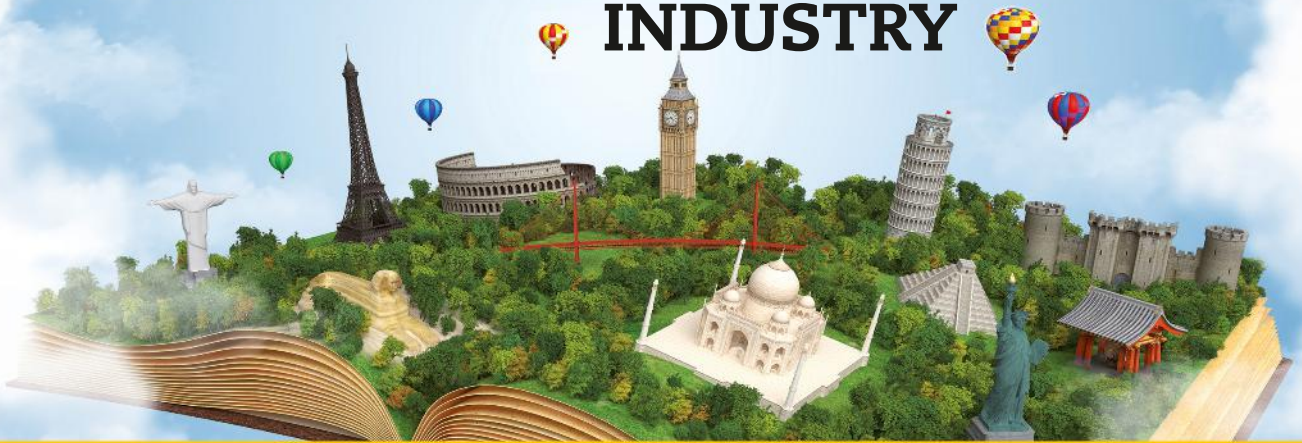


Module 1

THE TRAVEL & TOURISM INDUSTRY



- Unit 0 **PROJECT YOURSELF INTO THE FUTURE**
 - › HOW TO DESCRIBE PEOPLE
 - › PERSONAL QUALITIES TO WORK IN TOURISM
 - › JOB ADVERTISEMENTS: AN INTRODUCTION

Feedback on Competences U0
- Unit 1 **STEP INSIDE THE T&T WORLD**
 - › WHAT IS TOURISM?
 - › MAKING IT PLAIN: *Travel - Journey - Trip - Voyage*
 - › TYPES OF TOURISM
 - › VISITORS vs TOURISTS

Feedback on Competences U1
- Unit 2 **A BIT OF HISTORY**
 - › TOURING THE PAST
 - › KEY MOMENTS IN THE HISTORY OF TOURISM
 - › TOURISM IN THE GLOBAL AGE

Feedback on Competences U2
- Unit 3 **ENVIRONMENTAL, SOCIAL & CULTURAL IMPACTS OF TOURISM**
 - › SUSTAINABLE TOURISM
 - › **CASE STUDY:** THE GREAT BARRIER REEF MARINE PARK
 - › ECO-TOURISM vs SUSTAINABLE TOURISM
 - › SUSTAINABLE TOURISM INTO ACTION
 - › **CASE STUDY:** COSTARICA MONTVERDE CLOUD FOREST

Feedback on Competences U3

COMPETENCES

Acquiring key vocabulary related to personal qualities to work in Tourism

Acquiring key vocabulary related to Tourism

Understanding Tourism as an industry

Recognizing the evolution of the T&T industry over the time

Developing awareness of the Sustainability issues in Tourism

BES FEEDBACK
MODULE 1

WORLD WANDER-WONDERS:
THE 'WAVE' ARIZONA, USA

LITERARY ROADS:
JACK KEROUAC -
'ON THE ROAD'



"Nothing behind me, Everything ahead of me, as is ever so ON THE ROAD."

On the Road - Jack Kerouac

Jack Kerouac was an American novelist, writer, poet, and artist. Kerouac's work was popular, but received little critical acclaim during his lifetime. Today, he is considered an important and influential writer who inspired others, including *Tom Robbins*, *Lester Bangs*, *Richard Brautigan*, and *Ken Kesey*, and writers of the New Journalism. Kerouac also influenced musicians such as *The Beatles*, *Bob Dylan*, *Morrissey*, *Tom Waits*, *Simon & Garfunkel*, *Lebris*, *Ulf Lundell* and *Jim Morrison*. Kerouac's best-known books are **On the Road**, **The Dharma Bums**, **Big Sur**, and **Visions of Cody**.

UNIT 0

PROJECT YOURSELF INTO THE FUTURE



When we dream of our future and our career we have to consider how our own personality and character can influence the career choices we make.



BEFORE YOU START!

Everyone who follows the world of Sport knows the Jamaican sprinter **Usain Bolt**, the fastest man in the world, a true champion. **Bolt** has won 17 gold medals in the Olympics. He is popularly known as "**Lightning Bolt**" and people say he is faster than a bullet fired from a gun. His colleagues say he is **motivated, determined, tough, patient, concentrated, devoted, disciplined, confident, responsible, friendly, flexible, dynamic, hardworking, well-organised, reliable, enthusiastic**. His personal qualities have been crucial for his success!



A **quality** is something that is part of our personality. For example, someone is calm, kind, honest. These are qualities a person has **naturally**.

A **skill** is something that you **have learnt** to do.

Although **skills** are important, an employer will select his/her employees also on ground of their **personal qualities** because they are what makes up the individual's personality. It is personality that will affect the way people operate in the workplace and the way they respond to situations. Some personal qualities are **transferable**, that is they can be applied to several different careers as: *Honesty, Dependability, Reliability, Responsibility, Loyalty, Flexibility, Friendliness, Intelligence*. **However**, each job may require **specific** qualities as well as skills. For instance, being *Empathic, Caring, Compassionate, Committed, Professional, Ethical* and *Emotionally Stable* are essential personal qualities for a job as a **nurse**. **On the other hand**, being *Resourceful, Critical, Objective, Conscientious, Enquiring, Curious, Persistent, Patient, Self-confident* and *motivated* are essential personal qualities for a job as a **journalist**. **Again**, being *Methodical, Accurate, Careful, Patient, Adaptable, Logical, Technological, Rational* can be essential for a job as a **computer programmer**.

