

Unit 1 • The world of tourism

1. Test your memory! What do you remember about Unit 1? Check it by answering the questions below. If you can't, do the exercises that follow before answering.

1. What is tourism?
2. What is the difference between domestic travel, inbound travel and outbound travel?
3. What are the main steps in the history of tourism development?
4. How many types of tourism do you know? Which ones?
5. Can you define them?
6. What are the 7 components of the tourism industry?
7. What is customer service and what are its tasks?
8. Which main targets do tourism address?

2. Read this text about tourism (> Textbook, p. 16) and fill in the gaps with the words given. Then listen and check.

outside • demand • business • year • resident • food • staying • non-resident

According to the United Nations World Tourism Organization (UNWTO), tourism consists of the activities of people travelling and **(1)** in places outside their environment for leisure, **(2)** or other purposes for not more than a consecutive **(3)**

We refer to tourism as the industry that produces goods and services for the people who travel.

It develops according to supply and **(4)** **Tourism demand** is created by travellers, while **tourism supply** consists of the goods and services they are offered – such as trips, accommodation, activities, entertainment, **(5)** and souvenirs. We may distinguish between **domestic travel, inbound travel** and **outbound travel**. **Domestic travel** refers to **(6)** people travelling within their own country; **inbound travel** refers to **(7)** travellers visiting a foreign country for which they are inbound tourists, while **outbound travel** concerns resident tourists travelling **(8)** their country, for which they are outbound tourists.

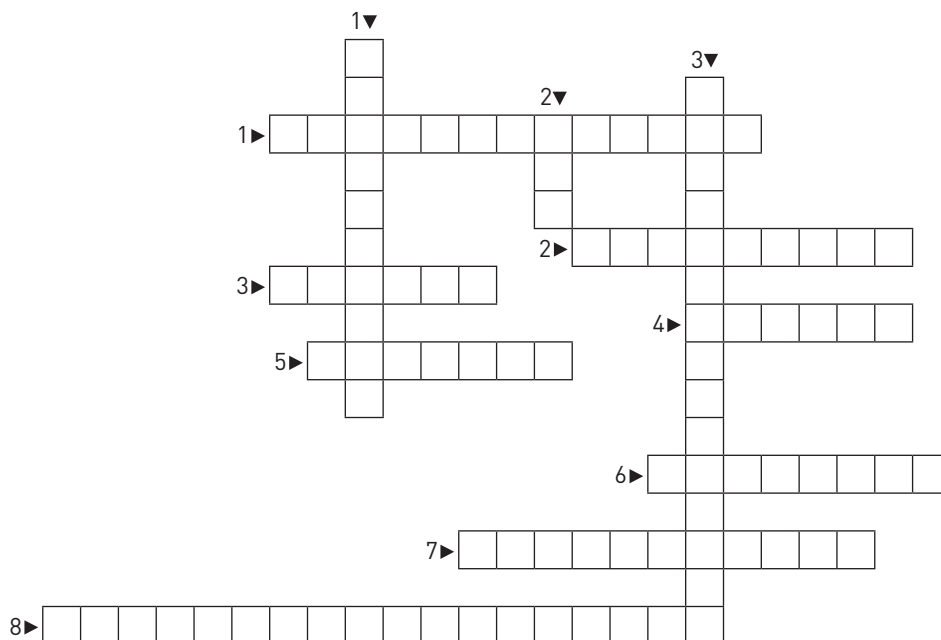
3. Here is some information about the development of tourism (> Textbook, p. 18). Match the beginning of the sentences (1-7) to the appropriate ending (a-f), as in the example. Then listen and check.

- | | |
|--|--|
| 1. In prehistoric times people travelled to | a. <input type="radio"/> began travelling to find new trade routes and discover new lands. |
| 2. Finally, after WWII, rail and air travel became cheaper, and paved the | b. <input type="radio"/> conquering new lands, people and wealth and, for scholars, of acquiring knowledge. |
| 3. After that, from the end of the 15th century on, men | c. <input checked="" type="radio"/> find food or safe living conditions. |
| 4. Then, during the Middle Ages, although travelling became | d. <input type="radio"/> Europe for pleasure, in order to enjoy its art and cultural heritage. |
| 5. Next, in the Classical Era, travel was a means of | e. <input type="radio"/> very dangerous because of brigands and pirates, people travelled for religious, political, educational and commercial purposes. |
| 6. Things changed in the 19th century, when rich people started to move around | f. <input type="radio"/> way for mass tourism, making world tourism a leisure activity affordable to everyone. |

4. Now rearrange the sentences from exercise 3 in the correct order.
5. Read this text summarizing the different types of tourism (> Textbook, p. 19) and do the following crossword.

Most tourists travel for leisure or business. There are several types of tourism, which vary according to the purpose people travel for, as different needs require different services. If you travel to visit friends and relatives living in another town or country, a phenomenon known as **VFR tourism**, for instance, you may look for cinemas, theme parks or other leisure activities. If you plan to visit a town to see an exhibition or a concert you are interested in **cultural tourism**, while if you love travelling to taste the food and drink of a particular area, you have to look for what **food and wine tourism** has to offer. Many football supporters or racing fans prefer **sports tourism**, as they follow their teams to take part in international sports events. Young people often choose **adventure tourism** to explore new places and experiencing adventurous activities such as trekking or rafting. Some of them are backpackers - carrying all their equipment in a rucksack - and sleep in tents or sleeping bags. An increasing phenomenon is **health tourism**, which refers to people who travel abroad to get medical treatment that is not available or too expensive in their own country. Like health tourism, **religious tourism** is also a fast-growing segment of the travel industry. It attracts people who want to travel as pilgrims to sacred places. Another type of tourism is **educational tourism**, which specializes in school trips and study holidays for those who travel to learn. People also travel for work to take part in conferences, meetings, trade fairs, conventions or incentive tours (a holiday reward for employees). They are the target of **business tourism**.

