

## Unit 1 The Tourism Industry

In this unit we will discuss the scope of the Tourism Industry and we will define TOURISM. You will study the differences between a tourist and an excursionist and we will debate about the different types of tourists that there are. You will also discover the importance of statistics in the Tourism Industry. Finally you will realise the importance of the corporate image in an enterprise.

### 1. What do you know about the Tourism Industry?

#### A. Tourism, Tourist...what's that?

1. How many Tourism sectors can you name?
2. Has the Leisure sector any relevance in the Tourism Industry?
3. How many businesses can you name in each sector?
4. How does the WTO classifies businesses according to their dependency on Tourism?
5. Which is, from your point of view, the most important?
6. What is the role of T.O. in the business of Tourism?
7. What is the role of Local Governments?
8. Mention names of jobs in the Industry.



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#### B. Discuss with your teacher:

*What are the images about? What type of tourism do they represent? What type of people would go?*

**2. Survey: What are you personal motivations to travel?**

*In groups of 3 make up a short survey of 5 or six questions about the motivations a person has to travel. Conduct the survey upon 5 other students (each). Then, gather the answers and write a report on the findings following the sample.*

SURVEY: Why do you travel?	
1)	Which is your favourite destination for summer holidays? a. Mountain      b. Beach
2)	What are the activities you like to do on holidays? _____
3)	What type of tourist are you? _____
4)	What continents would you like to visit? a. Asia      b. Europe      c. Africa      d. America      e. Australia
5)	Where would you go in your honeymoon? (10 fairly possible – 0 never) a. Safari b. Cancún c. Cuba d. India e. Venice f. Cruise g. Spa

*This is a short example of the type of questions you can make. Now, in groups design your own survey.*

SURVEY: Why do you travel?	
1)	
2)	
3)	
4)	
5)	

*When ready interview 5 students from the class. Then, gather these results with those of the members of your group and fill in the following report.*

**3. Write a report with the conclusions of your Survey.**

# REPORT



## I. Terms of reference

At the request of the Managing Director of the TIC, to carry out an analysis on the Tourists' motivations.

## II. Procedure

A survey of 5 questions was designed. The questions focused the following topics:

- 
- 
- 
- 
- 

## III. Findings

a.

b.

c.

d.

## IV. Conclusions and recommendations for the TIC

**Name:**

**Date:**

**Research Assistants:**

**Basic Syntax in English**

When writing in a foreign language it is important to know and to review the order of the words in the sentences we make. Many times we translate directly from our native language and we do not notice that the order of elements is not necessarily the same. One of the main differences between the Romance and the Germanic languages is based on the versatility of the former in the order of the words in the sentence. Declinations allow a wide range of syntactic structures, whereas in English, for instance, subjects and verbs should be closed together or otherwise it would be impossible to understand the sentences.

We are going to distinguish four sections:

- Basic Syntactic Order
- Questions
- Adverbs

<b>BASIC SYNTACTIC ORDER:</b> That is the most common. It is employed in affirmative and negative sentences.	
<b>SIMPLE SENTENCE</b> One Conjugated Verb	<p>A) <u>SUBJECT + VERB + COMPLEMENTS</u> I am (not) very happy</p> <p>B) <u>SUBJECT + AUXILIARY VERB + VERB + COMPLEMENTS</u> I have (not) been in England before</p>
<b>COMPOUND SENTENCE</b>	A) <u>SUBJECT+VERB+COMPLEMENTS+CONJUNC.+SUBJEC+VERB+COMPLEMENTS</u> You are the student whose exam was lost last year

<b>QUESTIONS:</b> An inversion in the syntactic structure shows the interrogative aspect of the sentence.	
<b>SIMPLE SENTENCE</b> One Conjugated Verb	<p>A) <u>VERB + SUBJECT + COMPLEMENTS</u> Am I (not) very happy ?</p> <p>B) <u>AUXILIARY VERB + SUBJECT + VERB + COMPLEMENTS</u> Have I (not) been in England ?</p> <p>C) <u>INT. PRONOUN+AUXILIARY VERB + SUBJECT + VERB +PREP?</u> What are you waiting for?</p>
<b>COMPOUND SENTENCE</b>	A) <u>VERB+SUBJECT +COMPLEMENTS +CONJUNC.+SUBJEC +VERB+COMPLEMENTS</u> Are you the student whose exam was lost last year ?