1. Match these nouns to their corresponding Italian translation.

ABC

1. confidence • 2. ethics • 3. loyalty • 4. persistence • 5. resourcefulness • 6. accuracy
• 7. friendliness • 8. commitment • 9. dependability / reliability • 10. toughness

A. resistenza • B. fiducia • C. affidabilità • D. precisione • E. lealtà • F. impegno • G. moralità
• H. perseveranza • I. Ingegnosità • J. socievolezza

1 2 3 4 5 6 7 8 9 10

2. Turn the nouns in **EX. 1** into their corresponding adjectives.

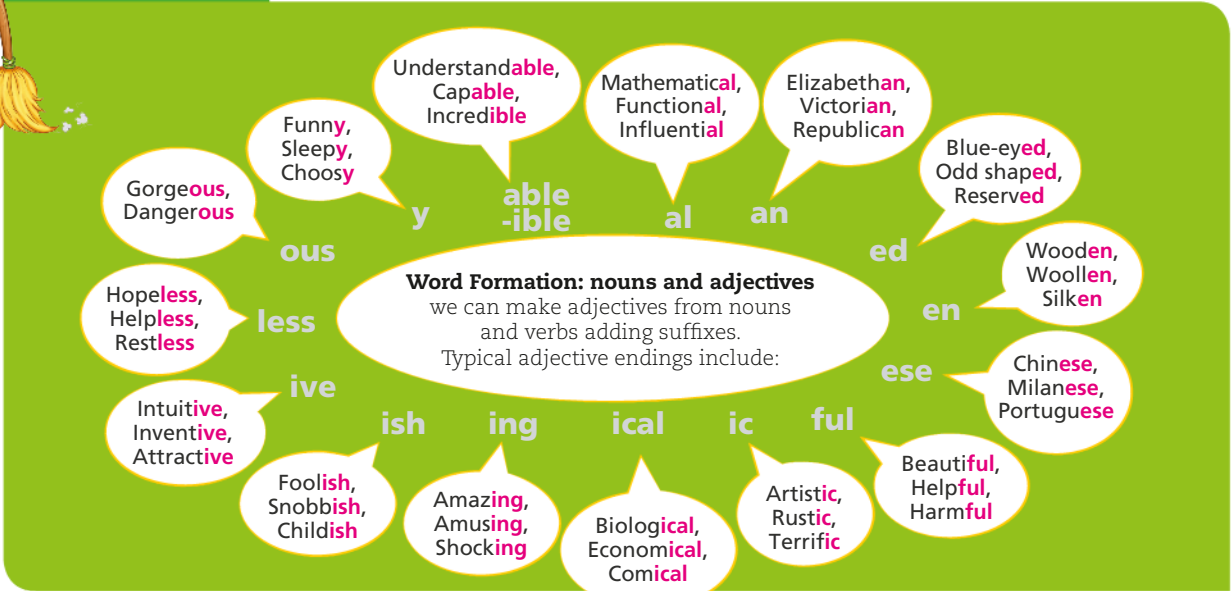


3. Answer these **STEP-BY-STEP** questions.

- Which** factors do employers consider when they select staff?
- Why** are personal qualities important?
- What** are the so-called transferable qualities?
- Are personal qualities the same for all careers?



Grammar Brush-up



4. Write the related adjectives and nouns.



| NOUN | ADJECTIVE | ADJECTIVE | NOUN |
|---------------|-------------------|--------------------|-------------------|
| Method | Methodical | Experienced | Experience |
| Logic | | Harmless | |
| Nation | | Pessimistic | |
| Optimism | | Theoretical | |
| Advantage | | Managerial | |
| Child | | Exchangeable | |
| Power | | Recreational | |
| Help | | Expensive | |

5. Complete the sentences with the correct form of the words.

Example: Jackie is very **ambitious**. She wants to be an actress. (**ambition**)

- The holiday was There was nothing to do and it rained all the time. (**disaster**)
- Jessica was very when she heard that I've lost my job. (**sympathy**)
- You have to be fit and extremely to take part in this sport tour. (**energy**)
- The party promised to cut taxation. (**politics**)

6. Complete the sentences with the correct form of the following words.

mystery • artist • practice • adventure • nerve • grammar

example: The tour guide felt **nervous** before he went on the coach. It was his first day of work.

- Julia is very Last weekend she went bungee jumping with some friends.
- My teacher finds that mistakes are very difficult to correct.
- Michael is very He can sing, dance and play a musical instrument.
- You need a lot of experience if you want to have a job in the Tourism industry.
- Peter looked out of the window and saw a green light in the sky.

“Be like”

IS USED TO TALK ABOUT SOMEONE’S PERSONALITY

HOW TO DESCRIBE PEOPLE

“Look like”

IS USED TO TALK ABOUT SOMEONE’S APPEARANCE



What do you look like, Usain?

Well, I’m very tall (1.96 m.) I’ve got an athletic and muscular body. I’ve got an oval face, big brown eyes, a smiling mouth with full lips, a regular nose and curly short hair.

What are you like, Usain?

I think, I am quite friendly and cooperative. I can be very tough and patient. I am surely determined and enthusiastic.

Here is a list of some adjectives frequently used to describe the personal qualities related to temperament, mind, profession and cooperation. The highlighted words are used in the opposite meaning.

| | | | | | | |
|-------------|---|--|--|---|--|---|
| | ✓ | ✗ | ✓ | ✗ | ✓ | ✗ |
| TEMPERAMENT | CALM GENTLE QUIET | NERVOUS ANXIOUS BOISTEROUS NOISY HIGH-SPIRITED | SENTIMENTAL SENSIBLE WISE THOUGHTFUL PENSIVE | TOUGH INSENSIBLE UNWISE THOUGHTLESS IRREFLEXIVE | EXACTING CHOOSY FUSSY | UNPRETENTIOUS UNDEMANDING COMPLAISANT |
| | PLEASANT KIND | UNPLEASANT RUDE | BALANCED STABLE | UNBALANCED UNSTABLE | TALKATIVE IMPULSIVE | TACITURN LACONIC CAUTIOUS |
| | EASYGOING GOOD TEMPERED | STIFF TOUCHY | IMPERTURBABLE | MOODY TEMPERAMENTAL | SELF-CONFIDENT | INSECURE SELF-DISTRUSTFUL |
| | JOLLY CHEERFUL DEMURE RESERVED | GLOOMY MOROSE EXUBERANT LIVELY | GENEROUS POISED | SELFFISH MEAN DISCOMPOSED | MATURE VOLCANIC | IMMATURE PEACEFUL |
| | OUTGOING SOCIALE | SHY DEMURE INTROVERT | DETERMINED RESOLUTE | INDECISIVE IRRESOLUTE | HONEST DYNAMIC | DISHONEST INACTIVE SLUGGISH |
| | SERIOUS EARNEST | PLAYFUL LIGHT-HEARTED | PATIENT TOLERANT | IMPATIENT INTOLERANT | ATTENTIVE HARDWORKING | CARELESS INATTENTIVE NEGLIGENT |
| | INDUSTRIOUS | LAZY | | | | |
| MIND | SHARP SMART QUICK | DULL STUPID SLOW | WILLING SHREWD BRILLIANT | UNWILLING SLOW-WITTED PLAIN | METHODICAL KNOWLEDGEABLE IMAGINATIVE | DISORGANIZED UNINFORMED UNIMAGINATIVE |
| PROFESSION | EFFICIENT RELIABLE PROFICIENT | INEFFICIENT UNRELIABLE INEXPERIENCED | CONFIDENT RESPONSIBLE SKILLFUL | INSECURE IRRESPONSIBLE UNSKILLFUL | RESOURCEFUL AMBITIOUS COMPETENT | INCAPABLE UNAMBITIOUS INCOMPETENT |
| COOPERATION | ENTHUSIASTIC ENTERPRISING | CARELESS UNENTERPRISING | MOTIVATED INQUISITIVE | APATHETIC UNINQUISITIVE | DEVOTED PERSUASIVE | DETACHED DISCOURAGING |
| | COOPERATIVE HELPFUL RESPECTFUL | UNCOOPERATIVE UNHELPFUL SAUCY | CONCILIATORY SOCIALE AMIABLE | PROVOCATIVE SURLY CONTEMPTUOUS | HUMBLE FRIENDLY POPULAR | PRESUMPTUOUS UNFRIENDLY UNPOPULAR |



