

# English for Tourism Studies

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ENGLISH FOR TOURISM STUDIES.

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**English for Tourism Studies** is a workbook with practice materials for students of tourism, hospitality and event management. The topics have been selected to cover current trends in the industry, and the activities are designed to develop academic and professional skills at an intermediate to advanced level of English as part of undergraduate studies in tourism. The contents are divided into three sections:

- A. TRENDS IN TOURISM comprises six current trends in the travel industry: staycations, virtual reality tourism, solo travel, generations X & Y, sustainability, and bleisure.
- B. HOSPITALITY AND F&B focuses on sector trends: smart hotels, wellness, personalization, restaurant trends, and branding.
- C. WANDERLUST comprises a selection of six destinations: Guyana, Tasmania, Slovenia, Sweden, Costa Rica, Dominica, all of them offering interesting and sustainable alternatives to mass tourism.

Each section has six units, and each unit starts with a brief topic overview and a picture to start off reflection and discussion. All the activities and tasks have been inspired by the principles of sustainable, responsible and eco-friendly tourism, and are presented under one of the following headings:

-  **ACADEMIC SKILLS:** skills related to academic study such as critical thinking, essay writing or presentations.
-  **PROFESSIONAL SKILLS:** tips and guidelines to develop professional skills such as writing reports, emotional intelligence, or organizing small-scale events.
-  **READING:** reading comprehension fragments and reflective writing activities about outstanding texts in the industry and the culture of the countries sampled, such as Anthony Bourdain's *Kitchen confidential*, or Christine Milne's *An activist life*. All the texts have been adapted to the appropriate level.
-  **WATCHING:** comprehension and reflective writing activities about audiovisual material (documentaries, films, TV shows) representing the industry and culture of the countries sampled.
-  **LISTENING:** listening comprehension and reflective writing activities about podcasts related to the tourism industry and culture of the countries sampled. All the audio and video materials are freely available on the Internet and every effort has been made to obtain them from reliable sources (e.g., CNN, National Geographic) to provide a considerable guarantee against link rot. All hyperlinks are presented as QR-codes so that online material is easily and quickly accessible to students using a smartphone.
-  **TOPICS FOR RESEARCH:** activities to guide starting research on topics such as adventure tourism, LGBT tourism, or film-induced tourism. These tasks do not require any prior knowledge of the topics and focus on obtaining, processing and interpreting information and data.

This practice workbook can add value to any course in English for tourism by extending language, academic and career skills in a variety of current topics. It is designed to write in to complete the units. All the tasks focused on skills and research include recommended readings to extend the students' practice and learning.

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A. TRENDS IN TOURISM	ACADEMIC SKILLS	PROFESSIONAL SKILLS	RESEARCH TOPIC	READING	WATCHING	LISTENING
1. STAYCATIONS	Describing pictures	Graduate employment	Mass & niche tourism	The Great British Staycation	The Michael Crick report	The year of the staycation
2. VIRTUAL REALITY TOURISM	Successful study	Professional skills	Tourist motivation	VR tourism	VR Apps	The future of tourism
3. SOLO TRAVELERS	Effective Reading	Writing a CV	Authenticity	The new luxury vacation	My 7000-mile bike ride	The great outdoors
4. GENERATIONS X & Y	Analyzing content	Networking	Events & festivals	Travel preferences	Coachella	GenX travel habits
5. SUSTAINABILITY	Note taking	Writing reports	Heathrow expansion	Sustainable hotels	TEDx talk: Doug Lansky	Sustainable Travel
6. BLEISURE	Learning styles	Finding a job abroad	Heritage tourism	The bleisure traveller	Bleisure & happiness	Atracting the bleisure traveler