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INTERROGATIVE PRONOUNS		
	<b>SUJECT</b> WHO WHAT WHICH	<b>ADVERB</b> WHEN WHY HOW
	<b>OBJECT</b> WHICH WHOM (WHO)	<b>POSSESSIVE</b> WHOSE
EXPRESSIONS WITH INVERTED ORDER		
<b>SO, NEITHER, NOR</b>	A) REMARKS: • <u>Inverted Expressions</u>  <u>SO + AUX.+ SUBJECT</u> (when you agree with something) So do I So did I So had I  Ex. 'I went to the British Museum when I was in England' 'So did I'  <u>NEITHER OR NOR + AUX.+ SUBJECT</u> (when you agree with something) Neither do I Nor did my parents Neither should she Ex. 'Some of my friends had never gone before' 'Neither had mine'	

**4. Jumble paragraphs or sentences ①.**

In some exercises you will be given a text or some sentences with paragraphs or words in disorder. You will have to decide the appropriate order. In this case, you have to decide the right order of the words in each sentence.

1.- bought you ? tour package have a.

2.- never I tourism been have complex this in.

3.- accommodation price hotel flight includes and the the the.

4.- tourism the is world's export important most earner international.

5.- five minute a walk beach to it's the.

6.- offers agency trip the Canary a ten- Islands day to the travel.

7.- hotel the full holiday because bank was a was it

8.- inclusive to was trip all the Benidorm

9.- at inclusive prices all rock packages our choose bottom

10.- year's last was fam India to trip

### 5. Multiple Choice exercises: Word-Order

- 1) Choose the correct sentence:
  - a) How hot it is!      b) How it is hot!
  - c) How hot is it!      d) How it hot is!
- 2) Choose the correct sentence:
  - a) To Altea is he      b) Is he to Altea going?
  - c) Is going he to      d) Is he going to Altea?
- 3) Choose the correct one:
  - a) Who did you speak to?      b) Who *did* speak to you?
  - c) Who spoke to you?      d) All are correct.
- 4) Choose the correct sentence:
  - a) Often you don't eat here, do you?      b) You don't eat here, do you often?
  - c) You don't often eat here, do you?      d) You often don't eat here, do you?
- 5) Why \_\_\_\_\_ me yesterday?
  - a) didn't tell      b) told you
  - c) don't you tell      d) didn't you tell
- 6) She asked me when \_\_\_\_\_.
  - a) are you coming.      b) I'm going.
  - c) am I coming.      d) will I go.
- 7) Choose the correct one:
  - a) Who do you think that would be interested in us?      b) Who do you think would be interested in us?
  - c) Who do interest us?      d) **a** and **b** are correct.
- 8) I don't like erotic movies.
  - a) Neither do I.      b) Me too.
  - c) So do I.      d) **a** and **c** are correct.
- 9) I love English food.
  - a) So do.      b) So does he.
  - c) I do too.      d) So does him.
- 10) When does \_\_\_\_\_?
  - a) the next train leaves      b) leave it
  - c) it leave      d) leave the next train
- 11) Choose the correct one:
  - a) Where have you been?      b) Where have you been?
  - c) Where did you be?      d) Where did you have being?
- 12) \_\_\_\_\_ you know?
  - a) How does      b) How do
  - c) Where do      d) When
- 13) Who were you listening \_\_\_\_\_?
  - a) to      b) for
  - c) from      d) at
- 14) What were you listening \_\_\_\_\_?
  - a) to      b) from
  - c) for      d) at
- 15) What are you looking \_\_\_\_\_?
  - a) to      b) in order to
  - c) at      d) from
- 16) What are you waiting \_\_\_\_\_?
  - a) to      b) for
  - c) at      d) from
- 17) What do you want that pencil \_\_\_\_\_?
  - a) by      b) for
  - c) in order to      d) from
- 18) Who did you kiss \_\_\_\_\_?
  - a) from      b) for
  - c) **b** and **d** are correct.      d) --
- 19) Who \_\_\_\_\_ with you?
  - a) went      b) go
  - c) did go      d) did went
- 20) Could you tell me what \_\_\_\_\_ to Peter?
  - a) did happen      b) happened
  - c) did it happen      d) happen
- 21) Choose the correct question:
  - a) Whom did you talk?      b) Who did you talk?
  - c) To who did you talk?      d) Whom did you talk to?
- 22) Who are you talking \_\_\_\_\_?
  - a) of      b) over
  - c) about      d) --
- 23) Who \_\_\_\_\_ you that?
  - a) give      b) gave
  - c) given      d) did given
- 24) \_\_\_\_\_ was that expensive motorbike yours?
  - a) Who      b) Whose
  - c) --      d) Which
- 25) Who does that book belong \_\_\_\_\_?
  - a) of      b) to
  - c) --      d) for

