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# Travels & Trips

## English for Tourism

Edizione **OPENSCHOOL**

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**DIDATTICA INCLUSIVA**  
**ESERCIZI PER LE CERTIFICAZIONI**  
**ORIENTAMENTO ALLA PROFESSIONE**

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# Travels & Trips

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LAVINIA MARCHESI PATRICIA ROGERS

# Travels & Trips

English for Tourism



**EDITORE ULRICO HOEPLI MILANO**

# PRESENTAZIONE

## Contenuto e impostazione

*Travels & Trips* è un nuovo corso di inglese destinato agli studenti che frequentano il secondo biennio e il quinto anno delle scuole secondarie superiori, indirizzo Turismo.

Il testo, pensato seguendo le linee guida ministeriali, si sviluppa attraverso attività che simulano situazioni professionali reali per permettere agli studenti di acquisire sia **competenze chiave professionali** sia **competenze comunicative**.

*Travels & Trips* è strutturato in cinque parti suddivise in unità, a loro volta costituite da lezioni in numero variabile.


Al termine delle unità delle prime tre parti sono collocate le pagine di **ripasso lessicale e grammaticale** (*Grammar Practice*), un **test di autovalutazione** (*Test Yourself*) e indicazioni per la realizzazione di un **compito di realtà** (*Real Life Task*).

La parte 4, *Working in Tourism*, oltre a presentare i principali profili professionali del settore, offre esempi su come scrivere un curriculum vitae e una lettera di presentazione, e su come affrontare un colloquio di lavoro. Il compito di realtà a fine parte propone la stesura di un *resumé* della propria esperienza di lavoro in preparazione all'Esame di Stato.

La parte 5, *Written Communication*, è una raccolta di modelli compositivi che aiutano lo studente a sviluppare l'abilità nello scrivere email e lettere chiare ed efficaci riguardanti questo specifico settore lavorativo.

L'**Appendice** del volume include: una sezione CLIL, che approfondisce la conoscenza di alcuni aspetti culturali legati all'attività professionale; **pagine di ripasso guidato** degli argomenti chiave trattati nel volume; e infine due **prove per l'Esame di Stato scritto** costituite da 4 test.

## Caratteristiche del corso

- **Inclusione** Il testo presta una costante attenzione alla **didattica inclusiva** ( **didattica inclusiva**), con attività che agevolano l'acquisizione dei contenuti tecnici (*Study Help*), mappe di ricapitolazione che riassumono e schematizzano visivamente i contenuti principali, e con la presentazione del lessico attraverso immagini.
- **Motivazione** Nel corso sono presenti numerose attività pratiche di collegamento con il mondo reale della professione come le proposte per la realizzazione di **compiti di realtà** (*Real Life Task*) e di **itinerari** (*Itinerary*), che hanno l'obiettivo di aiutare lo studente a realizzare autonomamente itinerari e pacchetti turistici.
- **Efficacia** Le attività proposte sviluppano tutte le *skills* (*reading, listening, speaking* e *writing*), proponendo anche esercizi strutturati sul format della certificazione FCE.
- **Rinforzo linguistico e grammaticale** L'acquisizione e il rinforzo del **lessico** (con attività che stimolano lo studente a costruire un proprio glossario personale) e della **grammatica** sono elementi sempre sollecitati nel testo.

## CD-Mp3

Contiene i file Mp3 delle registrazioni degli esercizi di ascolto proposti nel volume.

## eBook+

L'ebook+ presenta l'intero testo in versione digitale, utilizzabile su tablet, LIM e computer, e offre i seguenti contenuti aggiuntivi:

- ✔️ esercizi interattivi che consentono allo studente un'utile attività di autoverifica;
- ▶️ link a video per le attività proposte nella Flipped Classroom;
- 🔊 file audio di tutti gli esercizi di ascolto proposti nel volume.

## Risorse online [hoeplicuola.it](http://hoeplicuola.it)

Nel sito dell'editore sono disponibili ulteriori materiali integrativi e strumenti didattici per il docente.

## Teacher's Book

Contiene due ricche batterie di **test di verifica**, di cui una destinata alla **didattica inclusiva**, con relative **soluzioni**, le **soluzioni degli esercizi del volume** e gli **script** dei dialoghi audio e dei video.

# STRUTTURA DELL'OPERA

L'apertura di unità individua gli obiettivi di conoscenze e competenze, presenta le varie sezioni dell'unità e i materiali digitali.

**Unit 2 HOTELS**

**FLIPPED PROGRESS**

**THE LANDMARK HOTEL**

**Match the video**

1. Listen to the video and match the elements mentioned in the description.

2. Choose the right alternative.

3. From what you have heard and read, what kind of hotel is the Landmark Hotel?

**LESSONS**

**TOURISM TOPICS**

**PROFESSIONAL COMPETENCES**

**PLANNING**

**PROFESSIONAL VOCABULARY**

**PROFESSIONAL VOCABULARY**

La rubrica Flipped Classroom, dedicata alla classe rovesciata, prende spunto da un video tematico e introduce in modo coinvolgente i contenuti dell'unità.

**1 IN A HOTEL**

**Hotel Review**

It is the ideal time to see whether you are visiting London for business or pleasure. Thanks to its location, several iconic London attractions are within walking distance.

It is based on a beautiful Victorian building with a modern feel and offers its guests 135 beautifully appointed rooms. From the moment you arrive, you will be impressed by the attention to detail in a hotel that is both in the heart of the city and yet so close to the city's most famous sights. From the moment you arrive, you will be impressed by the attention to detail in a hotel that is both in the heart of the city and yet so close to the city's most famous sights.

