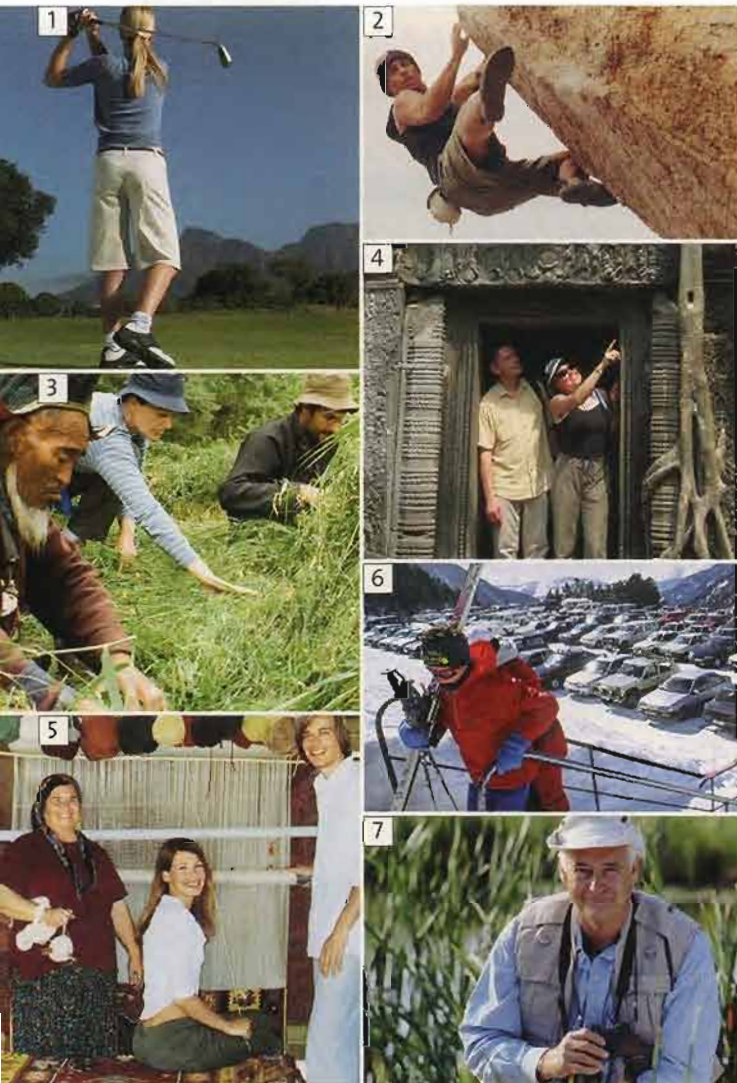


6 Rural tourism

Take off

- 1 Look at the pictures of different tourist activities. What can you see in each picture?

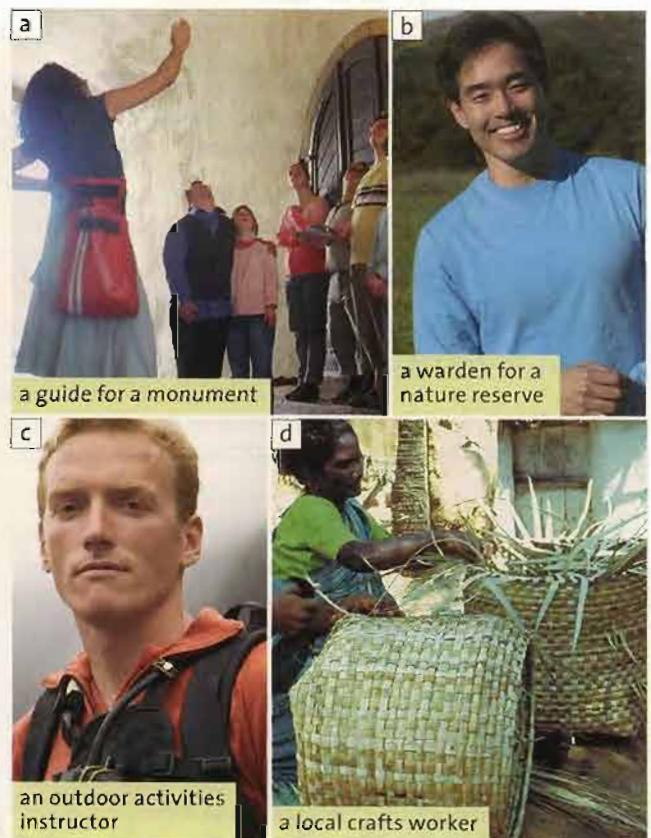


- 2 Work in groups. Which pictures show people participating in rural tourism activities? Explain your answers to your partners.
- 3 Name three other activities that are typical of rural tourism.
- 4 Try to produce a simple definition of what rural tourism is. Share your definition with the rest of the class.

Listening

Local people and rural tourism

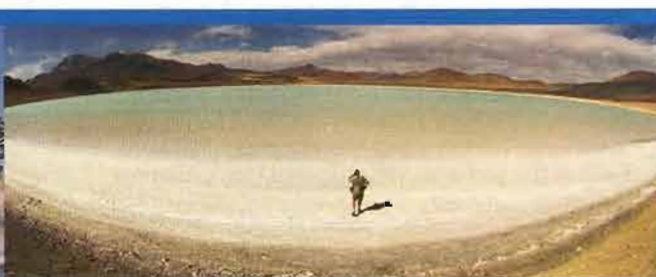
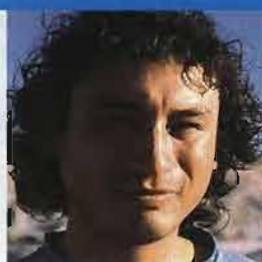
- 1 Say which activities in *Take off* 1 involve these people.



- 2 Listen to three of the people in 1 talking about rural tourism. Identify each speaker.
- 3 Which speaker
- 1 has a formal tourism qualification?
 - 2 is carrying on the work their parents did?
 - 3 thinks that their area has a lot of different activities to offer rural tourism visitors?
- 4 Listen again and make notes about the way(s) each speaker or their region has benefited from rural tourism.
- 5 We didn't hear one person speak. What do you think they would say about rural tourism? (Hint: think about how tourism will affect their job.)