### Reading

While *all-embracing* definitions of tourism and a tourist are desirable, in practice tourists represent a heterogeneous, not a homogeneous, group with different personalities, demographics and experiences. –we can classify tourists in two basic ways which relate to the **nature** of their **trip**:

- 1) A basic distinction can be made between **domestic** and international tourists, although this distinction is *blurring away* in many parts of the world (For example, in the European Union). Domestic tourism refers to travel by residents *within* their country of residence. There are rarely currency, language or visa implications, and domestic tourism is more difficult to measure than international tourism. In contrast, international tourism involves travel outside the country of residence and there may well be currency, language or **visa** implications.
- 2) Tourist can also be classified by ‘*purpose* of visit category’. conventionally, three categories are used:
  - a) leisure and recreation – including holiday, sports and cultural tourism and visiting friends and **relatives** (VFR).
  - b) other tourism purposes – including study and health study.
  - c) business and professional – including meetings, conferences, missions, incentive and business tourism.

Not only are these categories used for statistical purposes, they are also useful for the marketing of tourism.

**Source:** COOPER et al. (1998): *Tourism: Principles and Practice*. Harlow: Longman. Pages 1-17.

*All-embracing:* que lo abarque todo

*To blur away:* to fade, borrarse, difuminarse.

*Within:* dentro de  
*Currency:* divisa.

*Purpose:* razón, motivo, finalidad

## 6. Choose the most appropriate definition for each word as used in the text.

In this type of exercise you must choose the most appropriate definition for the word according to its meaning in the text. Of course, all the definitions are real and true, but one is more appropriate for the word as used in the text. To make it easier, the selected words are in **bold** in the text. Definitions in this case are from <http://www.webster-dictionary.org>

### 1.- Nature

- a.- Kind, sort; character; quality.
- b.- The physical world;
- c.- The powers which produce existing phenomena, whether in the total or in detail.
- d.- Conformity to that which is natural, as distinguished from that which is artificial, or forced,

### 2.- Trip

- a.- A journey for some purpose (usually including the return)
- b.- A hallucinatory experience induced by drugs
- c.- An accidental misstep threatening (or causing) a fall
- d.- An unintentional but embarrassing blunder

### 3.- Domestic

- a.- *n* A household servant
- b.- *adj* Of or relating to the home
- c.- *adj* Of concern to or concerning the internal affairs of a nation
- d.- *adj* produced in a particular country

