

# ENGLISH FOR TOURISM ESP BOOK 2

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# **ENGLISH FOR TOURISM**

## **ESP BOOK 2**

© Nanci Margarita Inca Chunata  
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# INTRODUCTION

English for Tourism ESP Book 2 is the second book of its kind to explore tourism in Ecuador. English for tourism book 2 explores topics relating to tourism. English for Tourism explores this growing area of English for specific purposes. This book develops speaking, reading and writing skills. It considers a wide range of themes related to the teaching of English for Tourism, including methodological frameworks, and specific teaching methods. This book is a didactic resource for tourism students who want to improve their English communication skills in a work environment. It includes career-specific vocabulary and contexts.

The book "English for Tourism ESP Book 2" contains 20 lessons which include different 10 tasks in each lesson that considers topics like tourism and jobs, what is the best career in tourism?, promoting and marketing tourism, at the hotel, working as a chef in a restaurant, recycling in a restaurant, hotel reservation, travel arrangements, a package tour, customer service and complaints, travel agencies, tips for travelers, jobs related with tourism – qualities, currency and foreign exchange, marketing and advertising encourage tourism, planning and booking a holiday, what do you recommend for vacation?, applying for a job, writing a cv.

-

# PROLOGUE

Teachers and students need to learn how to promote the country as its most outstanding richness is tourism. For Ecuador to become well known in the whole world, it is necessary to do it in the global language: English. Hitting the goal in each occupation is something all language teachers should try to do. ENGLISH FOR TOURISM - ESP BOOK 2 is a tool for teachers whose objective is to teach English for Specific Purposes (ESP) in the area of tourism.

ENGLISH FOR TOURISM - ESP BOOK 2 has twenty different lessons, which contain readings with information related to tourism and jobs, promoting and marketing tourism and ecotourism, travel arrangements, package tours, hotel service, customers service and complains, accommodation, currency and foreign exchange and destinations.

Each of the lessons has 10 tasks, and they have a number of different types of strategies to be developed. They sometimes ask students to answer questions, unscramble sentences, match, fill in the blanks, and other activities that foster language learning. All the activities respond to the reading comprehension of the texts and include some basic grammatical structures that encourage the literal level of reading.

Finally, ENGLISH FOR TOURISM - ESP BOOK 2 is a practical textbook. Teachers can easily choose a lesson to match their school program or, due to the simplicity of some activities, use them as quick time fillers. It will be a means for the English teacher to help Tourism major students, learn to talk about Ecuador and its tourist attractions.

Sandra Elizabeth Merino Hernández, TEFL  
TEACHER

## LESSON 1:

## TRAVEL AND TOURISM



**TASK 1.** Look at the picture and answer the next questions.

- a. Are they tourists?
- b. Do they like to travel?
- c. Where are they going?

**TASK 2.** Read the text about travel and tourism and check your answers.

### TRAVEL AND TOURISM

People in Ecuador travel for lots of reasons. They make journeys to and from school or work every day. They visit friends and family; take day trips shopping or to football matches; go out for evening entertainment such as the cinema; and they go away on business or study trips.

When you travel to and stay in a place which is not where you live, it is tourism.

There are different types of tourism for example there is recreational tourism if you want to relax and have fun, maybe at the beach.

**TASK 3. Read again and choose the best option**

1. People travel
  - a. For lots of reasons.
  - b. To get a job.
  - c. When they are stressed
2. Tourism is
  - a. When you are travelling with your family.
  - b. When you travel to and stay in a place which is not where you live
  - c. When you visit a place.
3. There are different types of tourism
  - a. Go to the beach
  - b. Recreational tourism
  - c. Parks, churches, lakes, etc.
4. Recreational tourism is when you
  - a. Want to relax
  - b. Want to visit churches
  - c. Want to learn something new.
5. Going to Qatar is
  - a. Sporting event
  - b. Relaxing
  - c. Winter event

6. You can take
- a. Journeys to and from school or work every day
  - b. Day trips shopping
  - c. Visit your family

**TASK 4. Work in pairs. ask and answer questions about travel. use wh questions who, what, where, when, why, how.**

Where did you go  
last holiday?

I went to  
Atacames

**TASK 5. Order the sentences**

1. journeys/ to and /from /or / every/ day. make/  
They/school/work/

---



---



---

2. you/ to/ and/ in/ a/ place/ is/ not/ where/ you/ is/  
tourism./ When/ stay/ which/ it/ live, / travel/

---



---



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3. has / in /Olympic/ Games. / Qatar/ competed /10 /Summer

---



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---

4. Tourism / and /Trips/ in/ country. / Domestic/ Holidays/ taking/ own / your / is/

---



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**TASK 6.** Read types of travel and complete the table giving examples of each one.

**There are many reasons why people travel:**

Leisure Travel: travel for holidays, cultural events, recreation sports.

Business Travel: all travel for business reasons such as meetings, conferences, and exhibitions.

Visiting Friends and Relatives: all travel for the purpose of meeting friends and relatives.

| TYPES OF TRAVEL | EXAMPLE |
|-----------------|---------|
|                 |         |
|                 |         |
|                 |         |
|                 |         |

**TASK 7.** Write about your last celebration at home. tell who visited you.



**TASK 8.** In pairs talk about the place you would like to go: where would you like to go? how are you going to travel? who are you going to visit? where are you going to stay?



**TASK 9.** Complete the glossary about travel and tourism

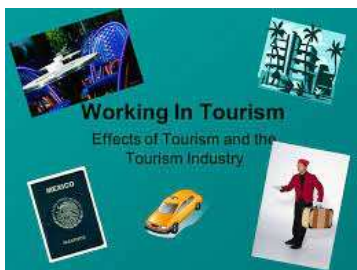
|                       |       |
|-----------------------|-------|
| Journey               | _____ |
| Trip                  | _____ |
| Shopping              | _____ |
| Entertainment         | _____ |
| Business              | _____ |
| Tourism               | _____ |
| Recreational          | _____ |
| Domestic tourism trip | _____ |
| Leisure Travel        | _____ |

**TASK 10. Write sentences using the glossary**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

LESSON 2:

# TORURISM AND JOBS



**TASK 1.** In pairs brainstorm all the possible jobs involved in tourism

|       |       |       |
|-------|-------|-------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

**TASK 2.** Look at the photos and match them with the sentences below.

|            |        |              |
|------------|--------|--------------|
| BELLMAN    | PILOT  | CHEF         |
| TOUR GUIDE | WAITER | RECEPTIONIST |



1. \_\_\_\_\_



2. \_\_\_\_\_



3. \_\_\_\_\_



4. \_\_\_\_\_



5. \_\_\_\_\_



6. \_\_\_\_\_

**TASK 3.** Look at photos and match with the definition.

- a) \_\_\_\_\_ a professional cook, typically.  
He/She cooks in a restaurant or hotel.
- b) \_\_\_\_\_ a person who operates the  
flying controls of an aircraft.
- c) \_\_\_\_\_ a person employed to show  
tourists around places of interest.

- d) \_\_\_\_\_ a person that answer the telephone, deal with clients, and greet visitors.
- e) \_\_\_\_\_ a member of hotel service staff.
- f) \_\_\_\_\_ a man who serves customers at their tables in a restaurant.

**TASK 4. Choose one job in task 1 and write a description of the characteristics a person needs to do that job**

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**TASK 5. Read a good chef and underline the adjectives**

***What makes a good Chef?***

A good Chef is passionate about food and serving others. He should also be creative because he has to create unique dishes for customers to enjoy. He should also have to be energetic to manage the kitchen. He should study each recipe and gathering all necessary ingredients. Chef's responsibilities include studying recipes, setting up menus and preparing high-quality dishes. You should be able to delegate tasks to kitchen staff to ensure meals are prepared in a timely manner.

**TASK 6. Write the antonyms**

|              |       |
|--------------|-------|
| Creative     | <hr/> |
| Unique       | <hr/> |
| Energetic    | <hr/> |
| Necessary    | <hr/> |
| Responsible  | <hr/> |
| Beautiful    | <hr/> |
| Enthusiastic | <hr/> |
| Polite       | <hr/> |
| Honest       | <hr/> |
| Healthy      | <hr/> |

**TASK 7.** Using the jobs in task 1 categorize them in the table below

| RESTAURANT AND HOTELS | TOUR OPERATION | TRANSPORTATION |
|-----------------------|----------------|----------------|
| Waitress              | Tour guide     | Pilot          |

**TASK 8. Choose the word or phrase that is similar in meaning to the word or phrase in bold in each sentence.**

1. If you travel in a desert area, it's a good idea to have a **GUIDE**.  
a. book      b. leader      c. canteen
2. When you go camping, they often sleep in a **TENT**.  
a. small house      b. boat      c. a shelter
3. I will need **ACCOMMODATIONS** in Riobamba.  
a. a place to stay      b. friends      c. transportation
4. My friend belongs to a **FITNESS** club.  
a. dance      b. health      c. book
5. A tour guide **PROFILE** is one of a middle-class, middle-aged man.  
a. credit card      b. description      c. account

**TASK 9. In pairs talk about a job involved in tourism that you have done.**



I have worked in a restaurant. I worked as a waiter. I have to be responsible\_\_\_\_\_

**TASK 10. Complete the glossary about tourism and jobs**

|                |       |
|----------------|-------|
| Passionate     | _____ |
| Enthusiastic   | _____ |
| Energetic      | _____ |
| Responsible    | _____ |
| Accommodation  | _____ |
| Fitness        | _____ |
| Profile        | _____ |
| Transportation | _____ |
| Business       | _____ |

## LESSON 3:

# WHAT IS THE BEST CARRER IN TOURISM?



**TASK 1.** In pairs choose the areas you should study if you were studying tourism at ESPOCH

- |       |                                       |
|-------|---------------------------------------|
| _____ | English                               |
| _____ | Administration                        |
| _____ | Environmental Sustainability          |
| _____ | Tourism and Environmental Legislation |
| _____ | Archeology                            |
| _____ | Mathematics                           |
| _____ | Chemical Engineer                     |
| _____ | Linear algebra                        |

**TASK 2.** Write down advantages and disadvantages of becoming a bachelor in tourism.

| ADVANTAGES              | DISADVANTAGES             |
|-------------------------|---------------------------|
| You can find a Good job | You have to study 5 years |

### TASK 3. READ BACHELOR IN TOURISM AND COMPLETE IT. USE THE WORDS IN THE BOX

Tourism education   Program   Opportunity   Planning  
Tourism x2   Careers   Opportunities   Travel   Cruises

BACHELOR IN TOURISM is a four-year degree 1. \_\_\_\_\_ related to the fields of hospitality and 2. \_\_\_\_\_. It provides students the 3. \_\_\_\_\_ to become directly involved in managing and 4. \_\_\_\_\_ the world's biggest people industry – 5. \_\_\_\_\_.

Bachelor of 6. \_\_\_\_\_ programs have built the skills and knowledge necessary to start 7. \_\_\_\_\_ and have many 8. \_\_\_\_\_ in areas such as hotels, 9. \_\_\_\_\_, adventure sports, wellness centers, resorts, and 10. \_\_\_\_\_ among many others.

### TASK 4. Read again and write true or false

1. A bachelor in tourism career is 6 years degree.  
\_\_\_\_\_
2. It provides students to become involved in finances\_\_\_\_\_.
3. Tourism generates employment\_\_\_\_\_

4. Tourism programs don't have built the skills and knowledge necessary to start careers and have many opportunities in areas such as hotels\_\_\_\_\_

**TASK 5. Order the words related to job profiles**

Tarvle Ecivxeuet \_\_\_\_\_  
 Tosmrui Mragena \_\_\_\_\_  
 Trou Orpaetro \_\_\_\_\_  
 Tvrlae Atgne \_\_\_\_\_

**TASK 6. Using the words in task 5 complete the descriptions below**



\_\_\_\_\_ evaluates the requirements of tourists and help them make the best possible travel arrangements. Many hotels and travel groups hire travel them to sell their tour packages to clients.