**EXERCISES**

1. VOCABULARY Find the following words and expressions in the description.

2. READING Comprehension Answer the following questions.

**LESSONS**

**HOTEL BRABANTE VENICE**

It is based on a beautiful Victorian building with a modern feel and offers its guests 135 beautifully appointed rooms. From the moment you arrive, you will be impressed by the attention to detail in a hotel that is both in the heart of the city and yet so close to the city's most famous sights.

**EXERCISES**

3. VOCABULARY Link each word with its Italian translation.

4. MATCHING WORK IN PAIRS Complete the following conversation between a travel agency clerk and a guest who asks for information about the hotel website.

**PROFESSIONAL WORDS**

**HOTELS**

1. VOCABULARY Write the right word under each image.

2. VOCABULARY Complete the following with the words from exercise 1.

3. VOCABULARY Write the right word to each definition.

**Nightlife Vocabulary**

1. What can you do in a hotel?

2. Features that provide comfort, convenience, or pleasure.

La sezione Professional Words sviluppa e consolida il lessico settoriale, grazie anche all'uso di immagini.

La rubrica Tourism Topics fornisce le conoscenze teoriche basilari del settore turistico.

Le letture, suddivise in brevi paragrafi per agevolare la comprensione, sono accompagnate da attività di varia tipologia per lo sviluppo delle abilità linguistiche di base.

La rubrica Professional Competences sviluppa le competenze professionali e comunicative attraverso attività svolte in situazioni professionali reali, accompagnate da espressioni linguistiche (Useful Expressions), funzioni comunicative e attività di traduzione.

**PROFESSIONAL COMPETENCES**

**DESCRIBING A HOTEL**

1. VOCABULARY Complete the following sentences with the right word from the list.

2. READING Comprehension Answer the following questions.

3. VOCABULARY Complete the presentation of the hotel.

**TOURISM TOPICS**

**TYPES OF HOTELS**

1. MATCHING Match each type of hotel with its description.

2. READING Comprehension Write the type of hotel that matches each definition.

3. VOCABULARY Complete the following with the words from exercise 1.

4. VOCABULARY Write the right word to each definition.

Study Help include attività che aiutano lo studente ad acquisire i contenuti presentati.





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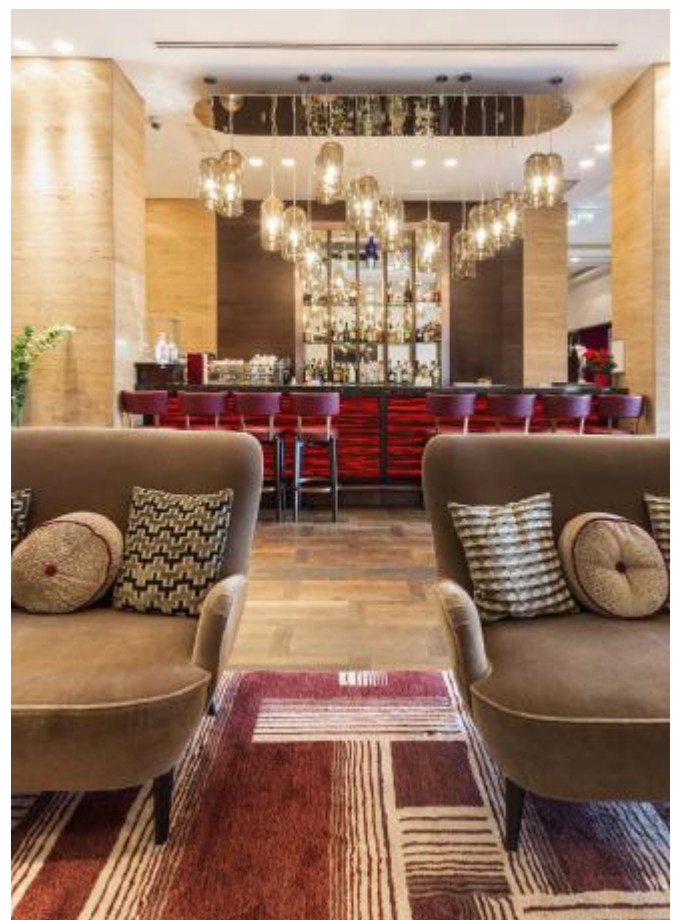
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→ Scaricare l'eBook+ è molto **semplice**. È sufficiente seguire le istruzioni riportate nell'ultima pagina di questo volume.

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La **piattaforma didattica** è un ambiente digitale che può essere utilizzato in modo duttile, a misura delle esigenze della classe e degli studenti. Permette in particolare di **condividere contenuti** ed **esercizi** e di partecipare a **classi virtuali**. Ogni attività svolta viene salvata sul **cloud** e rimane sempre disponibile e aggiornata. La piattaforma consente inoltre di consultare la versione online degli eBook+ presenti nella propria libreria.  
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# Part 1

## TRANSPORTATION AND ACCOMMODATION



**Unit 0** Here we go!  
**Unit 1** How we travel

**Unit 2** Hotels  
**Unit 3** Not only hotels

# Unit 0

## HERE WE GO!



### PROFESSIONAL COMPETENCES

- ▶ At the travel agency: giving advice about a holiday or trip
- ▶ Understanding people's opinions and preferences about holidays

### TOURISM TOPICS

- ▶ Learning about:
  - the development of the tourist industry from the past to the present day
  - the constituent parts of tourism

### GRAMMAR

- ▶ The definite article with geographical nouns

DIGITAL AREA



Exercises



Listening exercises



Video



Sortidas  
Departures  
Salidas

Terminal B

# FLIPPED CLASSROOM



## DEAN TALKS ABOUT THE DEFINITION OF TOURISM

### Before watching the video

- 1 What is tourism? Try and give a definition of the term.
- 2 Now compare the definition you wrote with those of your classmates.



