

# Flash on English for Tourism – Answer key and Transcripts

## Unit 1, pp. 4-7

1

Personal answers

3

Type of tourism	Definition	Example
Adventure tourism	to explore distant places or do extreme activities	trekking
Cultural tourism	to learn about history, art and people's lifestyles	monuments or museums
Ecotourism	to take ethical and responsible trips to natural environments	rainforests
Educational tourism	to learn something	a foreign language
Gap year tourism	when young people go backpacking or do voluntary work between school and university	any of the other kinds of tourism
Health tourism	to look after your body and mind	spa resorts
Recreational tourism	to relax and have fun	the beach
Religious tourism	to celebrate religious event or visit important religious places	Mecca for Muslims
Sport tourism	to play or watch different sporting events	the Olympic Games
Winter tourism	holidays to resorts where there is snow	skiing or snowboarding

4

1 A 2 B 3 C 4 C 5 A 6 C

5

1

**Mum** So, any ideas about where to go on holiday this year? I know Grandma really wants to go on a pilgrimage to Lourdes in the south of France.

**Dad** Really?

**Mum** Yes, you know she's a really strong Catholic and she believes in miracles.

**Dad** Mmm! Well, I quite fancy a nice city break to London or Edinburgh. I know there's a really good Roman art exhibition in the National Gallery this summer.

**Hannah** Oh no, Dad. You can't be serious. That's just like going on a school trip! How about a nice rest in a spa where there are thermal baths and Jacuzzis and you can have massages and...

**Josh** Boring! Hannah! Why don't we try something new and exciting this year? Maybe a polar exhibition or a trek across the desert on camel back...

**Zoe** Yeh, right, Josh. That's just typical of you! If we want to do something new and exciting there are plenty of places in this country. We don't need to fly halfway across the world and damage the environment. What do you think, Mum?

**Mum** Well, I agree that we don't want to do anything that is bad for the environment and holidays abroad are very expensive... Personally, I'd like a nice relaxing holiday by the seaside, maybe in Cornwall or on one of the Channel Islands. Let's see if there are any special offers...

- 1 Dad: cultural
- 2 Grandma: religious
- 3 Hannah: health
- 4 Josh: adventure
- 5 Mum: recreational
- 6 Zoe: ecotourism

6

2

**Travel agent** Any ideas about where you want to go on holiday this summer, Mrs Brown?

**Customer** Well, I really want to have a proper family holiday this year.

**Travel agent** OK, there are some good all inclusive package holidays by the sea.

**Customer** Mmm... I quite fancy going somewhere different this year.

**Travel agent** How about taking a city break?

**Customer** Personally, I'd like it, but I think the kids might be bored.

**Travel agent** Why don't you combine a city break with something for the kids like Euro Disney?

**Customer** That's a good idea, I agree, but isn't Euro Disney really expensive?

**Travel agent** Well, let's see if there are any special offers on at the moment.

- 1 Any ideas
- 2 I really want to
- 3 I quite fancy
- 4 How about
- 5 Personally, I'd like
- 6 Why don't you
- 7 I agree
- 8 let's see

7

Personal answers

8

Hospitality					
Accommodation (Where to stay)	Catering (Where to eat)	Entertainment and leisure (What to do)	Jobs (Who does what)	Transport (How to travel)	Holiday types (What kind of holiday)
luxury hotels; roadside motel; family-run guesthouse; B&B; self-catering apartments; youth hostel	self-catering; B&B; half board; full board	sport; shopping; live shows; sightseeing; tourist attractions	tour operator; travel agent; travel rep; tour guide	plane; train; ferry; coach; taxi; bus; cruise ship	package holiday; organised; independent; cruise ship holiday

9

- 1 hundreds of millions
- 2 through a tour operator, a travel agent or on-line
- 3 to reserve a seat and get a good price
- 4 hiring a car
- 5 when you're there
- 6 for different people and pockets
- 7 full board
- 8 on package or cruise ship holidays
- 9 No, it's free.
- 10 a local tour guide

10-11

Personal answers

## Unit 2, pp. 8-11

1

- A Visit Britain – Britain's national tourism agency
- B World Tourism Organisation – United Nations' non government organisation
- C Thomas Cook – private British tour operator

3

Category of tourism organisation	Example	Type of organisation and what they do
non government organisations/a charity	UNWTO	promotes the development of responsible, sustainable and universally accessible tourism
government organisations	VisitBritain	markets British tourism at home and abroad
private sector organisations	Thomas Cook	promotes and sells holidays for profit
independent	—	have one or more branches; can often be close to each other; sell their holidays to people locally and market them by word of mouth
miniple	—	have several branches in different areas; sometimes use different trade names; have a head office which can manage the organisation's marketing strategy centrally

multiple	—	have branches in all major towns and cities; can be part of very large tourism sector companies; market holidays on the basis of competitive prices or special offer packages
trade associations	—	organisations representing travel companies; can help with marketing; can protect customers' rights

4

Personal answers

5



The National Trust is a charity and a non-profit organisation, which promotes British tourism to artistic, historical and natural sites in a sustainable way. It has two head offices, one in London and another in Swindon, as well as hundreds of branches all over the UK. Places with the trade name "National Trust" market themselves through the image of conservation and heritage. However, many of the thousands of visitors to National Trust sites hear about them by word of mouth from friends, colleagues or relatives. They provide great days out for the whole family as you can enter many sites for free and you can also hire venues for special events at extremely competitive prices.

