


UNIT 6 ➤ The business of tourism**Lesson 6.1 The impact of tourism**

VIDEO A  **6.1.1** Choose the correct options (a, b or c) to complete the sentences according to what the speakers said. Watch the video again to check your answers.

- 1 Fans of a TV series are partly responsible for Iceland's new popularity, to the extent that it's difficult to take ...
 - a outdoor shots without getting interrupted by film crews.
 - b photos of the natural landscape without visitors taking selfies in view.
 - c selfies without having other tourists appear in your pictures.
- 2 Iceland's most important industry used to be fishing, but it's now tourism, which currently ...
 - a makes up one-third of the country's foreign currency income.
 - b comprises two-thirds of all of its domestic spending.
 - c amounts to one-third of all of its fishing industry's income.
- 3 This year looks like being a record season for the island, with ...
 - a the tourist board anticipating 0.8 million arrivals.
 - b travel agencies predicting 8 million arrivals.
 - c government bodies expecting 1.8 million arrivals.
- 4 Retired lecturer Ian Sykes says that Iceland's tourism policy seems to be about ...
 - a growing rapidly without planning properly for the future.
 - b improving toilets and catering facilities at major attractions.
 - c attracting more and more tourists in the near future.
- 5 According to Gunnar Thór Jóhannesson, some of the more serious challenges that tourism in Iceland is facing are that ...
 - a hospitality staff don't speak other languages except for English.
 - b there are not enough tourist attractions for families.
 - c the roads and facilities in some of the popular locations are not good enough.
- 6 According to Ian Sykes, short-stay visitors leave Iceland saying it is ...
 - a a beautiful country, but there are too many coach tours.
 - b a marvellous country, but it's expensive and crowded.
 - c a great country, but there aren't enough good roads.
- 7 Graphic design student Halldór Már claims that, as a result of Airbnb rentals, ...
 - a his parents need to sell their home because of noisy guests next door.
 - b most of his salary will probably go on his rent.
 - c many hotels will go out of business.
- 8 Gunnar Thór Jóhannesson explains that residents can rent out their place for 90 days per year, or ...
 - a earn a certain amount of money from rent before having to apply for a licence.
 - b collect only a minimum amount of income from people paying rent.
 - c pay a fixed fee when applying for a licence for holiday rentals.

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Vocabulary

B Complete the sentences with words and phrases related to tourism and hospitality from Exercises 5 and 6 on pages 58 and 59 of the coursebook in the correct form. The first letters have been given to help you.

- 1 The consequences of rapid tourism growth are affecting Iceland's n_____ with their natural attractions and popular h_____.
- 2 Iceland and other popular destinations should focus on developing e_____ rather than putting up the rent for local people due to the growing demand for tourist accommodation.
- 3 Tourism can have a positive effect on the local economy in that residents may offer reasonably-priced rooms in g_____ if there is a shortage of hotels.
- 4 W_____ such as Machu Picchu in Peru or the Egyptian pyramids are in danger of being eroded or damaged due to large numbers of visitors.
- 5 My city offers a variety of tourist accommodation including b_____, Airbnb, boutique hotels, as well as h_____ such as the Marriott group.
- 6 Las Terrazas is an ecotourism project in Cuba which is of great n_____. Here, you will find a host of nature trails and attractions, including lakes, swimming holes and a zip-line canopy tour.
- 7 My city's tourism policy is to have sustainable d_____ as well as promoting a successful brand image.
- 8 Last year, tourist arrivals to our island reached over one million visitors, making it a r_____ for inbound tourism.
- 9 Some popular landmarks in the Scottish countryside lack basic i_____ such as good roads, regular public transport and toilets.
- 10 Typical t_____ to avoid in high season are high-rise hotels on beaches, built-up resorts and overcrowded attractions due to m_____.

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Lesson 6.2 Evolving tourism

Reading A Read the complete article on page 60 of the coursebook again and answer the questions.

- 1 What kind of clientele does the Heritage Madrid Hotel attract?
- 2 How did inbound tourism in Spain in 2017 compare with 2010?
- 3 Which country is the most visited country in the world?
- 4 How does Spanish tourism today compare with how it used to be in the 1960s?
- 5 Which factors help to explain Spain's luxury cachet?
- 6 Why has the shift to luxury come at a good time for Spain?
- 7 What has caused local residents to have a negative attitude towards tourists in some Spanish regions?
- 8 What does Ms García Castelo say about the status of luxury tourism in Madrid?