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## 4.- Visa

- a.- To provide (a passport) with a visa
- b.- To approve officially
- c.- An endorsement made in a passport that allows the bearer to enter the country issuing it
- d.- The formula put upon an act, a register; a commercial book, in order to approve of it and authenticate it

## 5.- Relative

- a.- A person related by blood or marriage
- b.- Not absolute or complete
- c.- Properly related in size or degree or other measurable characteristics
- d.- An animal or plant that bears a relationship to another

### 7. Read the text and decide whether the following sentences are True or False.

*In this type of exercise you just have to read carefully the sentences below and decide whether they are true or false according to the information offered in the text above. Read the text and the sentences as many times as necessary to reach a decision.*

- 1.- It is easy to define *Tourist* because there is just one single type.
- 2.- The distinction between domestic tourism and international tourism in Europe is very sharp and clear.
- 3.- *Domestic* tourists are the ones that don't go abroad on their trip.
- 4.- International tourism might imply a change of currency.
- 5.- Dividing tourists into categories makes marketing easier.

## Revision of Tenses

*As the previous knowledge of this section is assumed, a theoretical explanations has been considered unnecessary, although in case of need the teacher can remind the students the essential differences of the English and Spanish Verbal system. Furthermore, reinforcement exercises from , for example, Murphy's English Grammar in Use (Cambridge U.P.) can be useful (units from unit to 37)l.*

- |   |   |
|---|---|
| <p>1) I _____ a prize like this one.</p> <p>a) 've never won      b) 've won never<br/>c) 've never wan      d) never have wan</p> <p>2) Next train _____ at 16.05 from platform 1.</p> <p>a) is leaving              b) leaves<br/>c) will leave              d) is going to leave</p> <p>3) I'm tired. I _____ for several hours.</p> <p>a) 've been running      b) I ran<br/>c) 've runned              d) I did run</p> <p>4) John always _____ the bar at 10.00</p> <p>a) open                      b) does open<br/>c) opens                    d) is opening</p> <p>5) If the doors refuse to open, _____ the button.</p> <p>a) you press              b) you're pressing<br/>c) press you              d) press</p> <p>6) Peter _____. He'll be here in 10 minutes.</p> <p>a) teaches                  b) will teach<br/>c) is teaching              d) taught</p> | <p>7) Hold on ! I _____ you through.</p> <p>a) 'll put                      b) am to put<br/>c) put                          d) 'm putting</p> <p>8) John, what's happened to you?</p> <p>a) I've lost my job.      b) I'm loosing my job<br/>c) I've loose my          d) I lost my job.<br/>job.</p> <p>9) What's up with Pit? Well, he ___ very well.</p> <p>a) hasn't been              b) didn't feel<br/>feeling<br/>c) 'll not feel              d) is not to feel</p> <p>10) Do you hear me?</p> <p>a) Yes, I'm hearing      b) Yes, I heard you.<br/>c) Yes, I do                  d) No, I can't.</p> <p>11) ___ his new motorbike?</p> <p>a) Do you like              b) Does he like<br/>c) Are you liking          d) <b>a</b> and <b>b</b> are correct.</p> |
|---|---|