In this unit

- what is rural tourism?
- grading systems for rural accommodation
- checking people into a campsite
- resources for rural tourism
- giving a local weather forecast

It's my job**Eduardo Barroso**

Eduardo was born in a remote village in the Atacama Desert in the north of Chile. Life in the desert is hard, but rural tourism has given Eduardo and his family the chance to make a living from their surroundings. What is there to attract people to the desert? What is there to do there? Where do people stay? Read on and find out.

How did you decide to start up in rural tourism?

Life here is not easy, so many young people from the villages go to Santiago to find work. I wanted to be with my family, and one day my father read about rural tourism in Europe and decided to do the same with our farm.

Why do people visit the Atacama? What's the attraction?

The landscape is the obvious attraction. For people from the city, there's the shock of how big and empty the desert is. And for people from a temperate climate, there's the surprise of how beautiful and varied it can be.

Is the desert varied?

It certainly isn't just sand, which is the image in most people's minds. In the Atacama, for example, you have volcanoes, salt lakes, geysers, canyons ... It's much more than just sand.

But what can you do here apart from look at the landscape?

My family have worked this land as farmers for many years, and we still do, so one of the attractions for our visitors is to experience our daily life. On the first morning, visitors help us around the farm, milking cows or putting the sheep out to graze. We have bees, as well.

You are very proud of the accommodation you have.**Can you tell us why?**

All of the buildings are made in traditional style and from local materials. Straw, mud, stone ... everything is from the *Patta Hoiri*. That's 'Mother Earth' in our local language. And all of the food we give visitors is based on ancient recipes and local ingredients. It might not be as sophisticated as in the best restaurants of Santiago, but it is tasty and very healthy. But perhaps the thing our guests enjoy most is that they dine with us. And after every meal there is always time for a *tertulia* – an after-dinner chat that often goes on long into the night. That's when they really feel part of our world, and that's what rural tourism is about for us.

**Find out**

- 1 Choose a country that offers rural tourism. Find out
 - 1 how long there has been rural tourism
 - 2 what sort of accommodation is available
 - 3 what types of activities visitors can do
 - 4 when the high and low seasons are
 - 5 if there are any professional associations of rural tourism.
- 2 Make a brief report of your findings.

carve (v) cut wood or stone in order to make an object or to put a pattern or writing on it

comply with (v) to obey an order or request

continental breakfast (n) a light breakfast, usually consisting of coffee and bread rolls with butter and jam

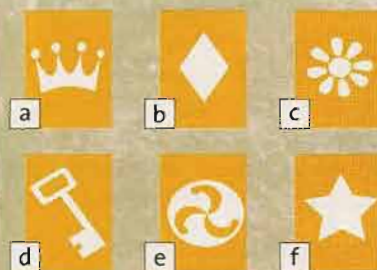
full cooked breakfast (n) a large breakfast, usually consisting of cereal, cooked bacon and eggs, toast, and tea or coffee

Reading

Ask someone who has been there

Newspapers often have travel supplements and invite readers to answer questions other readers send in. Here, four readers answer a question by Alison.

- 1 Look at the pictures. What do you think Alison's question is about?
- 2 Read the question. Were you right?



Q Dear Fellow Travellers

The English Tourist Board uses crowns to grade serviced accommodation and keys for self-catering. Does anybody know what systems are used for rural accommodation in other places?

Alison, Penrith

A Dear Alison

We've just got back from New Zealand. They use a system called Qualmark, which operates on a 1- to 5-star scale. One star means 'Acceptable'. In practice, this means it meets your basic needs and is clean and comfortable. We stayed in a lot of three-star places and they were good.

Dave & Jane Walcott, Weston-super-Mare

A Dear Alison

We often go to the Isle of Man. There they use a diamond to grade guest house accommodation. As it says on the official government web



page (www.gov.im/tourism/travel/accommodation/isle-of-man-hotels.aspx), one diamond means you'll get 'Clean and comfortable accommodation. Offering a full cooked or continental breakfast. Acceptable level of quality and helpful service'. At the top end of the range, five diamonds means 'An excellent overall level of quality. Excellent interior design, high quality furniture, and an excellent quality bed. Breakfast offering wide choice of high quality fresh ingredients. Excellent levels of customer care.'

Keith & Anne, Harrow

3 Now read the answers and

- 1 match pictures a-f with the countries mentioned
- 2 make a list of the different factors that the different systems take into account when describing each grade
- 3 think of three other factors that you could use in a grading system.
- 4 Which system is the best in your opinion?

A Dear Alison

Here in Romania, rural accommodation in guest houses is classified in accordance with the law. The system goes from one daisy to five daisies. In the past we used stars (and our hotels here still do), but recently we chose daisies for guest houses in the country because it is a flower that grows all over Romania.

Kindest regards

Ecaterina, Bucovina

A Dear Alison

Here in Japan we have no accommodation grading system. Motoko, Tokyo

A Dear Alison

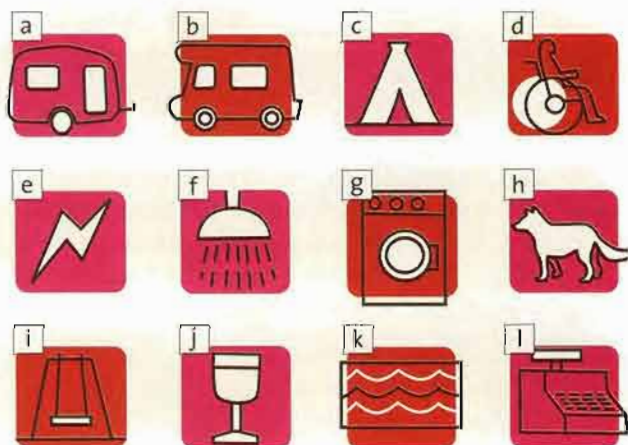
In Asturias in the north of Spain, we use a symbol we call the 'triskel' for grading our 'casas de aldea' (village houses). This is a traditional Celtic symbol, and you can see it carved in many old buildings in our region. The system goes from one to three 'triskels'. To get three, the accommodation has to **comply with** very high standards of quality and functionality. For example, the owner must be in the village all the time, there should be good access for disabled travellers, the furniture and decorations should be traditional in style and materials, there should be a children's play area, and so on.

