

MIGUEL ÁNGEL MARTÍNEZ-CABEZA
M. CARMEN ESPÍNOLA ROSILLO

English For Tourism Studies

Coursebook

GRANADA
2024

COLECCIÓN MANUALES MAJOR
Ciencias Sociales y Jurídicas

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TÍTULO: English for Tourism Studies. Coursebook
ISBN: 978-84-338-7425-2
Depósito legal: GR/ 856-2024
Edita: Editorial Universidad de Granada.
Campus Universitario de Cartuja. Granada
Diseño Cubierta: Taller de Diseño Gráfico.
Imprime: La Madraza. Albolote. Granada.

Printed in Spain

Impreso en España

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INTRODUCTION

English for Tourism Studies is a three-level course-book designed to meet the English language needs of undergraduate students taking a degree in tourism. The course is based on authentic materials adapted to three CEFR language levels: from intermediate to advanced. The course helps students to:

- Develop language awareness through an integrated grammar and skills syllabus.
- Acquire the specialized vocabulary needed by tourism professionals.
- Practice language skills in realistic communication situations frequent in the tourism industry.
- Build confidence in professional skills such as making presentations, writing emails, or customer service.

Contents & Structure of the Coursebook

The Coursebook contains eighteen units divided into three blocks: Level 1, Units 1-6 (Intermediate), Level 2, Units 7-12 (Upper intermediate), Level 3, Units 13-18 (Advanced). Each of the blocks develops two trends in tourism, two hospitality and F & B topics, and two destinations, and includes a Review section.

A. TRENDS IN TOURISM: staycations, virtual reality tourism, solo travel, generations X & Y, sustainability, and bleisure.

B. HOSPITALITY AND F&B: smart hotels, restaurant stories, wellness, personalization, restaurant trends, and branding.

C. DESTINATIONS: Guyana, Tasmania, Slovenia, Sweden, Costa Rica, Dominica, all of them offering interesting and sustainable alternatives to mass tourism.

Each unit comprises seven sections. The Unit Contents shows the topics and skills dealt with in each section. 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:

- Speaking
- Reading
- Communication skills
- Viewing/listening
- Language focus
- Vocabulary
- Writing

SPEAKING

Each unit begins with a brief overview of the topic focus and a photograph with questions to prompt reflection and discussion about a Tourism Trend, Hospitality and F & B, or Destination. The speaking competence is also practiced in role-play tasks included in Communication Skills.

READING

Readings with comprehension activities taken from authoritative sources in the industry and the culture of the countries sampled, such as *Statista*, *Forbes*, Anthony Bourdain's *Kitchen Confidential*, or John Gimlette's *Wild Coast*. All the texts have been adapted to the appropriate level.

COMMUNICATION SKILLS

Tasks with tips and guidelines to develop oral and written professional skills such as delivering presentations, customer service interactions, and writing reports, emails and newsletters.

VIEWING/LISTENING

Comprehension activities about documentaries and podcasts representing the industry and culture of the countries sampled. All the audio and video materials are freely available on the Internet and easily accessible to students by scanning QR-codes using their smartphones.

LANGUAGE FOCUS

Units 1-12 present key aspects of grammar (prepositions, questioning, expressing purpose) that are essential at these levels. Units 13-18 focus on the use of language in tourism texts (brochures, reviews).

VOCABULARY

Although travel and hospitality terms and expressions are contextualized in all tasks, this section focuses on the specific lexis of professionals in the travel and hospitality industry.

WRITING

Authentic writing tasks designed to help students get a job in hospitality and then interact with customers and co-workers in a variety of roles.

Workbook

A separate workbook (*English for Tourism Studies. Cuaderno de trabajo*. Editorial UGR, 2023) provides extra materials to develop academic and professional skills following the same structure and content as this Coursebook.