- 1 charity
- 2 profit
- 3 promotes
- 4 sustainable
- 5 head offices
- 6 branches
- 7 trade name
- 8 market
- 9 word of mouth
- 10 competitive

6

a 1 b 3 c 4 d 5 e 2

7

Personal answers

8

1 c 2 a 3 b

## 10

- 1 newspapers, TV and the Internet
- 2 advertising
- 3 product, price, place, promotion
- 4 people
- 5 market segmentation
- 6 by money, by activities they're interested in, by circumstance, by age, by the kind of tourists they are

## 11



- Interviewer** Welcome to the programme, John.  
**John** It's a pleasure to be here, Sue.  
**Interviewer** Can you tell us something about the marketing strategies your company uses?  
**John** Yes, of course. We don't really use TV or radio adverts because they're just too expensive. We sometimes place ads in newspapers or magazines we think our target customers buy.  
**Interviewer** What about specialist travel brochures, leaflets or tourism guides? Do you advertise in those?  
**John** Not really. You see, many of our target customers are DIY travellers not package holiday tourists that book holidays through brochures or leaflets.  
**Interviewer** So does that mean you do a lot of online marketing?  
**John** Yes, we do. Probably our main marketing area is online.  
**Interviewer** Could you explain a little bit more about online marketing for our listeners, John?  
**John** Sure! We use a combination of low-cost e-marketing strategies. Social networking sites are great especially if your target customers are young people like ours are.  
**Interviewer** And do you promote your holidays through search engines too?  
**John** Yes, we sometimes use banners to advertise on search engines, but not as often as we use social networking sites because they are just not competitive and they don't always reach the target customers.  
**Interviewer** I see. Do you have your own website too?  
**John** Yes, that's our best marketing tool because you can attract the kind of customer you want by the way you set up your website. Moreover, it's only possible to book online and you can't book a package holiday, unless you create it yourself.  
**Interviewer** This means you can book single products and services and then combine them any way you want?  
**John** Yes, that's right! Oh and we have an online forum where our customers leave feedback about where they stay and things they do. That's fantastic word of mouth marketing!  
**Interviewer** I bet! So, John, if you could just tell our listeners where to find you online.  
**John** Sure! It's www.travelyoulike.com

- 1 F No, they don't use them because they are too expensive.
- 2 T
- 3 F No, they don't because their target customers are DIY travellers not package holiday tourists who book holidays through brochures or leaflets.
- 4 T
- 5 T
- 6 F Social networking sites are great especially if your target customers are young people like theirs are.

- 7 F They sometimes advertise on search engines with banners.
- 8 T
- 9 F It's only possible to book online.
- 10 T

## 12-13

Personal answers

## Unit 3, pp. 12-15

## 1

- 1 C 2 B 3 A 4 D

## 2

- 1 b 2 e 3 h 4 j 5 d
- 
- 6 g 7 c 8 a 9 f 10 i

## 3

- 1 sea
- 
- 2 rail and sea
- 
- 3 sea
- 
- 4 air and rail
- 
- 5 air
- 
- 6 road
- 
- 7 road
- 
- 8 road and air
- 
- 9 sea
- 
- 10 air

## 4



- Woman** Hello, I'd like to buy a ticket to London, please.  
**Ticket officer** Is that a single or a return ticket?  
**Woman** A return, please.  
**Ticket officer** When do you want to leave?  
**Woman** Now.  
**Ticket officer** And when do you want to come back?  
**Woman** Today, please. How much is that?  
**Ticket officer** A cheap day return ticket is £32.  
**Woman** What time is the next train?  
**Ticket officer** It's at 12.50 from platform 16.  
**Woman** Thank you.

1 in a ticket office, rail tickets

## 5

- 1 London
- 
- 2 single
- 
- 3 return
- 
- 4 return
- 
- 5 leave
- 
- 6 come back
- 
- 7 How much
- 
- 8 cheap
- 
- 9 £32
- 
- 10 train
- 
- 11 12.50
- 
- 12 16

## 6

Personal answers

## 7

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

8

6

- 1 a Arrive at the airport and go to the correct check-in.
- 2 c Give the airline staff your passport and booking information.
- 3 b Check in your luggage and take your boarding pass.
- 4 f Put your hand luggage and coat through the security check.
- 5 h Walk through the metal detector.
- 6 d Present your boarding card and identification for inspection at passport control.
- 7 e Proceed to the departure gate when it opens.
- 8 g Show your passport and boarding card to staff before boarding.

9

- 1 Here they are.
- 2 A window seat, please.
- 3 Yes, I did.
- 4 Good, it doesn't weigh very much.
- 5 Just one.

10

- 1 underground
- 2 parking
- 3 trains
- 4 buses
- 5 car hire
- 6 taxis

11

Mode of transport	Positive things about it	Negative things about it
taxi	quick and efficient for short journeys	can be expensive as charge per passenger, piece of luggage, as well as surcharges for airport and night time transfers
car hire	free to travel when and where you want; good value; choose the kind of car you want	bad for the environment
motorbike moped bicycle	adventurous; cheaper; more environmentally friendly	dangerous traffic; people stealing your bike
public transport	good for people on a budget; green; good choice in cities; special offers (combination tickets, weekend or all-day travel passes)	in smaller towns the options are more limited; cost and convenience vary a lot

12

the head of tourist information

13

- 1 John Humphries, Tourist Information Officer
- 2 They are twinned.
- 3 to promote tourism in both towns
- 4 to find out about the local transport services available
- 5 cost, convenience, reliability and any other relevant information
- 6 as soon as possible

14-15

Personal answers

## Unit 4, pp. 16-19

1

B&B  
barge  
cabin  
campervan  
campsite  
campus accommodation  
caravan  
chalet  
guest house  
holiday village  
hostel  
hotel  
house swap  
motel  
private holiday rental  
self-catering accommodation  
studio apartment  
tent  
tepee  
timeshare  
villa  
yacht  
yurt