Onofre Alvarez Fernández, Sociedad Regional de Turismo de Asturias

Listening

Checking in at a campsite

- Listen to two situations in which campers check in to a campsite. Which camper
 - has made a previous reservation?
 - has a vehicle?
 - is staying for less than a week?
 - has children?
 - only needs one pitch?
- Look at the campsite symbols. Do you know what they mean? Which ones correspond to which situation in 1?



- Listen again and complete the sentences.
 - And it's _____ for a motorhome and a _____ for a family tent.
 - Could you _____ for a moment?
 - Will you be using an _____?
 - OK. _____ here, please?
 - We've got _____ Friday.
 - What were you _____?

Pronunciation

- Listen to these phrases from situation 1. Note how the words in *italics* in each phrase are stressed.

Receptionist Here you are. Two adults, two children, two weeks. And it's one pitch for a *motorhome*, and a *second* pitch for a family *tent*.

Camper 1 Two pitches, that's right. But it's not a *family* tent. It's a *small* tent – for the *children*.

Receptionist Oh. I'll just change it. There you are. One *motorhome* and one *small* tent.
- Which words are stressed in order to *confirm* information that is right, and which are stressed to *correct* information that is wrong?
- Now look at these phrases from situation 2. Decide which word will be stressed in each of the phrases underlined, then listen and check.

Camper 2 There are four of us. We've got tents.

Receptionist Are they family tents?

Camper 2 No, no. They're small tents. They're mountain tents.

Receptionist And is that four tents?

Camper 2 No. Only two.

Receptionist Have you got a car?

Camper 2 No, we've got bikes.

Receptionist Motorbikes?

Camper No, they're normal bikes. You know, pedal bikes.

Speaking

Receiving campers

- Work in pairs. Student A, you are the receptionist. Go to p.110. Student B, you are the camper. Go to p.115. Act out the situation. Use the phrases in *Listening 3*, and remember to stress any important words.
- Now change roles and act out the second situation.
- If you want to know how good your pronunciation is, record one of the two situations and give it to your teacher to assess.

Rural tourism is a segment of the total tourist industry which is particularly important in Hungary, a country with no spectacular natural attractions, without seaside, high mountains, rainforest, or herds of exotic animals.

Vocabulary

Resources for rural tourism

- 1 Look at these different resources for rural tourism. Which ones do you recognize?

- | | |
|--------------------|-----------------------|
| 1 birdwatching | 10 orchards |
| 2 brewing | 11 pottery |
| 3 cycling | 12 traditional crafts |
| 4 farms | 13 trekking |
| 5 fishing villages | 14 waterfall |
| 6 forests | 15 watermill |
| 7 landscape | 16 weaving |
| 8 lifestyle | 17 wildlife |
| 9 meadows | 18 woodcarving |



- 2 Which of the resources in 1 can be classified as
- activities that show tourists local culture?
 - activities that show tourists the local natural environment?
 - something for tourists to watch?
 - something for tourists to do?
- 3 Think of two more resources for each category in 2.
- 4 Which of the resources can you find in your country?
- 5 Which of the resources have you had any experience of?

Reading

Welcome!

- 1 Work with a partner. Look at the photos of life in rural Vietnam.
- Use the vocabulary of rural tourism resources to describe what is happening in each photo.
 - Can you think of any other rural tourism activities that you might find in Vietnam?
- 2 Read the article welcoming tourists and look at the map.
- Identify the provinces of Vinh Long, Quang Nam, and Bac Ninh on the map.
 - Match the photos with the corresponding provinces.

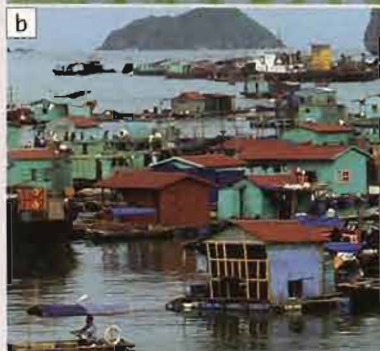
Welcome to rural Vietnam

Welcome to a corner of Asia where you will find a lifestyle that goes back for centuries. Fishing on the Mekong Delta, farming in Central Vietnam, or crafts in Bac Ninh Province – whatever your own interest, we are sure you will find something to **delight** you in rural Vietnam.

Vinh Long Province

Located between the Tien and Hau rivers, the fertile lands of Vinh Long **nourish** thousands of fruit orchards, while the countless small islands provide ideal conditions for ecotourism and observing wildlife. In addition, you will be able to observe the centuries-old activities of Southern Vietnam, such as processing rice paper and traditional Vietnamese cooking.

Especially interesting in Vinh Long is the opportunity to stay overnight in local residents' homes. There is a small but growing number of private homes that offer home stays. At the moment they provide accommodation and entertainment for up to 150 tourists per night.



delight (v) to give sb great pleasure

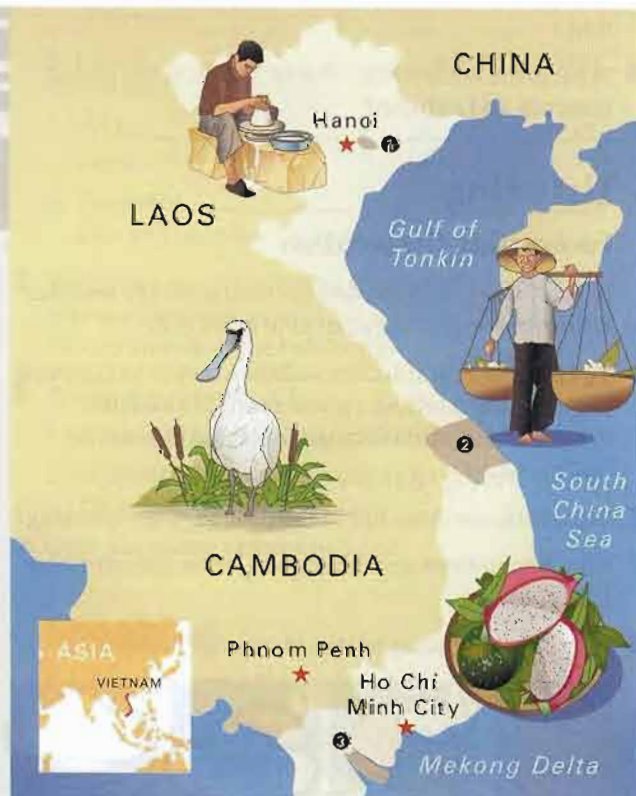
nourish (v) to give sb / sth the right kind of food so that he / she / it can grow and be healthy

silkworm (n) a caterpillar (a small creature like a worm with legs) that produces silk thread

toil (v) to work very hard and / or for a long time

trade (n) the activity of buying and selling or of exchanging goods or services between people or countries