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- 12) Shakespeare \_\_\_\_\_ the *Spanish Tragedy*.  
 a) didn't written      b) wrote  
 c) didn't wrote      d) wrotte
- 13) I \_\_\_\_\_ lunch, when my mother arrived.  
 a) was      b) 'm having  
 c) was having      d) will have
- 14) What are you doing? I \_\_\_\_\_ to her.  
 a) 'm writting      b) 'm writing  
 c) 'm written      d) wrote
- 15) This time last year, I \_\_\_\_\_ across France.  
 a) was travelled      b) was travelling  
 c) travelled      d) would be travelled
- 16) The classroom was empty. Every student....  
 a) had left      b) was leaving  
 c) left      d) had been leaving
- 17) She had \_\_\_\_\_ so hard, that she passed.  
 a) being studying      b) being study  
 c) been studying      d) been studied
- 18) When I was 10, I \_\_\_\_\_ every day to school.  
 a) walked      b) would walk  
 c) walking      d) **a and b** are correct
- 19) Cervantes \_\_\_\_\_ several books.  
 a) was writing      b) wrote  
 c) had wrote      d) has written
- 20) I \_\_\_\_\_ snail. Are they good?  
 a) 've never eat      b) 've never been eate  
 c) 've never eating      d) 've never eaten
- 21) My mother \_\_\_\_\_ to retire. She \_\_\_\_\_ me yesterday.  
 a) has decided / told      b) was deciding / told  
 c) decided / told      d) has decided / has tol
- 22) When I lived in Paris, I \_\_\_\_\_ to the opera every day.  
 a) would go      b) was going  
 c) used to go      d) **a and c** are correct.
- 23) My mother \_\_\_\_\_ in Paris when she was single.  
 a) used to live      b) had lived  
 c) would live      d) would have lived
- 24) I'm very hungry. \_\_\_\_\_ something to eat.  
 a) I'll prepare      b) I'm going to  
 c) I prepare      d) **a and c** are correct.
- 25) I promise. \_\_\_\_\_ my best to pass the subject.  
 a) I'll do      b) I doing
- c) I used to do      d) I would do
- 26) He's studied. He \_\_\_\_\_ probably \_\_\_\_\_ his exam.  
 a) will / pass      b) will / passed  
 c) would / pass      d) --- / will pass
- 27) Perhaps, I \_\_\_\_\_ you tomorrow.  
 a) am going to tell      b) 'm telling  
 c) 'll tell      d) **a and care** correct.
- 28) I \_\_\_\_\_ the pork medallions, please.  
 a) am going to have      b) 've never had  
 c) 'll have      d) 'm having
- 29) Hmm! It \_\_\_\_\_ rain.  
 a) is going to      b) will  
 c) is to      d) None correct.
- 30) This time next year \_\_\_\_\_ my degree.  
 a) I will finish      b) be finished  
 c) I'm going to finish      d) I will have finished
- 31) How \_\_\_\_\_ your account?  
 a) will you be      b) you'll be settling  
 c) will you been settle      d) will you being settled
- 32) By this time next year he'll \_\_\_\_\_ for four years.  
 a) have been teaching      b) have being taught  
 c) have being teaching      d) **b and c** are correct.
- 33) Let's meet tomorrow. "I can't; \_\_\_\_\_ to London".  
 a) I'm going to fly      b) I'm flying  
 c) I'll fly      d) I am to fly
- 34) Hurry up! The concert \_\_\_\_\_ at 7.  
 a) will start      b) starts  
 c) is going to start      d) They are all correct.
- 35) I'd like to speak to the manager. "Impossible..."  
 a) he's just left      b) he'll have gone  
 c) he left 5 minutes ago      d) **a and c** are correct
- 36) I \_\_\_\_\_ seen you cry.  
 a) 've      b) 've often  
 c) 've never      d) **a, b and c** are correct.
- 37) She \_\_\_\_\_ studying English \_\_\_\_\_ 1992  
 a) 've been/ since      b) 've being/ for  
 c) 's been/ since      d) has being/during

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- 38) I \_\_\_\_\_ England two years ago.  
a) 've visited                      b) 've been visiting  
c) 've been visited                d) visited
- 39) He usually \_\_\_\_\_ at our hotel.  
a) stayed                              b) will stay  
c) stays                                d) do stay
- 40) If you \_\_\_\_\_ on time, we would have caught the train.  
a) have arrived                      b) had arrived  
c) arrive                                d) would arrive
- 41) If we \_\_\_\_\_ a little more, we could have VIP treatment.  
a) have paid                          b) had paid  
c) paid                                  d) would paid
- 42) In the morning, I \_\_\_\_\_ a sandwich  
a) have had                            b) had had  
c) had                                  d) have eaten
- 43) Waiter! I \_\_\_\_\_ have the roast beef.  
a) am going to                        b) am having  
c) 'll have                              d) have
- 44) If you \_\_\_\_\_ something, please contact reception  
a) will need                            b) need  
c) should                                d) b and d correct
- 45) I \_\_\_\_\_ in this hotel since 1990 and now I'm the general Manager  
a) have been                          b) work  
    working  
c) worked                                d) have worked