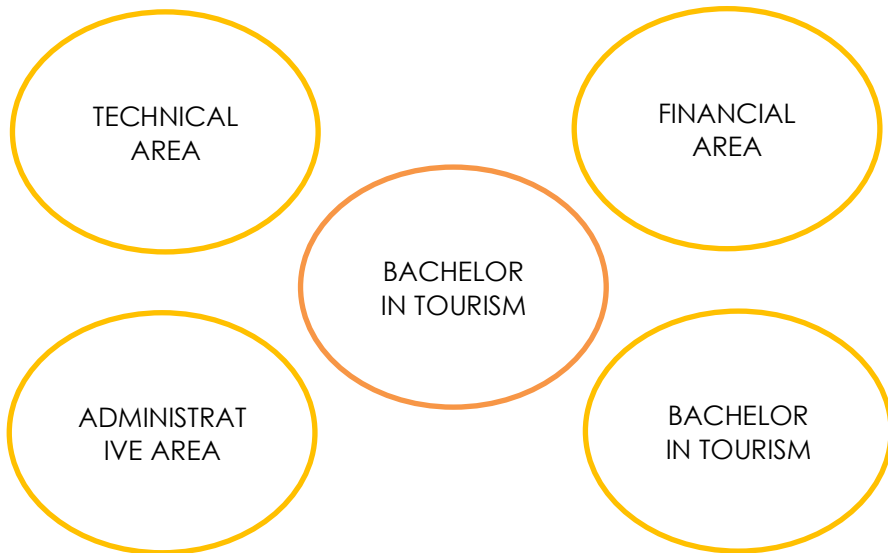
\_\_\_\_\_ is responsible for managing different aspects of a travel including transportation, flight booking, hotel accommodation, destination information, etc.

\_\_\_\_\_ promotes tourism in the region through different advertising strategies and campaigns.

\_\_\_\_\_ helps tourists visiting different tourist places and provides them information on cultural, historical and contemporary heritage of religious and historical sites, museums and other places of interest.

**TASK 7. Complete the chart to know the areas of studying that a bachelor in tourism have to study. Use this information.**

SALES    TOURISM SERVICE    MANAGING    THE BUSINESS MAKING  
BUDGETS    ACCOUNTS    AIRLINE TICKETS    TRAVEL AGENCIES



**TASK 8. Read and correct the sentences**

1. A tourism manager promote tourism in the region through different advertising strategies and campaigns.
2. A bachelor in tourism career are 5 years degree.
3. When people go camping, they often sleep in a tent.
4. Some goods Chef is passionate about food and serving others.
5. You should be able to delegate tasks to kitchen staff to ensure meals are prepared in a timely manner.

**TASK 9.** In pairs discuss about the benefits to work in tourism



**TASK 10.** Complete the glossary about career in tourism

|                         |       |
|-------------------------|-------|
| <i>Travel Executive</i> | _____ |
| <i>Tourism Manager</i>  | _____ |
| <i>Tourist Guide</i>    | _____ |
| <i>Tourism Service</i>  | _____ |
| <i>Airline</i>          | _____ |
| <i>Employment</i>       | _____ |
| <i>Finances</i>         | _____ |
| <i>Making Budgets</i>   | _____ |
| <i>Destination</i>      | _____ |

## LESSON 4:

# PROMOTING AND MARKETING TOURISM



## TASK 1. Match the terms with the correct definitions.

- |                |   |                                                                                                       |
|----------------|---|-------------------------------------------------------------------------------------------------------|
| a. Advertising | — | 1. brings a product or service to the attention to a higher position or rank.                         |
| b. Promotion   | — | 2. refers to activities a company undertakes to promote the buying or selling of a product or service |
| c. Marketing   | — | 3. the activity or profession of producing advertisements for commercial products or services.        |

## TASK 2. In pairs talk about the marketing strategies

Advertising brings a product or service to the attention of customers

Newspapers, TV, or the Internet to persuade people to go somewhere.

**TASK 3.** Complete the chart below. Give examples

| <i>Give examples of advertising media</i> | <i>Give an example of Promotion</i> |
|-------------------------------------------|-------------------------------------|
| <i>Newspapers</i>                         | <i>Coca cola advertisement</i>      |

**TASK 4.** Read advertising and promotion and say if the sentences are true or false.

## ADVERTISING AND PROMOTION



Advertising brings a product or service to the attention of customers through the media e.g. newspapers, TV, or the Internet to persuade them to buy it.

*Promotion keeps a product or service in the minds of customers and helps stimulate their demand for it, often through advertising. Marketing is altogether more complex. It is all the activities involved in making sure that customers buy a product or service by understanding and meeting their needs.*

1. Advertising is to persuade them to buy a product. \_\_\_\_
2. Promotion keeps a product or service in the minds of clients. \_\_\_\_
3. Marketing is not complex. \_\_\_\_
4. Marketing makes customers to buy a product or service. \_\_\_\_
5. Marketing uses TV and radio. \_\_\_\_
6. The main marketing area is online. \_\_\_\_
7. Promotion is to market the right product at the right price in the right place. \_\_\_\_

**TASK 5.** In pairs look at the list of different kinds of media advertising and discuss with your classmate.

NEWSPAPERS TV THE INTERNET RADIO MAGAZINES TRAVEL  
BROCHURES LEAFLETS SOCIAL NETWORKING BANNERS  
WEBSITES ONLINE FORUM WORD OF MOUTH

**Student A:** I think we could use newspapers or tourism brochures to market a package holiday to a big family.

**Student B:** I don't agree. I think everybody uses the Internet these days, so maybe we could use a website.

**TASK 6.** In group of 4 talk about which media advertisement you could use to market holidays for each of the following groups.

1. Big family who want a package holiday
2. A retired couple interested in history.
3. A group of students who want an adventure holiday.
4. 4 a young married couple
5. A young person looking



**TASK 7.** Write about the reasons you could use the advertisement to market holidays

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---

**TASK 8.** Look at the picture of a holiday destination. You are the marketing team for a travel company in Quito. Write an advert marketing the holiday. Your advert must include:

- activities to do    • facilities and services    • the price
- the length and period of the holiday
- other information to attract the customers




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**TASK 9.** Read the sentences and circle the correct word.

1. I have **never/ever** been interested in history.
2. A retired couple is **interested/ interesting** in history.
3. Advertising **sells/brings** a product or service to the attention of customers through the media.
4. Newspapers, TV, or the Internet to **buy/persuade** people to go somewhere.

5. We could **buy/use** newspapers or tourism brochures to market a package holiday to a big family.

**TASK 10. Complete the glossary about promoting and marketing tourism**

|                      |       |
|----------------------|-------|
| <i>Advertisement</i> | _____ |
| <i>Promoting</i>     | _____ |
| <i>Marketing</i>     | _____ |
| <i>Products</i>      | _____ |
| <i>Services</i>      | _____ |
| <i>Newspapers</i>    | _____ |
| <i>TV</i>            | _____ |
| <i>Internet</i>      | _____ |
| <i>Brochures</i>     | _____ |
| <i>Leaflets</i>      | _____ |

## LESSON 5: AT THE HOTEL



**TASK 1.** Which services do you think a tourist use?

---

**TASK 2.** Look at the picture and write the hotel services




---



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|  |  |
|--|--|
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**TASK 3.** Using hotel services complete the table below

| Guest services  | Explanations |
|-----------------|--------------|
| Room service    |              |
| Alarm call      |              |
| Business center |              |
| Laundry         |              |
| Medical service |              |

**TASK 4.** In pairs act out the conversation. Use these information

- Room service
- Book a table in the restaurant
- Use the business center
- Stay an extra night

**Student A:** You are a hotel guest. Make two requests or ask for information.

*I'd like  
breakfast in  
my room.*

**Student B:** You are the hotel receptionist. Respond to the requests or answer the questions.

*That's no problem.*

**TASK 5. Match the requests with the responses.**

1. I would like an alarm call at 5.30, please.
  2. I would like to have a meal in my room, please.
  3. I would like to use the Internet, and I need the password.
  4. Is there a library near the hotel?
- 
- a. Yes, there's one in the next street.
  - b. In the morning? Madam.
  - c. There's wi-fi in all the rooms.
  - d. That's no problem. There's a menu in your room.

**TASK 6. In pairs practice the conversation**

**MAKING RESERVATIONS**

**Receptionist:** Good night. Welcome to El Cisne Hotel.

**Client:** Hi. I would like to make a reservation for the second week of May. Do you have any vacancies?

**Receptionist:** Yes sir, we have available rooms. And what is the exact date of your arrival?

**Client:** May 10<sup>th</sup>.

**Receptionist:** How long are you going to stay?

**Client:** I'll stay for three days.

**Receptionist:** How many people is the reservation for?

**Client:** 2 people.

**Receptionist:** And would you like a room with twin beds or a double bed?

**Client:** A double bed, please.

**Receptionist:** What name will the reservation be?

**Client:** Juan Pérez.

**Receptionist:** Now I'll need your credit card information to reserve the room for you. What type of card is it?

**Client:** Visa.

**Receptionist:** And what is the name of the cardholder?

**Client:** Juan Perez.

**Receptionist:** Alright, Mr. Perez, your reservation has been made May 10<sup>th</sup>. for a room with a double bed

**Client:** Great, thank you so much.

**Receptionist:** We'll see you in May 10<sup>th</sup>.

**TASK 7. Read the conversation and answer the questions**

What is the exact date of the arrival?

---

What is the name of the hotel?

---

How many rooms do they want?

---

How long are they going to stay?

---

What name will the reservation be?

---

Which credit card is he going to use?

---

**TASK 8.** You are at a restaurant. In pairs write a dialogue

### MAKING A RESERVATION AT A RESTAURANT



**TASK 9.** Write 5 tips to book a hotel room.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**TASK 10.** Complete the glossary about at a hotel

|                 |       |
|-----------------|-------|
| Room service    | _____ |
| Alarm call      | _____ |
| Business Centre | _____ |
| Laundry         | _____ |
| Medical service | _____ |
| Reservation     | _____ |
| Available       | _____ |
| Credit card     | _____ |
| Single room     | _____ |
| Double room     | _____ |
| Vacancies       | _____ |
| Menu            | _____ |

## LESSON 6:

# WORKING AS A CHEF IN A RESTAURANT



**TASK 1.** Look at the pictures and describe physical appearance and personality using adjectives.

**TASK 2.** What qualities do you think a chef need?

*They need to be creative.*

---



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**TASK 3.** READ THE SENTENCES AND WRITE TRUE OR FALSE.

Chefs must be communicative.

\_\_\_\_\_

Chefs have to speak English.

\_\_\_\_\_

Chefs need to be creative.

\_\_\_\_\_

kitchens can be a very busy environment to work.

\_\_\_\_\_

Becoming a chef involves more than just following a recipe

\_\_\_\_\_

Working in a kitchen can be a challenge.

\_\_\_\_\_

**TASK 4. Read a chef experience and underline the verbs.**

"I chose to become a chef when I realized the happiness and joy food provided people. I had a professor in culinary school who taught us the importance of flavors and food scents and the warmth they can bring to others. The taste of simple recipes can remind people of their childhood, or multicultural dishes can make others think of their favorite country to visit. I enjoy seeing people feel this happy when they taste each dish, I create for them."



**TASK 5. Read the text and find words that mean the following.**

The distinctive taste of a food or drink. \_\_\_\_\_  
 Pleasure \_\_\_\_\_  
 Any nutritious substance \_\_\_\_\_  
 relating to people of many different nationalities \_\_\_\_\_  
 and cultures. \_\_\_\_\_  
 food prepared in a particular way as part of a \_\_\_\_\_  
 meal. \_\_\_\_\_

**TASK 6. Write the questions for the following answers.**

\_\_\_\_\_ ?