### ▶ Watch the video

- 3 This video is about a man who talks about tourism and tries to answer the question: What is tourism? Complete with the missing words.

The academic definition of tourism is:

"Tourism is the sum of phenomena and (1) ..... arising of the interaction of tourists, (2) ....., host governments and (3) ..... in the process of attracting and hosting these tourists and other (4) ....."

The definition given by Dean is:

"Tourism is made of (5) ..... The first is you have to travel some (6) ..... and preferably some place you normally (7) ..... The second component is you have to (8) ..... you typically don't do, and the third component is it needs to be something (9) ..... All three of these components have to be (10) ....."

- 4 Why do you think Dean doesn't like the academic definition of tourism?

### In class

- 5 Which definition of tourism do you think is better? Why? Does it coincide with the definition of tourism that you and your classmates gave?



## HERE WE GO!



**FOND OF TRAVELLING**

Last week we asked you why you love to travel on Facebook, Twitter and Instagram. You answered with some pretty interesting and inspirational posts.

I love to travel because there is always something new to taste. *Sheila*

I love to travel because it makes me feel like I'm living and experiencing this wonderful world. *Harry*

I love to travel because it always changes my perspective and helps me open my mind. *April*

I love to travel because getting away from home gives me the opportunity to reflect on my life. *Rick*

I love to travel because it allows me to experience other cultures, to get to know new and fantastic places. *Willy*

I love to travel because every time I travel, I do things that I will remember forever. *Charlotte*

**1 SPEAKING** Why do people travel? Discuss with the class.

**2 READING COMPREHENSION** Write down the name of the person who expresses this idea about travelling.

- 1 It broadens their horizons. ....
- 2 It leaves great memories. ....
- 3 You can try new food and drink when doing it. ....
- 4 You can experience something new while doing it. ....

**3 WRITING** Now share why you love to travel in the comments.

I love travelling because...

**4** **02 READING AND LISTENING** Read the following dialogue between a journalist and a tourist.

way • rates • cheaper • culture • tourist • European  
 • journey • travel • seaside • tours

(Mr R: Mr Robson; L: Liza)

Mr R: Excuse me, can I ask you some questions about your (0) *holidays*?

L: Holidays? Yes, but I don't have much time.

Mr R: Don't worry. It won't take long... First question: where do you usually go on holiday?

L: I usually go to the (1) ....., but twice a year my husband and I go on a trip to a (2) ..... city.

Mr R: For example?

L: Last year we went to Budapest in spring and to Lisbon in autumn.

Mr R: Do you prefer package (3) ..... or do you like planning your own trips?

L: We prefer planning our own trip but we have also gone on package holidays, the classic ones to Ibiza and Palma de Mallorca.

Mr R: What do you think are some of the benefits of travelling with a group?

L: Well... First of all group travel is generally much (4) ..... than travelling individually. You can get group (5) ..... on accommodations and it is certainly safer. But as I said, we prefer travelling by ourselves. You are the boss, you do what you want and when you want.

Mr R: What is the longest (6) ..... you have ever been on?

L: We went to New Zealand two years ago.

Mr R: Was it worth the (7) .....

L: Absolutely!

Mr R: And the most amazing place you have ever been to?

L: Japan. It was fantastic!

Mr R: What is the best (8) ..... to travel in your opinion?

L: We usually travel by plane, but I like the train very much. Unfortunately it's very expensive. More expensive than the plane.

Mr R: Where do you prefer to stay when you go on vacation?

L: We usually stay in hotels but sometimes, in some places, in Airbnbs. It's the best way of experiencing the local (9) ..... When you are in hotels you feel more like a (10) .....

Mr R: Very good. Thank you very much for your time.

L: You are welcome. Good bye.



**5** **SPEAKING FCE** Speak in pairs about travelling. Ask and answer the following questions.

- 1 Where do you usually go on vacation? Where would you like to go on vacation?
- 2 Do you prefer package tours or making your own trip?
- 3 Where did you spend your last vacation? What did you do?
- 4 What is the longest journey you have ever been on?
- 5 What are some of the benefits of travelling alone?
- 6 What are some of the benefits of travelling with a group?
- 7 What is, in your opinion, the best way to travel? (by plane, ship, train, car, etc.)
- 8 Where is the most amazing place you have ever been?
- 9 Where do you prefer to stay when you go on vacation? (hotel, hostel, rented house/room, etc.)

# PROFESSIONAL WORDS

## TRAVELLING

1 **VOCABULARY** Write the right word under each image.

*globetrotter • coach group/party • tourist • backpacker • business traveller • holiday maker • explorer • commuter*



0 commuter



1 .....



2 .....



3 .....



4 .....



5 .....



6 .....



7 .....

2 **VOCABULARY** Link the word with the right definition.

- 0  journey  
 1  tour  
 2  travel  
 3  voyage  
 4  trip  
 5  trek

- a A long journey by sea or in space (often used as plural).  
 b To move from place to place, usually over long distances.  
 c A short journey.  
 d A journey during which several places are visited.  
 e A long and difficult trip.  
 f *To move from place to place.*

3 **VOCABULARY** Write the right word for each definition.