## Vocabulary

After the reading exercises, you will have several exercises related to the topic. Let's see the most common types so that you get used to them. If the following icon ① appears in the exercise it means you have some hints to solve the exercise in the "Clues and Hints Section" of the book. So, if you are in doubt, or you have no idea of the answer, try the **Hint Section** before asking the teacher. @ appears when the exercise is also available on the website of the course.

### 8. Cross the odd one out. ①

In this type of exercise you are given four words on each line. Three of them will be related with each other. The remaining word is the "odd" one, the strange one. You must identify it and try to explain why it isn't related to the other three.

1	retailer	wholesaler	vendor	customer
2	sustainable	seasonality	green	responsible
3	high season	low season	arm season	shoulder season
4	aim	trigger	target	pinpoint
5	accommodation	catering	fun	transport
6	luxurious	opulent	unique	drawback
7	seek	look forward	look for	search
8	WTO	ASAP	ABTA	IATA
9	domestic	inbound	outbound	revenue
10	GDP	ITB	FITUR	BIT

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9. Match the columns.

In this type of exercise you must match a word in column A with its correspondent definition in column B. Some variations of this exercise are: word with collocation, image with word, gap sentence with word, example sentence with word, numbers on an image with words, and example sentence with definition. In this example exercise you must match the word in A with its collocation in B.

A	B	
Tourism	agency	<i>Tourism Industry</i>
Self	Industry	
Tourist	tour	
Tour	services	
Package	travel	
Courier	board	
Air	resort	
Tourist	catering	
Travel	operator	
High	season	

10. Fill-the-gap exercises.

There are many variations of this exercise. Sometimes you will be asked to fill the gaps with the words that you are given in a box. Sometimes there will be more words in the box than gaps in the sentences. In certain cases you will be asked to modify the words in the box so that they make sense in the gaps. Another variation of this exercise is when you are given the first and/or last letter of the word in the gap, but you are given no words in a box. In this case, you must simply fill the gaps with the words in the box.

membership	creator	affiliate	arrivals	data
organization	revenue	forecasts	aims	body

- 1.- The World Tourism \_\_\_\_\_ considers that governments have a vital role to play in tourism.
- 2.- In the year 2000, international \_\_\_\_\_ rose by 4.6 per cent.
- 3.- WTO \_\_\_\_\_ that international arrivals will be one billion by 2010.
- 4.- The WTO is an inter-governmental \_\_\_\_\_ in charge of promoting tourism.
- 5.- In the year 2002, WTO's \_\_\_\_\_ included 139 countries.
- 6.- The WTO \_\_\_\_\_ to stimulate economic growth.
- 7.- The travel and tourism industry is an important job \_\_\_\_\_ .
- 8.- The tourism industry provides important tax \_\_\_\_\_ .
- 9.- There are three categories of membership to join the WTO: full members, associate members and \_\_\_\_\_ members.
- 10.- The WTO offers a rapid \_\_\_\_\_ response service that offers customized reports.

**11. Speaking: Myths and reality**

Read the following ideas and discuss in groups of three or four, if you think that the statements correspond to a reality or to a myth in the Tourism Industry. Then, report to the class, giving reasons to support your decisions.

	The majority of tourism in the world is international.
	Tourism in the world is mainly domestic (people travelling in their own country): about 80% of tourist trips.
	Most tourism journeys in the world are by air as tourists jet-set from country to country.
	The majority of trips are by surface transport (mainly the car).
	Tourism is only about leisure holidays.
	Tourism includes all types of purpose of visit including business, conference and education.
	Employment in tourism means substantial travel and the chance to learn languages.
	Most employment in tourism is in the hospitality sector and involves little travel.