WARM UP
YOUR BRAIN



7. Look at these pictures and tick the correct adjective.



She is:

- A. Easygoing
- B. Demure



She is:

- A. Thoughtful
- B. Toughless



She is:

- A. Calm
- B. Boisterous



He is:

- A. Temperamental
- B. Poised



He is:

- A. Outgoing
- B. Shy



She is:

- A. Morose
- B. Jolly



He is:

- A. Sentimental
- B. Tough



He is:

- A. Rude
- B. Polite

8. Replace the adjectives in red with the correct synonyms.



1. loquacious • 2. pensive • 3. determined • 4. choosy • 5. exuberant

- A. Ted's **boisterous** behaviour makes him a funny companion.
- B. Bob's grandma was a very **talkative** old lady
- C. My brother's girlfriend is very **fussy** about eating out.
- D. Sally looked at us with a **thoughtful** expression
- E. Our team was **resolute** to win the match.

- 1 2 3 4 5



KIND

9. Match the correct definition for each of the following adjectives.



A. Knowledgeable • B. Easygoing • C. Poised • D. Boisterous • E. Brilliant

1. Lively, noisy and lacking in discipline.
2. Self-composed, modest in mind or manner.
3. Relaxed and casual in style.
4. Marked by an impressive intellectual acuteness.
5. Having the information, understanding or skill derived from experience or education.

1 2 3 4 5



FRIENDLY

10. Ask and answer as in the example.



example: DEMURE A. New York / *demure* city? B. New York / *exuberant* city

A. Do you think New York city is a *demure* city?

B. I don't think so. In my opinion, New York is an *exuberant* city.

A. war time / *jolly* time

B. war time / *sad* time.

A. John / *impulsive*

B. John / *cautious*.

A. betting / *wise* habit

B. *unwise* habit.

A. losing your wallet / *thoughtful* action

B. *thoughtless* action.

A. postponing things to do / *dynamic*

B. postponing things to do / *sluggish*.

Qualifiers are words used before an adjective to **increase** or **decrease** its qualities. Some of the most common qualifiers are:

Grammar Brush-up

VERY = molto
NOT VERY = non molto
A BIT = un po'
TOO = troppo

QUITE
RATHER
PRETTY

FAIRLY
SOMEWHAT
ENOUGH

=
 piuttosto, alquanto,
 abbastanza

ABSOLUTELY = assolutamente
TOTALLY = totalmente
COMPLETELY = completamente

HIGHLY = pienamente
EXTREMELY = estremamente

REALLY = veramente
NOT AT ALL = per niente

11. Choose the appropriate qualifier.



1. That hotel was expensive for us. So we chose a cheaper one. A. not very B. too
2. My suitcase is heavy. I can't carry it. A. extremely B. not at all
3. Last night my house wasn't warm I had to turn on the heating. A. totally B. enough
4. I will wear light clothes today, it's hot. A. not at all B. very
5. At the end of a hard working day he feels exhausted. A. totally B. a bit
6. I think she is mad. A. enough B. completely
7. The film was wonderful. A. absolutely B. extremely
8. My husband cooks well. A. too B. fairly
9. Sean's girlfriend is nice. A. really B. totally
10. The Guggenheim Museum is a fantastic museum. A. very B. really

1 2 3 4 5 6 7 8 9 10

12. Describe the size of each golden egg using **one or more** of the given qualifiers.

1. too big • 2. a bit small • 3. quite big • 4. rather small
5. extremely small • 6. not very big • 7. too small • 8. really big
9. very big • 10. not very small • 11. really small • 12. not at all big

a b c d e f



13. Match the following adjectives with their Italian translation.



1. moody • 2. sluggish • 3. saucy • 4. selfish • 5. touchy • 6. shrewd • 7. fussy • 8. surly • 9. skillful
• 10. demure

- A. impertinente, sfacciato • B. astuto, calcolatore • C. esigente, meticoloso • D. abile, capace
• E. riservato, schivo • F. intrattabile, scontroso, musone • G. indolente, lento • H. egoista
• I. suscettibile, permaloso • J. mutevole, volubile

- 1 2 3 4 5 6 7 8 9 10

14. Adjectives ending in -y are often used to describe personality.

Match each adjective with the corresponding description of the personality.

- fussy** • **saucy** • **friendly** • **touchy** • **moody** • **surly**

- My daughter is sixteen and, as every teenager in the world, she is very temperamental and changes her disposition of mind several times a day
- My boss is a successful manager who owes his brilliant career to his methodical attention to details. I must admit that working with him is not always easy as he is so exacting and he likes everything to be in the right place all the time
- Bob is a bad-tempered person, he frowns at everyone who comes near him
- Mr Preston's son is only five but he is a really cheeky child disrespectful in speech and behaviour
- Our new teacher is always disposed to help and support us in case of need. He is warm and shows interest in our problems
- I think you should watch what you say around Shirley, she is ready to take offense about every little thing. I often say to her: "Don't be so thin-skinned. I was just kidding."



ENVIRONMENTALIST



15. Write a very short description of someone you know using one of the adjectives in **EX. 13**. **Say** who this person is and point out the situations that most highlight this person's characteristics.



WHAT DO YOU LOOK LIKE? WHAT ARE YOU LIKE?