CROSSWORD



ACROSS

1. A holiday reward for employees.
2. Rafting is one of the favourite activities of this kind of tourists.
3. Religious tourists travel to these places.
4. Travelling to see an international Grand Prix race is an example of tourism.
5. Health tourism addresses people who need this kind of treatment.

6. The type of tourism of people who visit a town to see an exhibition or a concert.
7. This type of tourist travels to study and learn.
8. A type of tourism for food lovers.

DOWN

1. An adventurous tourist who carries everything in his rucksack.
2. Visiting Friends and Relatives.
3. The kind of tourism of those who travel for work.

6. Here is a passage describing the 7 key components of the tourism industry (> Textbook, p. 22). Read and label the paragraphs with the appropriate words given, then check the answers with your teacher.

Attractions • Travel agents • Online travel services • Accommodation and catering •
 The 7 key components of the tourism industry • Tour operators • Tourist information • Transportation
 Example

1. The 7 key components of the tourism industry

The tourism industry is made up of 7 main components; they are described below.

2.

These are companies who buy and combine different travel services to create package tours that they sell to travel agents or directly to travellers through their websites.

3.

They are retailers who buy travel services from tour operators or other suppliers and sell them to the public.

4.

These websites provide information about travel and allow people to book flights, hotel rooms, package tours and other tourist services.

5.

They are local offices where tourists can find help with accommodation, transport and attractions.

6.

It refers to the places where tourists can stay and have meals during their holidays.

7.

They are what tourists can see and do when they are on holiday.

8.

This term refers to the means of transport used by tourists to travel.

7. Match the following questions about customer service (> Textbook, p. 25) to their answers below, then check with your teacher.

1. Who is the customer?

2. What is customer care service?

3. What are the tasks of customer care service?

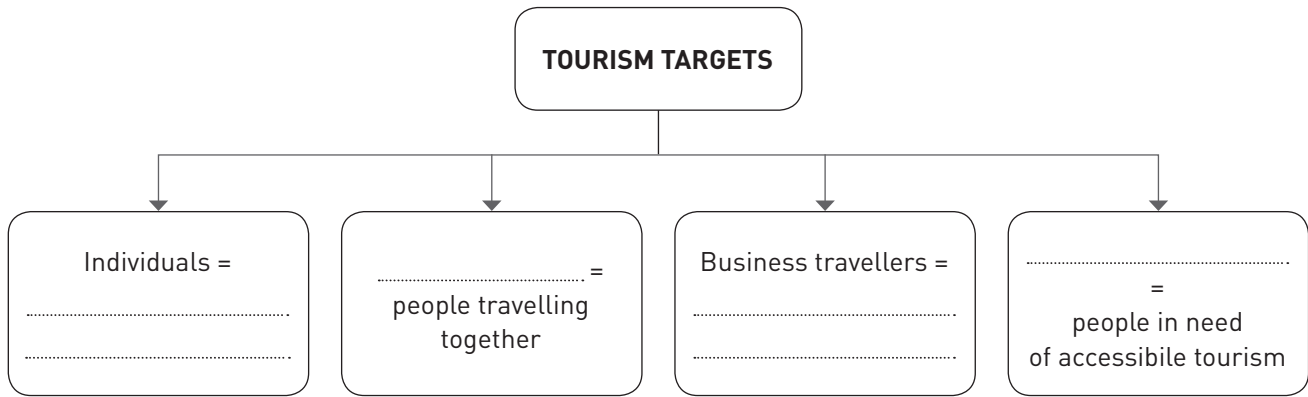
4. Name at least four characteristics a person working at a customer care service has to own.

- a. Helpfulness, reliability, carefulness, patience.
- b. Someone who buys goods or services from a business.
- c. Providing assistance, giving help with a purchase or clarifying doubts about it and ensuring the customer's satisfaction.
- d. The act of taking care of the customer's needs by providing assistance and advice.



8. Read the following text about tourism targets (> Textbook, p. 26) and use its information to fill in the chart below.

In order to work successfully, tourism companies need to define their target clearly. This means that they have to be aware of the customers they are addressing, who can be divided into four main groups with different needs and expectations. They are: **individuals, groups, business travellers** and **people with special needs**. Individuals travel on their own, while groups are people travelling together, for instance groups of retired elderly people or young friends. Business travellers are people who travel for work. People with special needs are the target of accessible tourism, whose aim is to ensure products and services accessible to all.



9. Now let's get back to the initial questions and answer them. Use these sentence starters to help you.

1. What is tourism?

It consists of the activities
..... . It is also the industry

2. What is the difference between domestic travel, inbound travel and outbound travel?

Domestic travel is the activity of resident Inbound travel is the activity of non resident while outbound travel is

3. What are the main steps in the history of tourism development?

While travelling was originally, over the centuries people began to travel

4. How many types of tourism do you know? Which ones?

There are 9 types of tourism. They are VRF tourism,
.....
.....

5. Can you define them?

VRF tourism refers to people who travel to
.....
.....

6. What are the 7 components of the tourism industry?

They are tour operators,
.....
.....

7. What is customer service and what are its tasks?

It is the act of Its tasks are
..... and

8. Which main targets do tourism address? It addresses individuals, who are

....., and
.....