

**English for Tourism
Studies
Workbook
2nd Edition**

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INTRODUCTION


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, each of them with six units focused on two trends in tourism, two topics in hospitality and F & B, and two destinations.


- A. TRENDS IN TOURISM comprises six current trends in the travel industry: staycations, virtual reality tourism, solo travel, generations X & Y, sustainability, and leisure.
- B. HOSPITALITY AND F&B focuses on sector trends: smart hotels, restaurant stories, 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.

 **VIEWING:** 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 workbook is a companion to *English for Tourism Studies. Coursebook* (Editorial Universidad de Granada) but 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.

CONTENTS

Section I	Academic skills	Professional skills	Research topic	Reading	Watching	Listening
1. Staycations	Describing pictures	Graduate employment	Mass & niche tourism	The Great Staycation	The Michael Crick report	The year of the staycation
2. VR tourism	Successful study	Professional skills	Tourist motivation	VR tourism	VR Apps	The future of tourism
3. Smart hotels	Time management	Team work	Dark tourism	The Henn na hotel	Alibaba's hotel	AI & Automation
4. Restaurant stories	Goals and targets	Professional skills	Slow food	Kitchen Confidential	Running a restaurant	Finding your niche
5. Guyana	Information management	Careers in <i>THE</i>	Tourism development	Wild Coast	Jungle fish	Sustainable destination
6. Tasmania	The power hour	Vlogging	Film-induced tourism	An Activist Life	Tasmania Travel Vlog	Escape routes: Tasmania

Section II	Academic skills	Professional skills	Research topic	Reading	Watching	Listening
7. Solo travelers	Effective Reading	Writing a CV	Authenticity	A luxury vacation	7000-mile bike ride	The great outdoors
8. Generations X & Y	Analyzing content	Networking	Events & festivals	Travel preferences	Coachella	GenX travel habits
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. Slovenia	Building your argument	Starting up	Cruise tourism	The tour of Lake Bohinj	Chef Ana Roš	Travel to Slovenia
12. Sweden	Making a presentation	Event management	Cultural tourism	Live Lagom	The cabin project	Travel to Sweden

Section III	Academic skills	Professional skills	Research topic	Reading	Watching	Listening
13. Sustainability	Note-taking	Writing reports	Heathrow expansion	Sustainable hotels	TEDx talk: Doug Lansky	Sustainable Travel
14. Bleisure	Learning styles	Finding a job abroad	Heritage tourism	The bleisure traveller	Bleisure & happiness	Attracting travellers
15. Restaurant trends	Academic texts	Careers in F&B	Gastro-tourism	Restaurant redefined	Technology trends	Renovating restaurants
16. Branding	Collaborative study	Coaching and mentoring	LGBT tourism	Differentiated hospitality	Gaycation travel show	Coffee & café brands
17. Costa Rica	Essay writing	Careers in leisure	Adventure tourism	Nature's value	The golden eggs	A tale of two coasts
18. Dominica	ICT	Customer service	Community tourism	The Dominica story	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?

.....

Did the trend of staycations continued 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 holiday-makers 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.

(Barclays report, 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...*