16. Now, fill in the grid below with the appropriate adjectives for describing your own personal qualities. Use the adjectives on **page 13**.

| Adjectives that describe your | | Adjectives that do Not describe your | |
|-------------------------------|-------------|--------------------------------------|-------------|
| Appearance | Personality | Appearance | Personality |
| | | | |
| | | | |
| | | | |





19. Mark these statements are **True** or **False** and **correct** the **False** ones.

- | | |
|---|-----|
| 1. Someone who counts to ten before he speaks is an impulsive person | T F |
| 2. Someone who is always late is a dependable person | T F |
| 3. Someone who likes to do things carefully and in detail is a generous person | T F |
| 4. Someone who never loses his control is a poised person | T F |
| 5. Someone who is shy and easily embarrassed in social situations is a brilliant person | T F |
| 6. Someone who has a strong commitment to what he does is a hard working person | T F |
| 7. Someone who is calm and good at controlling is a meticulous person | T F |

20. Look at the table on page 13 and the Grammar Brush up on page 17, and find the opposites of these adjectives.

Example: Helpful \longleftrightarrow Unhelpful, Helpless, Useless.

- | | |
|------------------|-------------------|
| 1. Sharp | 6. Calm |
| 2. Quick | 7. Reliable |
| 3. Fussy | 8. Lively |
| 4. Jolly | 9. Able |
| 5. Earnest | 10. Polite |

21. Here are some **positive** and **negative** pairs of adjectives to describe personal qualities. Tick \checkmark the positive pairs and cross \times the negative ones.

- | | | |
|----------------------------|-----------------------------|------------------------------|
| 1. Sensible and Pensive | 4. Helpful and Tolerant | 7. Nervous and Insecure |
| 2. Immodest and Unreliable | 5. Boisterous and Impulsive | 8. Efficient and Independent |
| 3. Lazy and Insincere | 6. Lively and Inquisitive | 9. Unreliable and Saucy |

FCE

22. Match the adjectives above with the descriptive sentences below.

Example: This is his first day at work. He cannot manage the problems. He is **inexperienced**

- | | |
|--|--|
| 1. Ask him anything and it will be done well on time. | 6. She is willing to assist her friends in need. |
| 2. He never says what he really thinks. | 7. He moves slowly even at work. |
| 3. She can't take life quietly. | 8. She's always inquiring, she is a really curious person. |
| 4. He is able to withstand or accept the others' opinions. | 9. She always thinks deeply before doing anything. |
| 5. His rough attitude hurts me. | 10. I can't trust him. |



HUMOROUS

23. Match the Synonyms and Antonyms below with the given adjectives.

Irresolute • **Unsociable** • **Inconsiderate** • **Resolute** • **discreet** • **Outgoing** • **Open-handed** • **Easygoing** • **Lazy** • **Talkative** • **Tenacious** • **Demanding** • **Industrious** • **Selfish** • **Trustworthy** • **Delicate**

| ADJECTIVE | SYNONYMS | ANTONYMS |
|------------------|-------------|----------|
| Generous | open-handed | selfish |
| Reliable | | |
| Hardworking | | |
| Determined | | |
| Tough | | |
| Relaxed/informal | | |
| Extroverted | | |
| Loquacious | | |



SLEEPY



SLUGGISH



THIRSTY



HUNGRY



CALM



ENERGETIC



CREATIVE



WISE

QUALITIES YOU NEED TO WORK IN THE TRAVEL & TOURISM INDUSTRY

The Travel and Tourism Industry is a **global**, ever-growing industry with a variety of opportunities for work, career and benefits.

To **succeed** in this industry you will need specific personal qualities because the people you will be serving are different, as well as the situations you will have to **face**.

Therefore, essentially you need to be: *interested in people, empathic, attentive to details, good tempered, positive, communicative, friendly, patient, organised, outgoing, proficient, enthusiastic, amiable, discreet, healthy, fit, professional, responsible and resourceful, a good listener and, of course, presentable.*

The advantage with working in this industry is that some of these basic qualities required in one area of the industry could be useful in another area. **For example**, if you work as an air hostess, some of the skills and qualities you **acquire** will be useful whether you choose to work, **later on**, in the **hotel** industry, as a travel consultant or even as a tour guide. **However**, remember that **COMMUNICATION IS THE KEY !**

In Travel and Tourism, you have to communicate with lots of different tourists from different cultures and places with different behaviours, food preferences.

So, you need to have very good **communication skills** particularly when you are negotiating travel and **accommodation** deals with a lot of different hotels and companies or have to solve problems.



24. Answer these **STEP-BY-STEP** questions.

1. **What kind** of industry is the Travel and Tourism Industry?
2. **What** do you need to succeed in the Travel and Tourism Industry?
3. **What** is the key to work in the Travel and Tourism Industry?
4. **What** do you have to keep in mind when you deal with tourists?



25. Make questions out of these sentences, using the suggested question words.

Example: The Travel & Tourism industry provides lots of job opportunities. (**What**)
What does the Travel & Tourism industry provide?

1. To succeed in the Travel & Tourism industry you need specific qualities. (**What**)
2. You can succeed in the Travel & Tourism industry thanks to specific qualities. (**How**)
3. People working in Tourism can transfer their specific qualities from one area to another of this industry. (**Where**)
4. Being communicative is a primary quality for people working in Tourism because they have to deal with different people of different cultures. (**Why**)
5. People working in Tourism need to be good communicators when they have to negotiate travel and accommodation deals. (**When**)



26. Match these synonyms to the **underlined** words in **bold** in the text.

ABC

1. lodging = **a** • 2. win = **s** • 3. worldwide = **g** • 4. confront = **f** • 5. develop = **a**

27. Choose the correct alternative.

ABC

- | | | |
|-----------------------|------------------------------------|---|
| 1. Empathic means: | A. Feeling panic | B. Feeling understanding for others |
| 2. Presentable means: | A. Fit to be presented | B. Fit to present someone or something |
| 3. Resourceful means: | A. Able to solve tests | B. Able to solve difficult situations |
| 4. Outgoing means: | A. Sociable | B. Sensible |
| 5. Proficient means: | A. Having a good competence | B. Having an advanced competence |
| 6. Amiable means: | A. Cordial | B. Good looking |

1 2 3 4 5 6

JOB ADVERTISEMENTS

Job advertisements are very useful to highlight the requirements for a given job, in terms of **skills** and **personal qualities**. Let's have a look at some **job ads** for the recruitment of people in the Travel and Tourism careers. Here are a few examples:

AD is short for
ADVERTISEMENT
= Annuncio pubblicitario

From the verb
ADVERTISE
= Pubblicizzare

1

Travel Agent | Award-winning Travel Company India and Arabia Travel Agent.

A fantastic opportunity for an **experienced** India and Arabia Travel agent who is looking for a new challenge! Working within the India and Arabia sales team, based in our London office, you must be **passionate** and **determined** about travel, a **proven** and **excellent** sales expert, proficient in at least three foreign languages and **knowledgeable** of the Indian and Arabian travel destinations. Areas covered include Bhutan, Dubai, Egypt, India,...

http://www.traveljobsearch.com/jobs/tour_operator_jobs/

2



We are a **dynamic** and **vibrant e-channel distributor** of Hotels and Travel looking for a professional willing to join our current team as a:

Travel Consultant

Requirements: **Experienced** in the Travel sector • **Enthusiastic** and **Communicative** • **Self motivated** and **independent**. Salary will be based on working experience.