2

1 barge  
2 cabin  
3 campus accommodation  
4 hostel  
5 motel  
6 studio apartment  
7 tepee  
8 yurt

3

1 B 2 A 3B 4 A 5 C 6 B 7 A 8 C

4

7

**Receptionist** Good afternoon, Sir. can I help you?  
**Customer** Yes, I'd like to check-in, please.  
**Receptionist** What's your name, sir?  
**Customer** It's Mr Norris.  
**Receptionist** Could you spell your surname for me, please?  
**Customer** Yes. N - O - double R - I - S  
**Receptionist** Oh, yes. Lee Norris. Could you just confirm your address please, sir?  
**Customer** It's 16 Orchard Road. That's O-R-C-H-A-R-D Road, Oxford, UK  
**Receptionist** Do you know the postcode?  
**Customer** Yes, I do. It's O-X-3-2-J-F  
**Receptionist** And your contact numbers please, sir.  
**Customer** My mobile number is 07983560891 and my home number is 01865362497  
**Receptionist** Do you have an email address, Mr Norris?  
**Customer** Yes, it's leenorris@yahoo.co.uk  
**Receptionist** Thank you. And you've booked a double room, single occupancy with a bath.  
**Customer** That's correct.  
**Receptionist** And you booked full board.  
**Customer** No, just half board.  
**Receptionist** Half board. OK, so you're staying with us for a

total of 3 nights from 20 September until 23 September...

**Customer** Yes, that's right.

**Receptionist** How would you like to pay, Mr Norris?

**Customer** By visa card.

**Receptionist** OK. Just sign the bottom here for me, sir. You're in room 214 on the second floor.

**Customer** Thank you.

**Receptionist** Enjoy your stay with us!

1 Norris Lee  
 2 16 Orchard Road, Oxford, UK, OX3 2JF  
 3 telephone: 01865362497 mobile: 07983 560891  
 e-mail: leenorris@yahoo.co.uk  
 4 double room single occupancy with bath  
 5 half board  
 6 Arrival Date: 20/09 Departure Date: 23/09  
 Total: 3 nights  
 7 Credit Card type: Visa Room number: 214

**5**  
 Personal answers

**6**

★	★★	★★★	★★★★	★★★★★
en suite bathroom; TV; breakfast; drinks; daily room cleaning	complimentary toiletries; bath towels; a reading light; credit card payment facility	hairdryer; telephone; internet access in a public area or in the room; laundry; ironing; hotel reception staffed for around 14 hours; bilingual staff	reception manned for up to 18 hours; refrigerated minibar or room service, à la carte restaurant; a lift; comfortable furniture in room and lobby	reception area manned 24/7; multilingual staff; doorman; valet parking; a porter to take luggage to your room; safe in the room; gym and spa facilities

**7**  
 1 toiletries  
 2 internet point  
 3 en suite bathroom  
 4 safe deposit box  
 5 bath towel  
 6 hairdryer  
 7 gym  
 8 refrigerated minibar

**8**  
 1 e    2 a    3 d    4 c    5 b

**9-10**



**Receptionist** Hotel reception. How can I help you?

**Guest** Oh, hello, I'm calling from room 101. I think there are a few things missing from my room. Is it possible for me to have a hairdryer and some toiletries, please?

**Receptionist** Of course, madam. I'm terribly sorry! There are usually toiletries in the room on arrival. I'll send them up to your room straight away. The hairdryer should be in the desk drawer.

**Guest** Oh, yes. I see it. Another thing... I need some laundry and ironing. Do you have those

services in the hotel?

**Receptionist** Yes, madam. For laundry and ironing, just fill in the form on the desk and give it to the chambermaid before 9 in the morning.

**Guest** That's great. Thanks. I also have some important documents with me and I can't find the safe in this room.

**Receptionist** I'm afraid we don't have safes in the rooms, but there are safes available in the reception area if you could bring your documents down to me.

**Guest** OK. Are there any other services I should know about?

**Receptionist** Well, we have an internet point which is open till midnight. There's 24-hour room service for bar food and our *à la carte* restaurant is open 12-2 lunchtime and 7-10 dinnertime. You need to book a table for dinner.

**Guest** OK. I'd like to book a table for this evening at 8 p.m. please.

**Receptionist** Certainly, madam. Can I help you with anything else, madam?

**Guest** Not for the moment. Thank you.

Service	G	R	Specific information about the service
<i>à la carte</i> restaurant	✓	✓	Open 12-2 lunchtime and 7-10 dinnertime. You need to book a table for dinner.
complimentary toiletries	✓	✓	usually in the room on arrival
en suite bathroom			
hairdryer	✓	✓	in the desk drawer
hotel reception staffed 24/7			
internet access		✓	internet point open till midnight
ironing service	✓	✓	Fill in the form on the desk and give it to the chambermaid before 9 in the morning.
laundry service	✓	✓	as above
room service		✓	24-hour for bar food
safe in the room	✓		There are safes available in the reception area.

**11-12**  
 Personal answers

## Unit 5, pp. 20-23

**1**

1 d, 2 f, 3 a, 4 c, 5 b, 6 e

**3**

1 general manager  
 2 desk clerk  
 3 porter  
 4 concierge  
 5 housekeeper  
 6 room attendants

**4**

1 d, 2 f, 3 e, 4 c, 5 b, 6 a

5



**Speaker 1** I work shifts, which can be morning, afternoon or evening, but I don't mind because my job is very varied and I get to meet a lot of different people at the hotel. I was born locally, so I know everything there is to know about this area. This makes me well placed to help guests with directions, sights to visit or just provide them with assistance during their stay or with their onward journeys.