A chef works in restaurants.

\_\_\_\_\_ ?

They have to love cooking and be creative

\_\_\_\_\_ ?

They have to prepare unique and delicious food.

\_\_\_\_\_ ?

Yes, they have to study.

\_\_\_\_\_ ?

Yes, they do.

**TASK 7.** Imagine you work as a chef. Write a paragraph about it.

I have always wanted to work as a chef\_\_\_\_\_

---

---

---

---

---

**TASK 8.** In pairs compare your information in task 7 and complete the table.

| MY INFORMATION | MY CLASSMATE INFORMATION |
|----------------|--------------------------|
|                |                          |

**TASK 9.** Look at the words in the list below and write them under the correct pictures.

|                 |                                                                                                                          |
|-----------------|--------------------------------------------------------------------------------------------------------------------------|
| <b>Bake</b>     | To cook over medium or high heat until surface of food browns or darkens                                                 |
| <b>Blend</b>    | To scrape food against the holes of a grater making thin pieces                                                          |
| <b>Boil</b>     | To squash food with a fork, spoon, or masher                                                                             |
| <b>Broil</b>    | To turn oven on ahead of time so that it is at the desired temperature when needed (usually takes about 5 to 10 minutes) |
| <b>Brown</b>    | To cook quickly in a little oil, butter, or margarine                                                                    |
| <b>Chop</b>     | To cook food over steam without putting the food directly in water (usually done with a steamer)                         |
| <b>Drain</b>    | To cook food in an oven                                                                                                  |
| <b>Grate</b>    | To mix ingredients together gently with a spoon, fork, or until combined                                                 |
| <b>Knead</b>    | To stir ingredients together with a spoon, fork, or electric mixer until well combined                                   |
| <b>Marinate</b> | To cook under direct heat                                                                                                |
| <b>Mash</b>     | To remove all the liquid using a colander, strainer, or by pressing a plate against the food while tilting the container |
| <b>Mix</b>      | To soak food in a liquid to tenderize or add flavor to it                                                                |
| <b>Preheat</b>  | To cut into small pieces                                                                                                 |
| <b>Sauté</b>    | To press, fold and stretch dough until it is smooth and uniform, usually done by pressing with the heels of the hands    |
| <b>Steam</b>    | To heat a food so that the liquid gets hot enough for bubbles to rise and break the surface                              |

**TASK 10. Complete the glossary about working as a chef.**

|               |       |
|---------------|-------|
| Chef          | _____ |
| Food          | _____ |
| Dish          | _____ |
| Multicultural | _____ |
| Job           | _____ |
| Energetic     | _____ |
| Creative      | _____ |
| Beak          | _____ |
| Boil          | _____ |
| Steam         | _____ |

## LESSON 7:

# RECYCLING IN A RESTAURANT

**TASK 1. Read and complete the survey**

1. Do you recycle?
  - a. Yes
  - b. No
2. How often do you recycle?
  - a. Always
  - b. Whenever something
  - c. Occasionally
  - d. Never
3. Why do you recycle?
  - a. By conscience
  - b. Publicity campaigns
  - c. Availability of resources for recycle
4. What materials do you recycle?
  - a. Plastic

- b. Cans
  - c. Plastics
5. Do you have a green (recycling) bin at home?
- a. Yes
  - b. No
6. How often do you visit the recycling center?
- a. More than once per week
  - b. Weekly
  - c. 1 – 2 per month
7. How do you usually travel to the recycling center?
- a. By car
  - b. Walk

**TASK 2. Match these definitions: *waste, rubbish***

- a. Things that a person throw away because they are no longer required.
- b. Useless material or substances left after a person uses something.
- c. Something which is nonsense or of no value.

**TASK 3. Discuss these questions**

- 1. What do you think is the best way to deal with waste?
- 2. Do you think “Cuaderno Reciclado, Árbol no Cortado” would be successful in Ecuador?

**TASK 4.** Write down advantages and disadvantages of recycling.

**ADVENTAGES****DISADVENTAGES**

**TASK 5.** Read ways to reduce waste in your restaurant and match the heading with the correct paragraph

*Restaurants are getting more eco-conscious and making changes to reduce their negative impact on the planet. Through the reduction of waste, a restaurant can position itself as an eco-friendly brand, and maybe even help save the planet. A restaurant will spend less money on replacing*

- 1. Give uneaten leftovers to employees**
- 2. Store all food properly....and have a backup plan if something goes wrong**
- 3. Install a POS system**
- 4. Donate leftovers to charity**
- 5. Use Perishable Produce Quickly**
- 6. Compost any food you can**
- 7. Reuse any products you can**

wasted products and food, as well.

Today, helping the environment is more important than ever. Read on to learn seven different ways you can reduce waste at a restaurant: quick tip: reducing and reusing means saving money!

1. \_\_\_\_\_

Washed and reused the things you can: Replace plasticware with washable silverware and stop offering straws to customers unless requested. Also, look into new, biodegradable straw options that are better for the environment, or try reusable, washable straws.

2. \_\_\_\_\_

POS systems allow the staff to take orders digitally rather than writing them down on paper to help reduce paper waste.

3. \_\_\_\_\_

More and more charities are popping up nationwide that allow restaurants to donate unused food.

4. \_\_\_\_\_

You'll reduce food waste and increase overall employee happiness and loyalty.

5. \_\_\_\_\_

Keep track of when you pick fruits and vegetables to make sure you're using them in time and not throwing anything away.

6. \_\_\_\_\_

Refrigerators and freezers always need to be the proper

temperature (Below 40 degrees Fahrenheit for refrigerators and 0 degrees Fahrenheit for freezers) in order for food to remain safe to eat.

7. \_\_\_\_\_

Turning organic waste into compost lets that waste return to the environment in the form of nutrients for the soil. This reduces food waste that ends up in landfills and creates nutrient-rich soil to grow more organic products

**TASK 6. Read the text again and complete the sentences.**

1. Helping the environment is \_\_\_\_\_ ever.
  - a. *more important than*
  - b. *more important as*
  - c. *important than*
2. A restaurant will \_\_\_\_\_ products and food, as well.
  - a. *spend less money on replacing wasted*
  - b. *spend more money on replacing wasted*
  - c. *spend less money on wasted*
3. POS systems allow the staff to \_\_\_\_\_ than writing them down on paper
  - a. *take orders digitally rather*
  - b. *taking orders digitally rather*
  - c. *take orders digitally more*

4. Refrigerators and freezers always need \_\_\_\_\_ temperature.

- a. to be the proper
- b. being the proper
- c. to be the properly

5. \_\_\_\_\_ into compost lets that waste return to the environment in the form of nutrients for the soil into compost lets that waste return to the environment in the form of nutrients for the soil.

- a. Turning organic waste
- b. Turn organic waste
- c. Turning organic

### TASK 7. In pairs, talk about the pictures



I consider recycle in restaurants is very important because\_\_\_\_\_.

**TASK 8.** Create a campaign to recycle in a restaurant.



**TASK 9.** Order the words

**SNTNTURIE**

\_\_\_\_\_

**TCPOMOS**

\_\_\_\_\_

**TEWAS**

\_\_\_\_\_

**FOOD**

\_\_\_\_\_

**LLLIANDF**

\_\_\_\_\_

**COGRANI WTASE**

\_\_\_\_\_

**WPLTRASICAE**

\_\_\_\_\_

**DBBRILODEGAAE**

\_\_\_\_\_

**TASK 10.** Complete the glossary about recycling in a restaurant

RECYCLE

WASTE

REDUCE

REUSE

NUTRIENTS

COMPOST

WASTE

FOOD

LANDFILL

ORGANIC WASTE

PLASTICWARE

BIODEGRADABLE

## LESSON 8:

# HOTEL RESERVATION

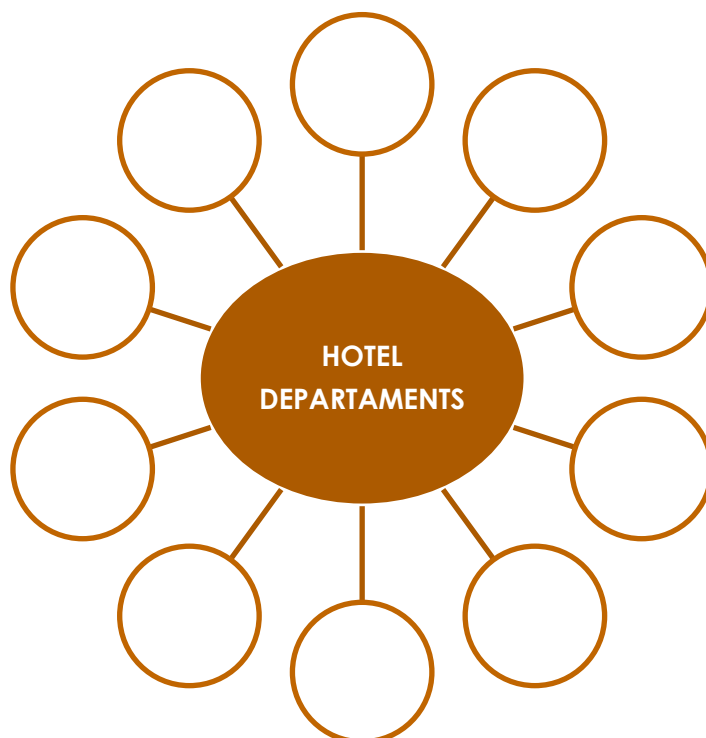


**TASK 1.** Look at the picture and answer these questions:

Where are they?

what are the women doing?

**TASK 2.** Brainstorm all the different departments in a hotel.



**TASK 3. Match the department with the correct picture.**

Housekeeping   Security   Reservation  
Accounting   Food and beverage   Maintained



**TASK 4. Match the guests with the correct room****GUEST**

A couple  
 Two friends  
 An elderly man  
 A family with 3 children  
 A manager

**ROOM**

Family room  
 Single room  
 Twin room  
 Executive suit  
 Double room

**TASK 5. Read the e mail and answer the questions**

How many rooms does he want to book?

---

What kind of room do they want?

---

When are they going to arrive?

---

How are they going to pay?

---

**TASK 6.** Read the e mail again and complete the hotel reservation form

| NAME OF GUEST | NUMBER OF GUEST | ROOM REQUIRED | No. OF NIGHTS | PAYMENT |
|---------------|-----------------|---------------|---------------|---------|
|               |                 |               |               |         |

**TASK 7.** Write an e mail to answer the mail in taks 5.

The image shows a 'New message' window for composing an email. It features a blue header bar with the title 'New message' and window control buttons. Below the header, there is a profile picture placeholder and fields for 'To' and 'Subject'. The main body of the window is a large white text area for writing the message. At the bottom, there is a toolbar with icons for text formatting (bold, italic, underline), a smiley face for emojis, and an image icon. To the right of the toolbar are three buttons: 'Send' (blue), 'Save' (grey), and 'Cancel' (grey).

**TASK 8. Match the definitions (a-f) with the vocabulary (1-6).**  
**Vocabulary**

1. \_\_\_\_ to confirm
2. \_\_\_\_ to reserve a room
3. \_\_\_\_ to let someone know
4. \_\_\_\_ an iron
5. \_\_\_\_ a promotional code
6. \_\_\_\_ an accessible room

**Definition**

- a. To book a room
- b. A room that is designed to be easy to use, for example
- c. If you use a wheelchair
- d. A special number or password that reduces the price or
- e. Increases service levels
- f. To say something is definitely true or going to happen
- g. To tell someone
- h. A metal object used to make clothes flat and smooth

**TASK 9.** Have you ever had a bad experience in a restaurant?  
In pair look at the picture and talk with your classmate.



