects of tourism</td>
<td><strong>Reading:</strong> tourism industry and related jobs&lt;br&gt;<strong>Listening and Speaking:</strong> exchanging information in a travel agency&lt;br&gt;<strong>Writing:</strong> filling in an online travel search form; an email saying what kind of holiday you want</td>
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<td>2</td>
<td>Tourism Organisations, Promotion and Marketing</td>
<td>Types of tourism organisations&lt;br&gt;Marketing terms&lt;br&gt;E-marketing</td>
<td><strong>Reading:</strong> scanning online tourism marketing for details&lt;br&gt;<strong>Listening:</strong> key information from a radio promotion&lt;br&gt;<strong>Speaking:</strong> asking for information in order to market holidays effectively&lt;br&gt;<strong>Writing:</strong> an advert marketing holidays</td>
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<td>3</td>
<td>Types of Transport</td>
<td>Types of transport&lt;br&gt;Airport procedures&lt;br&gt;Types of Tickets&lt;br&gt;Timetables</td>
<td><strong>Reading:</strong> information signs, security check lists and timetables&lt;br&gt;<strong>Listening:</strong> key information at the ticket office&lt;br&gt;<strong>Speaking:</strong> at airport check-in and passport control; booking train and coach tickets&lt;br&gt;<strong>Writing:</strong> an email giving information about local transport</td>
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<td>4</td>
<td>Accommodation</td>
<td>Types of accommodation, catering and leisure&lt;br&gt;Accommodation facilities&lt;br&gt;Telephone language</td>
<td><strong>Reading:</strong> types of accommodation and services provided&lt;br&gt;<strong>Listening:</strong> selecting different services on the phone&lt;br&gt;<strong>Speaking:</strong> checking in at accommodation; requesting services on the phone&lt;br&gt;<strong>Writing:</strong> a postcard describing accommodation and facilities</td>
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<td>5</td>
<td>Hotel Staff</td>
<td>Staff positions and duties&lt;br&gt;Job descriptions</td>
<td><strong>Reading:</strong> hotel staff positions&lt;br&gt;<strong>Listening:</strong> describing what a position involves&lt;br&gt;<strong>Speaking:</strong> a job interview</td>
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<td>6</td>
<td>Planning and Booking a Holiday</td>
<td>Travel documents&lt;br&gt;Booking forms&lt;br&gt;Hotel FAQs</td>
<td><strong>Reading:</strong> how to book a holiday&lt;br&gt;<strong>Listening:</strong> booking a holiday and giving feedback&lt;br&gt;<strong>Speaking:</strong> role play at the travel agency&lt;br&gt;<strong>Writing:</strong> an online review of a hotel</td>
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<td>7</td>
<td>Written Communication</td>
<td>Emails&lt;br&gt;Memos and forms&lt;br&gt;Business letters</td>
<td><strong>Reading:</strong> how to write emails, memos, forms and business letters&lt;br&gt;<strong>Writing:</strong> requesting a brochure via email</td>
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<td>8</td>
<td>Oral Communication</td>
<td>Telephone calls&lt;br&gt;Voice mail</td>
<td><strong>Reading:</strong> how to make a phone call and a voice mail&lt;br&gt;<strong>Listening:</strong> booking a hotel; creating an effective voice mail message</td>
</tr>
<tr>
<td>Unit</td>
<td>Topic</td>
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<tr>
<td>9</td>
<td>International Tourism: UK</td>
<td>The UK geography, Origins and history, Cultural activities, Local economy</td>
<td>Reading: tourist pamphlets for extensive information&lt;br&gt;Listening: guided tours across the UK&lt;br&gt;Speaking: giving and asking for advice about UK tourism&lt;br&gt;Writing: a short UK travel itinerary for specific types of tourists</td>
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<td>10</td>
<td>International Tourism: Europe</td>
<td>Natural features, Holiday activities, Expressions for recommending</td>
<td>Reading: winter/summer holiday resorts and itineraries&lt;br&gt;Listening and Speaking: making plans for holiday destinations and activities; booking sightseeing trips&lt;br&gt;Writing: an email requesting information about a guided tour</td>
</tr>
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<td>11</td>
<td>International Tourism: USA</td>
<td>American culture and lifestyle, Security checks and visa requirements</td>
<td>Reading: a guide to the USA&lt;br&gt;Listening: advice and recommendations; a guided tour of Central Park&lt;br&gt;Speaking: giving advice on travel requirements&lt;br&gt;Writing: production of a short ‘Must Do’ guide</td>
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<td>12</td>
<td>International Tourism: Oceania and India</td>
<td>Australia and New Zealand, India</td>
<td>Reading: similarities and differences in Oceania; profile on India&lt;br&gt;Listening: the Aborigenes&lt;br&gt;Speaking: persuading to buy a trip&lt;br&gt;Writing: describing your favourite country to visit</td>
</tr>
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<td>13</td>
<td>Ecotourism</td>
<td>History and principles of ecotourism, Organisations involved, Travel habits</td>
<td>Reading: ecotourism projects; identifying principles and benefits&lt;br&gt;Listening: a radio interview about new holiday destinations&lt;br&gt;Speaking: planning sports tourism itineraries&lt;br&gt;Writing: an email giving information about ecotourism holidays</td>
</tr>
<tr>
<td>14</td>
<td>New Tourist Destinations</td>
<td>Sporting events, Types of tourists, Dates and competitions</td>
<td>Reading: articles about new tourist destinations and sports tourism&lt;br&gt;Listening and Speaking: presenting new tourist destination projects and answering questions about them&lt;br&gt;Writing: devise new tourist destinations and activities</td>
</tr>
<tr>
<td>15</td>
<td>Applying for a Job</td>
<td>Curriculum Vitae, Covering letter, Tips for a successful interview</td>
<td>Reading: how to write a CV and a covering letter; tips for getting a job&lt;br&gt;Speaking: discuss the suitability of a candidate compared to a job post&lt;br&gt;Writing: production of a covering letter and a simulation of an interview</td>
</tr>
</tbody>
</table>