**Speaker 2** I studied hotel and tourism at college and can speak several different languages, which is useful in the job that I do. I never work at night, but I alternate between morning and afternoon shifts. I spend a lot of the day on the telephone and using the computer to input guest information or to make up bills, but I wouldn't like to work in the back office as I enjoy interacting with the public.

**Speaker 3** There is a lot of responsibility in my job, as I have to oversee a large team of staff working in many different sectors of the hotel. I can pick and choose the hours I work and I don't usually have to work at night, which is nice, but I have to be present or on call during the high season. You need to have skills and experience in several different areas to do this job, including: marketing; finance; human resources and problem-solving. It's a difficult job, but I love it!

**Speaker 4** People think that my role is all about fetching and carrying and general gofer, but personally I think there's a lot more to it than that. For instance, when we hold special events or have VIP guests staying at the hotel, I'm the one who makes sure that everything is running smoothly. I check that rooms are set up properly; that our VIPs have everything they need and receive all their messages without being disturbed too much. Oh... and I'm always on the move, which is much better than sitting behind a desk all day!

**Speaker 5** I oversee everything to do with hotel rooms: human resources; financial management; laundry; stock; purchasing and customer care. It's a lot of responsibility in a hotel which can accommodate up to 200 people at one time! I take pride in every aspect of my job although I'm really working behind the scenes a bit like a stage director at the theatre! In fact, the best compliment I can have is that there are no complaints made about the rooms!

**Speaker 6** It's my job to make sure that bedrooms are kept clean and tidy and stocked up with everything guests might need during their stay. It's quite hard work, as I start work very early in the morning and am constantly on my feet. Fridays and Mondays are particularly busy as we have a lot of guest changeovers. On the whole I like my job as I am free in the evenings and most of the people I meet are polite and friendly.

- 1 concierge
- 2 desk clerk
- 3 general Manager
- 4 hotel Porter
- 5 housekeeper
- 6 room attendant

6

Personal answers

7

Personal answer

8

- 1 Room service attendant
- 2 Shuttle/Courtesy driver
- 3 Hotel maintenance personnel
- 4 Hotel security officer

9

Personal answers

10

Personal answer

11

- Hotel manger:** OK. Tell me why you want the position of room service attendant.
- Job candidate:** I'm a server at the Royal Hotel restaurant and I'd like some different hotel experience.
- Hotel manger:** I see. I suppose you realise that the hours are quite long and antisocial.
- Job candidate:** Yes, that's not a problem for me. I prefer working at night.
- Hotel manger:** What skills do you think you could bring to this job?
- Job candidate:** I'm organised and efficient and I work well on my own or as part of a team.
- Hotel manger:** What do you understand by customer care in a hotel?
- Job candidate:** It's about being polite and making sure guests have everything they need.
- Hotel manger:** This is an entry-level post so it offers minimum wage with gradual increases.
- Job candidate:** That's fine. I want to make a career in the hotel business.
- Hotel manager:** I'll have to check your references, but if they are in order, you've got the job!
- Job candidate:** Thank you very much!

12

Personal answer

## Unit 6, pp. 24-27

1

- I need a boarding card to get onto a plane.  
 I need a driving licence to drive a car.  
 I need a passport to enter into certain countries.  
 I need immunization against diseases to travel to certain countries.  
 I need a visa to enter certain countries.

3

- 1 D, 2 C, 3 A, 4 B, 5 A, 6 B

4



- Customer** I'd like to book a package holiday.  
**Travel agent** Do you have a specific destination in mind?  
**Customer** Not really, just so long as it's near the sea and the weather is good.  
**Travel agent** Ok. Do you have specific dates for your holiday?  
**Customer** No, we're fairly flexible.  
**Travel agent** Well, we have some last minute package deals to Turkey, Morocco and Greece.

**Customer** I would be happy with any of those.  
**Travel agent** Let me tell you about the accommodation options in each. You could stay in a hotel, a self-catering apartment or a B&B.  
**Customer** Self-catering apartment. That's one thing I'm sure about.  
**Travel agent** At the moment we have that option in resorts in Turkey and Greece but not Morocco.  
**Customer** How does the cost compare in Turkey and Greece?  
**Travel agent** They're pretty similar, but the cost of living is a bit cheaper in Turkey than in Greece.  
**Customer** So tell me about the Turkey packages then.  
**Travel agent** Well, we have a self-catering apartment in the popular resort of Marmais in the South West of Turkey, where there are some lovely beaches.  
**Customer** How would I get there from the airport?  
**Travel agent** It's about 1 hour and twenty minutes from Dalaman International Airport, but there would be a complimentary shuttle directly to your resort.  
**Customer** That sounds great! I'll book it!  
**Travel agent** Ok. If I could just take a few personal details from you...

Type of holiday: package

Destination: Marmais, Turkey

Specific dates: no

Type of accommodation: self-catering apartment

Transfers: complimentary shuttle from Dalman International Airport

## 5

**Travel Agent** Can I have the full names of all the people travelling, please?

**Customer** My name is Karen Miller and my boyfriend's name is Andrew Jones.

**Travel Agent** I also need both your dates of birth.

**Customer** My date of birth is 8 June 1989 and Andrew's is 5 March 1985.

**Travel Agent** Now your passport numbers and expiry dates.

**Customer** Oh! I'm afraid I haven't got them with me.

**Travel Agent** No problem. You can email them to me.

**Customer** OK. Thanks.

**Travel Agent** So your holiday is a two-week, all-inclusive package to the Marmais Resort.

**Customer** What's included in that?

**Travel Agent** Return flights; transfers to and from Dalman Airport; a self-catering apartment, which will be cleaned once a week and use of a communal swimming pool.