- 3 Which of the provinces is best for visitors who want to
 - 1 do things during their stay in rural Vietnam?
 - 2 get as close as possible to ordinary Vietnamese people?
 - 3 buy authentic souvenirs of rural Vietnamese products?
- 4 Which area of Vietnam seems the most exciting to you? Tell your partner why.
- 5 Where would you find a text like this?



Quang Nam Province

For visitors who want to be really active in their holidays, we recommend a visit to one of the vegetable farming villages near the town of Hoi An in the central province of Quang Nam. Here for a day you can **toil** shoulder to shoulder with a Vietnamese farmer. Hosts and guests work the land, planting rice or collecting vegetables that they sell in the local markets. For lunch you get to eat colocynth (similar to a bitter apple) and tom huu, which is a traditional dish made of vegetables.

Writing

Welcome – Bienvenue – Willkommen

With so many places to visit, a Welcome text is important for rural areas. Work with a partner. You are going to write a Welcome text.

- 1 With your partner, make notes.
 - 1 Which elements of rural tourism are typical of your area?
 - 2 Which adjectives will help you to describe your region and make it sound unique?
 - 3 Which images can you use to illustrate your text?
- 2 Work on your own. Write your text. When you have finished, give it to your partner to read.
- 3 Work together. Use the best of your individual texts to produce the best Welcome text you can. Did you use adjectives to make the region sound special?

Bac Ninh Province

The homeland of Quan Ho art has many traditional **trade** villages. In Xuan Lai village you can find excellent bamboo products, especially from black bamboo, while Phu Lang is famous for its pottery. Thousands of ancient pots have been found here, and even today there are about 300 families in the village doing pottery work.

Tho Ha is famous for pottery, but nowadays it has also started to produce wine. Another village that is well-known for traditional wines is Van, on the bank of the Cau River.

The villagers here are happy to let visitors photograph their wine being made, and to try it or to buy it, but the brewing process itself is a secret.

Finally, Da Hoi is a must. This 400-year-old trade village is famous for its traditional silk cloth, and women there still raise **silkworms** and weave fabulous fabrics that they sell.



Customer care

Encouraging customers to be sensitive to the environment



There is a piece of advice that responsible tourism organizations often give to travellers: 'Take only photographs; leave only footprints.'

- 1 What are they encouraging their customers *not* to leave, and *not* to take?

The Countryside Code encourages tourists to be responsible to the rural environment in the UK. The key points are

- Be safe, plan ahead, and follow any signs.
- Leave gates and property as you find them.
- Protect plants and animals and take your litter home.
- Keep dogs under close control.
- Consider other people.

- 2 Would you change anything for a countryside code for the rural environment in your country?

- 3 What points would you include for a code for the *urban* environment in your country?

Vocabulary

Weather words

- 1 Match the weather terms a–l with pictures 1–12.

- | | |
|--------------------|--------------------|
| a clear and bright | g light winds |
| b cloudy | h overcast |
| c heavy rain | i storms |
| d heavy showers | j strong winds |
| e light rain | k sunny intervals |
| f light showers | l thundery showers |

- 2 What other weather words can you add?

- 3 Which words in 1 are typical of (a) good and (b) bad weather?

- 4 *Thundery* is an adjective. The noun is *thunder*. What are the adjectives for

- | | | |
|---------|------------|-----------|
| 1 fog? | 3 mist? | 5 storms? |
| 2 rain? | 4 showers? | 6 wind? |

- 5 Make a web for all your weather terms similar to the web you made for food vocabulary in Unit 5. Put the words *Weather forecast* in the centre of your web.

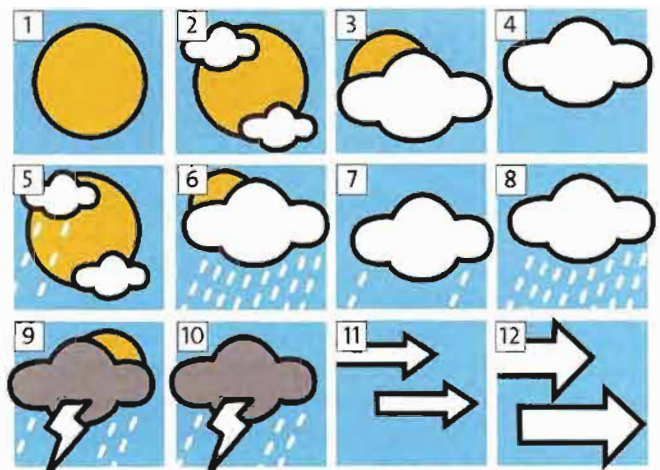
- 6 What is the weather like in your region in the spring, summer, and autumn?

Listening

Forecasting the weather

In rural areas, visitors need to know what the weather will be like so that they can plan what to do.

- 1 Listen to a rural accommodation owner in Cornwall, England. She is telling a guest about the weather. What is the weather forecast for (a) tomorrow and (b) Thursday?
- 2 What is the weather like at the time they are speaking?
- 3 Why is tomorrow afternoon going to be different from today?
- 4 Why does the owner tell the visitor not to worry?



• Language spot

Making predictions

- 1  Listen to the dialogue in *Listening* again and complete the phrases.
 - 1 Do you know what the weather _____ tomorrow?
 - 2 (I think) _____ today.
 - 3 ... then _____ again in the afternoon.
 - 4 I think _____ a few thundery storms.
 - 5 Will it _____ all week?
 - 6 They said _____ rain on Thursday.
- 2 Which two verbs forms can you use when you are giving information about the weather? Which is the more common of the two forms?
- 3 Which is more certain?
 - 1 *It'll be like today* or *It'll probably be like today*.
 - 2 *I think it'll rain on Thursday* or *It's going to rain on Thursday*.