MP3 audio files downloadable from www.elionline.com
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.

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

5 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 cultural
2 Grandma __________________________
3 Hannah __________________________
4 Josh __________________________
5 Mum __________________________
6 Zoe __________________________

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

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 Pairwork 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.
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.

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 only
- Accommodation only
- Transport, accommodation and car hire

**Transport** (tick one or more)
- Flight
- Car hire
- Train tickets

**Leaving from:** [___] **Departure date:** [___] **Time:** [___]

**Going to:** [___] **Return date:** [___] **Time:** [___]

**Accommodation** (only tick one)
- Hotel
- Motel
- Guesthouse

**Catering** (only tick one)
- Breakfast only
- Self-catering

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

- Adventure
- Culture
- Ecotourism
- Educational
- Gap year
- Health
- Religious
- Recreational
- Sport

**Package holiday** /paekid3 holideI/ to purchase /pərˈpaːts/ recreational /rɪˌkrɪəˈtʃənəl/ to reserve /rɪˈzɜːv/ roadside motel /ˈrɔʊldsaɪd ˈmɔːtɛl/ self-catering /ˈsɛlfkeɪtərɪŋ/ sightseeing /ˈsaɪtˌsiːɪŋ/ spa resort /ˈspɑː ˈrɪzət/ to take a break /tə ˈbrɛk/ tour guide /ˈtʊər ɡuɪd/ tour operator /ˈtʊərəpərˈteɪtər/ travel representative /trəˈvel rɪˈprɛznətəv/ tourist information point /ˈtjuːərɪst ɪnˈfɔrmeɪʃn pɔɪnt/ travel agent /trəˈvel eɪˈdʒent/ youth hostel /juːθ ˈhɒstl/
1 Look at these company logos and answer the questions.
  1. Do you recognise these company logos?
  2. What type of companies are they?

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

Tourism organisations fall into three categories. Firstly they can be non-governmental organisations or a charity like the World Tourism Organisation, a United Nations’ organisation which promotes ‘the development of responsible, sustainable and universally accessible tourism’ (UNWTO). Secondly, they can be government organisations like Britain’s national tourism agency, Visit Britain, which markets British tourism at home and abroad. Thirdly, they can be private sector organisations like Thomas Cook, which promote and sell holidays for profit. We can separate this last group into three more categories. Independent companies have one or more branches, which can often be close to each other. They sell their holidays to people locally and market them by word of mouth. Miniple companies have several branches in different areas, which sometimes use different trade names and they have a head office, which can manage the organisation’s marketing strategy centrally. Multiple agencies have branches in all major towns and cities and they can be part of very large tourism sector companies. They market holidays on the basis of competitive prices or special offer packages. In addition to this, travel agents can be members of trade associations, organisations representing travel companies who can help with marketing and protect customers’ rights. Of course nowadays many people prefer online do-it-yourself tourism to any of these organisations.