- 0 A hotel, an apartment, a bungalow.  
 1 Sells travel.  
 2 Reservation.  
 3 The form of money that a person uses in order to pay.  
 4 Travel that is done for pleasure rather than for business.  
 5 A guide that offers insights into the various things to do in a particular location.

*Accommodation*

.....  
 .....  
 .....  
 .....  
 .....



## ON THE WAY

4 **VOCABULARY** What do you need for travelling? Write the right word under each image.

briefcase • driving licence • ticket • passport • luggage • rucksack



1 .....



2 .....



3 .....



4 .....



5 .....



6 .....

5 **VOCABULARY** Complete with the words from exercise 1.

Emily: Are you leaving?

Frank: Yes, at 10.

Emily: Remember to take your (1) ..... and your (2) ..... with you.

Frank: Yes, of course.

Emily: Do you have a lot of (3) .....

Frank: No, only one handbag and a (4) .....

6 **VOCABULARY** Link each adjective with its synonym.

- |  |                               |
|--|-------------------------------|
| 1 <input type="checkbox"/> ancient     | a very big                    |
| 2 <input type="checkbox"/> bustling    | b thrilling                   |
| 3 <input type="checkbox"/> charming    | c old                         |
| 4 <input type="checkbox"/> exciting    | d interesting in a unique way |
| 5 <input type="checkbox"/> huge        | e crowded                     |
| 6 <input type="checkbox"/> picturesque | f contaminated                |
| 7 <input type="checkbox"/> polluted    | g delightful                  |

7 **VOCABULARY** Use two of these adjectives to describe each of the following cities.



1 .....



2 .....



3 .....

## PROFESSIONAL COMPETENCES

### GIVING ADVICE ABOUT A HOLIDAY OR TRIP

People who want to go on a trip or plan a trip may consult travel sites or talk about their holiday with a travel agent, who will make arrangements for them.



- 1** **03 READING AND LISTENING** Read the following conversation that takes place in a travel agency and choose the right alternative.

(C: customer; TAC: travel agency clerk)

C: Good morning.

TAC: Good morning. How can I (0) **A help B aid C do** you?

C: I'd like to (1) **A book B choose C write** a trip.

TAC: When do you want to (2) **A start B depart C leave**?

Cr: At the beginning of August.

TAC: Where would you like to go?

C: To Italy.

TAC: For how many days?

C: One week.

TAC: We have several (3) **A destinations B means of transport C passengers** in Italy. Would you like to stay in a hotel or in an apartment?

C: A hotel.

TAC: Fine. Would you like to have a look at these (4) **A articles B texts C brochures**, madam?

C: Yes, thank you.

TAC: Here, we have a four star-hotel with spa and (5) **A compliment B free C complimentary** breakfast.

C: How much does it (6) **A pay B cost C price**?

TAC: 89 euros per day per (7) **a person b people c individual**.

C: It's not expensive for a four-star hotel.

TAC: No, it's very (8) **A first B easy C convenient**. Would you be (9) **A keen on B fond of C interested in** a package holiday?

C: No, I prefer independent holidays.

TAC: Very good. If you travel independently we can also organise (10) **A means B tourism C transportation**.

C: Excellent.

- 2** **04 READING AND LISTENING** Now read the following conversation and fill in the missing words. Then, listen to the recording and check your answers.

*accommodation • reservations • cash • arrange • much • where • recommend • brochures • planning • payment*

(Mr B: Mr Baxter; J: Jean)

Mr B: Good morning.

J: Good morning. How can I (0) *help* you?

Mr B: I need help (1) ..... my holiday.

J: Sure, where would you like to go?

Mr B: I'd like to go to the seaside in Italy.

J: (2) ..... In Italy? In the north, in the south?

Mr B: I don't know. What would you (3) .....

J: What type of (4) ..... would you prefer?

Mr B: I prefer hotel accommodation in a double room.

J: Great, I have some (5) ..... here that you might like to look at. Look at this hotel here. It is a 4-star hotel on the Italian Riviera, 200 metres from the beach. Do you know how (6) ..... you want to spend on this vacation?

Mr B: About two thousand pounds.  
 J: How many days would you like to spend on vacation?  
 Mr B: Six or seven days.  
 J: How many people will there be?  
 Mr B: Two people. Can you (7) ..... a flight to the Riviera, too, or shall we book it ourselves?  
 J: No, of course I'll organise that for you. How do you wish to travel, by air or by coach?  
 Mr B: By plane.  
 J: Well, take these brochures, and get back to me when you want to make your 8) .....  
 Mr B: How can I make the (9) .....?  
 J: You can pay by card or by (10) .....  
 Mr B: Ok.  
 J: Could you tell me your name, please?  
 Mr B: Paul Baxter.  
 J: Thank you Mr Baxter. I hope to see you soon.  
 Mr B: Yes, sure.  
 J: Thank you. See you later.

**3 READING COMPREHENSION** Fill in the table with the information from the conversation.

<b>Name of the client:</b>	(0) <i>Paul Baxter</i>
<b>Destination:</b>	(1) .....
<b>Budget:</b>	(2) .....
<b>Hotel suggested:</b>	(3) .....
<b>Length of the stay:</b>	(4) .....
<b>Means of transport:</b>	(5) .....

**4** **05 LISTENING** Listen and complete the questions to these answers in the following dialogue between a client and a travel agent.