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LEVEL 1 INTERMEDIATE	SPEAKING	READING	COMMUNICATION SKILLS
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3. Smart hotels p. 17	Smart hotels	High-tech hospitality	Hotel guest communication I
4. Restaurant Stories p. 25	Types of Restaurants	Kitchen Confidential	Hotel guest communication II
5. Guyana p. 33	Eco-tourism	Wild coast	Cover letters
6. Tasmania p. 41	Adventure tourism	Tasmania's forest wars	Interviews
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WATCHING & LISTENING	LANGUAGE FOCUS	VOCABULARY	WRITING
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Fear of travel?	Use of articles	Travel idioms	Destination descriptions
Smart hotels & privacy	Phrasal verbs	Adjectives in hotel reviews	Hotel facilities & amenities
Restaurant unstoppable	Comparatives	Food & beverage	Regional food
Extreme hiking in Guyana	Requests & offers	Smart vocabulary: Traveling	Write your CV right
The paradise of Australia	Expressing cause & purpose	Types of accommodation	Recommendations

Review 1

WATCHING & LISTENING	LANGUAGE FOCUS	VOCABULARY	WRITING
Voluntourism	(Un)countable nouns	Business texting acronyms	Business texting
Travel with meaning	The passive	Travel compounds & collocations	Memos
Making better conversation	Questioning & responding	BrE & Ame travel terms	Hospitality customer service
Culture of care in hospitality	Expressing contrast	Preposition collocations	Reports
Writing about Slovenia	Hypothetical situations	Types of tourism	Marketing emails
The don'ts of Sweden	Past habits	Hospitality industry terms	Transactional emails

Review 2

WATCHING & LISTENING	LANGUAGE FOCUS	VOCABULARY	WRITING
Conservation travel	Advertisements	Ecotourism Terms	Business plans
Decoding bleisure travel	Brochures	IATA codes	Brochures
Value of a meal	Travel mistranslations	Restaurant terms	Travel blogs
The death of the hotel brand	Travel articles	Social media marketing terms	Newsletters
Travel tips for Costa Rica	Guidebooks	Hospitality marketing terms	Responding to customer inquiries
The nature island	Customer reviews	Event planning terms	Replying to negative reviews

Review 3

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ACTIVITY: TAYLORING YOUR APPLICATION TO JOB REQUIREMENTS

You have a real job offer below. Imagine you have been shortlisted for an interview. Choose three of the six entry requirements underlined and write some notes with matching skills/ accomplishments that you think you could reasonable develop and achieve given your personal and academic background. You can use the action verbs on page 51.

Purchasing Assistant

The Emory
 Maybourne Hotel Group
 27 Knightsbridge, London

Main Duties & Responsibilities

As a **Purchasing Assistant** you will assist with receiving all goods delivered into the hotel, checking for quality and accuracy, and ensuring that it has proper documentation before receiving it, along with issuing stock to departments and maintaining the storerooms. You will be responsible for smooth running of department during absence of Purchasing Manager and Assistant Purchasing Manager.

Entry Requirements

Successful candidates for the Purchasing Assistant will demonstrate genuine dedication to The Emory and show a commitment to consistent quality in our product and service¹. This is an exciting role for a talented individual who is looking for a new challenge and wants to join a fast-paced and high performing team² renowned for their approach and delivery of unparalleled service.

We are looking for an enthusiastic, motivated individual³, who ideally has knowledge of the hospitality or travel and tourism industry⁴ however this is not essential. The ideal candidate will be a team player who is a fast learner, adaptable⁵ and has exceptional interpersonal and communication skills⁶.

Employer’s #1 key requirement:

Skills/accomplishments that match requirement #1:

.....

(...)

Extra reading

C. Martin (2014). *What to Say in Every Job Interview*. McGraw-Hill.

SIX TIPS FOR SUCCESSFUL INTERVIEWS

1. Interact with the interviewer. Ask where they want to begin. Listen carefully and identify the company’s interests. Get feedback.

2. Don’t just describe past experiences. Talk about your current role and transferrable skills.

3. Don’t leave important questions until the end. Clarify what you want to know early on.

4. Give the interviewer permission to interrupt you if they want to change the topic, but also remember your own right to interrupt them.

5. Bring up money. If the job advert said “competitive salary”, find out at the start if the details will be discussed in the interview or at a later time.