Grammar B Complete the article with the Past Simple, Past Continuous or Past Perfect Simple form of the verbs in brackets. In some cases, more than one option is possible.

Business travel: Lessons in how the world views us

Travel teaches us about the wider world but also about our home country. Some years ago, I ¹ _____ (give) a talk on the future of the English language at an institute south of Munich. Afterwards, I ² _____ (walk) to the local station to take the train back to the city. No trains ³ _____ (move). People ⁴ _____ (mill) about.

Some of my audience, Germans who ⁵ _____ (teach) English in local schools, joined me on the platform. A tree ⁶ _____ (fall) on a power line. It ⁷ _____ (knock) out train services for miles around. 'What must you think of us?' the teachers asked me. I was relieved, I ⁸ _____ (tell) them, to see that this sort of thing ⁹ _____ (happen) to them, too.

As we ¹⁰ _____ (make) our way back to Munich, shuffling from replacement buses to other rail services, I realised my reference to British train delays ¹¹ _____ (not resonate). The teachers, many of whom ¹² _____ (live) in the UK for several years, had their own impressions of the country. They were anglophiles, but a few recalled one horror: British hospital wards – not their hygiene standards, but their size. German hospitals would never have so many patients in a ward. Travel is about forming impressions of other people's countries, but you also glean the world's impressions of yours.

C Complete the final part of the article on business travel with suitable discourse markers and pronouns. Write one word in each gap.

Does it matter what people think of a country? Yes, ¹ _____ affects receipts from tourism, trade and foreign students. But ² _____ we learn ³ _____ we travel also helps us to place where we live in context. ⁴ _____ home country seems smaller ⁵ _____ we're away. ⁶ _____ may discover we're not everyone's favourite. ⁷ _____ measured view of ourselves is ⁸ _____ we gain from going elsewhere.

UNIT 6 ➤ The business of tourism**Lesson 6.3 Communication skills: Business networking****Useful language A Match the sentence halves.**

- | | |
|---|---|
| 1 I think you'll agree that the new | a is just very laid-back or completely uninterested. |
| 2 It can be lonely travelling for work and | b you'll soon get the hang of it . |
| 3 The company's head office | c it's truly off the beaten track . |
| 4 We can't decide if the new manager | d is in a picturesque village just outside Zurich. |
| 5 The title of the conference presentation | e it is suitable even for complete novices . |
| 6 This new software may seem tricky at first but | f interface for the company website looks very stylish. |
| 7 There are lots of rumours, but plans | g a perfect solution to the problem. That's neat! |
| 8 It looks like you've found | h was enough to poke my interest . |
| 9 This web design course is very basic so | i for the launch event are a well-kept secret . |
| 10 The hotel gets a lot of guests, despite the fact that | j I often feel homesick and miss my family. |

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Lesson 6.4 Business skills: Storytelling in presentations

Useful language **A** Complete the story with the typical storytelling expressions in the box.

by an amazing coincidence in the meantime it just shows no sooner had I
that very morning to cut a long story short to my relief without thinking

A funny thing happened yesterday as I was driving to work. I'd just set off in the car from home. It was raining. I was tired and irritated. I was almost on the point of going back home and curling up in bed. ¹ _____ turned on to the main road than I saw a cyclist lying on his back in the middle of the road in front of me.

² _____, I jumped out of the car and ran over to the person to see if they were OK.

³ _____, he – it was a he – was absolutely fine. Nothing broken, just a few bruises. He got up and sat in my car for a few minutes before I offered to drive him home.

Then, as we talked, we realised that we recognised each other. ⁴ _____, it turned out that the guy was an old university friend. We'd lost touch since leaving university a few years before.

⁵ _____, he'd been travelling abroad, lived in America for some time, and had just returned home to start a new job in London. In fact, ⁶ _____, he'd been cycling to his first day of work at his new job. Anyway, ⁷ _____, we decided to stay in touch and we've been meeting up regularly.

⁸ _____ that you never know what the day will bring, so you may as well go to work feeling positive and optimistic.

B Adverbs placed at the beginning of a sentence or clause are very effective in adding intensity and impact to stories. Choose the correct adverbs to complete the short stories.

amazingly fortunately frankly funnily obviously sadly strangely stupidly

Story 1

I knew I had parked my car in the office car park as usual in the morning. ¹ _____, when I came to look for it in the evening, I couldn't see it anywhere. I quickly figured out it had been stolen. ² _____, the police were able to trace the car because I had left my mobile phone on the back seat. ³ _____, the car was found badly damaged in another car park. We never found out who stole it. Mind you, at least I got my phone back! There's always a silver lining to every story. ⁴ _____ enough, I had never forgotten my phone in the car before.