**TASK 10.** Complete the glossary about hotel reservation

|                   |       |
|-------------------|-------|
| Book              | _____ |
| Reservation       | _____ |
| Family room       | _____ |
| Single room       | _____ |
| Twin room         | _____ |
| Executive suit    | _____ |
| Double room       | _____ |
| Manager           | _____ |
| Housekeeping      | _____ |
| Security          | _____ |
| Reservation       | _____ |
| Accounting        | _____ |
| Food and beverage | _____ |
| Maintenance       | _____ |

## LESSON 9:

## TRAVEL ARRANGEMENTS



**TASK 1.** Look at the picture and talk with your teacher about it

**TASK 2.** Test your knowledge by taking this short quiz.

1. Can you pick me up at tomorrow morning? My flight \_\_\_\_\_ at 7:30.
  - a) Arrives
  - b) Comes
  - c) Departs
  
2. Could I ask what your final \_\_\_\_\_ is?
  - a. Goal
  - b. Country
  - c. Thought
  - d. Destination

- 3. You should change \_\_\_\_\_ to pass that car.**
- a. Clothes
  - b. Lanes
  - c. Your mindset
  - d. Quickly
- 4. I'd love to take a fancy \_\_\_\_\_ and travel through the Bahamas.**
- a. Hat
  - b. Dog
  - c. Cruise
  - d. Man
- 5. The \_\_\_\_\_ was very bumpy. I was afraid.**
- a. Flight
  - b. Camel
  - c. Pavement
  - d. Conversation
- 6. It's best not to take too much \_\_\_\_\_ with you on your trip. The airline might lose it!**
- a. Candy
  - b. Medicine
  - c. Luggage
  - d. Gin

**7. I think the \_\_\_\_\_ is a great way to get around a big city.**

- a. Car
- b. Rail
- c. Pogo stick
- d. Subway

**8. You can catch a \_\_\_\_\_ and take your car to the island.**

- a. Ferry
- b. Fairy
- c. Fairway
- d. Furry

**9. Be sure to \_\_\_\_\_ at least two hours before your flight.**

- a. Have a beer
- b. Eat
- c. Check in
- d. Deplane

**10. Many \_\_\_\_\_ missed the flight to New York.**

- a. People
- b. Passengers
- c. Travelers
- d. All answers are correct

**11. I think traveling by \_\_\_\_\_ is the best way to see the**

**countryside. You can walk around, have dinner, and just watch the world go by.**

- a. Bus
- b. Car
- c. Motorcycle
- d. Train

**12. Let's rent a \_\_\_\_\_ for the day and row around the lake.**

- a) Ship
- b) Boat
- c) Raft
- d) Surfboard

**13. The \_\_\_\_\_ is a 747 by Boeing.**

- a. Airport
- b. Car
- c. Plane
- d. Helicopter

**14. Let's just stay at a cheap \_\_\_\_\_ along the highway.**

- a. Hotel
- b. Motel
- c. Lodge
- d. All the answers are correct

**15. There's nothing like a \_\_\_\_\_ ride on a spring day to get in shape.**

- a. Bike
- b. Motorbike
- c. Motorcycle
- d. Short

**16. If you want to save money, take a hike and \_\_\_\_\_ in the mountains.**

- a. Sleep
- b. Run
- c. Camp
- d. Hunt

**17. I hope your \_\_\_\_\_ was pleasant.**

- a. Voyage
- b. Trip
- c. Journey
- d. All answers are correct

**TASK 3. Read the dialogue and decide who say the following sentences: travel agent ta, customer c**

\_\_\_\_\_: Hi sir, you gave a call regarding the booking of yours to Galapagos.

\_\_\_\_\_: Yes, please.

\_\_\_\_\_: Sir, I would like to tell you that we have

recently prepared an amazing package for that.

\_\_\_\_\_: Could you please tell me the details of that package?

\_\_\_\_\_: Sure sir. In that package, you will get 4 nights and 3 days. Breakfast for 3 days is complimentary in this, and the complete package is for 15000.

\_\_\_\_\_: That's great!

\_\_\_\_\_: So, sir, when are you planning to go?

\_\_\_\_\_: As you know, I was planning earlier but couldn't go due to a reason but now as you have an amazing package and I am also free so I am planning to go within this week only.

\_\_\_\_\_: That's perfectly ok sir!

\_\_\_\_\_: This package is valid till when?

\_\_\_\_\_: For a month.

\_\_\_\_\_: Great. What are all formalities needed to be done?

#### **TASK 4. Order the words and make sentences**

will /get/ and /3 days. you /4 nights/

---

please / me/ the / of/ Could / that/ package/? you/ tell// details

---

gave/ a/ call / the/ of /yours/ to /Galapagos. / you / regarding/ booking /

---

are /you/ go/?/ When/ planning/ to/

---

valid/ when/?/ This/ package/ till / is/

---

**TASK 5.** Read the dialogue in task 3 and complete the chart

| NOUNS | VERBS | ADJECTIVES |
|-------|-------|------------|
|       |       |            |

**TASK 6.** Using the table below in pairs act out the following situations.

**STUDENT A:** You are a travel agent. Answer your classmate's questions.

**STUDENT B:** You are the client. Answer your classmate's questions.

|                      | FLIGHT | DAYS    | DEPARTURE | ARRIVAL |
|----------------------|--------|---------|-----------|---------|
| <b>QTO-CUENCA</b>    | 123    | Mon-Sat | 4.30      | 6:00    |
| <b>GYQ-QTO</b>       | 164    | Mon-Fri | 2:00      | 2.30    |
| <b>GYQ-LOJA</b>      | 345    | Mon-Wed | 1:00      | 2:00    |
| <b>QTO-LATACUNGA</b> | 223    | Mon-Fri | 17:00     | 18:00   |

**TASK 7. In groups of five, find someone who...**

| SOMEONE WHO.....?          | NAME |
|----------------------------|------|
| Like travel by plane?      |      |
| Visit cities?              |      |
| Stay in hotels?            |      |
| Like adventure trips?      |      |
| Is interesting in a        |      |
| Want to be a receptionist? |      |

**TASK 8. Read *steps for travelling arrangements* and fill in the gaps.**

Flights/ Luggage/ Attractions/ Destination/ Stay/ Guides  
 /After/ Include/ Book/ Departure/ Reservation/ In/  
 Advance/ Arrival/ Arrangements/

**STEP 1**

Choose the \_\_\_\_\_ of your trip

**STEP 2**

Choose your ideal travel dates and the activities you plan to do.

\_\_\_\_\_air, rail or ground transportation at least three weeks \_\_\_\_\_of travel.

Compare\_\_\_\_\_online through Websites.

**STEP 3**

Make living accommodations two weeks before arrival. Hotels and hostels require booking prior to

\_\_\_\_\_ and often ask for a credit card to hold the \_\_\_\_\_. You can seek for other less formal accommodations, such as motels or guests houses upon arrival.

#### **STEP 4**

Plan activities for the duration of your \_\_\_\_\_. Purchase tickets for tours, concerts, and plays one week in advance to ensure availability. Research tourist \_\_\_\_\_ before arrival in travel \_\_\_\_\_ such as Fodor's or Lonely Planet.

#### **STEP 5**

Make \_\_\_\_\_ for while you are away. Depending on the length of your stay, you may need a friend to look \_\_\_\_\_ your house and/or pets and collect mail. Be sure these arrangements are set at least one week before you leave.

#### **STEP 6**

Gather all necessary travel documents before \_\_\_\_\_. Depending on destinations this may \_\_\_\_\_ tickets, photo identification, passport and immunization records. You should pack these in your carry-on \_\_\_\_\_.

**TASK 9.** Read steps for travelling arrangements and get verbs and phrasal verbs

**VERBS**

**PHRASAL VERBS**

**TASK 10.** Complete the glossary about arrangements

*Flights*

---

*Luggage*

---

*Attractions*

---

*Destination*

---

*Guides*

---

*Book*

---

*Departure*

---

*Reservation*

---

*Arrival*

---

*Arrangement*

---

## LESSON 10:

# A PACKAGE TOUR



**TASK 1.** Look at the weeding package and talk about it.

### TURINGIA HOTEL

- 7-night package for two persons includes:
- 7 nights in a deluxe studio with king-size bed, private bathroom and balcony with ocean and garden views
- Full breakfast and candlelit evening meal on the terrace
- Price: \$6,650 (the manager said he could give us a 20% discount)

**TASK 2. Thick the things you think are included in a package tour**

|       |                                         |
|-------|-----------------------------------------|
| _____ | <i>transport</i>                        |
| _____ | <i>legal requirements</i>               |
| _____ | <i>cost of passport and visa</i>        |
| _____ | <i>transfer to and from the airport</i> |
| _____ | <i>accommodation</i>                    |
| _____ | <i>international flight</i>             |
| _____ | <i>price</i>                            |
| _____ | <i>tips</i>                             |
| _____ | <i>internet services</i>                |
| _____ | <i>currency</i>                         |

**TASK 3. Work in small groups. Design a package tour with the itinerary for seven days of the package. Remember to include:**

- Name of your tour
- Arrival and departure times
- Places to visit
- Itinerary day
- Services and extras
- Details of accommodation
- Places overnight in
- Services and meals prices
- Activities to do
- Description of location and venue



**TASK 4.** Present your package to the class. Describe what will happen on each day. Remember to make it sound as attractive as possible.

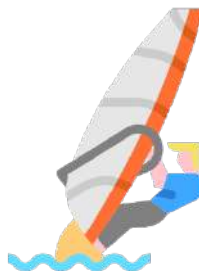
**TASK 5.** Match the activities to practice in a tour with the names

Canoeing  
Climbing

Fishing  
Riding

Bungee Jumping  
Cycling  
Jet-Skiing

Windsurfing  
Snorkeling






---




---




---

**TASK 6.** Complete the following sentences with the words in task 5.

a. I have been \_\_\_\_\_ before because

\_\_\_\_\_.

b. I have never been \_\_\_\_\_ because \_\_\_\_\_

\_\_\_\_\_

c. I would like to go \_\_\_\_\_ because \_\_\_\_\_

\_\_\_\_\_

d. I would hate to try \_\_\_\_\_ because

\_\_\_\_\_

e. I think \_\_\_\_\_ is dangerous because \_\_\_\_\_

**TASK 7. Write the name of the airline in Ecuador**

|       |       |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

**TASK 8. Talk about the airline in Ecuador.**

- a. Which is better?
- b. Which is more expensive?
- c. Which is the cheapest?

**TASK 9. Write adjectives relates tours****Expensive**

|       |       |       |
|-------|-------|-------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

**TASK 10. Complete the glossary about a package tour**

Accommodation \_\_\_\_\_

Attraction \_\_\_\_\_

Boom \_\_\_\_\_

Brochure \_\_\_\_\_

Consultant \_\_\_\_\_

Costing

---

Demand

---

Destination

---

Launch

---

Market

---

Package

---

Promote

---

Resort

---

Supplier

---

Tour

---

## LESSON 11:

CUSTOMER SERVICE  
AND COMPLAINTS

**TASK 1. Read and complete the complaint letter. Use the words below.**

Service Writing However Noisy Smell Ordered  
Worse Only Portions Rude Taken Served Tip  
Overcharged Bill Ignored Hearing Consider  
Refund Complain

Dear Sir,  
I am (1) \_\_\_\_\_ to (2) \_\_\_\_\_ about the food and the (3) \_\_\_\_\_ at Antojitos restaurant.

My brother and I went to the restaurant for lunch at around 13.30 on April 22 April. We (4) \_\_\_\_\_ a quiet table, (5) \_\_\_\_\_ we were given one near the kitchen door. It was very (6) \_\_\_\_\_ there and to make matters (7) \_\_\_\_\_ we had all the (8) \_\_\_\_\_ from the kitchen as well.