Interested applicants please send your resume and indicate your expected salary:

george@asiatravel.com

3

Tour Guides | Job Vacancy in London

We are looking for **tour guides** for our new sightseeing department. You will be required to walk around London for the tour, so, you must be **fit** and **able to keep up** a good conversation, and be a real people person. Full training will be given. Applicants should be: **pleasant, welcoming, motivated, energetic, outgoing, communicative, knowledgeable** of at least four foreign languages and of London culture and history, **willing** to work at weekends and holidays. To apply for the role, please send: your CV and completed application to:

jobs@thecelebrityplanet.com

28. Fill in the table with the adjectives used in the **job ads**.



| AD | TEMPERAMENT | PROFESSIONAL ABILITY |
|----|-------------|----------------------|
| 1 | | |
| 2 | | |
| 3 | | |

29. Answer these **STEP-BY-STEP** questions.

- What** does the word **AD** stand for and **where** does it derive from?
- What** do **job ads** highlight?
- Where** will the travel agent have to work?
- What kind of** agency is looking for a travel consultant?
- What** specific physical condition does **AD 3** require and why?





30. Read about four people working in the tourist industry. **Match** each person to one of the following jobs:



TOUR LEADER • TOURIST INFORMATION OFFICER • MUSEUM ATTENDANT • HOTEL RECEPTIONIST

I like my job because everyday is different. I feel part of a team and we all get on well. I have to check guests in and out of the hotel, take bookings, answer phone enquiries, and sort out problems. For a job like this, you need to be sociable and diplomatic.

.....

I work mainly indoors. My job is to patrol the museum or gallery for security, conduct tours, give visitors information about exhibits and displays, check that all visitors have left at closing time. In this job you need to have an outgoing and friendly nature.

.....

I work in the centre of Sidney. My job is to advise tourists about accommodation, transport, tours, local attractions and places of interest. It takes a lot of energy and you need to be patient and friendly and have good organisational skills.

.....

You need to be calm and resourceful for this job. Basically I'm responsible for the planning and organisation of a tour. I check the transport arrangements, organise the accommodation, the meeting times and places.

.....

31. Find two adjectives in the texts in Ex.30 that describe the personal **qualities** needed for each job. Then **add** one more of your own.



| TOURIST INFORMATION OFFICER | TOUR LEADER | MUSEUM ATTENDANT | HOTEL RECEPTIONIST |
|-----------------------------|-------------|------------------|--------------------|
| | | | |
| | | | |
| | | | |



32. Pair work. Choose a job from this list of jobs from the Tourism industry.

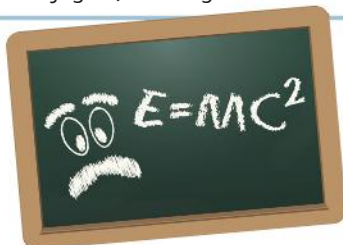
Travel Agent • Restaurant Manager • Interpreter • Tour Guide



Imagine it is your job. Think about: • what you do everyday • the personal qualities you need. **Describe it to your partner and then ask him/her to guess your job.**

Here are some useful hints about duties:

- Planning menus, handle the day-today business, dealing with customers complaints
- Being specialised in the history, art, and architecture of a particular province and impart this knowledge to groups of visitors
- Translate oral messages simultaneously or consecutively into specified languages
- Booking hotel rooms and flights, advising clients on travel destinations, collecting payments



"I Love to travel, but Hate to arrive"
Albert Einstein
 German physicist 1879-1955

33. Translate these sentences from Italian into English.



1. Gli annunci di lavoro evidenziano le qualità e abilità richieste dal datore di lavoro.
2. La personalità di un individuo è un fattore importante per una carriera di successo.
3. L'agenzia di viaggi Travel Guru sta cercando un agente per il suo ufficio a Roma.
4. I colleghi di Tom dicono che lui è affidabile, socievole, determinato e gran lavoratore.
5. Alcune qualità personali sono richieste per determinate carriere.
6. Per essere un cassiere si deve essere onesti, responsabili, organizzati, attenti ai dettagli.
7. Il signor Preston è piuttosto curioso, perciò non piace molto alla gente.
8. È troppo tardi per andare al cinema, ma siamo alquanto in tempo per la partita.

PET

34. Listen and choose the correct answer.



Barbara is ...

- A. easygoing
- B. helpful
- C. sensible



Doris is ...

- A. efficient & punctual
- B. punctual & enthusiastic
- C. efficient & polite



Janet is ...

- A. careful
- B. cheerful
- C. dull



Paul is ...

- A. impatient
- B. attentive
- C. confident



Jessica is ...

- A. lovable
- B. expressive
- C. creative



Pamela is ...

- A. able to work with focus lenses
- B. able to work under pressure
- C. able to work alone

Don't forget to look up in your dictionary!



CURIOSITY KILLED THE CAT



E-CHANNEL DISTRIBUTION IN THE TOURISM & HOSPITALITY INDUSTRY

Over the last decades, the rapid growth of **e-commerce** has encompassed also the **online travel business**. *Travel & Tourism e-commerce* works through **e-channel distributors'** websites, that are *Online Travel Agencies* (OTA) which advertise hotel and travel products. **E-distribution** allows online visibility and pays good dividends in terms of an increase of sales. (see page 79)



Feedback on Competences | unit 0

1. Choose the correct alternative.

COMPETENCE: UNDERSTANDING WHICH WORD IS APPROPRIATE TO THE CONTEXT

- | | | |
|---|-------------------------|-------------------------|
| 1. A quality is something a person | a. possesses | b. learns |
| 2. A skill is something a person | a. possesses | b. learns |
| 3. Transferable qualities are applied to | a. different careers | b. specific careers |
| 4. The employer is the person who | a. gives work to people | b. works for people |
| 5. The employee is the person who | a. gives work to people | b. works for people |
| 6. Look like is used for | a. personality | b. appearance |
| 7. Be like is used for | a. personality | b. appearance |
| 8. Extremely before an adjective is a/n | a. increasing qualifier | b. decreasing qualifier |
| 9. Not at all before an adjective is a/n | a. increasing qualifier | b. decreasing qualifier |
| 10. Ad is the short form of | a. advertisement | b. advertise |

1 point for each correct item ... / 10

2. Translate the following adjectives. Then write the opposites.

COMPETENCE: USING THE ADJECTIVES THAT DEFINE PERSONAL QUALITIES

1. ambizioso • 2. riflessivo • 3. motivato • 4. affidabile • 5. di successo • 6. responsabile • 7. leale
 • 8. paziente • 9. organizzato • 10. ottimista • 11. competente • 12. abile • 13. efficiente • 14. disposto a collaborare • 15. determinato • 16. socievole • 17. allegro • 18. puntuale • 19. estroverso • 20. accurato