3 Read the text again and complete the table.

<table>
<thead>
<tr>
<th>Category of tourism organisation</th>
<th>Example</th>
<th>Type of organisation and what they do</th>
</tr>
</thead>
<tbody>
<tr>
<td>non-governmental organisations/</td>
<td>UNWTO</td>
<td>markets British tourism at home and abroad</td>
</tr>
<tr>
<td>a charity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>private sector organisations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>independent</td>
<td></td>
<td>have one or more branches, ...</td>
</tr>
<tr>
<td>miniple</td>
<td></td>
<td></td>
</tr>
<tr>
<td>multiple</td>
<td></td>
<td></td>
</tr>
<tr>
<td>trade associations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4 Write the equivalent word in your language.

1 charity: ____________________________
2 sustainable: _______________________
3 to promote: ________________________
4 profit: ______________________________
5 branch: ____________________________
6 to market: __________________________
7 word of mouth: ______________________
8 trade name: _________________________
9 head office: _________________________
10 competitive: ________________________

5 Complete this text about the National Trust with the words and expressions in exercise 4. Be careful to use the appropriate grammatical form. Then listen and check.

The National Trust is a (1) ____________ and a non-(2) ____________ organisation, which (3) ____________ British tourism to artistic, historical and natural sites in a (4) ____________ way. It has two (5) ____________, one in London and another in Swindon, as well as hundreds of (6) ____________ all over the UK. Places with the (7) ____________ ‘National Trust’ (8) ____________ themselves through the image of conservation and heritage. However, many of the thousands of visitors to National Trust sites hear about them by (9) ____________ from friends, colleagues or relatives. They provide great days out for the whole family as you can enter many sites for free and you can also hire venues for special events at extremely (10) ____________ prices.

6 Read the short descriptions of National Trust sites and match a person with a place to visit.

1 Wellbrook Beetling Mill: do you like trying new crafts? Do you enjoy going for walks in the country and having picnics on the lawn? Then come to this water-powered linen mill in Northern Ireland. It’s open 2-6 p.m. March to September.
2 South Foreland Lighthouse: can you imagine living and working in a lighthouse on the White Cliffs of Dover overlooking the sea, at the time of the first international radio transmission? Find out what it’s like and learn about Marconi and Faraday’s early experiments, March to October, 11 a.m. to 5.30 p.m.
3 Red house, Kent: if you love looking at beautiful things, this is the place for you. You can see William Morris’s art nouveau furniture, Edward Burne-Jones’s original artwork, or try relaxing and playing games in the landscaped garden. Open March to December 11 a.m. to 5 p.m.
4 Theatre Royal, Suffolk: do you have a passion for drama? Visit Britain’s last Regency theatre. You can see the amazing hand-painted ceiling. It’s just like the sky! Then watch a 19th-century-style play. Open February to November, Tuesday and Thursday p.m., Saturday and Sunday a.m. Entrance is free. You only pay for performances.
5 Dunster Castle, Somerset: are you mad about history? Explore the secret passage in the medieval castle. Discover the Lovers’ Bridge in the gardens. Go bat-watching in the great hall. Find out about the lives of Dunster’s noble families. Visit the gardens all year round, 11-4 in winter, 11-5 in summer. The castle opens March to October 11-5.

a Claudia is quite artistic and she loves trying new things. She doesn’t like science, but she likes being in the country.
b David likes art and architecture and he also enjoys relaxing and playing games. He hates learning about history.
c Gwen is mad about history and drama. She hates being outside and doesn’t really like gardens or nature.
d Holli is very romantic and likes investigating mysteries and nature-watching. She’s also quite interested in history and gardening.
e Mick has a passion for science and loves finding out about how things work. He doesn’t like going to museums or to theatres.
7 Pairwork  Work in pairs. Follow the instructions below, then swap roles.

Student A: Ask your partner about their interests. Then choose the best activity for them from exercise 6.
Student B: Tell your partner about your interests and what you like and don't like doing. Do you agree with Student A's choice of activity for you?