» Go to **Grammar reference** p.122

Speaking

Giving information about the weather

- 1 Work in pairs. Student A, go to p.109. Use the information to give the camper a weather forecast for the next four days. Student B, you are the camper.

EXAMPLE

Camper Excuse me. Do you know what the weather will be like for the next few days?

Receptionist Well, for tomorrow I think it'll ...

- 2 When you have finished, change roles. Student A, you are the camper. Student B, go to p.112. Use the information to give the weather forecast.

Checklist

Assess your progress in this unit. Tick (✓) the statements which are true.

- ☐ I can understand people talking about what rural tourism is
- ☐ I can understand rural accommodation grading systems
- ☐ I can check campers into a campsite
- ☐ I can write a welcome text describing rural tourism in a region
- ☐ I can give a simple weather forecast

Key words

Accommodation

electric hook-up
grading system
home stay
motorhome
pitch
symbol

Rural attractions

canyon
cloth
crafts worker
forest
meadow
pottery
warden
weaving
woodcarving

Weather

fog
forecast
overcast
shower
storm
sunny intervals
thunder

Next step

- 1 What is the most interesting tourist attraction you have visited? Why was it interesting?
- 2 Have you ever taken part in a festival or major public event?
- 3 What do you think are the three best tourist attractions in your country?

Writing bank

1 Report writing

1 Read the report and answer the questions.

- 1 Who wrote the report?
- 2 Who is going to read and use the report?
- 3 How did the writers collect the information?
- 4 Is the report positive or negative about online and multimedia tourist information in Dublin? Find examples of adjectives used which support your answer.
- 5 The writers were unable to find out much about one of the three main areas of information. Which one?
- 6 Which of the multimedia features do you think would be most useful for someone who (a) is planning to visit Dublin, and (b) has visited Dublin and has happy memories?

2 Here are some more items that might appear in the report. In which section would you put them?

- 1 Touch screen displays at the Tourist Information Centres were very popular with visitors
- 2 Talk to colleagues – with handout of report
- 3 Set up an email interview with the Director of Tourism Information Services for Dublin
- 4 Prepare PowerPoint slide presentation

Have a clear title.

Title

Dublin: Online and multimedia tourist information

Use full names of all authors.

Author(s)

Rahel de Jong and Christian Koller

Think about who you are writing the report for.

Report to

Managers of local TIC and other tourism decision-makers

Think about the aims of the report. Note the use of *to* (infinitive of purpose) at the start.

Purpose

To investigate the online and multimedia tourist information facilities provided by a typical European capital city tourist destination, with a view to the development and improvement of similar facilities in our own local Tourist Information services.

Use numbers and bullet points for sub-lists. Note the use of the Passive – it makes the report sound more formal.

Methodology

- 1 Information was collected from various sources, namely:

Internet search engines (e.g. Google, Yahoo) on key words: *Dublin tourist information multimedia*

Tourist Offices Worldwide Directory (www.towd.com)

Visit to local TIC for ideas.

- 2 Relevant information for report was then selected and ordered.

- 3 Report, including summary, was written.

Acknowledge all sources.

Sources used

The following sources were particularly useful in compiling this report:

www.visitdublin.com (especially the link to 'multimedia')

www.tourist-information-dublin.co.uk

Limit summary to two or three sentences.

Summary of findings

Dublin has excellent internet / online information for tourists and a good range of multimedia facilities. This fits with its image as a lively city blending the modern and the traditional. Tourist Information Centres in the city do not appear to be so well presented or accessible.

Details

1 Online Tourist Office

The Online Tourist Office was visually very attractive. It was very easy to click through to a wide range of useful information. In particular there were links to: *Accommodation finder*, *Entertainment*, *Events*, *See and do*, *Special offers*, and *Travel*. Text in all these sections was comprehensive without being too long. Photographs and design features were very effective. We particularly liked the 'maps' section and the section on 'information on travel', which gave details of discount passes.

2 Multimedia facilities

There were a number of useful multimedia features:

- e-cards – allows you to send electronic postcards from Dublin to your friends
- podcasts – free downloads providing audio-guides to various parts of Dublin
- screensavers – free download images of Dublin for your computer screensaver
- video – Dublin Tourism's promotional DVD with backing track, which can be watched before the visitor arrives, or when the tourist is deciding where to go
- webcam – gives real-time live footage of Dublin city centre, and can be used, for example, to watch the St Patrick's Day Parade wherever you are in the world.

All these features are not only useful for the visitor, but are also excellent ways of promoting Dublin as a destination.

3 Facilities at the TIC

No information was found about interactive and multimedia facilities at the central Dublin Tourist Information Centre. An email has been sent requesting this information, but no reply has been received.

Follow-up work

Prepare proposals for how some of the Dublin features might be included in our own regional tourist information services.

Mode of presentation

Written report to be emailed to relevant people. Possibility for PowerPoint presentation using web slides.

Numbering the paragraphs of the 'detailed report' section, and using bullet points where appropriate, helps make the report clearer.

Give your own opinion of things you liked or didn't like.

It's OK to identify areas you haven't been able to find out about.

Put report in context of further work.

Think about how you will present the report. Try to think of interesting ways.

3 Here are some informal expressions used by the report writers when they were preparing the report. Find their more formal equivalents in the text.