Source: COOPER et al. (1998): Tourism: Principles and Practice. Harlow: Longman. Pages 1-17

**12. Web search: The Tourism Industry**

Browse the Internet and find an example of tourist company for each of the following sectors. How is the information of the company presented on the web-page? Have they got a logo? Have they got specific colours? and, in the pictures, Do the employees wear a uniform?

<b>Restoration &amp; Catering</b>	<b>Transport</b>
Mention the Corporate characteristics :	Mention the Corporate characteristics :
<b>Leisure</b>	<b>Accommodation</b>
Mention the Corporate characteristics :	Mention the Corporate characteristics :

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**13. Jumble words. Rewrite the following words. ①**

Instead of having to decide the right order of some sentences or paragraphs, you might be asked to guess the word from some jumble letters. Change the order of the letters to find the original word related with people or firms involved with the tourism industry.

IDY PTRPRAE	D	_____
LERTEHIO	H	_____
IORPRDVE	P	_____
EIMHKAYLDAOR	H	_____
GVTTENARAL E	T	_____
RETAVELLR	T	_____
ALTPIOMD	D	_____
RIERARC	C	_____
ISTTUOR	T	_____
AEERRTC	C	_____

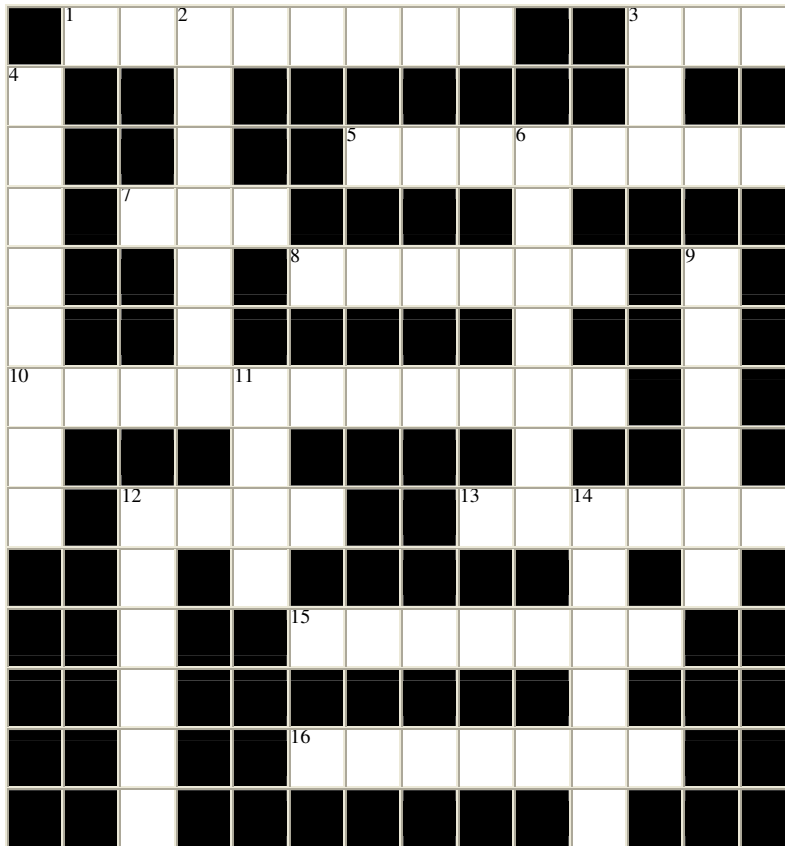
**14. Word searches. ①**

Look in the grid for **NOUNS** related with the Tourism Industry.