(Mrs F: Mrs Faulkner; TA: travel agent)  
 Mrs F: Good morning.  
 TA: Good morning, madam. (0) *How can I help you?*  
 Mrs F: I'd like to plan a trip to Sicily.  
 TA: (1) .....?  
 Mrs F: In July.  
 TA: (2) .....?  
 Mrs F: Eight days.  
 TA: (3) .....?  
 Mrs F: An apartment or a hotel.  
 TA: Why don't you (4) ..... that might help you make up your mind?  
 Mrs F: Yes, thank you.  
 TA: Take your time choosing a destination and, when you've narrowed it down, I'll be happy to (5) ..... Could you (6) .....?  
 Mrs F: Sally Gray.

**Useful expressions**

- Where would you like / do you want to go?
- When are you planning to go?
- When would you like the holiday to be?
- How many days?
- How long are you going to stay?
- What type of accommodation would you prefer?
- I have these brochures / some choices for you.
- Why don't you take a look at these brochures that might help you make up your mind?
- Take your time choosing a destination and, when you've narrowed it down, I'll be happy to help you make a reservation.
- I'll be happy to help you make a reservation whenever you decide upon a destination.
- Could you tell me / Could I have your name, please?

5 **SPEAKING** Act out a dialogue between a client and a travel agent. Refer to these notes.

- Client's name: Sally Rowling
- Length of stay: 10 days
- Destination: Edinburgh
- Means of transport: train
- Accommodation: five-star hotel

- A Good morning.
- B Good morning. How can I help you?



## UNDERSTANDING AND EXPRESSING OPINIONS ABOUT PLACES

6 **06 LISTENING** Who talks about which place? Link the image with the number of the recording.



- a .....
- b .....
- c .....
- d .....

7 **06 LISTENING** Listen again to what these people say about their most memorable trip and tick true or false.

- |  |                          |                          |
|--|--------------------------|--------------------------|
|  | T                        | F                        |
| 1 David usually goes to visit capital cities with his family.                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 David thinks that in this place there are a lot of attractions for children. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Kovac loved this place because of its beach.                                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Grace thinks that the place wasn't worth the long journey.                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Julieta liked the place a lot, though she couldn't go into water.            | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Nick visited numerous museums in this city.                                  | <input type="checkbox"/> | <input type="checkbox"/> |

8 **06 LISTENING** Listen again and write down the following words or phrases.

- 1 Monumenti iconici .....
- 2 Attrazioni per la famiglia .....
- 3 Per il posto valeva la pena .....
- 4 Alcune delle spiagge più incantevoli .....
- 5 Meravigliosa fauna marina .....
- 6 Infinitamente coinvolgente .....
- 7 Molti tesori antichi .....

9 **SPEAKING** Talk with your partner about a place that you particularly liked. Use words and expressions from Vocabulary (On the way) and from exercise 8.

## TOURISM TOPICS

### TOURISM: FROM THE PAST UP TO TODAY

**IN ANCIENT TIMES** Recreational and educational travel already existed in the classical world. Only well off people, who sought pleasure and relaxation in the seaside resorts in the south or on the beaches of Egypt and Greece, could afford to travel. At the same time another form of tourist was born: "heritage tourism". This is why the Seven Wonders of the World became tourist destinations for Greeks and Romans.



**IN THE MIDDLE AGES** In the Middle Ages, tourism started again thanks to a growing interest in pilgrimages. The organisers arranged the itineraries and places where pilgrims could eat and sleep. And from works such as Chaucer's *Canterbury Tales*, it appears clearly that many pilgrims did not just wish to visit holy places, but also wanted to relax and enjoy themselves.

**THE 18<sup>TH</sup> AND 19<sup>TH</sup> CENTURY** Modern tourism as a commercially organised set of activities started only a few centuries later. In the 18<sup>th</sup> century, one of the most widespread forms of tourism was the Grand Tour. During this, the children of noble families visited the cultural sites of France, Germany, and especially Italy with the intention of studying paintings, sculptures and architecture, and visiting historical sites. This phenomenon started in the 17<sup>th</sup> century, but expanded in the second half of the 18<sup>th</sup> century.



At the beginning of the 19<sup>th</sup> century, it became a common practice amongst the European middle classes to go on long journeys for health, leisure and culture. In this period, there was also the birth of the first guidebooks and the development of souvenir markets.

Like in ancient times, those who could afford to travel were mostly well-off people, who visited the spa and seaside towns to benefit from the fresh air and spring waters. Railways contributed to the development of tourism, bringing speed and comfort to travel.

For a long time, however, the tourism industry was limited to a small number of people and to a small number of locations.

**THE 1960S** The tourism industry changed completely in the 1960s, with a growing number of people having disposable income, leisure time, and social attitudes towards leisure and work that were different from the past.

At the same time, there was a growth in the commercial flight industry. In these years, specialist tour operators started organising all-inclusive holidays that they sold at a discounted price, thus bringing holidays within the price range of a new and growing group of consumers. Tourism was now no longer just for a small elite; it was for everyone.



**1 VOCABULARY** In the text, find the English translation of the following words.

- 0 benestanti: *well off*  
 1 gamma di prezzi: .....  
 2 diffuso: .....  
 3 rampollo: .....  
 4 sviluppo: .....  
 5 reddito: .....  
 6 città termale: .....  
 7 meraviglie: .....  
 8 pellegrinaggio: .....

**2 READING COMPREHENSION** When did it happen? Write the right period of time for each statement.

- 0 The birth of railways played a major role in the development of tourism. *19th century*  
 1 More and more Europeans travelled. ....  
 2 People travelled to reach religious places. ....  
 3 Tourism became more and more popular. ....  
 4 Travelling to visit famous places started. ....  
 5 Guidebooks became popular in this period. ....  
 6 Young people visited several places in European countries in order to accomplish their educational path.  
 .....