6. Ask when you can expect to hear back. What happens next? Simple, direct questions may save you a lot of anxiety.



UNIT 8

GENERATIONS X & Y

Travel preferences vary greatly across generations, influenced by factors such as life stage, values, and technological advancements. Understanding these differences is crucial for the travel industry. Generation Xers –born between 1965 and 1980– find themselves balancing work and travel experiences. They prioritize family vacations that cater to both their children’s interests and their own desire for exploration. In turn, Millennials –or Generation Y, between their late twenties and early forties– are known for seeking adventure, cultural immersion, and a sense of connection with the places they visit. Millennials prioritize experiences, valuing memories and personal growth above all else.

UNIT CONTENTS

- Speaking:** Generational differences in travel
- Reading:** Millennials travel trends
- Communication skills:** Networking II
- Viewing:** Travel with meaning
- Language focus:** The passive
- Vocabulary:** Travel compounds & collocations
- Writing:** Memos

SPEAKING



GENERATIONAL TRAVEL PREFERENCES

- Which generation is shown in the picture?
.....
- Which can be their expectations regarding experiences and budget?
- How does this change for millennials?
-
- Can you point out some cross-generational trends (including Gen-Zers)?
- Find out which generation travels the most. Why?
-
- How would you market a destination to target millennials?
.....
.....

VIEWING

MAKING BETTER CONVERSATION (2016, 11'44")

Good oral communication abilities are essential in any customer service related career. Celeste Headlee has worked as a radio host for decades, and she knows the ingredients of a great conversation: Honesty, brevity, clarity and a healthy amount of listening. In this insightful talk, she shares useful rules for having better conversations.



a) Listen to the segment 2'58"-4'00" twice and fill the gaps while you listen.

I'd like to spend the next 10 minutes or so teaching you how to talk and how to _____¹. Many of you have already _____² a lot of advice on this, things like look the person in the eye, think of interesting topics to discuss in advance, look, _____³ and smile to show that you're paying attention, repeat back what you just heard or _____⁴ it. So I want you to _____⁵ all of that. It is c***. There is no reason to learn how to show you're paying attention if you are in fact paying attention. Now, I actually _____⁶ the exact same skills as a professional interviewer that I do in regular life. So, I'm going to teach you how to interview people, and that's actually going to _____⁷ you learn how to be better conversationalists. Learn to have a conversation without _____⁸ your time, without _____⁹ bored, and, please God, without _____¹⁰ anybody.

b) Listen to the segment 4'18"-6'50" twice and finish the sentences.

Rules to have a better conversation

#1 Don't _____. This means to be present, be _____.

#2 Don't pontificate. If you want to state your opinion without any opportunity for response or argument or pushback or growth, _____.

#3 Use _____. If you put in a complicated question, you're going to get _____.

#4 Go _____. That means thoughts will come into your mind and you need to _____.

c) Listen to the segment 9'08"-10'28" twice and answer the questions.

1. What did Budha say that makes listening so important?
2. Why do we not listen to each other? (give one reason)
3. At what speed can we listen?
4. According to Stephen Covey, what's our intent when we listen?
5. And what should it be?



UNIT 14 BLEISURE

Bleisure, a blending of *business + leisure*, is a travel trend that has been gaining in popularity over the last few years. Part corporate travel, part vacation, employees are increasingly adding in some downtime before or especially after a business trip. The extended trip lasts two to three nights on average and Millennial employees are the most likely to add bleisure time to their business trips. Although most companies are in favour of allowing bleisure, they are trying to figure out where their duty of care obligations begin and end. Bleisure travel affects the hospitality industry by increasing hotel occupancy rates, the demand for additional services, and customer loyalty.

UNIT CONTENTS

- Speaking:** Bleisure
- Reading:** Hotels and hybrid travel trends
- Communication skills:** Effective negotiation
- Viewing:** Decoding bleisure travel
- Language focus:** Brochures
- Vocabulary:** IATA Codes
- Writing:** Leaflets

SPEAKING



- What are the main objectives of a bleisure trip?
.....
- Does the bleisure trend benefit companies? How?
.....
- Which factors affect travel trends?
.....
- How can the travel industry cater to the bleisure traveler?
.....
.....