E	C	O	T	O	U	R	I	S	M
T	O	U	R	R	I	S	C	E	E
R	M	R	S	E	A	S	A	A	M
A	M	I	E	T	O	U	R	I	B
V	U	S	A	A	O	U	R	T	E
E	T	T	S	I	T	M	I	E	R
L	E	I	O	L	S	T	E	R	S
L	R	O	N	E	C	I	R	R	H
E	C	M	A	R	K	E	T	S	I
R	L	E	I	S	U	R	E	E	P

UNIT 1 – The Tourism Industry

15. Crosswords. The Tourism Industry ⓘ @.



**Across:**

- 1.- Person that owns a hotel.
- 3.- A very important person.
- 5.- Something valuable that you possess such as lands.
- 7.- Small hotel.
- 8.- A place where people go for recreations. A holiday ...
- 10.- The end of a journey or voyage.
- 12.- Piece of land where something is, was or will be located.
- 13.- Opposite to supply.
- 15.- Time for relaxation.
- 16.- Transport company for goods and passengers.

**Down:**

- 2.- Area in an airport for passengers that are using connecting flights: ..... area.
- 3.- Acronym for one of the reasons to travel.
- 4.- Person or company that provides goods.
- 6.- Reason
- 9.- Customer
- 11.- Acronym for the international organisation of air transport
- 12.- Opposite to demand
- 14.- The demand for a particular product

## UNIT 1 – The Tourism Industry

**16. Multiple choice quiz. @ The Tourism Industry.**

All units finish with a multiple choice quiz that makes you practice some of the words used in the previous exercises. You will also have a multiple choice quiz at the end of each section, with vocabulary of all the units in that particular section. There is also a final multiple choice quiz at the end of the book

1. The ..... of this company are very clear.
  - a) objectivs
  - b) aims
  - c) pinpoint
  - d) trigger
2. It is a ..... opportunity. It's really good.
  - a) unique
  - b) alone
  - c) only
  - d) lonely
3. If I sell package tours that I create to Travel Agencies I am a .....
  - a) retailer
  - b) sailor
  - c) patron
  - d) wholesaler
4. The Tourism Industry employs 12.5% of the ..... population.
  - a) worker
  - b) job
  - c) working
  - d) workable
5. A package tour includes the flight and the hotel .....
  - a) acomodation
  - b) accomodation
  - c) accommodation
  - d) acomodation
6. The main ..... of this hotel is that the beach is too far.
  - a) drawback
  - b) advantage
  - c) opulent
  - d) backwards
7. There was a breach of contract with that Travel Agency, so I complaint to the .....
  - a) IATA
  - b) ABTA
  - c) WTO
  - d) ASAP
8. If I want to go to a tourism trade fair, I'll go to .....
  - a) GDP
  - b) ASAP
  - c) ABTA
  - d) BIT
9. International tourism provides great tax .....
  - a) venue
  - b) revenue
  - c) renewen
  - d) renew
10. We'll go to the theme park tomorrow because it is a ..... holiday.
  - a) bank
  - b) job
  - c) break
  - d) shop

**17. Glossary:**

Now the teacher will help you to create the first part of your glossary.

**Recommended readings:**

- COOPER et al. (1998): *Tourism: Principles and Practice*. Harlow: Longman. Pages 1-17.
- HOLLOWAY, Christopher (1994): *The Business of Tourism*. Harlow: Longman.
- BURKART A.J. and S. MEDLICK (1974): *Tourism*. Oxford: Butterworth Heinemann.
- YOUELL, Ray (1996): *A-Z Leisure, Travel & Tourism Handbook*. London: Hodder & Stoughton.

**Recommended Web Pages:**

- [www.world-tourism.org/](http://www.world-tourism.org/) : The page of the World Tourism Organization.
- [www.towd.com/](http://www.towd.com/) : Tourism Offices Worldwide Directory.
- <http://www.studyoverseas.com/uk/uked/tourism2.htm> : What is 'tourism studies'?