8 Match the terms with the correct definitions.

1 Advertising  a  It keeps a product or service in the minds of customers and helps stimulate their demand for it.
2 Promotion  b  It makes sure that customers buy a product or service by understanding and meeting their needs.
3 Marketing  c  It brings a product or service to the attention of customers through the media to persuade them to buy it.

9 Read the text and check your answers.

People are often unclear about exactly what marketing is, and confuse it with advertising and promotion, both important parts of marketing. Advertising brings a product or service to the attention of customers through the media e.g. newspapers, TV, or the Internet to persuade them to buy it. Promotion keeps a product or service in the minds of customers and helps stimulate their demand for it, often through advertising. Marketing is altogether more complex. It is all the activities involved in making sure that customers buy a product or service by understanding and meeting their needs. Traditionally this is called the four Ps marketing mix: Product; Price; Place; Promotion. In other words you need to market the right product at the right price in the right place and in the right way if you want to sell it. You could add one other P to this: you need to sell it to the right people.

You can identify the right people through a process called market segmentation. This is when you group together people with similar needs and wants to identify your target customers so you can successfully market your product to them. There are many ways of doing this, for instance: by the amount of money people have (do they want budget or luxury holidays?); by the kind of activities they’re interested in (heritage, nature or adventure); by their circumstances (are they single, a couple, or a family?); by their age (18-25 or 60+); and by the kind of tourists they are (independent or pampered).

10 Read the text again quickly and answer the questions.

1 Give three examples of advertising media.  Newspapers, TV and the Internet
2 Give an example of Promotion.
3 Name the four Ps of the Marketing mix.
4 Name the fifth P.
5 Name the process of grouping together people with similar needs and wants in marketing.
6 Give three examples of this.

11 Listen to the interview with a travel agent about his company’s e-marketing strategies and decide if these sentences are true (T) or false (F). Correct the false ones.

1 They use TV and radio adverts.  F
2 No, they don’t use them because they are too expensive.
3 They sometimes place ads in newspapers or magazines they think their target customers buy.
4 They advertise in specialist travel brochures, leaflets or tourism guides.
5 Their main marketing area is online.
6 They use a combination of low-cost e-marketing strategies.
7 They don't like social networking sites.
8 They never advertise on search engines.
9 Banners are not competitive and they don't always reach the target customers.
10 It's not possible to book online.
11 They have great word of mouth marketing through their forum.
12 Pairwork Look at the list of different kinds of media advertising and discuss which you think you could use to market holidays for each group.

Newspapers  TV  the Internet  radio  magazines  travel brochures  leaflets  tourism guides  social networking sites  search engine banners  websites  online forum  word of mouth

1 A big family who want an all inclusive package holiday
2 A retired couple interested in history and heritage
3 A group of friends who want an adventure holiday
4 A young married couple
5 A gap-year student
6 A young person looking for a cheap city break
7 A group of friends looking for a last minute offer
8 You!

Student A: I think we could use newspapers or tourism brochures to market an all inclusive package holiday to a big family.

Student B: I don’t agree. I think everybody uses the Internet these days, so maybe we could use a search engine banner or a website.

13 Writing Look at the picture of a holiday destination. You are the marketing team for a big travel company. Choose your target customer and write an advert marketing the holiday to them. Remember the 4 Ps (Product, Place, Price and Promotion) and decide what media to advertise through.

In your advert, include details of:
• suitable activities for customers to do
• facilities and services you offer
• the price (with offers/discounts)
• the length and period of the holiday (try to suit it to your customers)
• other information to attract your customers

MY GLOSSARY

advert /ˈɛdvɜːt/  advertisement /ˌɛdvɜːtɪment/  
to advertise /tə ˈɛdvətaɪz/  artwork /ˈɑːtwork/  
banner /ˈbænə(r)/  budget /ˈbʌdʒɪt/  
craft /kraft/  customers’ rights /ˈkʌstəmərz raitz/  
demand /dɪˈmænd/  development /dəˈvikəmpt/  
DIY (do-it-yourself) /ˈdjuː i ˈself/  e-marketing /ˈiːmɑːrkɪtɪŋ/  
government organisation /ˌgʌvərnəmənt əˈgaʊnəmənt/  heritage /ˈhɛrətɪj/  
landscaped garden /ˈlændskeɪd ˈɡɑːrdən/  lawn /loʊn/  
leaflet /ˈlɪflət/  
locally /ˈlɑːkli/  market segmentation /ˈmɑːkɪt ˈsegməntıfɪn/  
marketing tool /ˈmɑːkɪtɪŋ ˈtʊl/  to meet the needs /tʊ mɪt ðə nɪz/  mill /mɪl/  
miniple /ˈmɪnɪpla/  multiple /ˈmʌltɪpla/  
(pro-)government organisation /priːˈɡʌvərnəmənt əˈgaʊnəmənt/  
pampered /ˈpæmpərd/  to protect /tʊ pʁəktɪk/  
search engine /sɪˈsɛt ˈendʒɪn/  to stimulate /tʊ ˈstɪmljʊteɪt/  
target customers /tæɡt ˈkɑːstəmərz/  trade association /ˈtreɪd əˈsoʊʃən/  
trade name /ˈtreɪd ənɪm/
1 Read the four texts about different types of transport and match them with the pictures.