**Customer** That sounds good. What about the local amenities?

**Travel Agent** There are lots of shops, bars and restaurants and plenty of activities like diving, market trips and outings to Turkish baths and other sightseeing trips.

**Customer** Perfect!

**Travel Agent** So, I'll need a 50% deposit now and the balance at least 14 days before the holiday date.

**Customer** OK. Here's my credit card.

## 6

Personal answers

## 7

1 F, 2 T, 3 F, 4 T, 5 F, 6 F, 7 T, 8 T

## 8

1 e, 2 d, 3 i, 4 c, 5 f, 6 a, 7 g, 8 b, 9 h

## 9



**Receptionist** Are you checking out now, sir?

**Guest** Yes, I am.

**Receptionist** I hope you enjoyed your stay with us.

**Guest** Yes I did very much. The room was very comfortable and the staff very helpful, but the wi-fi didn't work very well in my room.

**Receptionist** I'm sorry about that. We can give you a 10% discount on the bill to make up for the inconvenience. What room were you staying in?

**Guest** Room 314. Thank you.

**Receptionist** How would you like to pay Mr Lewis?

**Guest** By credit card.

**Receptionist** Here's your bill Mr Lewis. Please check to see that it is correct.

**Guest** Yes, it all looks ok to me. Do you need my card again?

**Receptionist** No sir, just a signature authorising payment.

**Guest** Here are my room keys.

**Receptionist** Thank you. Can I help you in any other way?

**Guest** Yes, I'd like a taxi to take me to the airport, please?

**Receptionist** Yes, of course. It'll be here in ten minutes sir. I hope we'll see you again soon.

**Guest** Oh, I'll definitely be back and I'll bring my wife and family next time.

Mr Lewis

314

very much

The room was very comfortable and the staff very helpful.

The wi-fi signal in my room

The bill was correct, staff were helpful, it was quick and easy

yes

yes

## 10

Personal answer

## Unit 7, pp. 28-31

### 1

1 F 2 F 3 T 4 T 5 F 6 F

### 3

#### England

Population: 51 million

Economy: agriculture and industry

Geography: mountains, lakes, coastline.

Capital: London

#### Wales

Population: 3 million

Economy: agriculture and tourism

Geography: small, mountainous and coastal country.

Capital: Cardiff

#### Scotland

Population: 5.1 million

Economy: oil and gas, the service sector and whisky exports.

Geography: UK's northernmost country, harsh climate, mountains, coast, islands and lakes.

Capital: Edinburgh

**Northern Ireland**

Population: 1.7 million

Economy: exports of textiles and machinery

Geography: the north-eastern part of the island of Ireland

Capital: Belfast

**4**

- 1 Edinburgh
- 2 Glasgow
- 3 Belfast
- 4 Cardiff
- 5 Cornwall
- 6 London

**5**

- Tourist** I'm hiring a car in Scotland this summer. What do you suggest I visit?
- Tour guide** That depends on what you are interested in.
- Tourist** I'm interested in art, history and nature, especially coastlines.
- Tour guide** Then you should spend a few days in Edinburgh at the arts festival.
- Tourist** When is that?
- Tour guide** It's on for three weeks in August every year.
- Tourist** Is Edinburgh near the coast?
- Tour guide** Yes, it overlooks the sea. It's a really interesting city!
- Tourist** What else can I do in Edinburgh?
- Tour guide** You can visit the castle, which sits on a volcanic rock dominating the city.
- Tourist** I hear Scotland has amazing wildlife too.
- Tour guide** Oh yes, especially on the remote islands like the Orkneys.
- Tourist** I want to visit the famous Loch Ness and see the monster.
- Tour guide** It's the deepest lake in Scotland and very beautiful, but I can't guarantee you'll see the monster!

**6**

Personal answers

**7**

Humans first lived in the British Isles about 750,000 years ago, but Britain's most famous prehistoric monument and UNESCO world heritage site, Stonehenge, was probably built in Wiltshire at different times between 3000 and 1500 BC. The mysterious giant stones set in a unique concentric architectural design are a mixture of nearby sandstone and smaller bluestones from the Preseli Mountains in South Wales, about 200 miles away. We don't know exactly how or why Stonehenge was built, but experts agree it was a ceremonial site for worship and burial and people continue to visit it every year to celebrate the summer solstice. The Welsh, Irish and Scots originate from the Celts, Indo-European tribes who settled in Britain in about 500 BC and the word probably comes from the Greek *keltoi*, meaning barbarian. The Romans successfully invaded and conquered Britain in 43 BC, establishing the city of *Londinium*, now London and in the south-west of England, *Aquae Sulis*, Bath Spa, one of the world's finest remaining examples of Roman thermal spas, with natural hot springs of 49°C. To keep out the Scots, still regarded as barbarians, the Emperor Hadrian gave order to build Hadrian's Wall from stone and earth, which stretches 118 km from coast to

coast, across northern Britain.

The Roman rule in Britain ended when the Anglo Saxons from northern Europe began to invade the island in the 5<sup>th</sup> century AD.

The Vikings from Norway, Sweden and Denmark also invaded Britain in about the 9<sup>th</sup> century AD, settling in central, northern and eastern England. The modern city of York in the north of England is site of the Jorvik Viking Centre, a settlement where Viking-age houses, workshops and artefacts were excavated.

The Normans conquered Britain with victory at the Battle of Hastings in 1066 bringing linguistic, architectural and political changes to Britain. They built mediaeval Motte and Bailey castles, which had raised earth, the 'motte', under the castle which you could only access across a wooden drawbridge. Around it was a ditch, separating the castle from the bailey, that is to say a courtyard surrounded by the wooden fence where servants, tradesmen and craftsmen lived. Windsor Castle, just outside London, official royal residence for over 900 years, is an excellent example of this kind of castles.