Story 2

I booked a holiday to southern Italy last month. ⁵ _____, it was the first time I'd planned to visit Italy, despite the fact that I love history and Italian food and wine. ⁶ _____, I was really excited and was really looking forward to my trip. Driving to the airport, I decided to take a different route and ran into a traffic jam. It took longer than I expected, but eventually I made it. Imagine my surprise when, walking up to the check-in, I saw my daughter standing there. She was actually flying with her friends the next day, so it was a surprise to see her there. I assumed she'd made a mistake – she's kind of scatty sometimes, always late, always losing things. In fact, we'd had an argument that very morning and the last thing I'd said to her as I left the house was, ⁷ _____ speaking, you need to get more organised.' When she saw me at the airport, she said, 'Missing anything?', with a big smile. To be honest, I was a bit annoyed. But before I could answer she held up a little book. 'Look what I found', she said. 'Were you thinking of flying without your passport?' Well, you could have knocked me over with a feather. I searched through every one of my pockets in a nanosecond, but there was no denying it; 'Mr Organised' had been super disorganised and ⁸ _____ left his passport on the kitchen table as he walked out the door, having shouted at his daughter for not being organised enough. We hugged. We made up. I said sorry for my behaviour earlier in the morning and thanked her for bringing me my passport. I got on my flight, she got back home. So, in future, be careful what you criticise people for. Sometimes it's better just to forgive them. You might need their help someday.

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Lesson 6.5 Writing: Email to a business partner

Useful language **A** Put the lines from the email in the most likely order 1–8. The email is to a recruitment agency.

- a Our requirements are as follows. The person should be articulate, friendly, well-presented and able to work under pressure. They should have some prior experience of a client-facing role.
- b Best wishes, Marta Kowalski (Administration Manager)
- c Dear Matthew, I would like to thank you for your help in finding a temporary receptionist for our company last December for the busy Christmas period.
- d If you have any questions, please feel free to call me on my direct line (number below). We probably do need to talk about the rate of pay to make sure that the figure we have in mind is realistic.
- e Hours will be 9 a.m. to 6 p.m. with 45 minutes for lunch and the rate of pay will be competitive for city-centre reception work. The person you sent last time was perfect (I remember her name was Claudia). She met these requirements very well and someone similar to her would be ideal.
- f We are going to need another temporary receptionist over the month of August as many of our secretarial staff will be on holiday.
- g I look forward to working with you again.
- h There is just one issue from last time that I need to mention. Claudia was under the impression that she would be able to leave the building for a mid-morning and mid-afternoon break. This is not the case, although of course the receptionist has access to a small kitchen area that is equipped with a fridge, coffee machine, microwave, etc.

Order: 1 c, 2 g, 3 e, 4 d, 5 f, 6 a, 7 h, 8 b

B Put the lines from the email in the most likely order 1–8. The email is the reply from the recruitment agency.

- a Of course this is entirely your decision and I totally understand that you need staff to be available in the office as the reception desk is always busy.
- b The requirements you list are fine and we have many excellent admin and secretarial personnel looking for temporary work over the summer.
- c In relation to your point about Claudia and the arrangements for morning and afternoon breaks, yes that was our mistake, we didn't give her the correct information. But please be aware that your policy here is fairly non-standard for city-centre offices. Most staff do expect to be able to leave the building for short morning and afternoon breaks.
- d Hi Marta. Good to hear from you again. I'm pleased that you liked Claudia, the temp we sent you in December. Of course we can help you again and I'm sure we can find someone really good to send you in August.
- e Best regards, Matthew Kelly (Recruitment Consultant – Admin and Secretarial)
- f We look forward to continuing to supply you with high-quality office staff.
- g On a similar note, I wonder about the 45-minute lunch break. I have to be honest and say that this will discourage a lot of applicants. Client-facing staff often tell us that they need a full hour at lunch out of the office to relax.
- h If you wish we can discuss the issues of lunch times and break times when we speak on the phone about rates of pay. Shall we schedule a call for next week? Perhaps Tuesday morning at 10 a.m.?

Order: 1 d, 2 e, 3 a, 4 h, 5 c, 6 f, 7 g, 8 b