1 **Air travel** is a fast way of travelling both for domestic and international journeys. Some airline companies operate scheduled flights, when take-off and landing are at major airports in major cities. Because departure and arrival times are regular and guaranteed tickets can be expensive. Alternatively, there are cheap charter flights when a travel company buys all the seats on a plane and sells at a discounted price. Charter airlines and low-cost scheduled airlines often operate from more accessible local airports and fly direct to holiday resorts, particularly in peak season. You usually need to buy tickets in advance. It is also possible to buy round the world tickets where you stop off at different global destinations. There is a limit to how much luggage passengers can carry and it takes time to check-in for flights due to security checks. Nowadays many people try to avoid taking too many flights because they aren’t good for the environment.

2 **Sea travel** can be a clean alternative to air travel. Ferries operate from one mainland destination to another, or between islands, departing and arriving at major ports. You can often take your car on ferries and there are no limits on the luggage you can carry. Journeys are long compared to flights and they can be quite expensive, especially if you sleep in a cabin overnight. You can buy tickets directly from the ferry companies or through tour operators, usually in advance. You can also take a luxury cruise, but they are generally quite expensive, all-inclusive packages.

3 **Rail travel** also has a low environmental impact and is a very flexible and convenient mode of transport because you can buy tickets in advance or just turn up at the station. Price varies a lot according to distance and destination. Luggage allowance is limited on trains, but on long distance trips you can book a bed to sleep in, called a berth. There are also young person’s rail passes for travelling around Europe and many countries have cheap or subsidised rail travel.

4 **Road travel** can be by car or by coach, but neither is very environmentally friendly. Car travel is very convenient because you can choose your own departure and arrival points and times, and take as much luggage as your vehicle can carry. The cost is generally low apart from fuel and any tolls, but travel time can be long. Alternatively you can arrive at your destination and hire a car on arrival, but this can be expensive. Coaches, like trains, follow timetables and you need to buy tickets in advance to be sure of a seat. Journeys can be slow and arrival times are unpredictable because of traffic. They are however cheap and convenient, with stops at both major and minor destinations.

2 Match these words and expressions from the text with their definitions.

1 charter flight a a plane leaving at the same time each day or each week
2 environmentally friendly b a plane journey organised by a company that buys all the seats
3 fuel c a special train ticket you can buy to travel around a specific area for a specific period of time
d bags and suitcases that you take on a journey
4 landing e something that doesn't damage the natural world
5 luggage f the activities to protect a country, building or person against attack or danger
6 peak season g the time of year when a lot of people go on holiday
7 rail pass h what we put in a car to make it go, e.g. petrol or diesel
8 scheduled flight i when an airplane leaves the ground and starts flying
9 security checks j when the plane returns to the ground at the end of a journey
3 Read the four texts again and answer the questions. Be careful, some have more than one answer.

Which type of transport:
1 can be quite expensive if you travel overnight?
   sea
2 has a low environmental impact?
3 has a luxury version with all-inclusive packages?
4 has limits on passenger luggage?
5 has long security checks?
6 has unpredictable arrival times?
7 is convenient because you can choose your own route?
8 is not environmentally friendly?
9 operates between mainlands or islands?
10 has guaranteed departure and arrival times?

4 Listen to the conversation and decide where it takes place (in a ticket office, travel agency, tour operator’s, on the phone) and what kind of tickets the customer wants to buy.