**STUDY HELP**



**3** **07 LISTENING** Complete the following summary. Listen to the recording and test your answers.

In the classical world, well-off people went to (0) *seaside resorts in the south or in Egypt and Greece*, or visited places such as the sites of the (1) .....

In the Middle Ages, tourism started in the form of (2) ..... The organisers organised the basics of itineraries and (3) .....

In the 18th century one of the most widespread forms of tourism was the Grand Tour, during which young men from noble families visited the cultural sites of (4) ..... They studied (5) ..... and visited (6) .....

By the early 19th century, it was common practice amongst well-off people in Europe to travel for (7) ..... In this period there was the birth of the first (8) ..... markets. (9) ..... contributed to the development of tourism.

It was in (10) ..... that tourism first extended to a larger number of people. This was largely because travelling by aeroplane became cheaper. At the same time, specialist tour operators started proposing organised (11) ..... that they sold at a (12) .....

## TOURISM TODAY

**THE GROWTH OF TOURISM** Nowadays, tourism is the branch of the global economy with the most vigorous growth: more and more people travel worldwide. In recent years, the Asia and Pacific regions have been growing the most, followed by Africa, the Americas and Europe.

Many reasons account for this growth. People earn more than ever before, and they have more paid holiday and leisure time. At the same time, travelling has become cheaper and easier. There is a greater variety of places to choose from, and the world "is getting smaller", which means that it is becoming easier and faster to reach places.

The ageing of the population is also contributing to the growth of the tourism industry: people have more time when they retire, which means that they can travel more. Many countries work hard to attract travellers. As a consequence, flights to places where tourists can enjoy the sun and the heat for the entire year have been booming.

**THE INTERNET** The internet has a powerful impact on hospitality and tourism. Now customers can



search for holiday destinations and travel companies and can book their trips online independently. As a consequence, many tourist destinations now have their own websites, blogs, or online ads through which they aim to convince customers to choose their destination instead of a different one.

**TOURISM AND THE ENVIRONMENT** Tourism has a lot of advantages: it brings in money, provides employment opportunity for the locals, raises the profile of the place and gives incentives for investment in infrastructure such as rail networks, roads and schools.

But tourism doesn't only have advantages, it can also harm the environment. For example, environmental pollution can be generated by the ever-rising volume of tourist flights, cruise ships and road traffic. The construction of general infrastructure can also cause environmental harm. For instance, building roads, airports, and tourism facilities such as resorts, hotels, and restaurants, can have terrible effects on the environment by gradually destroying environmental resources.

#### 4 VOCABULARY Link the Italian words with their English equivalents.

- |  |                 |
|--|-----------------|
| 0 <input type="checkbox"/> <i>crescita</i>       | a hazard        |
| 1 <input type="checkbox"/> <i>invecchiamento</i> | b environment   |
| 2 <input type="checkbox"/> <i>pubblicità</i>     | c network       |
| 3 <input type="checkbox"/> <i>occupazione</i>    | d awareness     |
| 4 <input type="checkbox"/> <i>rete</i>           | e advertising   |
| 5 <input type="checkbox"/> <i>ambiente</i>       | f ageing        |
| 6 <input type="checkbox"/> <i>coscienza</i>      | g employment    |
| 7 <input type="checkbox"/> <i>rischio</i>        | h <i>growth</i> |

#### 5 READING COMPREHENSION Answer the following questions.

- 1 In what region is tourism currently growing the most?
- 2 List the reasons for the growth of tourism.
- 3 Which kind of tourism has been growing more than any other type?
- 4 What technological advance allowed mass tourism?
- 5 How do people use Internet for their holidays?
- 6 Read the last part of the text and list the advantages that tourism brings.
- 7 How does the industry of tourism damage the environment?

### STUDY HELP

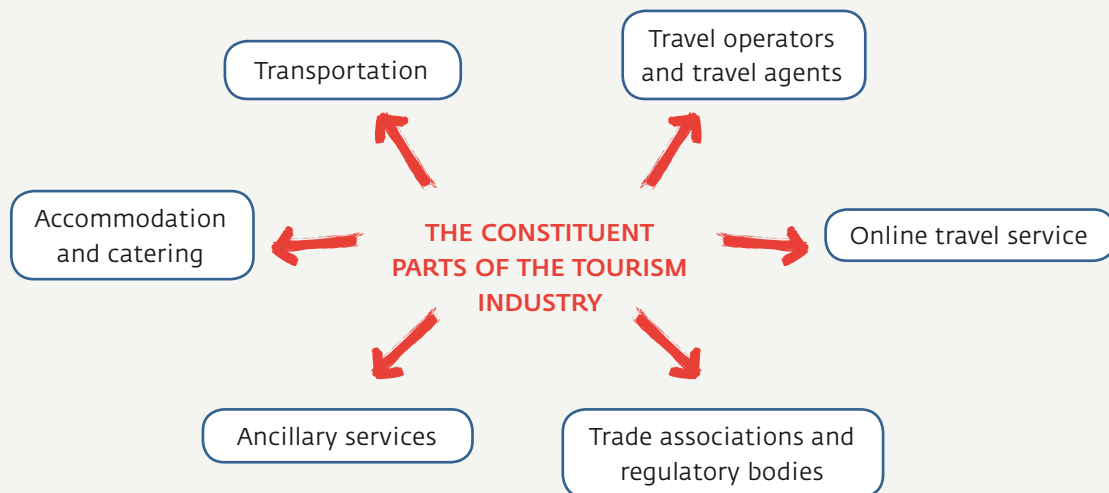
#### 6 Use the information from the text and the questions from exercise 2 to summarize the text.