B. HOSPITALITY & F&B	ACADEMIC SKILLS	PROFESSIONAL SKILLS	TOPICS	READING	WATCHING	LISTENING
7. SMART HOTELS	Time management	Team work	Dark tourism	The Henn na hotel	Alibaba's hotel	Smart hotels
8. RESTAURANT STORIES	Goals and targets	Professional skills	Slow food	Kitchen confidential	Running a restaurant	Finding your niche
9. WELLNESS	Stress management	Emotional intelligence	Rural tourism	Superlife	Wellness tourism	Caribbean wellness
10. PERSONALIZATION	Critical thinking	Effective communication	Health tourism	Predictive personalization	Personalization in hospitality	Automation
11. RESTAURANT TRENDS	Reading academic texts	Careers in F&B	Gastro-tourism	Restaurant redefined	Restaurant technology trends	Renovating restaurants
12. BRANDING	Collaborative study	Coaching and mentoring	LGBT tourism	Differentiated hospitality	The Gaycation travel show	From a coffee cart to a café brand

C. WANDERLUST	ACADEMIC SKILLS	PROFESSIONAL SKILLS	TOPICS	READING	WATCHING	LISTENING
13. GUYANA	Information management	Careers in THE	Tourism development	Wild coast	Jungle fish	Guyana – Sustainable destination
14. TASMANIA	The power hour	Vlogging	Film-induced tourism	An activist life	Tasmania Travel Vlog	Launceston's Harvest Market
15. SLOVENIA	Building your argument	Starting up	Cruise tourism	The tour of Lake Bohinj	Chef Ana Roš	Travel to Slovenia
16. SWEDEN	Making a presentation	Event management	Cultural tourism	Live Lagom	The 72 hour cabin project	Travel to West Sweden
17. COSTA RICA	Essay writing	Careers in leisure	Adventure tourism	Finding nature's value	The goose with the golden eggs	A tale of two coasts
18. DOMINICA	ICT	Customer service	Comunity tourism	The Dominica story	My Dominica Story	Uncivilized

# UNIT 1. STAYCATIONS

Staycation is a blend of ‘stay’ (stay-at-home) + ‘vacation’. Although the term has become widely used only lately, it was created in 1944 to recommend Americans to save gasoline and thus contribute to the war effort. Strictly, it refers to leisure activities within day trip distance, i.e., that do not require overnight accommodation, but in Britain the term refers to domestic tourism. The staycation trend was particularly noticeable in the second half of the 2010s and in combination with Covid-19 it seemed to peak in Britain in 2020. In this unit you’ll read a fragment from the report “The Great British Staycation”, prepared by Barclays Bank. You’ll watch a short video on the effects of over-tourism on national parks and listen to a podcast on the effects of staycation on tourism in Scotland. The academic skill developed in this unit is describing pictures and the professional skills section provides an overview of graduate employment and careers. The unit concludes with a research activity on mass and niche tourism.

## 1.1 DESCRIBE AND THINK

Describe the picture below. Imagine you are describing it to a person who cannot see it. Consider the subject of the photo, the objects, and the composition. What was the purpose of the photographer? You can read some tips for descriptions in the academic skills section in this unit..



What can you see in the photo?

.....  
 .....

Which is the exact place evoked? How?

.....  
 .....

How would you make a different photo to represent staycations?

.....  
 .....

Will the trend of staycations continue after the pandemic? Why?

.....  
 .....

**KEY WORDS**

Flip-flops, tote-bag, shades, cocktail umbrella, string chair, beach towel

## 1.2 READ AND PROCESS

### The Great British Staycation

2019 was the year of the Great British Staycation. Research by Barclays revealed that year would see the UK domestic tourism boom reach record figures. At the time, hospitality and leisure businesses were evolving fast to cater for rising expectations and the needs of different holiday groups. Most hospitality and leisure businesses in the UK had seen rising demand from domestic tourists. Traditional favorites such as the Lake District, Scotland and Cornwall remained most popular, but operators in the North East and the Midlands saw the biggest rise in demand. Read the following fragment and answer the questions below.

#### **How to boost your hospitality business**

##### *Know your demographic*

Target the groups you want to attract – for example, promote ‘microgapping’ experiences for younger customers, or digital detox retreats for professionals and parents.

##### *Foster loyalty*

Remarket to your customer base for short breaks or special occasions, and offer rewards for recommending a friend. Stimulate repeat business by extending and adapting your offering, so repeat customers know they can expect new experiences alongside the features they already love.