5 Listen to the conversation again and complete it with the missing information.

Woman: Hello, I’d like to buy a ticket to (1) London please.
Ticket officer: Is that a (2) ____________ or a (3) ____________ ticket?
Woman: A (4) ____________ please.
Ticket officer: When do you want to (5) ____________?
Woman: Now.
Ticket officer: And when do you want to (6) ____________?
Woman: Today, please.
Ticket officer: A (8) ____________ day return ticket is (9) ____________.
Woman: What time is the next (10) ____________?
Ticket officer: It’s at (11) ____________ from platform (12) ____________.
Woman: Thank you.

6 Pairwork Role play conversations at the ticket office. Use the dialogue from exercise 5 to help you. Then swap roles.

7 Read these airport procedures and put them in the order you should do them. The first and the last are done for you.

a 7 Arrive at the airport and go to the correct check-in desk.
b 8 Check in your luggage and take your boarding pass.
c 9 Give the airline staff your passport and booking information.
d 10 Present your boarding card and identification for inspection at passport control.
e 7 Proceed to the departure gate when it opens.
f 6 Put your hand luggage and coat through the security check.
g 8 Show your passport and boarding card to staff before boarding.
h 7 Walk through the metal detector.

8 Now listen and check.

9 Read the conversation below between an airline steward and a customer and complete it with the expressions from the box.

Airline steward: Good morning, can I have your passport and booking information, please?
Customer: (1) Here they are. Just one. Yes, I did.

Airline steward: Would you like a window or an aisle seat?
Customer: (2) ____________

Airline steward: Did you pack your bag yourself?
Customer: (3) ____________

Airline steward: Put your bag on the scales, please.
Customer: (4) ____________

Airline steward: How many pieces of hand luggage have you got?
Customer: (5) ____________

Airline steward: Here are your passport and boarding pass. You need to go to gate 3 at 14.20.
10 Match these transport symbols you see in airports with the words in the box.

- buses
- car hire
- parking
- taxis
- trains
- underground

11 Read the text and complete the table.

You’re at your holiday destination, and now you need to continue your journey. Taxis are quick and efficient for short journeys, but they can be expensive. Many charge per passenger, piece of luggage, as well as surcharges for airport and night time journeys. If you want to be free to travel when and where you like, car hire can offer good value. You pay a daily or weekly rate for hiring a car, plus fuel costs and you choose the kind of car you want, but most are bad for the environment. Adventurous tourists can rent a motorbike, moped or bicycle. These are cheaper and also more environmentally-friendly, but watch out for traffic or people stealing your bike! For people on a budget, public transport is a good and green option. Cities usually have a choice of underground, buses, trains and sometimes trams and cable cars too. In small towns, the options are more limited. Cost and convenience vary a lot in different places, so look out for special offers like combination tickets, weekend or all-day travel passes. Of course if you want to save your money and the planet, you could always walk!

<table>
<thead>
<tr>
<th>Mode of transport</th>
<th>Positive things about it</th>
<th>Negative things about it</th>
</tr>
</thead>
<tbody>
<tr>
<td>taxi</td>
<td></td>
<td>bad for the environment</td>
</tr>
<tr>
<td>motorbike</td>
<td>adventurous</td>
<td></td>
</tr>
<tr>
<td>public transport</td>
<td>good for people on a budget</td>
<td>cost and convenience vary a lot</td>
</tr>
</tbody>
</table>

12 Read the email below. Who is it to?

To the head of tourist information

Dear Sir/Madam,

As you know our town is twinned with yours and we are currently working on a joint project to promote tourism in both towns. I am writing to you to find out about the local transport services available. I am preparing a leaflet with information for our residents about what local transport to expect on arrival in your town and I would like some help from you.

We would like to know what public and private hire transport is available; how much it costs on average; whether it is convenient and reliable for getting around town and visiting tourist attractions and any other relevant information.

Please could you write back to me as soon as possible with as much detail as possible?

Kind regards

John Humphries
Tourist information officer
13 Read the email again and answer the questions.

1. Who is the email from?
2. What is the relationship between the two towns?
3. What is the joint project for?
4. Why is John Humphries writing?
5. What information does he want to know?
6. When would he like to receive a reply?

14 You work at a tourist information office. Your boss shows you Mr Humphries’s email and asks you to complete this survey about transport available in your town.

**PUBLIC TRANSPORT**

[Please tick your answers]

- What public transport is available?
  - onboard
  - at the stop/station
  - other

- Are they reliable services?
  - yes, usually
  - not always
  - sometimes
  - not usually

- How much does an average journey cost?