2 points for each correct item ... / 40

3. Read and fill in with the most suitable word.

COMPETENCE: USING THE CORRECT VOCABULARY RELATED TO JOBS IN TOURISM

If you want to 1 your love of travel with work, then being a tour manager could be an ideal 2 choice. You would be responsible for 3 the travel arrangements of holiday makers and business clients, making sure everything runs according to plan. You will have to check the transport arrangements, organise the accommodation, the meeting 4 and places. You would accompany passengers throughout their tour, keeping them informed about details like arrival and departure times and places 5 interest. To be a good tour manager, you would need: experience of planning and organising trips, excellent "people" 6 and foreign languages, the 7 to deal calmly with emergencies. Personal qualities are often more important than 8 qualifications. You 9 to be calm and resourceful, self-confident, polite and 10

- | | | | |
|--------------------|-----------------|------------------|------------------|
| 1. a. combination | b. combine | c. combining | d. comb |
| 2. a. career | b. profile | c. work | d. Tourism |
| 3. a. manage | b. managerial | c. managing | d. management |
| 4. a. days | b. months | c. times | d. minutes |
| 5. a. of | b. in | c. at | d. to |
| 6. a. requirements | b. difficulties | c. experiences | d. skills |
| 7. a. stupidity | b. ability | c. qualification | d. quality |
| 8. a. informal | b. useless | c. formal | d. ordinary |
| 9. a. need | b. must | c. mustn't | d. don't have to |
| 10. a. rude | b. tactless | c. meaningful | d. tactful |

1 point for each correct item ... / 10

4. Answer these questions.

COMPETENCE: EXPRESSING THE BASIC REQUIREMENTS FOR JOBS IN TOURISM

- Why** are personal qualities important for employers when they select staff?
- What** are some of the main essential qualities needed to work in the T & T Industry?
- What** is the key aspect when working in Tourism?
- What** do job advertisements highlight?
- How** are e-channel Tourism distributors called?

4 points for each correct item ... / 20

total score ... / 80

0-33/80 = poor | 34-42/80 = basic | 43-55/80 = good | 56-70/80 = very good | 71-80/80 = excellent

UNIT 1

STEP INSIDE THE T&T WORLD

“For my part, I travel not to go anywhere, but to go. I travel for travel’s sake. The great affair is to move.”

Robert Louis Stevenson (1850-1894) Scottish novelist and travel writer



track 02

WHAT IS TOURISM?

The **World Tourism Organisation (WTO)** gives the following definition of **Tourism**: *“Tourism comprises the activities of persons travelling to and staying in places outside their usual environment – for not more than one consecutive year – for leisure, recreation, business and other purposes.”*

Actually, Tourism is the temporary **MOVEMENT** of people, for any **PURPOSE**, to destinations outside the places where they normally live and work. It also includes the

activities during their stay at these destinations. **Tourism is different from Travel**. **Travel** is the movement of people or objects, such as aeroplanes, trains, boats and other **CONVEYANCES**, between locations. **Tourism**, instead, is travel for **recreational, leisure** or **business** purposes. **As a consequence**, **Tourism** is a dynamic, complex industry which needs to be constantly adapted to the ever-changing **REQUIREMENTS** of today’s international tourists.

Tourism is considered as the world’s largest and fastest-growing industry and the **Tourism industry**

is considered the **“Big employer”** in the world, as it offers unlimited **OPPORTUNITIES** for employment. The **main AIM** of Tourism is to achieve a balance between the customer’s **satisfaction, safety, enjoyment** and the business **profit**.

Tourism is a *service industry* which offers services provided by different sectors, such as:

Accommodation: the **PROVISION** of lodging and other guest services.

F&B or **CATERING services**: the provision of food & drinks for people away from home.

RECREATION & Entertainment: the provision of facilities or services for **LEISURE** activities.

Transportation: the provision of means of transport, equipment and services.

Travel service: the provision of all the services for travellers (booking, ticketing...)



1. Answer these **STEP-BY-STEP** questions.

- What** is the difference between Tourism and Travel?
- What** kind of industry is the Tourism industry?
- How** is it considered?
- What** is the main aim of Tourism?
- What** sectors provide the services offered by the Tourism industry?



2. Match the words in **bold** in the following sentences to the **underlined** synonyms in the text.

ABC

- Travel and Tourism involve the **displacement** of people and things.
- Proficiency in at least three foreign languages was one of the basic **prerequisites** for the job.
- The **means of transport** provided for the trip were a deluxe coach and a ferry boat.
- He saved all that money because his **aim** was to go on a cruise.
- Those tourists spent all their **free** time swimming.
- British Airways deals with the **supply** of international flights.
- He had good **chances** to get the job, thanks to his long experience in travel and Tourism.
- This package holiday to Hawaii provides a wide **assortment** of leisure activities.
- All the restaurants were fully booked but we could find **food & beverage** services in a venue down town.
- The hotel offered good quality **entertainment** for all the family.

CURIOSITY KILLED THE CAT



ORIGIN OF THE WORD TOURISM

Etymologically, the word **TOUR** is derived from the Latin, ‘**tornare**’ and the Greek, ‘**tornos**’, meaning ‘**circle**’ and **movement** around a central point or ‘axis’. The suffix ‘**ism**’ defines an action or process; typical behaviour or quality, while the suffix, ‘**ist**’ denotes ‘one that performs a given action’. **Therefore**, a circle may represent a starting point, which in the end returns back to its beginning. **In fact**, like a circle, a tour represents a journey in that it is a round-trip, i.e., the act of **leaving** and then **returning** to the **original starting point**. **So**, one who takes such a journey can be called a **tourist**.

MAKING IT PLAIN!



Some terms related to Tourism may be a bit confusing, so let's stop a while to make them clear.



TRAVEL

Refers to the **ACT OF TRAVELLING** in general

- Cultural **travel** was very popular in the Middle Ages.
- My **travels** abroad are always very relaxing.

The word "**Travel**" can be: **noun, adjective** or **verb**.

- "Gulliver's **travels**" was written by Jonathan Swift
- **Travel** distances by coach may be uncomfortable
- He would like to **travel** more often than he does

TRIP

Usually involves **MORE THAN ONE single journey**, like a **return trip**. It is used for **SHORT** journeys and their purpose, like **day** trips, **round** trips and **business** trips.

- This is a **boat trip** down the river to the sea.
- I loved going on my **shopping trips** with her.

LEISURE

Is **defined as free time away from business, work, duty and domestic routine**.

Social **leisure** involves leisurely activities in social settings, such as sports or clubs.

Leisure is considered a **human right** under the *Universal Declaration of Human Rights*.

JOURNEY

Is **one single piece of travel**. It is used for **LONG** distance journeys.