The food, when it was finally (9) \_\_\_\_\_ was cold and had to be (10) \_\_\_\_\_ back to the kitchen. Not (11) \_\_\_\_\_ that, but the (12) \_\_\_\_\_ were rather small. The service was very slow, and the waiters were (13) \_\_\_\_\_. When we finally got the (14) \_\_\_\_\_ we found we had been (15) \_\_\_\_\_ by two dollars. I pointed this out to the waiter, but he just (16) \_\_\_\_\_ that and then he shouted at me because I did not leave a (17) \_\_\_\_\_. I would like you to (18) \_\_\_\_\_ this matter and take the necessary action. I would also like an apology and a full (19) \_\_\_\_\_

I look forward to (20) \_\_\_\_\_ from you.

Carmen Santillan

1. What is the complaint about?
2. Where did it happened?
3. How was the service?
4. How was the waiter attitude?

|            |             |
|------------|-------------|
| RESTAURANT | SUPERMARKET |
| HOTEL      | AIRPORT     |

**TASK 4. MATCH THE HEADING WITH THE PHRASES**

1. Giving reasons
2. Making a complaint
3. Apologizing

---

I'm afraid I have to make a complaint. I'd like to make a complaint.

I'm sorry to trouble you, but...

I've got a bit of a problem, you see... I'm sorry to have to say this, but...

Excuse me, there seems to be something wrong with...

---

I'm sorry...

I'm sorry to hear that... Oh, I'm sorry about that. Oh dear, I'm really sorry.

I apologize...

I apologize for the inconvenience...

Please accept my sincere apologies for...

We were very sorry to hear that...

---

This was because...

Unfortunately, this was unavoidable as... The main reason for this was...



**TASK 5.** Using the phrases above in pairs make complaints, apologies, and requests. Create dialogues, look at the example

**STUDENT A:** Excuse me! There appears to be a fly in my soup.

**STUDENT B:** I'm very sorry about that.

**STUDENT A:** Could you bring me a new bowl? **B:** Certainly. One moment please.

**COMPLAINT:** ordered tea, **COMPLAINT:** late to class  
not coffee



**Request:** a cup of tea

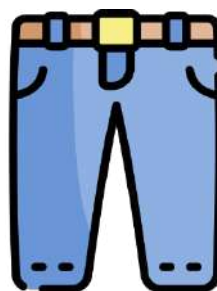


**Request:** arrive on time

**COMPLAINT:** slow computer **COMPLAINT:** bought a pair  
of trousers, but they're too  
short



**Request:** buy a new one



**Request:** a new pair

**TASK 6.** Put the following telephone complaint in the correct order

\_\_\_ a. I bought this t shirt when I was on holiday. Can I return

it my local branch?

\_\_\_ b. My name is Carlos Jara. Could I put me through to customer service, please?

\_\_\_ c. I washed it according to the instructions on the label and now the color has faded.

\_\_\_ d. Yes, please. It is about a jacket I bought last year.

\_\_\_ e. I've had it about a year. I don't think a quality item should wear out so quickly.

**TASK 7. Tick the right adjective:**

a. It was \_\_\_\_\_ to contact the manager, so I sent him an email.

**impossible**

**possible**

b. We ended our cleaning contract because we were \_\_\_\_\_ with the service.

**satisfied**

**dissatisfied**

c. The person on the phone was very \_\_\_\_\_. So, I made a complaint.

**unhelpful**

**helpful**

d. We are very happy with our currier services because they are very \_\_\_\_\_.

**reliable**

**unreliable**

e. The bank gave us a special loan because we are very \_\_\_\_\_.

**loyal**

**unroyal**

**TASK 8. Complete the following using the correct form of the word shown in brackets.**

- a. We offered the discount to all our \_\_\_\_\_ customers. (exist)
- b. Unfortunately, the customer was not \_\_\_\_\_ with the discount we offered him. (satisfy)
- c. The \_\_\_\_\_ date is approximately two weeks after the date the order is placed. (deliver)
- d. Our service is both fast and \_\_\_\_\_ (rely)
- e. We're sure that the new product meets all our customers' \_\_\_\_\_. (require)
- f. We don't want to lose them – they're a long-standing and \_\_\_\_\_ customer. (value)
- g. We received three \_\_\_\_\_ from customers yesterday. (complain)
- h. They sent the invoice but haven't received the \_\_\_\_\_ from the customer yet. (pay)

**TASK 9. Find ten words used in this lesson**

|   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|
| C | U | S | T | O | M | E | R | E | T |
| Q | E | D | G | H | I | L | U | F | I |
| A | P | O | L | O | G | Y | D | G | P |
| S | V | T | U | B | J | C | E | C | A |
| R | E | F | U | N | D | I | E | W | D |
| A | F | C | R | Y | V | L | C | E | H |
| W | C | Y | O | P | L | O | A | I | K |
| S | T | N | I | A | L | P | M | O | C |

**TASK 10. Complete the glossary about customer service and complaints**

|                      |       |
|----------------------|-------|
| Customer service     | _____ |
| Tip                  | _____ |
| Apologies            | _____ |
| Complaints           | _____ |
| Resolve the problem  | _____ |
| Deal with complaints | _____ |
| Customers opinion    | _____ |
| Deliver              | _____ |
| Satisfy              | _____ |

## LESSON 12:

## TRAVEL AGENCIES



**TASK 1.** Talk about the travel agencies in Riobamba.

*Rumbo travel is a travel agency in Riobamba. It is located in...*

**TASK 2.** Look at the typical travel agency products and services. Which of them are free, and which of them does the travel agent make money from?

1. Hotel Booking
2. Train tickets
3. Transport information
4. Travel insurance
5. Advice on visa and passport application
6. Brochures for tour operators
7. Foreign currency and traveler's checks
8. Rates of currency exchange

9. Import duties

10. Call Centre and Internet

**TASK 3. Complete the conversation below between a travel agent and a customer with expressions from the box.**

|           |                         |               |                  |
|-----------|-------------------------|---------------|------------------|
| How about | I agree                 | I quite fancy | I really want to |
| Let's see | In my opinion, I'd like | Any ideas     | Why don't you    |

**Travel Agent:** \_\_\_\_\_ 1 about where you want to go on Christmas?

**Customer:** \_\_\_\_\_ 2 have a good holiday this year.

**Travel Agent:** OK, there are some good all-inclusive package.

**Customer:** \_\_\_\_\_ 3 going somewhere different this summer.

**Travel Agent:** \_\_\_\_\_ 4 taking a weekend trip?

**Customer:** \_\_\_\_\_ 5 it, but I think children might be bored.

**Travel Agent:** \_\_\_\_\_ 6 combine it with something for children like Disneyland?

**Customer:** Good idea, \_\_\_\_\_, 7 but isn't Disneyland really expensive?

**Travel Agent:** Well, \_\_\_\_\_ 8 if there are any special offers on at the moment.

**TASK 4.** Pair work a and b. Look at the pictures of different holiday destinations and role play a conversation between a travel agent and a customer. Use expressions in task 3



**Student A:** you are a travel agent. Ask questions about what kind of holiday the customer wants this year.

**Student B:** you are a customer. Answer questions about what kind of holiday you want this year.  
When you finish, change roles.

**TASK 5.** There is a problem with the holidays you like online booking system. Write an email giving the information in your trip search. Use these expressions to help you.

I want to book    I'd like to travel by    I'm leaving from  
I'm going to    I want to leave on    at    I'd like to return  
on    at    I'd like to book accommodation in a    with  
(catering) I'm interested in    tourism In particular, I'd like  
to

A large rectangular box for writing an email, with a folded corner at the bottom right. The box contains several horizontal lines for writing.

**TASK 6. Read and correct the sentences**

**T.A.** Good morning. To take a seat, please. How can I to help you?

**C.** Good morning. I looked through the catalogue and I'd like to booking a holiday.

**T.A** Where would like to be going?

**C.** I'd likes to go to Galapagos.

**T.A.** Alright. When would you like the holiday for?

**C.** Sometimes during the last two weeks in August.

**T.A.** How long are you go to stay?

**C.** I would like to stay for a week.

**T.A.** What type of accommodation would you prefer?

**C.** I prefer hotel accommodation in a double room. I'm going with my wife.

**TASK 7. Order the sentences**

1. at/ the/ and/ go / the/ check-in./ Arrive/ correct/ to/ airport/

---



---

2. the /airline/ staff/ and / information. / Give/ your / booking/ passport /

---



---

3. in/ and /take /your / pass./ Check/ luggage / your  
/boarding/

---



---

4. Put/ hand/ and / the / security/ check./ your/  
through / luggage/ coat/

---



---

5. through / detector/ Walk/ the / metal /

---



---

**TASK 8. Write the equivalent word in Spanish.**

|               |       |
|---------------|-------|
| Charity       | <hr/> |
| Sustainable   | <hr/> |
| To Promote    | <hr/> |
| Profit        | <hr/> |
| Branch        | <hr/> |
| To Market     | <hr/> |
| Word Of Mouth | <hr/> |
| Trade Name    | <hr/> |
| Head Office   | <hr/> |
| Competitive   | <hr/> |

**TASK 9. In pairs talk about your favorite travel agency.**

**Student A:** Ask your partner about your favorite travel agency in Riobamba.

**Student B:** Tell your partner about what you like and don't like about travel agencies.

**TASK 10. Complete THE GLOSSARY ABOUT**

|                                         |       |
|-----------------------------------------|-------|
| Hotel Booking                           | _____ |
| Train tickets                           | _____ |
| Transport information                   | _____ |
| Travel insurance                        | _____ |
| Advice on visa and passport application | _____ |
| Brochures for tour operators            | _____ |
| Foreign currency and traveler's checks  | _____ |
| Rates of currency exchange              | _____ |
| Import duties                           | _____ |
| Call Centre and Internet                | _____ |
| Catalogue                               | _____ |

## LESSON 13: TIPS FOR TRAVELERS



**TASK 1.** Look at the picture and tell your teacher why do you travel and what do you need to travel?



I travel to  
know new  
places

**TASK 2.** Read *Tips for travelling* and add more tips and give reasons

### *Tips for travelling*

Travel is something which people do every day. It is very difficult to avoid the need to travel. Travelling alone seems creepy. You will probably think about the potential risks or difficult situations. What happens if I get ill, or have an

accident? Isn't it dangerous to go out alone at night? What happens if you get attacked?

People often enjoy travelling abroad for holidays. But for some people travelling is not fun at all. Some people suffer from travel sickness. This means that they will become very unwell each time they travel.

Most travelers have these worries, but all these doubts disappear when they see all the benefits of this great experience.

### 1. *Speak the language*

it's a good idea to go somewhere you speak the language. If you speak another language it is a great experience to practice it.

### 2. *Sleep with the locals*

Try to rent a room in an apartment. This will give you a connection with local residents and they can give you a lot of tips on what you can do.

### 3. *Don't be afraid*

Don't be afraid of asking. Ask for directions in the street, or ask about the place, the culture or the customs to the local people that you find in bars, parks, etc.