1. What is the logo of the hotel?
2. How does the tagline summarize the brand?
3. What does the copy in the first page highlight?
4. What's the average length of sentences in number of words?
5. List the verbs in the brochure:
6. Which types of meanings are highlighted?
7. List the adjectives in the brochure:
8. Which types of qualities are highlighted?
9. Which sentences are informative?
10. Which sentences are promotional?

ADVENTURE TOURISM BROCHURE

B. Read this brochure (fragment) and answer the questions below.

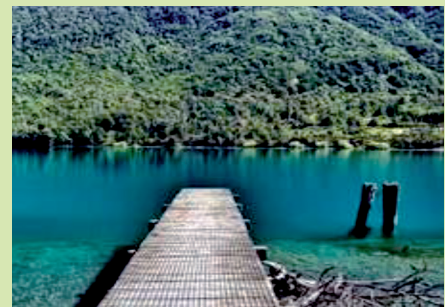
Koru

Adventure in Paradise 5 days

NEW TRIP



Discover some of New Zealand's best kept secrets on this adventure in Paradise. The small town of Glenorchy is perched on the edge of Fiordland and Mt Aspiring National Parks, on the shores of Lake Wakatipu - it's real Lord of the Rings country. Surrounded by the Humboldt and Richardson Mountains, Glenorchy is the perfect base for 4 nights, 5 days exploring some of our favorite, lesser known hiking trails. We'll spend all 4 nights at Camp Glenorchy, New Zealand's only net-zero energy accommodation, giving us the perfect base from which to navigate to some of our favorite spots, in the company of expert local guides.



Hike

- Routeburn Track
- Lake Sylvan Loop Track
- Bob's Cove
- Dart River Track
- Mt Crichton Loop Track

Bike

Glenorchy road to Paradise

Kayak

Lake Wakatipu Pigeon Island

TRIP STYLE DURATION »»»»»
HIKING FOCUSED **5 DAYS** **ACTIVE 3-4**

1. What is this brochure for?
2. Why is *Paradise* capitalized?
3. Is its main purpose promotional or informative? How do you know?
4. Which type of attractions are featured?
5. Who is the target tourist/ visitor audience?
6. Who do the pronouns (*our, we, us*) refer to?
7. Which collocations adjective+noun are used?

VOCABULARY

IATA CODES



The International Air Transport Association (IATA) is the trade association for the world’s airlines, representing some 320 airlines or 83% of total air traffic. It supports many areas of aviation activity and helps formulate industry policy on critical aviation issues. IATA airport codes are three-letter geocodes designating airports. They are displayed on baggage tags attached at airport check-in desks.

Match the busiest airports with their IATA codes and add the country

AIRPORT	CITY	CODE	COUNTRY
1 Hartsfield-Jackson Atlanta International	Atlanta	a. DFW	
2 Beijing Capital International Airport	Beijing	b. HND	
3 Chicago O'Hare Airport	Chicago	c. PEK	
4 London Heathrow	London	d. AMS	
5 Haneda Airport	Tokyo	e. MAD	
6 Los Angeles International	Los Angeles	f. DEN	
7 Paris-Charles de Gaulle Airport	Paris	g. LAX	
8 Dallas/Ft. Worth International	Dallas/Fort Worth	h. ATL	
9 Frankfurt Airport	Frankfurt	i. ORD	
10 Denver International	Denver	j. CDG	
11 Hong Kong International Airport	Hong Kong	k. DBX	
12 Adolfo Suárez Madrid-Barajas	Madrid	l. JFK	
13 Dubai International Airport	Dubai	m. FRA	
14 John F. Kennedy International	New York	n. LHR	
15 Amsterdam-Schiphol	Amsterdam	o. HKG	



WRITING

BROCHURES



There are different types of travel brochures: destination, tour, theme park, cruise, etc. But all of them include the following: destination information, images, maps, accommodation options, transportation, activities and excursions, dining options, travel tips, and contact information. Study the brochure of the Istanbul package below with its two optional excursions and then create your own brochure.