- 1 Bath
- 2 Hadrian's Wall
- 3 Stonehenge
- 4 Windsor Castle

**8**

1 750,000	5 500	9 5 <sup>th</sup>
2 3000 BC	6 43	10 9 <sup>th</sup>
3 1500 BC	7 49	11 1066
4 200	8 118	12 900

9

Monument	Site	Period	Architectural details	Reason for building it
Stonehenge	Wiltshire	Prehistoric	concentric architectural design of sandstone and smaller bluestones	ceremonial site for worship and burial
Bath Spa	in the south-west of England	Roman	one of the world's finest remaining examples of Roman thermal spas	a spa; to bathe
Hadrian's Wall	coast to coast across northern Britain	Roman	a wall made of stone and earth	to keep out the Scots
Jorvik Viking Centre	York, in the north of England	Viking	excavated Viking-age houses, workshops and artefacts	a settlement
Windsor Castle	just outside London	Norman	a motte and bailey castle	official royal residence

10



**The London Eye:** Fly above London's skyline for 30 minutes taking in the city landscape for 25 miles in each direction. It's a truly unique experience.

**Richmond Park:** Walk around the largest urban parkland in Europe where you can see over 600 deer, many wild birds, flowers, woods, gardens and ponds.

**The Tower of London:** Explore 900 years of history, see some of the world's largest and most beautiful diamonds in the Crown Jewels, and see the Beefeater guards protecting the tower.

**Madam Tussaud's:** Hang out with the rich and famous at the famous waxworks museum. Visit the Chamber of Horrors to find out the worst of British crime!

**The British Museum:** Visit one of the world's oldest and finest museums, with one of the biggest world heritage collections from ancient Egypt, Western Asia, Greece, the Orient, Africa and Italy.

**The Tate Modern:** Visit the world's most popular contemporary art gallery. The building and its location on the Thames are as interesting as the art inside it.

**The Globe Theatre:** Experience Shakespeare's theatre as it was meant to be, in an open-air amphitheatre, rebuilt on the Thames river bank.

**St Paul's Cathedral:** Possibly London's most famous and iconic church with its impressive architecture and don't miss the magical whispering gallery on the top floor!

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

11

Personal answers

## Unit 8, pp. 32-35

1

- 1 Greenland
- 2 Algarve
- 3 Lapland
- 4 Monte Carlo
- 5 Ibiza

3

Country/Region	Type of tourism	Things to see and do
Greenland	nature or cultural	fjords; glaciers; icebergs; endless days in summer and endless nights in winter; wildlife like polar bears, reindeer and whales; experience the unique Inuit culture
Lapland	adventure and winter tourism	Northern Lights; hiking; white water rafting; snowmobiling; sled safaris; skiing; visits to Santa Clause's Village
Spain's Balearic Islands: Ibiza, Mallorca, Menorca and Formentera	recreational, cultural and nature tourism	nightclubbing (Ibiza); family beach holidays and mountain hikes (Mallorca); UNESCO archaeological and natural sites (Minorca); to relax (Formentera)
The Algarve region	beach tourism	wide sandy beaches, natural bays and breathtaking cliffs
The French Riviera: Nice	recreational and cultural tourism for wealthier tourist	sunbathing; visiting impressionist art galleries; eating French cuisine; practicing water sports; drinking cocktails
Monte Carlo	luxury tourism	casinos; formula one racing track

4

1 d 2 c 3 e 4 b 5 a

5

15

- Group leader** Hello, I'm planning to take a tour group over to northern Europe from the UK next year and I'd like you to recommend some itineraries.
- Travel agent** Sure. Which period of the year would you like to travel and for how long?
- Group leader** Sometime in spring so the weather is not too hot, maybe for about three weeks.
- Travel agent** And what kind of things are your group interested in?
- Group leader** Well, it's quite a mixed group in terms of age and interests so I want to include something that will appeal to everyone.
- Travel agent** I'd certainly recommend Greenland to you, because you can see some amazing wildlife and you also get to take boat trips along the fjords.
- Group leader** Some of my group have expressed an interest in health tourism too. Is that possible in Greenland?
- Travel agent** I would say that Iceland is more suitable because of the geysers and hot springs. There are lots of modern spa resorts you could stay at.
- Group leader** Do you know if there is any chance of seeing the Northern Lights at that time of the year?
- Travel agent** The best time to see them is in winter, but if you go to remote regions like Lapland without artificial lights, it is sometimes possible to see them.
- Group leader** What other activities can my group do in Finland?
- Travel agent** At that time of the year there are great hiking and white water rafting trips which are really good for developing a team spirit.

- 1 Sure. Which period of the year would you like to travel and for how long?
- 2 And what kind of things are your group interested in?
- 3 Some of my group have expressed an interest in health tourism too. Is that possible in Greenland?
- 4 Do you know if there is any chance of seeing the Northern Lights at that time of the year?
- 5 What other activities can my group do in Finland?