4. \_\_\_\_\_

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---

5. \_\_\_\_\_

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6. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Task 3.** Read *tips for travelling* again and answer these questions

1. Why do people travel every day?

\_\_\_\_\_

2. Why do some people not enjoy travelling?

\_\_\_\_\_

3. What are the benefits of travelling?

\_\_\_\_\_

4. Why do you think it is a good idea to travel?

\_\_\_\_\_

**TASK 4. Read and match the reasons to travel**

- |                |       |                                                                                                                                                                              |
|----------------|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Education      | _____ | 1. People have problems at home and travel is the way rather to escape to solve them.                                                                                        |
| Change places  | _____ | 2. Films about far-off places, books and friends' stories encourage us to undertake our own trips.                                                                           |
| Curiosity      | _____ | 3. To practice new sports and visit interesting places.                                                                                                                      |
| For adventures | _____ | 4. Learning through traveling is very popular. It does not mean only visiting museums and admiring architectural ensembles. It means to see and learn about people's culture |

**TASK 5. Find someone who...?**

| WHO...?                                               | CLASSMATE 'S<br>NAME | ADDITIONAL<br>INFORMATIONS<br><i>WHO, WHAT, WHERE,<br/>WHEN, WHY...</i> |
|-------------------------------------------------------|----------------------|-------------------------------------------------------------------------|
| <i>Travel alone?</i>                                  |                      |                                                                         |
| <i>Visit another country?</i>                         |                      |                                                                         |
| <i>Have an accident<br/>during a trip?</i>            |                      |                                                                         |
| <i>Have a bad<br/>experience in a<br/>restaurant?</i> |                      |                                                                         |
| <i>Make new friends<br/>during the trip?</i>          |                      |                                                                         |
| <i>Have travelled by<br/>plane?</i>                   |                      |                                                                         |
| <i>Try strange food</i>                               |                      |                                                                         |

**TASK 6.** Using the information in task 5 write a report

[illegible]

**TASK 7.** How many cities have you visited in Ecuador? Name them. Choose one city, describe it to your classmates. Write a list of the things you pack in your suitcase for each trip and write tips to encourage people to travel.

*I often travel to Tena. In my suitcase today,  
there's a pair of sandals and shorts  
pair of shoes...*

**Cities visited**

**Things packed  
in my suitcase**

**Tips for  
travelers**

**Describe a city you have visited**



**TASK 8. Choose the best option to complete the sentence.**

1. The use of a \_\_\_\_\_ is necessary for people wanting to travel very long distances.  
a. Plane                      b. bus                      c. taxi
2. A \_\_\_\_\_ will fly a plane from an airport for many thousands of miles to take people to places far away.  
a. Bus driver                      b. pilot                      c. teacher
3. A number of \_\_\_\_\_ can be travelled to by using the sea.  
a. destinations                      b. places                      c. planes
4. \_\_\_\_\_ is something which people do every day.  
a. visits                      b. journeys                      c. travel
5. My friends spend most of their free time driving around the country and \_\_\_\_\_.  
a. sightseeing                      b. towns                      c. travel
6. \_\_\_\_\_ through traveling is very popular. It does not mean only visiting museums and admiring architectural ensembles.  
a. learning                      b. visiting                      c. coming
7. I took a \_\_\_\_\_ home and then back to the airport. I was very upset. I got on the plane.

- a. taxi                      b. bike                      c. truck

**TASK 9. Read the sentences and match them with travel safety tips**

1. *Travel safety*
2. *Transport safety*
3. *Hotel safety*

---

Keep your travel plans, including accommodation details, to yourself.

Try not to travel at night.

Carry with you at all times the contact details.

Keep a photocopy of your passport and all other important documents in a safe place.

Use ATMs during the day.

---

At the airport, watch for your suitcase.

Avoid changing money at airports, as thieves could be watching you.

Check with your tourist information Centre about the public transport in your area.

Don't share taxis with strangers.

---

Choose accommodation that has unmarked 'swipe cards' rather than numbered keys for each room.

Take note of emergency exits, stairwells, fire escapes and emergency plans.

Lock your hotel door when retiring for the night.

**TASK 10. Complete the glossary about tips for travelers**

Broaden outlook \_\_\_\_\_

Understand other culture \_\_\_\_\_

Experienced traveler \_\_\_\_\_

Plan everything carefully \_\_\_\_\_

Arrange the journey \_\_\_\_\_

Arrange for us an accommodation \_\_\_\_\_

Offer a wide range of activities \_\_\_\_\_

Remote places \_\_\_\_\_

Scenic routes \_\_\_\_\_

## LESSON 14:

# JOBS RELATED WITH TOURISM – QUALITIES



**TASK 1.** Look at the pictures and write adjectives to describe physical appearance and personality

|       |       |       |
|-------|-------|-------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

**TASK 2.** What qualities do you think you need to work with tourism? Talk with our teacher and write down a list.

1. You need to be friendly.
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

5. \_\_\_\_\_

**TASK 3.** You are a tour guide, read the sentences and write true or false

You have to be very friendly .

\_\_\_\_\_

You have to speak English.

\_\_\_\_\_

You don't have to be rude.

\_\_\_\_\_

You have to speak at least 3 languages.

\_\_\_\_\_

You have to know about history, culture and geography

\_\_\_\_\_

You should be an excellent storyteller with an ability for customer service.

\_\_\_\_\_

**TASK 4.** In pairs write down a list of rules for people who want to work in the tourist industry.

### **RULES TO WORK IN TOURISM**

- ✓ Arrive on time.
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

**TASK 5.** Match the definition and the meaning

- |                    |                                                                                                   |
|--------------------|---------------------------------------------------------------------------------------------------|
| Communicative ____ | 1. Feeling or showing confidence in oneself; self-assured.                                        |
| Friendly ____      | 2. Ready to talk or impart information.                                                           |
| Punctual ____      | 3. Able to accept or tolerate delays, problems, or suffering without becoming annoyed or anxious. |
| Confident ____     | 4. The competence or skill expected of a professional.                                            |

Professionalism\_\_\_\_ 6. Kind and pleasant.

Teacher   Communicative   Engineer   Restaurant  
Loyal   Lawyer   Dentist   Carpenter   Important  
Manager   Office   Lake   Patient   Confident  
Tour Guide   Policeman   Punctual   Responsible  
Classroom   Rude   Galapagos Island  
Quilotoa Lake   Proud

## PLACES

**TASK 7. Add 10 words more in each category in the chart above**

**TASK 8. Complete the sentences with the best option**

**Tour Guide Requirements:**

1. High school \_\_\_\_\_ or equivalent.  
a. Diploma    b. degree    c. course
2. Prior \_\_\_\_\_ as a tour guide is advantageous.  
a. Experience    b. diploma    c. skills
3. Capacity to stand and walk for extended \_\_\_\_\_  
a. Periods    b. ways    c. paths
4. Excellent conversational \_\_\_\_\_ with a knack for storytelling.  
a. Skills    b. ability    c. conversations
5. Outstanding organizational, time management, and improvisational \_\_\_\_\_  
a. Skills    b. capacity    c. rules
6. Passionate about traveling.  
a. Traveling    b. walking    c. abilities

7. Ability to work during evenings and on \_\_\_\_\_

a. Weekends      b. months      years

**TASK 9. Read and put the verb in the correct sentence**

TOUR GUIDE RESPONSIBILITIES:

PlanningX2    Greeting    Informing    welcoming  
Scheduling    FamiliarizingX2

1. \_\_\_\_\_ and \_\_\_\_\_ customers to the tour.
2. \_\_\_\_\_ customers about the itinerary for each tour.
3. \_\_\_\_\_ itineraries in accordance with weather forecasts and the length of each tour.
4. \_\_\_\_\_ visits and purchasing tickets to museums, galleries, protected parks, and other attractions ahead of time, if required.
5. \_\_\_\_\_ alternate activities in the event that cancellations, closures, or weather prohibit you from attending scheduled events.
6. \_\_\_\_\_ with the layout and history of the region or establishment in which you will be working.
7. \_\_\_\_\_ customers with each region or establishment.

**TASK 10. Complete the glossary about jobs related with tourism - qualities**

|                        |       |
|------------------------|-------|
| Itinerary              | _____ |
| Responsibilities       | _____ |
| Customers              | _____ |
| Schedule               | _____ |
| Guest                  | _____ |
| Non-competing services | _____ |
| Interest               | _____ |
| Layout                 | _____ |
| Weather forecasts      | _____ |

## LESSON 15:

CURRENCY AND  
FOREIGN EXCHANGE

**TASK 1.** Look at the picture and talk about these questions.

- Do you exchange a lot of money when you travel?
- Do you exchange money before you go, or do you wait to arrive in the country that you're going to?
- Do you worry about getting ripped off when you exchange money?
- Do you mostly pay by cash or credit card when you are traveling?

**TASK 2.** Look at the chart below and complete it.

| COUNTRY | CURRENCY |
|---------|----------|
| Ecuador | Dollar   |
| Mexico  | Pesos    |
| Britain | Pound    |
| France  | Euro     |
| China   | Yuan     |
| Japan   | Yen      |

**TASK 3. Match the words with the meanings on the right.**

- |                 |                                                                          |
|-----------------|--------------------------------------------------------------------------|
|                 | a. a piece of paper that is proof of something.                          |
|                 | b. as good as something can be                                           |
|                 | c. a greater liking for one thing over another.                          |
|                 | d. including two things.                                                 |
| 1. Currency     | e. to look at something again to make certain that it's right.           |
| 2. Exchange     | f. something that you can't see.                                         |
| 3. Rate         | g. the system of money used in a country.                                |
| 4. Commission   | h. a payment to someone who sells something directly. to the amount sold |
| 5. Hidden       | i. the changing of money from one currency to another.                   |
| 6. preference   | j. the amount of a charge based on a calculation                         |
| 7. receipt      |                                                                          |
| 8. perfect      |                                                                          |
| 9. double check |                                                                          |
| 10. both        |                                                                          |

**TASK 4. Read the conversation and answer the questions**

**Clara:** Excuse me. Can you help me. I need to exchange some money. Where can I get the best rate around here?

**Airport Safekeeping:** I don't recommend the currency exchange places in the airport. They all say, "No commission", but most of them have hidden fees. They really don't give very good exchange rates. The best place to go is right outside of the airport. It's called "Quito World Exchange". They have the best rates in town. They are open until eight o'clock tonight.

**Clara:** Thank you so much!

1. What does Clara need to do?
2. Does the security guard recommend a place in the airport?  
Yes, / no, Why?
3. What's the name of the place outside of the airport?
4. What time is "Quito World Exchange" "opened?"
5. Why is the "Quito World Exchange" best place?

**TASK 5. Match with the correct picture**

Coin    Cash register    Credit card    ATM



**TASK 6. Find ten words related with money**

Mortgage    Tax    Worth    Spend on    Get into debt  
Salary    Income    Invest in    Loan    Charge

|   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N | W | L | N | E | O | G | H | E | O | H | E | E | T |
| A | I | E | N | I | N | V | E | S | T | I | N | O | Y |
| G | H | R | N | D | T | I | C | N | T | L | O | L | I |
| X | T | G | E | T | I | N | T | O | D | E | B | T | O |
| T | H | S | P | E | N | D | O | N | Y | G | B | T | I |
| A | S | N | E | O | N | S | E | A | E | S | R | I | E |
| X | O | M | E | L | M | N | Y | W | O | A | E | T | E |
| E | I | D | A | T | O | N | R | N | L | L | G | S | O |
| N | N | T | A | W | R | R | O | W | R | A | R | W | T |
| E | C | I | E | A | T | A | E | O | N | R | A | R | G |
| A | O | R | R | A | G | N | G | R | O | Y | H | R | L |
| I | M | T | E | I | A | E | G | T | E | N | C | G | O |
| I | E | O | N | N | G | N | A | H | G | G | E | I | A |
| A | M | E | N | C | E | T | N | E | A | T | A | E | N |

**TASK 7.** Write a sentence using the 10 words

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**TASK 8. Money has different names. Complete with them**

In temple or church, it's called \_\_\_\_\_.

In school, it's \_\_\_\_\_.

In marriage, it's called \_\_\_\_\_.

In divorce, \_\_\_\_\_.

When you owe someone, it's \_\_\_\_\_.

When you pay the government, it's \_\_\_\_\_.

In court, it's \_\_\_\_\_.

Civil servant retirees, it's \_\_\_\_\_.

Employer to workers, it's \_\_\_\_\_.

Master to subordinates, it's \_\_\_\_\_.

To children, it's \_\_\_\_\_.

When you borrow from bank, it's \_\_\_\_\_.

When you offer after a good service, it's \_\_\_\_\_.

To kidnappers, it's \_\_\_\_\_.

Illegally received in the name of service, it's \_\_\_\_\_.