- The **journey** to Milan takes 5 hours by car.
- Bob made a **journey** to India last year.

JOURNEY has also a **SYMBOLIC** meaning

- Drug rehabilitation is a very long **journey**.
- The Beatles made a spiritual **journey** in the 1970s.

VOYAGE

Refers to **A LONG JOURNEY AT SEA OR IN THE SPACE**.

- Columbus discovered America after a long **voyage**.
- Apollo 11 took man on the first **voyage** to the moon.

TOUR

is a **long journey with visits to a number of places of interest in sequence** often with an organized group led by a guide.

- We went on a 10-day **tour** of Brazil.
- The president is planning a European **tour**.

RECREATION

is something that happens during leisure; it is a **voluntary participation** in **enjoyable leisure activities**. There is a wide variety of recreational activities, such as: *social, individual, active or passive, outdoors or indoors, healthy or even harmful...*

Ex. playing or listening to music, watching movies...

3. Fill in with:

Travel • Journey • Voyage • Trip • Tour • Leisure • Recreation



1. The distance between London and Cambridge is 95 km.
2. activities are taken up during time.
3. expenses were granted by the company.
4. When we spent our holidays in Austria, we often went on walking in the Tyrol.
5. Mountain clothing and equipment are essential for a safe and enjoyable
6. In our summer holidays we have a lot of Time.
7. When I can, I prefer to by air.
8. The Titanic sank on her maiden
9. The famous band began a world with four concerts in Germany.
10. This hotel offers different activities.
11. That journalist has worked in adventure since 1990.
12. At the NASA they are preparing a to Mars.
13. We are on the last leg of our through Europe.
14. He wrote about his many into the South Seas.
15. For their honeymoon, they decided to go on a long across the country.

TYPES OF TOURISM

Tourism can be classified in different ways, according to the:

Length of stay: *Day Trips, Short Break: 2-4 days with 1-3 overnight stays and so on.*

Purpose: *Leisure, Business, Religious, Cultural, Thermal, Incentive and so on.*

Means of transport: *Plane, Train, Coach, Car, Motorbike, Bike, Camper Van and so on.*

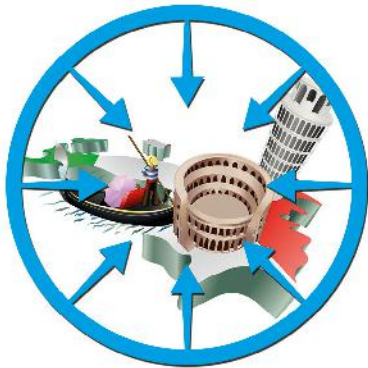
Accommodation: *Hotel, Residence, Cottage, House, Holiday Camp, Campsite and so on.*

Holiday organization: *Individual, All-inclusive Package Holiday...*

However, the main types of Tourism relate to the:

Place of destination: *International Tourism; Domestic Tourism.*

Direction of tourist flows: *Incoming Tourism, Outgoing Tourism.*



DOMESTIC OR INTERNAL TOURISM

refers to the travel of residents **within the borders** of **their own country**. Domestic Tourism involves taking holidays, short breaks and day trips in your own country.

Typical examples are:

- a group of young **Italian** people taking a weekend break anywhere in **Italy**;
- a freshly married **French** couple on a regional honeymoon tour in **France**;
- visits to relations in another region of your country.

INBOUND OR INCOMING TOURISM

refers to the travel of people **from another country into your country**.

This is considered a type of International Tourism.

Typical examples are:

- a group of **American** tourists on their trip to **Europe**;
- a party of **foreign** Nobel prize winners coming to **Sweden**;
- People from **China** entering **Italy** to visit relations;



OUTBOUND OR OUTGOING TOURISM

refers to the travel of people **from your country to a different country**.

This is also considered a type of international Tourism.

Typical examples are:

- a family from **Italy** going on holiday to **Spain**.
- **Italian** businessmen travelling to the **USA** to visit an important exhibition;
- a day tripper from **Sri Lanka** visiting the **Maldives**.

The **World Tourism Organization (WTO or UNWTO)** is the **United Nations agency** responsible for the promotion of *responsible, sustainable and universally accessible Tourism* worldwide. WTO encourages the implementation of the **Global Code of Ethics for Tourism**, to maximize Tourism's socio-economic contribution while minimizing its possible negative impacts. It is committed to promoting Tourism as an instrument in achieving the United Nations **Millennium Development Goals (MDGs)**, towards reducing poverty and fostering sustainable development.

<http://www2.unwto.org/>



4. Answer these **STEP-BY-STEP** questions.



1. **What** does the acronym **WTO** stand for?
2. **Where** does the word Tourism derive from?
3. **How** can Tourism be classified?
4. **What** do domestic, inbound and out bound Tourism refer to?

INCENTIVE TRAVEL / TOURISM
Incentive Travel / Tourism consists of trips planned by companies as a reward or a motivational bonus to the best employees or salespeople for a well done job or excellent sales results

5. Choose the correct alternative.



1. Domestic Tourism develops: **A.** within the resident's country • **B.** beyond the resident's country
• **C.** outside the resident's country
2. In inbound Tourism visitors:
A. leave your country as tourists
• **B.** arrive into your country as tourists
• **C.** live in your country as tourists
3. Japanese visitors on a trip to Italy, do:
A. inbound Tourism • **B.** outbound Tourism
• **C.** domestic Tourism
4. Brazil football team going to a country for an international event, does:
A. inbound Tourism • **B.** outbound Tourism
• **C.** domestic Tourism
5. A day tripper from Palermo to Lampedusa does:
A. inbound Tourism • **B.** outbound Tourism
• **C.** domestic Tourism



6. Complete the sentences with the given words.



A. inbound • **B.** business • **C.** beyond • **D.** borders • **E.** home country • **F.** outbound
• **G.** coming • **H.** domestic • **I.** affordable