##### *Capture early bookers*

Market to the growing number of early bookers. Extend your booking system to accept business from those who want to secure their holiday a year or more in advance.

##### *Add value through collaboration*

Capitalize on holidaymakers’ hunger for value. Join forces with other operators to promote a variety of local experiences. Offer discounts across different services to provide a more cohesive varied holiday experience.

##### *Reap digital dividends*

Consider the most eye-catching ways to raise your appeal, from virtual room tours to smartphone-controlled access.

##### *Provide options where possible*

Barclays’ research shows younger holidaymakers are more likely to favor smartphone check-in, for example, while this can be a disincentive for older age groups.

##### *Take them behind the screen*

Popular films and TV series drive tourists to their locations for many years. Look at the shows filmed in your region and consider how you can use them to enhance your offering. Themed rooms? Themed menus? Site tours in partnership with a tour operator?

##### *Be accessible to all*

Avoid a tick-box approach to accessibility. Look at opportunities to extend your offering from the viewpoint of people with impaired mobility, vision or hearing. Consider staff training for sensitive response to customers with mental health conditions.

(adapted)

1. How would you offer the opportunities of a traditional gap year in a shorter period?

2. If you owned a little café, how would you foster loyalty to your establishment?

.....  
 .....

3. How can your café benefit from digitalization?

.....  
 .....

4. Do cafes in your neighborhood offer home delivery? Why do you think they do (not)?

.....  
 .....

5. Look at the photo and consider the advantages of a theme based café.



.....  
 .....

 **ACADEMIC SKILLS: DESCRIBING PICTURES**

In some speaking exams you are asked to describe pictures. Look at your photo carefully and take a few moments to think before you speak. Practice the useful language below so you can explain which part of the photo you are talking about. If you don't know the particular words for something, use more general words or brief explanations (e.g., booth > seats). Start by giving an overview. Consider the main subject of the photo, the various objects and the people. Think of a possible title. In other exams you are asked to compare two photos by answering a given question (e.g., which situation is more stressing?). Instead of describing the objects in them, you should focus on the common elements (both photos...) and the differences in the situations represented (while in photograph A... in B...). Useful language:

What's in the photo? *In the photo I can see... There is/are...*

Where in the photo?

At the top	At the top	At the top
On the left	In the middle	On the right
On the left	In the middle	On the right
At the bottom	At the bottom	At the bottom
On the left	In the middle	On the right

Interpretation: Who? Where? When? How? *This photo was probably taken... The place is... The people are... It seems as if... Maybe...*

### 1.3 WATCH AND TAKE NOTES

#### **How the Great British staycation could damage national parks (2021, 6'30")**

Michael Crick is a broadcaster and journalist. He has worked for the BBC, and Channel 4, and has done The Michael Crick Report for the Mail+. In this episode he warns about the dangers of over-tourism for British national parks. Watch the episode and take notes. Then write a 200-word summary below. You have tips for writing summaries in Unit 2.



Summary:

.....

.....

South Lakeland councilor:

.....

.....

Lonsdale MP:

.....

.....

Langdale locals:

.....

.....

Chief executive of the Lake District National Park:

.....

.....

### 1.4 LISTEN AND EXPLAIN

#### **The year of the staycation (2020, 39'30")**

Although Brits usually constitute one of the biggest international travelling markets in the world, staycations are increasing in popularity in UK. Chris Greenwood, from Visit-Scotland, talks about the tourism trends, what the pandemic has meant for the UK tourist trade and where he predicts the future of the tourism industry is heading. Listen to the fragment 3'-13'45", and answer the following questions.



1. What tourism trends have there been over the summer 2020 period?

.....

.....



2. What types of staycations have been the most popular in Scotland during this summer?

.....  
 .....

3. How have staycations contributed to the UK economy?

.....  
 .....

4. Has there been a particular region of Scotland that has seen the highest level of tourism?

.....  
 .....

5. What were the most popular activities?

.....  
 .....