- Are there a lot of stops around town?
  - Yes, there are.
  - No, there aren’t.

- Are they convenient for tourist attractions?
  - Yes, they are.
  - Yes, some are.
  - No, they aren’t.

- Where can you buy tickets for public transport?
  - on board
  - at the stop/station
  - other

- Are there any problems with these modes of transport?
  - traffic
  - overcrowding
  - crime
  - other

15 Writing

Write a reply to John Humphries’s email, using the information in your transport survey. Be honest about the local transport available, but be as positive as possible. Remember you want tourists to visit your town!

Dear Mr Humphries,

Thank you for your recent email. In answer to your questions...

________________________________________________________________________________________________
________________________________________________________________________________________________
________________________________________________________________________________________________
________________________________________________________________________________________________

Kind regards

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**MY GLOSSARY**

<table>
<thead>
<tr>
<th>Word</th>
<th>Pronunciation</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>airline steward</td>
<td>/ˈeɪlɪn stjuːərd/</td>
<td>a person whose job is to look after passengers on a plane</td>
</tr>
<tr>
<td>aisle seat</td>
<td>/aɪl siːt/</td>
<td>a seat that is on the side of an airplane</td>
</tr>
<tr>
<td>berth</td>
<td>/bɜːθ/</td>
<td>a bed or sleeping space in a vehicle</td>
</tr>
<tr>
<td>boarding pass</td>
<td>/ˈboʊdɪŋ pɑːs/</td>
<td>a ticket that allows you to board a plane</td>
</tr>
<tr>
<td>cable car</td>
<td>/ˈkeɪbl kær/</td>
<td>a type of lift that uses cable to move people up or down a hill</td>
</tr>
<tr>
<td>to charge</td>
<td>/tə tʃɑːd/</td>
<td>to pay money for something</td>
</tr>
<tr>
<td>cheap day return</td>
<td>/ˈʃεt dεɪ ˈretn/</td>
<td>a ticket that allows you to travel on a plane for a low price on a certain day</td>
</tr>
<tr>
<td>coach</td>
<td>/kəʊtʃ/</td>
<td>a large, comfortable vehicle that is used for transporting people</td>
</tr>
<tr>
<td>departure</td>
<td>/dəˈpɜːtʃər/</td>
<td>the time when a plane leaves an airport</td>
</tr>
<tr>
<td>discounted price</td>
<td>/dɪskəu ntɪd prɑːs/</td>
<td>a low price for something</td>
</tr>
<tr>
<td>environmentally-friendly</td>
<td>/ɪnvɪərənməntl frɛndli/</td>
<td>not harmful to the environment</td>
</tr>
<tr>
<td>ferry</td>
<td>/ˈfɛri/</td>
<td>a boat that carries passengers and vehicles between places</td>
</tr>
<tr>
<td>fuel</td>
<td>/fjuːl/</td>
<td>the substance or material that is needed to make something run</td>
</tr>
<tr>
<td>gate</td>
<td>/geɪt/</td>
<td>a place where you enter or leave a plane</td>
</tr>
<tr>
<td>hand luggage</td>
<td>/hænd ˈlæɡIDI/</td>
<td>the bags that you can carry on a plane</td>
</tr>
<tr>
<td>landing</td>
<td>/ˈlændɪŋ/</td>
<td>the time when a plane lands on the ground</td>
</tr>
<tr>
<td>long distance</td>
<td>/ˈlɒŋ ˈdɪstnəs/</td>
<td>a journey that is very far</td>
</tr>
<tr>
<td>low environmental impact</td>
<td>/lɔʊ ɪnvɪərənməntl ˈɪmpɛkt/</td>
<td>not causing much harm to the environment</td>
</tr>
<tr>
<td>luggage allowance</td>
<td>/ˈlæɡIDI əˈlaʊns/</td>
<td>the amount of space you are allowed to carry on a plane</td>
</tr>
<tr>
<td>mainland</td>
<td>/ˈmeɪnlænd/</td>
<td>the main part of a country or island</td>
</tr>
<tr>
<td>mopeds</td>
<td>/ˈmɒpəd/</td>
<td>small, two-wheeled vehicles that are used for short distances</td>
</tr>
<tr>
<td>motorbike</td>
<td>/ˈməʊtərbaɪk/</td>
<td>a small, two-wheeled vehicle that you can ride</td>
</tr>
<tr>
<td>overcrowding</td>
<td>/ˈəʊvərˈkraʊdnɪŋ/</td>
<td>too many people or things crowded together</td>
</tr>
<tr>
<td>overnight</td>
<td>/əʊvərˈnɔːt/</td>
<td>during the night</td>
</tr>
<tr>
<td>passenger</td>
<td>/ˈpæsəndʒər/</td>
<td>a person who travels on a vehicle</td>
</tr>
<tr>
<td>peak season</td>
<td>/ˈpiːk ˈsɪzn/</td>
<td>the time of the year when a place is most popular with tourists</td>
</tr>
<tr>
<td>platform</td>
<td>/ˈplætform/</td>
<td>a flat, raised area where trains or buses stop</td>
</tr>
<tr>
<td>private hire</td>
<td>/ˈprɪvət hɪr/</td>
<td>a service where you pay to use a car, van, or coach</td>
</tr>
<tr>
<td>rate</td>
<td>/reɪt/</td>
<td>the amount of money you have to pay for something</td>
</tr>
<tr>
<td>return ticket</td>
<td>/ˈrɛrtʃən ˈtɪkt/</td>
<td>a ticket that allows you to travel on a plane in both directions</td>
</tr>
<tr>
<td>scale</td>
<td>/ˈskɛl/</td>
<td>a tool for measuring something</td>
</tr>
<tr>
<td>scheduled flight</td>
<td>/ˈsɛdjuəl flɪt/</td>
<td>a flight that is planned and advertised in advance</td>
</tr>
<tr>
<td>security checks</td>
<td>/ˈsɪkjuərəti tʃɛks/</td>
<td>tests that make sure that no dangerous items are on a plane</td>
</tr>
<tr>
<td>surcharge</td>
<td>/ˈsɜːtʃər/</td>
<td>extra money that you have to pay for something</td>
</tr>
<tr>
<td>toll</td>
<td>/tɔːl/</td>
<td>money that you have to pay to use a road or bridge</td>
</tr>
<tr>
<td>travel pass</td>
<td>/trəvl pɑːs/</td>
<td>a ticket that allows you to use public transport for a certain amount of time</td>
</tr>
<tr>
<td>twinned towns</td>
<td>/twɪnd tuːnz/</td>
<td>two towns that are very similar</td>
</tr>
<tr>
<td>weekly</td>
<td>/ˈwɪkli/</td>
<td>once a week</td>
</tr>
<tr>
<td>window seat</td>
<td>/ˈwɪnˈdəʊ siːt/</td>
<td>a seat that is near the window of a plane</td>
</tr>
</tbody>
</table>
1 Where do you usually stay when you go on holiday? Make a list of all the different types of tourist accommodation you can think of.