**TASK 9. Read *foreign exchange* and discuss with your teacher.**

Foreign exchange refers to exchanging the currency of one country for another at prevailing exchange rates. Different countries have different currencies. Foreign exchange converts the currency of one country into another.

Foreign exchange is the trading of different national currencies or units of account. It is important because the exchange rate, the price of one currency in terms of another, helps to determine a nation's economic health and hence the well-being of all the people residing in it.

**TASK 10. Complete the glossary about currency and money exchange**

|              |       |
|--------------|-------|
| Currency     | _____ |
| Exchange     | _____ |
| Rate         | _____ |
| Commission   | _____ |
| Hidden       | _____ |
| Preference   | _____ |
| Receipt      | _____ |
| Perfect      | _____ |
| Double check | _____ |
| Both         | _____ |

## LESSON 16:

# MARKETING AND ADVERTISING ENCOURAGE



**TASK 1.** Write about the ways you can advertise a tour destination

|       |       |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

**TASK 2.** Read and in pairs discuss if it is true or false

Advertising is one of the most important factors that help the tourism industry to generate tourists from both the local and international marketplace.



**TASK 3. Write the verb for each noun**

| NOUNS        | VERBS |
|--------------|-------|
| Promoter     |       |
| Communicator |       |
| Marketeer    |       |
| Researcher   |       |
| Advertiser   |       |
| Campaigner   |       |
| Sponsor      |       |
| Distributor  |       |

**TASK 4. Read promoting galapagos island and complete the chart****PROMOTING GALAPAGOS ISLAND**

*I work for an international marketing agency. We're currently working with LIVE ECUADOR TOUR OPERATOR. We're creating a new and exciting campaign promoting Galapagos Island. The slogan of the last campaign was "First Ecuador".*

*How do we create a marketing campaign? Well, we have brainstorming meetings, and we choose the best ideas, then we work on the marketing plan and turn our ideas into reality.*

*We wrote a script for the radio and organize interactive screens in shopping malls. Before, we usually placed print advertisements on buses. But nowadays we are creating more interest online videos and social media.*

| HOW IS A MARKETING CAMPAIGN CREATED? | KIND OF ADVERTISEMENT | ADJECTIVES TO PROMOTE GALAPAGOS |
|--------------------------------------|-----------------------|---------------------------------|
|                                      |                       |                                 |

**TASK 6.** Look at the pictures, in pairs brainstorm How to promote them.



**TASK 7.** Write an article for a tourism magazine or website, promoting Cuenca (150– 200 words). Create a slogan.



# **TASK 8. READ What is marketing? AND COMPLETE THE TEXT**

Confused Marketing Synonym Advertising Selling  
Promotion Packaging marketing includes activities  
consumer goods process

## **What is marketing?**

People \_\_\_\_\_ are \_\_\_\_\_ generally \_\_\_\_\_  
about \_\_\_\_\_ and use selling as \_\_\_\_\_  
of \_\_\_\_\_ marketing. Some compare marketing  
with \_\_\_\_\_ pricing and \_\_\_\_\_. It must be  
noted that marketing is much more than advertising, selling  
or \_\_\_\_\_ of a product. In fact  
advertising \_\_\_\_\_, pricing and selling are  
functions of marketing \_\_\_\_\_. \_\_\_\_\_ is a comprehensive  
term and \_\_\_\_\_ a set of ongoing \_\_\_\_\_  
necessary to create and stimulate \_\_\_\_\_  
demands and to direct the flow of and \_\_\_\_\_  
services from producer to consumer in the \_\_\_\_\_  
of distribution.

## **TASK 9. Read and order the sentences.**

1. are/ confused/ about/ and/ use/ selling/ synonym/ of  
/marketing. / People/ generally/ marketing/ as/

---



---

2. compare/ marketing/ with/ and/ selling. /  
advertising, / pricing / Some/

---



---

3. is/ than /advertising, / selling /or /promotion /  
Marketing/ more/ much/ of / a product. /

---



---

4. is/ a/ includes /a/ set/ of/ ongoing/ Marketing/  
comprehensive/ and/ term/ activities. /

---



---

### **TASK 10. Complete the glossary about**

Marketing 

---

Selling 

---

Advertising 

---

Pricing 

---

Promotion 

---

Product 

---

Consumer 

---

Demand 

---

## LESSON 17:

# PLANNING AND BOOKING A HOLIDAY TOURISM



**TASK 1.** Look at the picture and talk about what you need for a holiday.

**TASK 2.** In group of four complete the survey

|                                                             | MY<br>CLASSMATE 1 | MY<br>CLASSMATE 2 | MY<br>CLASSMATE 3 |
|-------------------------------------------------------------|-------------------|-------------------|-------------------|
| 1. What is the most interesting place to visit in Riobamba? |                   |                   |                   |
| 2. How you prefer to travel by car, train, bus or plane?    |                   |                   |                   |
| 3. What souvenirs did you buy in your last holiday?         |                   |                   |                   |
| 4. Where is your favorite place to go on holiday?           |                   |                   |                   |

|                                                                       |  |  |  |
|-----------------------------------------------------------------------|--|--|--|
| 5. Do you write out a list of things to pack when you go on holiday?  |  |  |  |
| 6. What do you do to prepare for a holiday?                           |  |  |  |
| 7. How many times have you travelled abroad?                          |  |  |  |
| 8. How do you feel after a long holiday?                              |  |  |  |
| 9. Where are you planning to go on your next holiday?                 |  |  |  |
| 10. What do you eat more when you're on holiday?                      |  |  |  |
| 11. Have you ever had a really bad holiday?                           |  |  |  |
| 12. What is the most memorable holiday you had when you were a child? |  |  |  |
| 13. Whom do you like going on holiday with?                           |  |  |  |

**TASK 3. Report the information to the class**

María likes to visit La Plaza Roja in Riobamba. She prefers to travel by bus.

**TASK 4. Ask to your classmates and find someone who. Use these questions**

- ✓ Do you take a lot of photos on holiday?
- ✓ Do you buy new clothes before a holiday?

| <b>FIND SOMEONE WHO...</b>                                | <b>NAME</b> | <b>EXTRA<br/>INFORMATION</b> |
|-----------------------------------------------------------|-------------|------------------------------|
| ...takes a lot of photos on holiday.                      |             |                              |
| ...buys new clothes before a holiday.                     |             |                              |
| ...sometimes takes a lot of luggage.                      |             |                              |
| ...publishes photos on Facebook.                          |             |                              |
| ... buys souvenirs for family and friends.                |             |                              |
| ...gets scared before a holiday.                          |             |                              |
| ...makes friends on holiday.                              |             |                              |
| ...enjoys going out at night on holiday.                  |             |                              |
| ...sometimes books a package tour.                        |             |                              |
| ...usually feels happy to come back home after a holiday. |             |                              |

**TASK 5.** In groups of three ask your classmates about their holiday plans.

| HOLIDAY INFORMATION | CLASSMATE 1 | CLASSMATE 2 |
|---------------------|-------------|-------------|
| Holiday destination |             |             |
| Transportation      |             |             |
| Departure date      |             |             |
| Accommodation       |             |             |
| Planned activities  |             |             |
| Places to visit     |             |             |

**TASK 6.** Write a report about one of your classmates 'holiday.

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**TASK 7.** Imagine you and your classmate are going on holiday. Make plans for your trip. Talk about the following things.

How to travel

Where to go

Where to stay

Places to visit

Clothes to wear



**TASK 8.** Write down about your plans for the trip.

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**TASK 9.** Talk about your preferred destination. Why do you want to go there? What can you do there?



**TASK 10. Complete the glossary about planning and booking a holiday**

PLANNING

---

BOOKING

---

HOLIDAY

---

HOLIDAY DESTINATION

---

TRANSPORTATION

---

DEPARTURE

---

ACCOMMODATION

---

PLANNED ACTIVITIES

---

## LESSON 18:

# WHAT DO YOU RECOMMEND FOR VACATION?



**TASK 1.** Look at the pictures in pairs talk about the following questions.

- 1) Where is this place located?
- 2) What can you see in the picture?
- 3) Do you prefer the beach or the mountain?
- 4) Would you like to visit this place?
- 5) What kind of clothes could you wear here?
- 6) What kind of animals could you find here?
- 7) Where could you stay in this place?
- 8) What dangerous could be this place?
- 9) Name another place like this.
- 10) Where could you like to go on your next holiday?

Hostel Cloudy Breakfast Sunny Hotel  
Rainy Campsite Fast Food Takeaway House  
Dinner Teatime Snowy Flat Stormy Hot  
Burger Apartment Barbecue Partly Cloudy  
Caravan

| PLACES TO STAY | FOOD | WEATHER |
|----------------|------|---------|
|                |      |         |

- 1) To stay at home.
- 2) To visit a number of important cities and explore the culture.
- 3) To travel to an exotic beach in a foreign country and then relax for two weeks.

- 4) To put on my backpack and disappear into the hills for a few weeks.

***Which type of travel do you think you would like the best?***

- 1) A long road trip by bus.
- 2) A flight to a foreign country.
- 3) A train ride to Alausi.
- 4) A cruise.

***How often do you take short trips ?***

- 1) At least once a month.
- 2) A few times a year.
- 3) Once a year.
- 4) Never.

***If you had the chance, would you ...***

- 1) ... take a week trip to Misahualli.
- 2) ... spend a week in Galapagos.
- 3) ... visit family in Cuenca.
- 4) ... go white water rafting in Baños.

***Who do you prefer to take vacations with?***

- 1) With my close family.
- 2) With my extended family.
- 3) By myself.
- 4) With a good friend.

**What type of vacation activity sounds better?**

- 1) Lying on the Galápagos' beach
- 2) Hanging out at a nightclub at FOCH PLAZA in Quito
- 3) Visiting Banco Central museum
- 4) Climbing Chimborazo mountain.

**What type of accommodations do you prefer on vacation?**

- 1) A luxury suite.
- 2) Something close to the beach.
- 3) A clean and economical room.
- 4) A sleeping bag.

**TASK 4. Write three things in each category**

|                                        |  |  |  |
|----------------------------------------|--|--|--|
| Three things you bought last vacation. |  |  |  |
| Three places you visited.              |  |  |  |
| Three activities you did.              |  |  |  |
| Three things you enjoyed.              |  |  |  |
| Three typical dishes you enjoyed       |  |  |  |
| Three reasons you visited that place.  |  |  |  |
| Three places you recommend visiting    |  |  |  |

**TASK 5. In pairs act out this conversation**

**David:** Hello!

**Pamela:** How are you doing?

**David:** I am great! How are you?

**Pamela:** I am excited.

**David:** Excited about?

**Pamela:** Vacations.

**David:** What are you planning to do this vacation?

**Pamela:** I am going to Galapagos for two weeks with my family.

**David:** That is great!

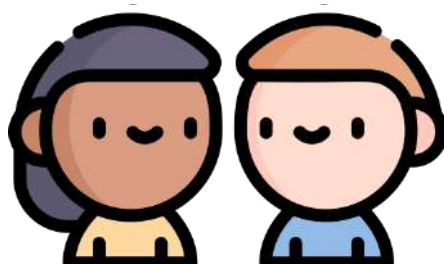
Yes. What are you doing these vacations?