- 1 The first thing we're going to do is collect as much information as possible.
 - 2 We thought these websites were great.
 - 3 The Tourist Information Centres didn't seem to be very easy to use.
 - 4 What's good is that they get all the information in but still keep it short.
 - 5 I think the next thing to do is make some suggestions for our local office.
- 4 What is the main tense used in the report? Find examples of the tense in both active and passive voice.
- 5 Prepare a similar report on one of the following.
- Online and multimedia tourist information in your region
 - Hotel facilities for disabled people in an area of your choice
 - Specialized holidays for the elderly
 - Feedback from customers
 - A research subject of your own choice related to tourism

2 Information leaflet

- 1 Read the leaflet and find this information.
 - 1 time from airport to centre
 - 2 the location of the Hong Kong Tourism Office
 - 3 a traditional lunch dish
 - 4 the location of two night markets
 - 5 a place for a good view of the city
 - 6 a fashionable place for dinner
 - 7 opening hours of the temple
- 2 Find examples of these standard features for an information leaflet, and answer the questions.
 - 1 Clear main heading. Does it indicate what the leaflet is about?
 - 2 Strapline (or sub-heading) under the main heading: Is it more or less 'promotional' than the rest of the leaflet?
 - 3 Section headings. Are they easy to see and do they indicate the content of the section?
 - 4 Further information sources. What sources of information are given?
- 3 The grammar used in the leaflet is quite simple, for example, the Present Simple tense is used a lot (e.g. *Hong Kong consists of two parts*).
 - 1 Find an example of the Present Simple in each section.
 - 2 Find three examples of *can* + infinitive.
 - 3 Find three examples of imperatives.
- 4 Write a similar leaflet for '48 hours in [your city or a place you know well]'.

48 HOURS IN HONG KONG

Discover the delights of China's most exciting city in a weekend



Getting there

Cathay Pacific, Qantas, British Airways, Virgin, and many other airlines fly non-stop to Hong Kong. From Chek Lap Kok, the Airport Express rail link (00 852 2881 8888; www.hongkongairport.com) takes you to the centre in 25 minutes.

Get your bearings

Hong Kong consists of two parts: Hong Kong Island and Kowloon, separated by Victoria Harbour. Both parts have modern hotels, shopping malls, and restaurants, but Kowloon has the best view – the steel towers of Hong Kong Island silhouetted against the wooded slopes of Victoria Peak. The two parts are linked by an efficient public rail system, road tunnels, and the famous Star Ferry.

Check in

Accommodation in Hong Kong can be expensive, with luxury hotels such as the Landmark Mandarin Oriental (00 852 2132 0188; www.mandarinoriental.com) and the famous Peninsula Hotel (www.peninsula.com). The Hong Kong Tourism Office in the Star Ferry Terminal Building (00 852 2508 1234; www.discoverhongkong.com) can help with other options.

Take a walk

The Dragon's Back, a ridge along the south-eastern side of Hong Kong Island, is an easy and popular

hiking trail. The trek ends in the little fishing village of Shek O with its sandy beach and alfresco restaurants. Take the bus back to the city centre.

Lunch on the run

Dim sum is a Chinese institution. One of the oldest and best places to go is the Luk Yu Tea House on Stanley Street. The customers are mostly Chinese and you can watch the old women playing mah-jong.

Window shopping

Modern shopping malls are all over the city, or you can look for antiques at Hollywood Road. And of course there are the fabulous night markets in Kowloon: Temple Street and Ladies' Market in Mong Kok.

Take a view

The Peak Tram (00 852 2522 0922; www.thepeak.com.hk) makes a near vertical climb from Garden Road to the top of Victoria Peak for an amazing view across the city.

Dinner with the locals

Most locals head for the buzzing restaurants and bars on the streets of SoHo, or there are the Italian, Chinese, and Turkish eateries of Knutsford Terrace in Kowloon. The hottest place at the moment is Opia in the Jia Hotel (00 852 3196 9000; www.jiahongkong.com).



Sunday morning: go to the temple

A good place to feel the religious atmosphere and breathe in the incense smoke is Man Mo Temple on Hollywood Road, open daily from 8.00 a.m. to 6.00 p.m.

3 Public notices

Read texts A and B. They are about a sudden change of plans for a group of tourists.

- 1 What has happened to make the rep change plans?
- 2 What were the group going to do?
- 3 What are they going to do now?
- 4 What did the rep forget to tell his clients?
- 5 Which text was put on the campsite noticeboard? How do you know this?
- 6 Write a public notice telling people about the unexpected change in text C.

A

SPANISH ISLES

Mario

Change of plans for Wednesday, I'm afraid. Forecasting some really stormy weather – the tail of Hurricane Rita – tropical rain, high winds, waves & v. rough seas. Not good weather for camping. Especially bad for trips in glass-bottomed boats and up Teide mountain.

Need to re-schedule both trips. Will come across tomorrow morning and do this with you. Meanwhile get a notice out cancelling. Offer alternative of usual coach to Puerto de la Cruz for shopping.

Best

Rosa

P.S. And warn all to prepare tents, etc. for wind.

B

SPANISH ISLES CAMPING

BAD WEATHER WARNING & CHANGE OF PLANS

We have just received a warning for unexpected storms for Wednesday and Thursday. The storms are the remains of Hurricane Rita and for the Canary Islands they will mean high winds and very rough seas.

Because of this, and with your safety and security in mind, we have had to cancel

- all sea trips, including coastal cruises & glass-bottomed boats
- the Teide mountain summit trip.

We will be putting on coaches to Puerto de la Cruz for shopping & sightseeing on both days as an alternative activity. We will re-schedule both the sea trips and the Teide summit as soon as the weather calms down.

Please sign the list below if you are affected by these cancellations and wish to go to Puerto de la Cruz. Please contact us at the office if you have any questions.

Many thanks for your understanding.

Mario de la Fuente

Campsite rep

Spanish Isles Camping

SPANISH ISLES

Gisella

You're not going to believe it. A plague of jellyfish because the sea is very warm this year. It's no joke. 50 people treated for stings last week. Obviously the planned beach day for next Thursday no longer a good idea, especially for families. In fact, we need to think about re-scheduling all beach days for rest of summer.

Suggest we offer trip to local theme park.

– Aqualandia or whatever it's called.

Good for families, but we need them to reserve in advance through the office so that we can block-book entry tickets. For non-families suggest a trip to inland area

– wine growing, wine tasting, village culture, etc. Will also need reservations.

Can you get a notice up ASAP? Will ring you.

Alba

4 Email job application

Marta has found a website with hotel job vacancies. As part of the online application, she has to write a covering letter and send her CV.

- 1 Read Marta's letter. Which of the following points has she included?

- 1 age
- 2 education and qualifications
- 3 email address
- 4 interests
- 5 language skills
- 6 marital status
- 7 personality
- 8 work experience

- 2 How does Marta begin and close her letter?

- 3 Look at Marta's CV.