2 Read the text and write the names of the types of accommodation under the pictures.

Nowadays, the choice of tourist accommodation to suit your taste, budget and destination is endless. At the high end of the market there are hotels, offering rooms and meals. Motels are similar, except they are for motorists. So they are generally on major roads and always provide parking, but not always meals. B&Bs, or guesthouses, differ from hotels as they are usually small, less expensive, owner-occupied, family-run businesses without staff on call 24/7. Alternatively, holiday villages are popular with families who may be travelling on a budget. They offer a choice of self-catering accommodation from small wooden cabins or chalets to studio apartments to large holiday villas, all in modern resorts with many leisure and recreational services available on site.

Private holiday rental offers a wide variety of accommodation. Then there are timeshares, where several people own accommodation they can use at specific periods each year. To avoid getting bored with the same destination, how about doing a house swap, where people holiday in each others’ houses?

Hostels provide a low-cost, self-catering alternative to hotels, and appeal to young travellers, as the shared dormitories make it easy to meet people. Increasingly, universities offer campus accommodation in students’ halls of residence during the holidays. This is the type of accommodation you often find on study holidays, but it can also be a cheap and sociable way to take a city break.

If you’re looking for an adventure on a budget, campsites are perfect. You can take your own tent, or even stay in a traditional round Mongolian yurt or a tall Native American tepee. For more comfort, there are also caravans and campervans, which enable you to enjoy a holiday on the move. Finally, if you like to combine transport and accommodation, why not try a barge, a long flat boat which travels on rivers and canals, or a yacht if you prefer the sea.