6

Personal answers

7

1 A 2 A 3 C 4 B 5 B 6 C 7 B 8 C

9

- 1 Evzones
- 2 temple
- 3 Mosque
- 4 skyline
- 5 bazaar
- 6 Turkish bath
- 7 Meze
- 8 cutting-edge
- 9 Tsars
- 10 Patriarch

10-11

Personal answers

## Unit 9, pp. 36-39

1

- 1 Grand Canyon
- 2 New Orleans
- 3 Niagara Falls
- 4 Boston

3

- 1 grizzly
- 2 canyon
- 3 bird of prey
- 4 VIP
- 5 Mardi Gras
- 6 mansion

4

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

5

16

- Travel agent** I just want to go through all the things you need to do before you leave for the USA.
- Tourist** Sure, no problem.
- Travel agent** First you have to check your passport is valid for at least six months after you plan to return home.
- Tourist** Yes, it is. Do I have to apply for a visa too?
- Travel agent** No, you don't. There's a visa waiver programme for all UK or EC passports, but you have to apply through ESTA, Electronic System for Travel Authorisation to the USA, online at least 72 hours before your departure.
- Tourist** How long can I stay in the USA with this programme?
- Travel agent** You can stay for up to 90 days.
- Tourist** OK. What about security at the airport?
- Travel agent** Security is very tight for all US travel, so you should arrive at the airport at least three hours before your departure time.
- Tourist** Do I need medical insurance?
- Travel agent** Well, you don't have to be immunised against any diseases, but it's a good idea to get comprehensive travel insurance.
- Tourist** Right. How about money?
- Travel agent** The currency is dollars, but you don't need to take out money in advance because you can use credit cards and cash point machines, which Americans call ATMs.
- Tourist** OK. Thanks for all your help and advice.

- 1 passport
- 2 six
- 3 visa
- 4 seventy-two
- 5 ninety
- 6 three
- 7 medical insurance
- 8 currency

6

Need to...	Don't need to...
check your passport is valid for at least six months after you plan to return home	apply for a visa
apply for ESTA to the USA online at least 72 hours before your departure	be immunised against diseases
leave the USA within 90 days	take out money in advance because you can use credit cards and cash point machines
give personal information to the airline before travelling to the USA	
arrive at the airport in plenty of time for the security checks	
get comprehensive travel insurance	
use dollars	

7

Personal answers

8

1 T 2 F 3 F 4 F 5 T 6 T 7 T 8 F

10

- 1 Liberty Island
- 2 Staten Island
- 3 Manhattan
- 4 Brooklyn

11

- 1 boroughs
- 2 skyscraper
- 3 amusement park
- 4 neighbourhoods
- 5 racetrack
- 6 hang out

12



Welcome to Manhattan's Central Park! This is where New Yorkers come to walk, cycle, line skate and jog, or simply to enjoy the natural surroundings. There are also many water play areas in the park, which are fun and cooling on a hot day.

At the northern end of Central Park is the famous Guggenheim Museum. Apart from exhibiting some of the world's best modern and contemporary art, the museum itself is an architectural icon in New York. From the outside the building is extremely striking and looks a little like a spiralling concrete animal shell.

Where should you go shopping in Manhattan? Well, Fifth Avenue and Madison Avenue offer the best in designer clothes. If you're not keen on department stores, but prefer a different sort of experience, then why not try Greenwich Village where there are gift shops, food markets and trendy clothes boutiques with reasonable prices.

Finally, you can't visit Manhattan without taking a trip to Broadway, to watch a good show, play or maybe spot your favourite star!

- 1 walk
- 2 cooling
- 3 northern
- 4 contemporary
- 5 building
- 6 concrete
- 7 department stores
- 8 food markets
- 9 trendy
- 10 spot

13

Personal answers

## Unit 10, pp. 40-43

1

- 1 A definition of ecotourism
- 2 The principles of ecotourism
- 3 The history of ecotourism
- 4 Benefits and Downsides
- 5 Organisations involved
- 6 The future of ecotourism

2

Personal answers

3

- 1 T
- 2 T
- 3 F It was in Kenya.
- 4 T
- 5 F It creates many jobs.
- 6 T
- 7 F It's the fastest growing market in the tourism industry.

4

Personal answers

5

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

6

Personal answers

7

1 C 2 A 3 D 4 F 5 B 6 E

8

Country	Accommodation	Activities	Wildlife and natural habitats	Ecotourism elements
India	eco-lodges	photography	tigers	sustainable wildlife parks; group sizes limited to three
Ireland	eco-friendly guesthouses	hiking	sea; hills; forests	solar-powered; locally produced food; leaning about Irish culture; socialising with the locals in traditional pubs
Latin America	local accommodation	trekking, kayaking; nature-watching	fjords; islands	local accommodation; hospitality and guides; learning about Latin American people and cultures
Maldives	eco-resorts	relaxing	islands	carbon-neutral country; coral cleaning; waste management; water conservation; renewable energy sources
South Africa	boats	monitoring sharks	great white sharks	working with a small dedicated group of locals; learning about sharks; educating the general public about sharks
Cambodia	local host families	volunteering	beaches; temples; monkey refuges	teaching sport, music, art or drama to disadvantaged children

9



<b>Customer</b>	Hello. I'd like some information about eco-resorts in the Maldives, please.
<b>Travel agent</b>	Certainly. They are owned and run by native Maldivian staff, who receive fair salaries.
<b>Customer</b>	What about my carbon footprint?
<b>Travel agent</b>	Well, you might have heard that the Maldives is trying to become the first carbon-neutral country in the world and the eco-resorts are contributing to that by using renewable energy sources such as wind, water and sun.
<b>Customer</b>	How does that affect the accommodation?
<b>Travel agent</b>	The luxury chalets are solar-powered and extremely environmentally friendly.
<b>Customer</b>	Are there other ways in which the resorts promote sustainability?
<b>Travel agent</b>	Yes, part of the money you spend on your holiday goes into conservation projects like cleaning the local coral reef.
<b>Customer</b>	What about cultural and educational projects?
<b>Travel agent</b>	There are plenty of opportunities to interact with the locals and learn about the wealth of cultural diversity, which makes up these islands. There are also educational projects to raise awareness of environmental threats to these islands from natural disasters like tsunamis and hurricanes.