.....

.....

.....

# THE CONSTITUENT PARTS OF THE TOURISM INDUSTRY



## TRANSPORTATION

Modes of transport are important, because they are the way holiday-makers get to their destination. The four main types of transportation are:

- by air – mainly by aeroplane;
- by sea, including ferries, cruise ships and hovercraft;
- on the road, which includes hire cars, coaches, buses and bikes;
- by rail – usually trains or trams.



Another distinction can be made between serviced accommodation, where meals are or can be provided (e.g. hotels), and non-serviced or self-catering accommodation, where customers can cook for themselves (e.g. caravans and self-catering cottages).

## TRAVEL OPERATORS AND TRAVEL AGENTS

Tour operators organise, advertise and sell tourist products, accommodation, transport or package holidays, while travel agents sell the holidays, which are designed and put into brochures by tour operators.

Online travel companies include travel companies and airlines that only take bookings online.

Ancillary services or amenities can be defined as the extras of a holiday. These are generally used to give added value to the destination. They can include restaurants and food, bar facilities, communication facilities, tour guides, car hire, luggage, chauffeur service.

Another type of ancillary service is insurance. This allows guests to receive money if they fall ill or if something unexpected happens.

## ACCOMMODATION

It is a very important part of the tourism infrastructure.

When a tourist leaves his home for any particular destination, he or she will need some kind of accommodation: hotels, resorts, apartments, camps, guesthouses etc. The accommodation industry can be divided between "traditional accommodation" and "supplementary accommodation".

Traditional hotel accommodation includes hotels and motels. Supplementary accommodation includes bungalows, villas, youth hostels, and inns.

The accommodation may be marketed individually or through tour operators.





**TRADE ASSOCIATIONS**

The World Tourism Organization (UNWTO) is the United Nations agency that promotes responsible, sustainable and universally accessible tourism as a means to boost economic growth around the world. It also serves as a practical source of knowledge about tourism.

In Italy, there is the ENIT: this is the official national office for the promotion of Italian tourism. It includes representatives from every sector of the Italian tourist industry (regional tourist offices, hoteliers, travel associations, ground handlers, transport services, etc.).

**7 READING COMPREHENSION** Complete with information from the text.

Transportation can include:

- 0 Air: *mainly by aeroplane*
- 1 Sea: .....
- 2 Road: .....
- 3 Rail: .....

Types of accommodation:

- 4 Traditional accommodation includes .....
- 5 Supplementary accommodation includes .....
- 6 Serviced accommodation includes .....
- 7 Self-catering accommodation includes .....

**8 READING COMPREHENSION** Answer the following questions.

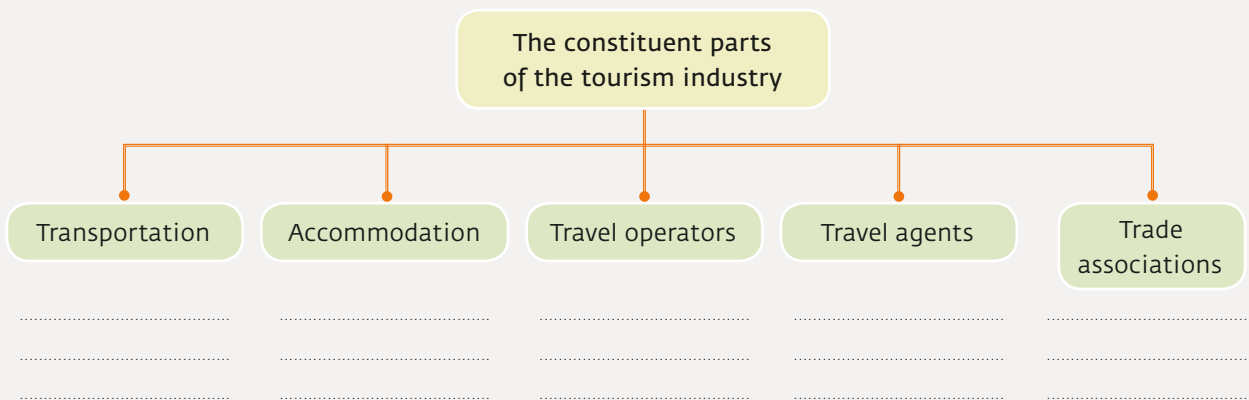
- 1 What do tour operators and travel agents do?
- 2 What do ancillary services include?

**9 READING COMPREHENSION** Choose the right alternative.

- 1 The World Tourism Organization is an agency of
  - a Europe.
  - b the United Nations.
  - c the United States of America.
- 2 It promotes tourism, but only if it
  - a doesn't damage the environment.
  - b brings money.
  - c doesn't affect the people's lives.
- 3 The ENIT is the official office for the promotion of tourism
  - a in some regions of Italy.
  - b throughout Italy.
  - c throughout Europe.

**STUDY HELP**

**10** Complete the diagram with information from the text.



# VOCABULARY FILE

Repeat the words that you have learnt in the unit.