- 1 Where does she study?
- 2 Where does she live when she is not studying?
- 3 What relevant skills and job experience does Marta have?
- 4 Why does she put the most recent qualifications and experience first?

- 4 Compare Marta's letter with her CV. How has she adapted the letter to the job she is seeking?

- 5 Prepare your own CV using Marta's as a model.

- 6 Read the job advert and write a letter applying for the job.

Apply here for this job

Email address _____

Cover letter

Write your cover letter in the Apply Online box below. When you are ready, click on the Apply Online button.

Dear *Hotelwork4U*

I am writing to apply for the job of hotel receptionist, reference Malt04-10-07.

As you will see from my CV, although I am relatively young, I have already got basic experience in jobs related to the hotel sector. In particular, I would like to point out the front office experience I gained through my work placement in a hotel reception in Lugo, the city where I study. I also did a three-month summer job in France, where I worked with adults and teenagers as an entertainer. Because of this, I think that my communication and organizational skills are good.

My mother tongue is Spanish, but I have been studying English for ten years now, first at secondary school, and now at the *Escuela Universitaria de Turismo*, where I am in my final year. I am confident that I can carry out all my duties in English, and I also speak good French.

I am a positive, energetic person with an open nature. I enjoy being with clients and holidaymakers, and I think it is fair to say that I am hard-working and adaptable. I have been abroad several times, so I am not worried about working and living abroad. I regularly go walking, and I enjoy sports activities in general.

I am available for interview at any time after February 25.

Yours sincerely

Marta Elena Gutiérrez Alvarez

CV Post your CV at www.myCV.com and enable the *Hotelwork4U* option. Your CV will then be sent to us automatically when you press the Apply Online button below.

Job details

Job: Hotel entertainer

Location: Corfu – Greece

Description: Hotel entertainment work in Greece between April and October. Working with kids, helping hotel guests to have fun, organizing the sports and activities programme ... Are you a hard worker? Then we are waiting for you and will train you before you start with TopAnimation.

Salary: €450 – €750 / month depending on experience.

Skills Required:

Language requirements:

English – Very good	Any other languages
French – Good	an advantage
German – Good	

Aerobic or sports instructor skills a real advantage. Proven ability to work with kids

Education required: Minimum = GCSE 'A' level or local equivalent. Tourism qualification preferable.

Experience required: None essential, but all relevant experience an advantage.

MARTA ELENA GUTIÉRREZ ALVAREZ

Term address (until 30/06/20–) **1**

Avda Ramón y Cajal, 53, 6A
27011, Lugo, Spain

Tel (+34) 663 246 357

Nationality Spanish (EU citizen) **2**

Home address

Santa Rufino, 12, 3B
33396, Gijón, Spain

Email rnargutal@hotmail.com

Final year tourism management student with good IT, organizational, and customer skills, seeking a front office career with an international hotel group. **3**

EDUCATION

2005–2008 Escuela Universitaria De Turismo **4**, Lugo, Spain
Diploma en Turismo (Equivalent to UK HND Tourism Management) **5**
Expected grade: Pass with merit **6**

2003–2005 I.E.S Cienfuego **7**
Bachillerato (Equivalent to UK GCSE 'A'-level).
Grade: 7,2

PROFESSIONAL EXPERIENCE

Summer 2004 Résidence Les Dunes du Médoc, Soulac, France
Entertainment work with adults and teenagers. Occasionally did reception duties. Learned to deal with face-to-face customer situations. **8**

December 2003 Hotel La Muralla Romana, Lugo, Spain
Work placement. Reception duties including taking telephone reservations, check-in, check-out, and group bookings.

Summer 2003 Viajes Atenas, Gijón, Spain
Travel agency sales and ticketing and holiday sales. Developed basic sales technique and customer care skills.

SKILLS

IT Savia-Amadeus – course in IT skills for travel agency sales & ticketing **9**
Microsoft Office – competent in Word, Excel, and PowerPoint.

Languages Spanish – native language
English – upper-intermediate written and spoken.
Cambridge ESOL CAE. **10**
French – upper-intermediate spoken.

INTERESTS **11**

Travel I enjoy discovering new places and cultures. I have travelled widely in Spain. I have been to the UK twice and to France.

Sport Mountaineering

REFERENCES (Email correspondence in English welcome) **12**

The Principal
E. U. de Turismo, Lugo

Email: escuela@
escueturlug.com .

The Manager
Résidence Les Dunes du
Médoc, Soulac du Mer

Email: mérignacp@les
dunesdumedoc.fr

1 If you live away from home, give both your term-time and your permanent address.

2 Your nationality will help to clarify your work permit status. You are not obliged to give other personal details such as age or marital status.

3 Offer a short profile of yourself. Use positive language and say what you are looking for.

4 Do not translate the names of places, companies, or institutions into English.

5 Do not translate qualifications into English. Give an equivalent if this is appropriate.

6 If you are still studying, give grades so far, or an expected final grade.

7 Give education details from most recent to least.

8 Give details of the duties and responsibilities you had in jobs or work placement.

9 Indicate the skills and knowledge you gained on courses you followed.

10 Indicate any second language qualifications you have.

11 Your interests tell your employer what type of person you are. People who travel are often adventurous and independent.

12 Offer two references – an academic one from your centre of study and a professional reference from work placement or a previous job.

5 Reporting incidents

Incidents that happen to tourists on holiday with your company or in your hotel must be reported in the incident log.

- 1 Think of three typical incidents that can happen to a tourist during a package holiday. Tell your partner what they are. Did you think of the same incidents?
- 2 Look at the page from the log for the Hotel Ozukara in Turkey.
 - 1 What had happened to the guests affected by the incident?
 - 2 When and where did the incident take place?
 - 3 How many people did the incident involve?
 - 4 What action was taken to solve the problem?
 - 5 Who reported the incident for the tour operator?
 - 6 Whose fault was the incident?
- 3 Look at the notes from an incident at the Red Sea Paradise hotel. Use the notes to prepare an entry in an incident log like the one from 2.