- 1 eco-resorts
- 2 carbon-neutral
- 3 renewable energy sources
- 4 solar-powered
- 5 environmentally friendly
- 6 conservation projects
- 7 raise awareness
- 8 natural disasters

10

Personal answers

## Unit 11, pp. 44-47

1

- 1 Angola
- 2 Gothenburg
- 3 Dubai
- 4 Morocco
- 5 the Dolomites

3

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

4

- 1 Dubai
- 2 Morocco
- 3 Gothenburg
- 4 Angola
- 5 Gothenburg
- 6 the Majella National Park
- 7 Angola
- 8 Dubai
- 9 the Dolomites
- 10 Morocco

12

5



<b>Interviewer</b>	So today we're talking about new travel destinations with travel agent Iris Ross. Could you tell us about what's 'in' and what's going 'out' at the moment, please?
<b>Iris Ross</b>	Well, for example, Bogotá, the capital of Columbia, is taking over from Rio de Janeiro in Brazil because it's not as crowded, but it's full of trendy Latin American nightlife and entertainment.
<b>Interviewer</b>	I see. What about beach holidays?
<b>Iris Ross</b>	The Philippines is fast gaining popularity from its South East Asian neighbour, Thailand. It's the second largest archipelago in the world, has unique cultural diversity and offers spectacular coral reefs islands for great diving opportunities.
<b>Interviewer</b>	Presumably because it's a new destination, it's cheaper and there are fewer tourists than in Thailand.
<b>Iris Ross</b>	Yes, that's right. Also, people tired of the Maldives are going to the Andaman Islands instead. They belong to India, but actually they're closer to Southeast Asia and there are over 300 tropical islands with sandy beaches, crystal seas and amazing coral and sea life.
<b>Interviewer</b>	What about city breaks?
<b>Iris Ross</b>	Well, for all you shopaholics who want to see a new city and avoid the crowds, Quebec in Canada is taking over from New York.
<b>Interviewer</b>	No! Really?
<b>Iris Ross</b>	Yes, really! It's got a lovely historic centre, great markets and designer boutiques, as well as good restaurants and nightlife.
<b>Interviewer</b>	Any more hot tips for us before you go?
<b>Iris Ross</b>	Yes, one for adventure, nature and ecotourists. Guyana in South America is the new Amazon! It has tropical rainforests full of rare flora and fauna; rapids and waterfalls for rafting; and a table top mountain for climbing and abseiling.
<b>Interviewer</b>	That sounds like quite an adventure!
<b>Iris Ross</b>	And I've got a final one for foodies: try Tasmania, the island off southern Australia instead of Argentina in South America. The reason is that people think Tasmanian food is fresh, healthy, tasty and it's definitely different!
<b>Interviewer</b>	Iris Ross, thank you for your hot tips!

Destination in	Destination out	Reasons for change
Bogotá	Rio de Janeiro	It's not as crowded, but it's full of trendy Latin American nightlife and entertainment.
The Philippines	Thailand	It has unique cultural diversity and offers spectacular coral reef islands for great diving opportunities.
The Andaman Islands	The Maldives	People are tired of the over popularity. There are sandy beaches, crystal seas and amazing corals and sea life.
Quebec	New York	It's got a lovely historic centre, great markets and designer boutiques, as well as good restaurants and nightlife.
Guyana	The Amazon	It has undiscovered tropical rainforests; rapids and waterfalls for rafting; a table top mountain for climbing and abseiling.
Tasmania	Argentina	For foodies, the food is fresh, healthy, tasty and it's definitely different!

6

- 1 Latin American
- 2 cultural diversity
- 3 coral reef
- 4 sandy beaches
- 5 sea life
- 6 historic centre
- 7 good restaurants
- 8 rainforests
- 9 waterfalls
- 10 foodies

7

- 1 Grand Prix
- 2 the Olympics
- 3 Tour de France
- 4 FIFA World Cup

9

- 1 C 2 B 3 A 4 B 5 A 6 C

10

Sport	Important Competitions	When it takes place	Type of tourists
cricket	Cricket World Cup	every four years	older and wealthier
cycling	Tour de France	annually	domestic
motor racing	Monaco Grand Prix; Indy 500; Le Mans	annually	even older, richer and male
rugby	Rugby Union World Cup	every four years	older and wealthier
football	FIFA World Cup; European Football Championship	every four years	young, middle class and international

11



<b>Customer</b>	I want to travel to Brazil during the FIFA World Cup.
<b>Travel agent</b>	OK. There are various World Cup packages available or you can go as an independent traveller.
<b>Customer</b>	I'd prefer to be independent because I'm travelling with my girlfriend and she wants to do some sightseeing and have a bit of a beach holiday too.
<b>Travel agent</b>	Well, the first thing you need to decide is which games you'd like to apply for. We have a list of all the venues and the possible teams who will be playing there.
<b>Customer</b>	I see. What about travelling around the country?
<b>Travel agent</b>	It depends a bit on how many games you want to see and where they are located, but you can hire a car, fly or travel by public transport.
<b>Customer</b>	I'm not sure. What would you advise?
<b>Travel agent</b>	Once again, it depends on what type of holiday you want. Car hire is quite cheap and you're independent, but traffic is chaotic especially in the big cities. Air travel is more expensive, but more relaxing and public transport is fun but it will be extremely overcrowded during the World Cup.
<b>Customer</b>	I think we'd like to hire a car there. Can we book accommodation through you as well?
<b>Travel agent</b>	Certainly! I'll work out some costs and dates and get back to you as soon as possible.

- 1 packages
- 2 sightseeing
- 3 apply for
- 4 venues
- 5 hire a car
- 6 chaotic
- 7 overcrowded
- 8 work out

12-13

Personal answers

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