**PROFESSIONAL SKILLS: GRADUATE EMPLOYMENT**

Graduate employment is finding work where you are paid or trained within a specific sector or role in Tourism, Hospitality and Events (THE). As a ‘graduate,’ employers will expect you to have a certain set of skills, competencies, knowledge and behavior traits. In order to learn what employers consider as a graduate attribute, you can check the information provided by the British Quality Assurance Agency (QAA), and by the Council for the Advancement of Standards in Higher Education (CAS) in America. The QAA subject benchmark for hospitality and leisure is available online (<https://qaa.ac.uk>). In order to become employable it is important to understand what types of businesses offer THE positions, and whether these are right for you. As in other economic sectors, the employment opportunities in THE are provided by small- to medium-sized enterprises (SME), multinational corporations (MNC), non-profit organizations, public institutions, and you should also consider self-employment. In the table below you have a list of graduate employers and careers in THE in several UK-based big enterprises, MNC, and SME.

Recommended reading: *Employability and skills handbook*, by M. Firth, ch. 3.

GRADUATE EMPLOYMENTS AND CAREERS IN ‘THE’	
Hotel chains	Whitbread, Hilton Worldwide, Marriott International, Intercontinental Hotel Group (IHG), Radisson Hotel Group
F & B	Mitchells & Butlers, Compass Group, McDonald’s, Greene King, Marston’s
Travel	TUI Group, Carnival Corporation, Flight Centre, Expedia Group
Event management	Reed Exhibitions, Clarion Events, Prestige Venues & Events
Leisure	Merlin Entertainments, Camp America, Centre Parcs, Odeon Cinemas, Greenwich Leisure Limited (GLL)
SME	Tourism: Invasion Travel, Boutique Travel Services (Sydney, AUS), The Ride NYC Hospitality: Thinkfood Group (Miami, USA), Trevinos (Christchurch, NZ) Events: Croissant Neuf Summer Party (UK), Bob Gold & Associates (USA)

ACTIVITY: WHICH ROLES ARE YOU SUITABLE FOR?

In each unit of this book you'll find information about a series of professional skills in THE, and suggestions to review and improve your current skills. In order to assess what roles suit you, some companies will ask you to complete a psychometric test. There are a number of these tests readily available online. Cubiks (<http://practicetests.cubiks.com/>) offers a numerical and verbal test for business managers and graduates. Keirse tests ([www.keirse.com](http://www.keirse.com)) can be completed to show you your own temperament for certain roles. Complete one of the tests available and describe your experience briefly.


Test completed: .....

Describe your experience: .....

.....

.....

1.5 RESEARCH AND REPORT

 **Mass and niche tourism**

The increase in leisure time, affluence and mobility have shaped tourism and influenced demand since the 1950s. Mass tourism displays two characteristics: participation of large numbers of tourists and a standardized, rigidly packaged and inflexible product. It is designed for a large market segment. Early studies on the effects of tourism focused more on the perceived positive economic impact and less on the negative environmental and sociocultural impact. More recently, mass tourism has been associated with high sustainability costs. On the other hand, niche tourism is characterized by its heterogeneous nature. Consumers of niche tourism seek more meaningful and unique experiences. As a result, niche tourism caters to the needs of specific markets by focusing on more diverse tourism products. But the growth of niche tourism varies greatly. For example the growth of music tourism (a form of niche tourism) has been oriented to mass culture and is becoming a mass product. Current forms of niche tourism include adventure tourism, cruise tourism or ecotourism.

Recommended reading: *Research themes for tourism*, by P. Robinson et al., ch. 1.

ACTIVITY: MASS AND NICHE TOURISM

- ⊕ Find information (e.g., statistics) about the positive and negative aspects of mass tourism.
- ⊕ How do they apply to a destination you know (e.g., Costa del Sol).
- ⊕ Think of alternative, sustainable initiatives authorities could promote to develop tourism.

MASS TOURISM	
POSITIVE ASPECTS	NEGATIVE ASPECTS
+	+
+	+
+	+

DESTINATION:	
POSITIVE IMPACT OF MASS TOURISM	NEGATIVE IMPACT OF MASS TOURISM
+	+
+	+
+	+

NICHE TOURISM ALTERNATIVES
+
+