Turkish Meditour

Incident log

Resort: Bodrum

Hotel: Ozukara (3-star)

Incident reported by: Jacqueline Dakota

Type of incident: Overbooking

Details of incident:

On arrival at the hotel with Group 021508, I went to the hotel reception to book the group in. The hotel arrivals list and the transfer list did not coincide. Three couples (the Coopers, the Fergusons, & the McKittericks) were without rooms. Two clients (Mr Copperthwaite & Mr Spencer) had been put into a twin despite having paid the supplement for single rooms.

The hotel offered alternative rooms in the company's 4-star Kassandra, a sister hotel, 5 km further south. Two couples (the Coopers & the Fergusons) accepted this, but the McKittericks refused. They claimed that the alternative hotel was too far from Bodrum. Both single-room clients requested upgrading to the Kassandra.

After a brief negotiation, I opted to put Mr Copperthwaite & Mr Spencer into the Kassandra and gave the room that had been freed to the McKittericks, who accepted it.

The next morning the hotel staff and I compared registration lists. We had failed to update our list. The hotel had responded correctly to the list we had initially sent.

Signed

J Dakota

16th July, 20--

Resort - Elphistone

Hotel - Red Sea Paradise

Date of incident - 27th August

Type - damage to guests' personal effects

Clients - Mr Bob Moorland & Mrs Freda Moorland

Guests arrived with group - all normal. Group registration done without problems & guests all went up to allocated rooms. 20 mins. later Moorlands rang office & asked me to go to room. Once in room, they showed me suitcase with evident damage - handle broken, lock also. Moorlands explained had been obliged to break lock to access suitcase. Insisted that case OK at airport. Claimed damage done in transfer.

Am unable to demonstrate that Moorlands' case was in perfect condition at airport, so opted to accept responsibility for damage. Offered to get damage repaired at resort. Moorlands refused offer & requested new case once back in UK. Have accepted and will file incident thru' standard company insurance.

Writing bank key

1 Report writing

- 1 1 Rahel de Jong and Christian Koller
 - 2 Managers of local TIC and other tourism decision-makers
 - 3 from internet search engines such as Google and Yahoo (key words: Dublin tourist information multimedia), the Tourist Offices Worldwide Directory (www.towd.com), and visits to local TICs
 - 4 positive: excellent, good, attractive, comprehensive, effective, useful
 - 5 interactive and multimedia facilities at the Dublin Tourist Office
 - 6 (Possible answers) (a) podcasts, video, webcam; (b) e-cards, screensavers, webcam
- 2 1 Facilities at the TIC
 - 2 Mode of presentation
 - 3 Methodology
 - 4 Follow-up work
- 3 1 Information was collected from various sources.
 - 2 The following sources were particularly useful in compiling this report.
 - 3 Tourist Information Centres in the city do not appear to be so well presented or accessible.
 - 4 Text in all these sections was comprehensive without being too long.
 - 5 Prepare proposals for how some of the Dublin features might be included in our own regional tourist information services.
- 4 Past Simple (Note: Present Simple and Present Perfect also occur)
 - Active: were particularly useful, was visually very attractive, it was very easy to ..., there were links to ..., we particularly liked ..., which gave details of ...
 - Passive: Information was collected from ..., was then selected and ordered, was found

2 Information leaflet

- 1 1 25 minutes
- 2 Star Ferry Terminal Building
- 3 Dim sum
- 4 Temple Street and Ladies' Market in Mong Kok
- 5 Victoria Peak
- 6 Opia in the Jia Hotel
- 7 daily 8.00 a.m. to 6.00 p.m.

- 2 1 48 HOURS IN HONG KONG. Yes, 48 hours = a weekend.
- 2 Discover the delights of China's most exciting city in a weekend. More 'promotional'.
- 3 Getting there, Get your bearings, Check in, Take a walk, Lunch on the run, Window shopping, Take a view, Dinner with the locals, Sunday morning: go to the temple. Yes, easy to see. Yes, they indicate the content.
- 4 phone numbers and websites

3 Possible answers

- 1 Cathay Pacific, Qantas ... fly non-stop to Hong Kong
Both parts have modern hotels ... Accommodation in Hong Kong can be expensive.
The trek ends in the little fishing village of Shek O.
Dim sum is a Chinese institution. Modern shopping malls are all over the city.
The Peak Tram ... makes a near vertical climb ...
Most locals head for the buzzing restaurants ...
A good place to feel the religious atmosphere and breathe in the incense smoke is Man Mo Temple
- 2 Accommodation in Hong Kong can be expensive.
The Hong Kong Tourism Office in the Star Ferry Terminal Building can help with other options.
The customers are mostly Chinese and you can watch the old women playing mah-jong.
- 3 Discover the delights of China's most exciting city in a weekend.
Head to the hills.
Take the bus back to the city centre.

3 Public notices

- 1 The weather is going to get very stormy.
- 2 Some were going on a boat trip and others were going to climb the Teide mountain
- 3 Go shopping and sightseeing in Puerto de la Cruz.
- 4 He forgot to warn people to prepare their tents for the high winds.
- 5 B. It is more formal. It uses complete sentences. It asks readers to sign a list or contact the office. It is signed by the campsite rep in name of the company.

4 Email job application

- 1 4, 5, 7, 8
- 2 She begins with a reference to the job she is seeking. She ends by saying when she is available for interview.
- 3 1 Lugo
- 2 Gijón
- 3 Skills – foreign language and IT skills (Savia-Amadeus and MS Office). Job experience – reception duties in hotels in Lugo and Soulac.
- 4 Because this is the accepted way to organize them in CVs
- 4 She has begun with her professional experience in hotel reception work. She has highlighted her language skills. She has given a description of her personality.

5 Reporting incidents

- 1 Lost documents (passport, air tickets, etc). Client falls ill, is injured, or becomes sunburnt. Client involved in an accident. Complaints about room, food, or other services. Client fails to show up for a trip.
- 2 1 When they arrived at their hotel, there were no rooms for them.
- 2 15th July. The Hotel Ozukara, Bodrum.
- 3 8: 3 couples, Mr Copperthwaite, and Mr Spencer
- 4 2 couples, Mr Copperthwaite, and Mr Spencer were sent to the 4-star Cassandra. The McKittericks were given a double room in the Ozukara.
- 5 J Dakota
- 6 Turkish Meditour, the tour operator. They had not given the hotel the latest registration list.