1 Report them in your exercise book and build your personal vocabulary.

- |                                    |  |
|------------------------------------|--|
| 1 affascinante .....               | 24 luogo di soggiorno al mare .....                  |
| 2 affittare .....                  | 25 meta (di viaggio) .....                           |
| 3 affollato .....                  | 26 mezzo di trasporto/trasporto .....                |
| 4 agente di viaggio .....          | 27 monumento .....                                   |
| 5 allargare gli orizzonti .....    | 28 organizzare .....                                 |
| 6 alloggio .....                   | 29 pacchetto vacanze .....                           |
| 7 antico .....                     | 30 pagamento .....                                   |
| 8 aprire la mente .....            | 31 passaporto .....                                  |
| 9 bagaglio .....                   | 32 patente .....                                     |
| 10 borsa/cartella .....            | 33 pendolare .....                                   |
| 11 carta di credito .....          | 34 pianificare .....                                 |
| 12 chi viaggia con lo zaino .....  | 35 pianificazione .....                              |
| 13 chi viaggia per lavoro .....    | 36 pittoresco .....                                  |
| 14 consigliare .....               | 37 sicuro .....                                      |
| 15 contante .....                  | 38 soggiorno .....                                   |
| 16 depliant .....                  | 39 tentare .....                                     |
| 17 eccitante .....                 | 40 turista (chi viaggia per andare in vacanza) ..... |
| 18 enorme .....                    | 41 valere la pena .....                              |
| 19 esploratore .....               | 42 viaggio .....                                     |
| 20 fare una prenotazione .....     | 43 viaggio breve .....                               |
| 21 giramondo .....                 | 44 viaggio per mare .....                            |
| 22 incredibile .....               |  |
| 23 lunghezza (del soggiorno) ..... |  |



## THE DEFINITE ARTICLE WITH GEOGRAPHICAL NOUNS

L'uso del *definite article* non corrisponde all'uso dell'articolo determinativo in italiano.

**Si usa *the*** con:

- i nomi propri di zone geografiche, fiumi, catene montuose, gruppi di isole, canali e oceani;
- i nomi di nazione che includono parole come: *kingdom, republic, state*;  
*the United Kingdom, the United States, the Republic of Ireland*
- nomi plurali di nazioni;  
*The Philippines, the Netherlands*
- gruppi di isole;  
*The Orkneys, the Shetlands*
- catene montuose;  
*The Pennines, the Alps*
- nomi di fiumi, mari, oceani e deserti;  
*The Severn, the Mississippi, the Mediterranean Sea, the Atlantic Ocean, the Sahara*
- direzioni: *north, south, west, east*;
- nomi di edifici famosi, opere d'arte, musei o monumenti;  
*The Colyseum, The Pyramids*
- i nomi di alberghi e ristoranti, tranne quando questi prendono il nome di una persona.  
*The Hilton, The Intercontinental, Nonna Pina*

**Non si usa *the*** davanti ai nomi di:

- continenti → *Europe, America*;
- nazioni → *Italy, England*;
- città → *London, Rome*;
- isole → *Sicily, The Isle of Wight*;
- laghi → *Lake Como, Bassenthwaite Lake*;
- montagne → *Ben Nevis*.

**1 Complete with the when necessary.**

A Would you like to go to (0) *the* United States next year?

B No, I'd rather stay in (1) ..... Europe.

A Do you want to go to (2) ..... France or to (3) ..... Spain?

B No, I wish to visit (4) ..... Netherlands. I've never been to (5) ..... Amsterdam.

A Where were you last year, Daphne?

B George and I went on a hiking tour in (6) ..... Alps. It was great. What about you?

A I was at (7) ..... Lake Como.

A Does Wales belong to (8) ..... United Kingdom?

B Yes, it does.

A What about (9) ..... Ireland?

A While Northern Ireland is part of (10) ..... UK, the republic of (11) ..... Ireland is independent.

A Shall we go on a cruise on (12) ..... Nile next year.

B I don't know. I'd prefer to go to the desert, to (13) ..... Sahara.

1 Write the right name next to each continent.



1 .....



2 .....



5 .....



3 .....



4 .....

2 Write the names of the languages and nationalities.

Country	Language(s)	Nationality
1 Great Britain		
2 The United States		
3 New Zealand		
4 Australia		
5 Canada	English, French	
6 Italy		
7 France		
8 Spain		
9 Portugal		
10 Germany		
11 Belgium	Belgian	French, Flemish
12 The Netherlands		Dutch
13 Sweden		
14 Norway	Norwegian	
15 Finland	Finnish	
16 Switzerland	German, French, Italian	

**1** Complete the following dialogue with the missing words.

..... /10 POINTS

(C: customer; TA: Travel agent)

C: Good morning.

TA: Good morning. How can I help you?

C: I'd like to (1) ..... a trip to the south of France.

TA: What date and for how (2) .....?

C: On the 4th of June for ten days.

TA: Would you like to (3) ..... at the seaside or in the countryside?

C: At the seaside.

TA: We have a wide choice between many different (4) .....

C: I'd like to stay in a hotel in a small town.

TA: Fine. Would you have a look at these (5) ....., sir?

C: Yes please.

TA: Here, you can see a five star-hotel with gym and (6) ..... breakfast.

C: Does it also offer a stay with (7) .....?

TA: With breakfast and dinner? Yes, of course. It (8) ..... only 30 euros extra per day.

C: How much will that be in total then?

TA: The rate will be €128 per person then. Would you be (9) ..... in a package holiday, with flight and hotel together?

C: No, I'd like to book the flight and the hotel (10) .....

TA: Of course, as you wish.

C: I'll let you know.

TA: Goodbye.

**2** Write the following sentences in English.

..... /15 POINTS

1 Potrebbe dirmi il suo nome, per favore?

.....

2 Dove sta progettando di andare?

.....

3 Che tipo di alloggio preferirebbe?

.....

4 Si prenda il suo tempo per scegliere la destinazione.

.....

5 Quando ha scelto sarò lieta di aiutarla a fare la prenotazione.

.....

**TOTAL** ..... /25 POINTS