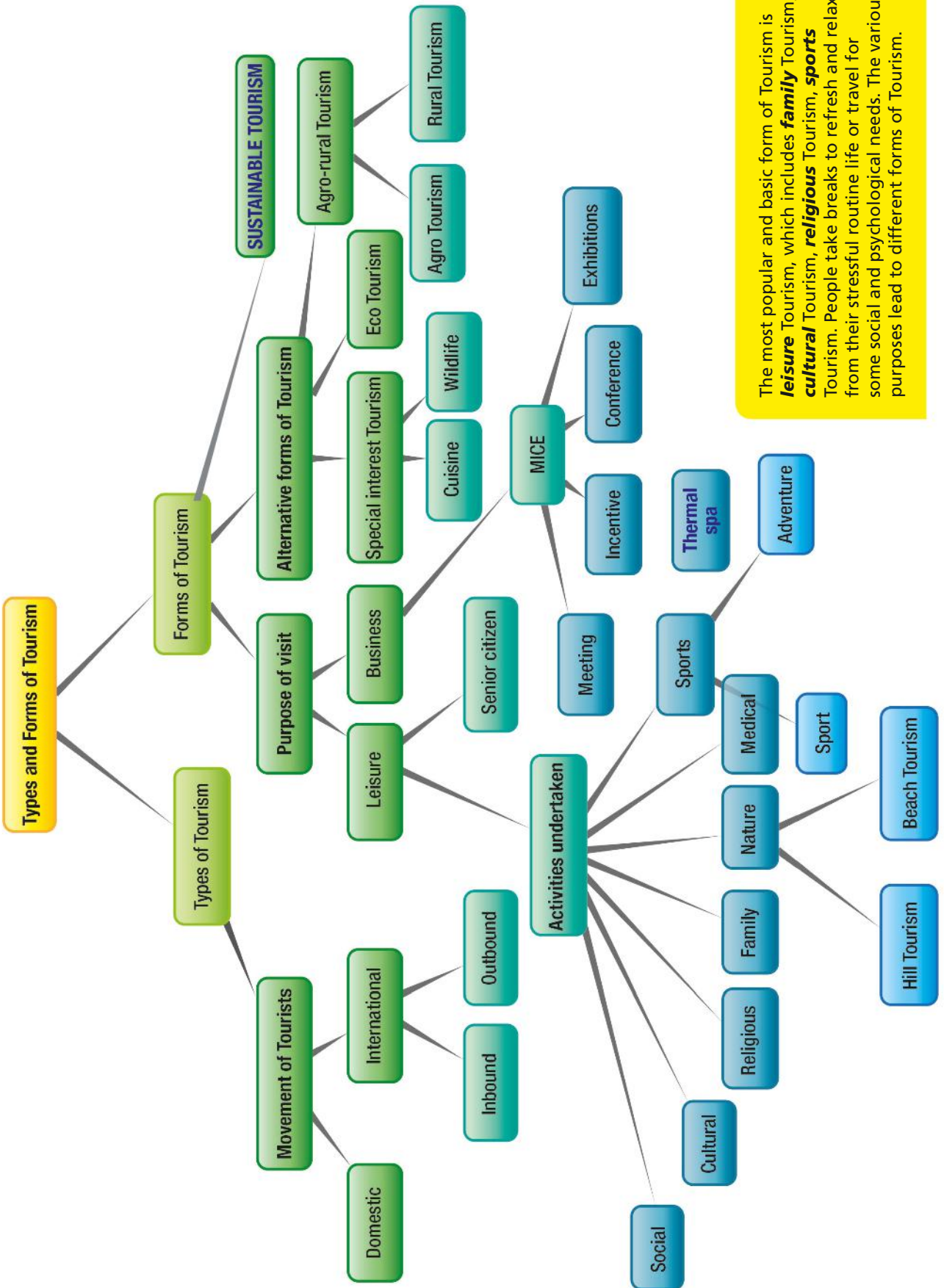
1. When people travel within the of their home country, they do domestic Tourism.
2. Tourism is the most common because it is more
3. Outbound Tourism involves moving the borders of your own
4. When a group of Italian managers go to New York for, they do Tourism.
5. Foreign stylists to Milan for the Fashion week, do Tourism.

HERE ARE SOME COMMON ACRONYMS USED IN THE T&T SECTOR:

VFR = Visit Friends & Relatives
STI = Special Interest Tourist
MESE = Meetings, Exhibitions & Special Events
MICE = Meetings, Incentives, Congresses

BROADLY SPEAKING, TOURISTS MAY BE CLASSIFIED ACCORDING TO WHERE THEY TRAVEL FROM. SO, THERE ARE:
INBOUND
OUTBOUND
DOMESTIC
TOURISTS





The most popular and basic form of Tourism is **leisure** Tourism, which includes **family** Tourism, **cultural** Tourism, **religious** Tourism, **sports** Tourism. People take breaks to refresh and relax from their stressful routine life or travel for some social and psychological needs. The various purposes lead to different forms of Tourism.



7. Match each phrase with the corresponding type or form of Tourism it refers to.

1. nature • 2. incentive • 3. sport • 4. adventure • 5. health • 6. religious • 7. eno-gastronomic
 • 8. beach • 9. medical • 10. business • 11. cultural • 12. wellness • 13. rural

- A. Relaxing and practicing at Spas, fitness and wellness centres
 B. Recreation by the sea, water sports (swimming, rowing, sailing, surfing, windsurfing)
 C. Historical sites, buildings and monuments.
 D. Trying wines and meals of regions abroad.
 E. International/national/regional/local conferences, seminars, trade fairs...
 F. Relaxing in farm and participating in farming activities, like dairying, taking care of animals...
 G. World tennis/football/skiing... championships, as the Olympics
 H. Outdoor physical activity taking place in an unusual, remote or a wild area, involving, for example bungee jumping, mountaineering expeditions, rafting...
 I. Travelling on their own or in groups to holy cities or holy sites for pilgrimages, crusades, conventions, retreats, religious tourist attractions or missionary work
 J. Travelling to a different place to receive treatment for a disease, health condition or health care
 K. It includes massages, body treatments, facial treatments, exercise facilities & programs, weight loss programs, nutrition programs
 L. The traveller can experience the natural way of life in a local community
 M. A salesman awarded with a nice holiday package for accomplishing the target sale

- 1 2 3 4 5 6 7
 8 9 10 11 12 13

" ALL THE NEWS YOU NEED TO KNOW "

News·Today

MONDAY, OCTOBER 2012
 Vol. MCMXX, No. 144672

FOUNDED 1851

Domestic Tourism: Holidays at Home are Great!

Domestic Tourism keeps economic activity and cash flows within a nation and can help 1..... areas of a country which are highly 2..... on the Tourism industry during an economic 3..... Britain, a nation with a vibrant history, is the 4..... of the English language and has culture and population who continue to have a significant global presence. A number of major 5..... in the last few years, in Britain, have 6..... international and domestic attention. This focus and attention is being capitalised on by VisitBritain, the government body responsible for Tourism, with the 7..... of the 'Holidays at Home are Great' 8..... to encourage domestic Tourism. Domestic

Tourism in Britain has a long history, and the country has a well 9..... infrastructure supporting a wide 10..... of activities and Tourism destinations with transit links covering the whole country. The increased media focus on significant events and rise in patriotic feelings have highlighted the 11..... of staying in Britain for holidays. The campaign also emphasises the ease of transportation within the county and reduced paperwork and complexity around passports and changing money. With the economy and fiscal restraint considerations, along with a higher feeling of national pride, this campaign is well positioned and timed to 12..... domestic Tourism.



track 03

8. Read the 'News Today' and **fill in** the blanks with the given words. Then **listen & check**.

- increase • benefits • range • developed • campaign • release • focused
 • events • reliant • birthplace • support • downturn