## **Contents**

CAREE	SKILLS AND KNO	WLEDGE	LANGUAGE SKILLS				LANGUAGE KNOWLEDGE		
t's my job/Where in the World?	Customer care	Find out	Listening	Reading	Speaking	Writing	Language spot	Vocabulary	Pronunciation
What is tourism	1? ● p.4								
Andrew Sharpe	'The customer is always right'	Facts and statistics on your country	Three jobs	Tourism: the biggest business in the world	Careers questionnaire Job skills	Country fact sheet	Describing job skills Describing job routines	Adjectives for job skills Industry sectors Personal Learning Dictionaries	Syllables
World destinati	ions o p.12								
New Zealand, The Balearic Islands	Different destinations – different customs	Country / region fact sheet, brochure, presentation	Where do tourists go? Favourite places	Where do tourists come from?	The biggest spenders and the biggest earners Describing a destination	Describing a destination	Describing resources and features	Tourism features and attractions	Dictionary transcriptions
Tour operators	• p.20								
Begoña Pozo	The personal touch	Tour operators in your country	Why choose a package holiday? The 'Peace in Burma' tour	The role of tour operators An inclusive tour	Talking to tour operators Designing a package tour	A web page for a package tour Describing local tour operations	Asking questions Prepositions of time	Tour operation	Word stress
4 Tourist motivat	ions e p.28								
Kenya	'We know what you want '	Old and new tourism	Reasons for travel and money spent on travel Passenger survey Interview with a Kenyan tour operator	Why do people travel? The changing face of tourism	Changes in tourist motivation	Old and new tourism in your country or region	Talking about reason Describing trends	Reasons for travel	/ʃ/,/tʃ/,/dʒ/
5 Travel agencies	● p.36								
Michaela Cambelová	Identifying needs	Local travel agency evaluation	All in a day's work A new customer Presenting a product	The sales process The impact of the Internet	Investigating a client's needs Suggesting alternatives and making a recommendation	A report on a travel agency	'Open' and 'closed' questions Suggestions and advice	Sales terms	The alphabet
6 Transport in to	urism e p.44								
Cruise ship	Exceeding expectations	Transport in your country	Transport systems and cable cars in San Francisco A cruise ship worker	San Francisco transport timetables and schedules	What is most important for tourists when travelling? Timetable information	Transport and timetable information	Comparing things Describing a timetable	Transport words Adjectives describing transport	/e/,/i:/,/eɪ/ /æ/,/ɑ:/,/aɪ/

1 Personal statement		3 Email to a client 5		at work	7 Messages and me	emos		
2 Letter of application								
• p.60								
	Local accommodation	Taking a reservation by	good hotel? Accommodation in Scotland	about hotels Unusual accommodation Taking a telephone		location	accommodation Services and facilities Describing accommodation:	Question stress
promotion • p.68		Toron outstand sensor (1979)				A		
Learn from your customers	Local tourism promotion	product	Promotional	Presenting a	Adverts Promotional campaign news	Verb patterns Superlatives	Marketing terminology The language of advertising	Phonetic transcriptions
ustry • p.76		WHOM DEN SERVICE CONTROL OF	MICHIGAN TOWNS AND ADDRESS OF THE PARTY OF T		Sometiment of the second			
Questionnaire tactics	Carbon offset schemes and blacklists	The ups and downs of flying Low-cost or traditional?	Tourism and air travel Revolution in the skies	The air travel route map	Producing a questionnaire	'like' or 'dislike' Asking questions politely	Air travel Low-cost carriers	Airport names and codes /t/ and /d/
n a difference • p.84		Name and Parket States of						
Ability and suitability	Cultural tips	At the trade fair Interview with a mountaineer	The Karakoram Experience Cultural differences	Have you ever? Questions on Antarctica Tourist types and holiday types	Cultural tips	Asking and talking about experience Describing service provision	Different holiday types Escape and enlightenment holidays	/b/,/v/,/w/
and sales • p.92								
Putting on the pressure	Local use of GDSs	Taking a booking The origins of CRSs Handing over tickets	Computer	conditions	Confirming a booking	'H'	Reservation systems for tourism	/æ/,/eɪ/,/ɪ/,/a
rtures • p.100								
Care or control?	Your nearest airport	Two airport dialogues	Air passenger rights	The check-in and information desk Incident and action log Controlling passengers	Airport factfile s	to questions and requests	and services Airport language	Sounding firm but polite
	p.60  Smile on the phone  I promotion • p.68  Learn from your customers  ustry • p.76  Questionnaire tactics  a difference • p.84  Ability and suitability  and sales • p.92  Putting on the pressure	p.60  Smile on the phone   Local accommodation    I promotion • p.68  Learn from your customers   Local tourism promotion    ustry • p.76  Questionnaire tactics   Carbon offset schemes and blacklists    1 a difference • p.84  Ability and suitability   Cultural tips    and sales • p.92  Putting on the pressure   Local use of GDSs    rtures • p.100  Care or control?   Your nearest	Smile on the phone Local accommodation Taking a reservation by telephone  I promotion ● p.68  Learn from your customers Local tourism promotion Promotion in tourism  ustry ● p.76  Questionnaire tactics Carbon offset schemes and blacklists Low-cost or traditional?  1 a difference ● p.84  Ability and suitability Cultural tips At the trade fair Interview with a mountaineer  and sales ● p.92  Putting on the pressure Local use of GDSs Taking a booking The origins of CRSs Handing over tickets  rtures ● p.100  Care or control? Your nearest airport An airport worker Two airport dialogues Two more airport dialogues Two more airport	Smile on the phone accommodation accommodati	Smile on the phone accommodation accommodation accommodation accommodation accommodation accommodation accommodation are servation by telephone accommodation are servation by telephone accommodation and accommodation and accommodation and accommodation accommodation and accommodation and accommodation and accommodation acc	Smile on the phone accommodation accommodation accommodation accommodation accommodation are reversation by telephone are reversation about hotels Unusual accommodation accommodation are reversation and telephone are reversational accommodation are reversation about hotels Unusual accommodation are reversation and telephone are reversation and rev	Smile on the phone   Local accommodation   A place to stay Taking a reservation by telephone   Local accommodation   A place to stay accommodation   A place to stay Taking a reservation by telephone   A place to stay accommodation   Adverts   A place to stay accommodation   Adverts   A place to stay accommodation   Adverts   Promotional   Accommodation   Adverts   Promotional   Accommodation   Adverts   Promotional   Accommodation   Adverts   Promotional   Adverts   Promotional   Adverts   Promotional   Accommodation   Adverts   Promotional   Adverts   Promotional   Accommodation   Adverts   Promotional   A	Smile on the phone accommodation arising a reservation by telephone accommodation telephone accommodation accommod