**Pamela:** I was planning to go to Cuenca. I have always wanted to visit it.

**David:** That is great! Hope you have fun.

**Pamela:** You too.

**TASK 6.** Write a conversation between two people talking about their hopes, or experiences for holiday.



**TASK 7.** Make a day-by-day itinerary of what your trip is going to look like.

|                                                | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|------------------------------------------------|--------|---------|-----------|----------|--------|----------|--------|
| A<br>C<br>T<br>I<br>V<br>I<br>T<br>I<br>E<br>S |        |         |           |          |        |          |        |

**TASK 8.** Write down about the itinerary of your trip.

On Monday, On I \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**TASK 9.** Write down a word under the alphabet. They have to be related of one travel you have done.

|          |          |          |          |          |
|----------|----------|----------|----------|----------|
| <b>A</b> | <b>B</b> | <b>C</b> | <b>D</b> | <b>E</b> |
| <b>F</b> | <b>G</b> | <b>H</b> | <b>I</b> | <b>J</b> |
| <b>K</b> | <b>L</b> | <b>M</b> | <b>N</b> | <b>O</b> |
| <b>P</b> | <b>Q</b> | <b>R</b> | <b>S</b> | <b>T</b> |
| <b>U</b> | <b>V</b> | <b>W</b> | <b>X</b> | <b>Y</b> |
| <b>Z</b> |          |          |          |          |

**TASK 10.** Complete the glossary about what do you recommend for vacation?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## LESSON 19:

# APPLYING FOR A JOB



**TASK 1.** Unscramble the letters to form the names of jobs.

KREAB \_\_\_\_\_

RHUBCTE \_\_\_\_\_

OCDOTR \_\_\_\_\_

NIEREGNE \_\_\_\_\_

AIMFNER \_\_\_\_\_

EECTAHR \_\_\_\_\_

RUNSE \_\_\_\_\_

YRESATCER \_\_\_\_\_

TEV \_\_\_\_\_

ICCEETRLIAN \_\_\_\_\_

ECRTANEPR \_\_\_\_\_

RDSBEVIUR \_\_\_\_\_

NTPMSOA \_\_\_\_\_

REAENWOWCIDLN \_\_\_\_\_

IPCITLOIAN \_\_\_\_\_

RICHSEA \_\_\_\_\_

ANMGAER \_\_\_\_\_

SEHRRDAISRE \_\_\_\_\_

RABERB \_\_\_\_\_

LIPOt \_\_\_\_\_

**TASK 2.** In pairs ask and answer the questionnaire and number each one (1 to 7), according to how much you like or dislike.

1. Yes, I love...
2. Yes, I like.
3. No, I don't really like...
4. No, I hate...

Example:

A: Do you like using computers? B: No, I don't like using computers.

| Do you like...?    | You | Your classmate |
|--------------------|-----|----------------|
| Using computers    |     |                |
| Travelling         |     |                |
| Meeting people     |     |                |
| Making phone calls |     |                |
| Selling things     |     |                |
| Working in a team  |     |                |
| Repairing things   |     |                |
| Making decisions   |     |                |

|                         |  |  |
|-------------------------|--|--|
| Being creative          |  |  |
| Attending meetings      |  |  |
| Working with figures    |  |  |
| Reading documents       |  |  |
| Writing                 |  |  |
| Dealing with the public |  |  |
| Helping people          |  |  |
| Making things           |  |  |
| Having responsibility   |  |  |

**TASK 3.** Think of a job for your partner based on the previous activities.

She must be a tourist guide because\_\_\_\_\_.

**TASK 4.** Put elements 1-6 in the correct places (a-f) in the letter.

1. The address the letter is going to
2. The writer's name
3. The writer's address
4. The date
5. The writer's signature
6. The person the letter is going to

[A] \_\_\_\_\_

[B] \_\_\_\_\_

[C] \_\_\_\_\_

[D] \_\_\_\_\_

Dear Sir,

Application for the post of receptionist

I read the advertisement for a receptionist on your website and I \_\_\_\_\_  
the post.

I am going to study English at university. I \_\_\_\_\_ a job where my  
languages will be useful.

I \_\_\_\_\_ working in a hotel. Last vacation I \_\_\_\_\_ a waiter in a  
hotel restaurant. I believe I possess the personal qualities necessary for the post.

I am friendly and reliable. I \_\_\_\_\_ with guests in French.

I am enclosing my CV and a reference from a teacher. I \_\_\_\_\_ start  
work on 25 May.

I look forward to hearing from you.

Yours sincerely,

[E] \_\_\_\_\_

[F] \_\_\_\_\_

**TASK 5. Complete gaps 1-6 in the letter with these phrases.**

1. I am looking for
2. I am also able to communicate
3. I have some experience of
4. I am writing to apply of
5. I will be able to

**TASK 6. Complete the summary of the letter.**

The writer is applying for 1\_\_\_\_\_. She saw the advert 2\_\_\_\_\_. She thinks that her 3\_\_\_\_\_ will be useful for the job. She has experience of working as a 4\_\_\_\_\_. She thinks he is 5\_\_\_\_\_ and 6\_\_\_\_\_. She is sending his 7\_\_\_\_\_ and a reference with the letter and can start work on 8\_\_\_\_\_.

**TASK 7. Read the advertisement and write an application.**

TOUR GUIDE   SECRETARY   TRAVEL AGENT   RECEPTIONIST

- ✓ **How you found out about the job.**
- ✓ **Your current situation**
- ✓ **Why you would be suitable**
- ✓ **A request for further information**

[A] \_\_\_\_\_

[B] \_\_\_\_\_

[C] \_\_\_\_\_

[D] \_\_\_\_\_

Dear \_\_\_\_\_,

Application for the post of \_\_\_\_\_

I read the advertisement for

---

---

---

---

---

---

---

I am enclosing my CV and a reference

---

---

I look forward to hearing from you.

Yours sincerely,

[E] \_\_\_\_\_

[F] \_\_\_\_\_

**TASK 8. Write about your work experience**

| JOB POSITION | EMPLOYER | LOCATION | DATES |
|--------------|----------|----------|-------|
|              |          |          |       |
|              |          |          |       |
|              |          |          |       |

**TASK 9. Complete the social activities with a, e, i, o, u and y.**

- 1 G\_\_ FOR A B\_\_K\_\_R\_\_D\_\_
- 2 G\_\_ SH\_\_PP\_\_NG
- 3 M\_\_ \_\_T FR\_\_ \_\_NDS \_\_N T\_\_WN
- 4 PL\_\_ \_\_ B\_\_SK\_\_TB\_\_LL
- 5 H\_\_V\_\_ A C\_\_FF\_\_ \_\_
- 6 L\_\_ST\_\_N TO M\_\_S\_\_C
- 7 PL\_\_ \_\_ T\_\_BL\_\_ T\_\_NN\_\_S

**TASK 10. Complete the glossary about applying for a job.**

Degree \_\_\_\_\_

Experience \_\_\_\_\_

Education \_\_\_\_\_

Interview \_\_\_\_\_

Candidate \_\_\_\_\_

Administrative assistant \_\_\_\_\_

Resume \_\_\_\_\_

LESSON 20:

# WRITING A CV



**TASK 1. Complete the curriculum vitae**

## C U R R I C U L U M   V I T A E

Surname:

First names:

Address:

Tel. N°:

Mobile N°:

Email:

Date of birth:

Qualifications:

Work Experience:

Personal qualities:

References:

**TASK 2. Write true or false.**

- 1) You should put a photo on your CV. \_\_\_\_\_
- 2) In Education you should write all the courses and degrees you have. \_\_\_\_\_
- 3) You use a CV to get a job. \_\_\_\_\_
- 4) A CV is a document with information about you. \_\_\_\_\_
- 5) You should write your parents name on the CV. \_\_\_\_\_
- 6) In work experience you should write all the jobs you have had. \_\_\_\_\_
- 7) The CV should be 4 pages long. \_\_\_\_\_
- 8) In references you can write your parents name \_\_\_\_\_
- 9) In Skills you should write the things you can do. \_\_\_\_\_
- 10) In Personal Details you should write your parents and grandparents' name. \_\_\_\_\_
- 11) You should write the name of your school in Interests. \_\_\_\_\_
- 12) You can have any email address. \_\_\_\_\_

**TASK 3. Read and complete the cv**

*Carlos has been graduated from university. Now he wants to apply a job as a travel agent. His full name is Carlos Alberto Jara Castro. Carlos is 30 years old. He is graduated from Escuela Superior Politécnica de Chimborazo as bachelor's degree on Tourism. He was born in Riobamba, April 23<sup>rd</sup> 1970. He is still single and live on Villarroel and Archer Harman. His cellular phone number is 0984674467. He likes traveling and fishing so much. Now he is writing a curriculum vitae.*

## C U R R I C U L U M   V I T A E

Full Name :

Place/Date of Birth :

Sex :

Age :

Nationality :

Marital Status :

Address :

Phone number :

Education :

Collage/University :

Applied position :

Languages:

Hobby :

Experience:

Reference:

**TASK 6.** Put the words and phrases in order to make sentences.

1) Various/five years/experience/in/roles/I have

---

2) My/to/deadlines/role/tight/involves working

---

3) Successful campaign/a/ability to/I have/proven/create

---

4) Marketing/digital/I/specialize/in

---

5) In/I/analysis/excel/impact

---

6) Of/have/I/advance/knowledge/statistics

---

**TASK 7. Write the correct form of the word in brackets.**

1. I have a proven \_\_\_\_\_ to deliver successful marketing campaigns. (able)
2. I am a strong \_\_\_\_\_ (collaborate)
3. I have specialist \_\_\_\_\_ of marketing. (know)
4. I use my \_\_\_\_\_ in analytics to assess the success of campaigns. (expert)
5. I was \_\_\_\_\_ for the overall social media strategy. (responsibility) \_\_\_\_\_ I played a key role in \_\_\_\_\_ campaigns. (number)
6. I started to \_\_\_\_\_ my blog through sponsored posts. (money)
7. I worked on several initiatives to boost customer \_\_\_\_\_. (engage)

**TASK 8. Choose the best option**

1. I have five years' \_\_\_\_\_ in various roles.  
**a. experience**                      **b. times**                      **c. skills**
2. My role involves \_\_\_\_\_ to tight deadlines.  
**a. working**                      **b. teaching**                      **c. speaking**

3. I have a proven ability to create \_\_\_\_\_ campaigns.

**a. successful**

**b. bad**

**c. critical**

4. I have advanced \_\_\_\_\_ of statistics.

**a. knowledge**

**b. ability**

**c. capability**

**TASK 9. Write 5 tips to write a cv**

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**TASK 10. Complete the glossary about writing a cv**

**Curriculum vitae**

---

**Qualification**

---

**Career**

---

**Keyword**

---

**Objective**

---

**Functional**

---

**Chronological**

---

**Potential**

---

**Recruiter**

---

**Extensive**

---

## LESSON 21:

## SPEAKING PRACTICE

**IN THIS LESSON YOU COULD FIND QUESTIONS RELATED TO TOURISM**

- 1) Do you think tourism helps?
- 2) Is tourism something that only rich people take part in?
- 3) Which factors affect tourism?
- 4) Do tourists really get to see the real countries they visit?
- 5) Do you think tourism is bad for the planet?
- 6) Are tourists in Ecuador funny?
- 7) How has tourism changed over the past few years?
- 8) What is tourism?
- 9) Why do people travel?
- 10) How often do you travel? Where do you go?
- 11) Do you travel abroad? Have you been to any interesting places? Who do you travel with?

- 12) How do you travel?
- 13) Do you prefer actively or passively spent holidays?
- 14) What do you need when you want to travel abroad?
- 15) What problems can you come across when travelling?
- 16) Have you ever flown? How did you feel?
- 17) Have you ever met anyone interesting when travelling?
- 18) What is tourism marketing strategy?
- 19) What is marketing in travel and tourism?
- 20) What are the characteristics of tourism marketing?
- 21) What is the importance of marketing in tourism industry?
- 22) How long have you been in the travel business?
- 23) Do you have experience with my destination?
- 24) How did you become a travel agent?
- 25) Are you a complainer?
- 26) Who do you usually complain to?
- 27) What complaints do you have at the moment?
- 28) Have you ever complained in a restaurant, hotel, airplane or train?
- 29) How often do people complain to you?
- 30) How often do people complain about you?

# **Answer Key**

## **(Just for the teacher)**

## LESSON 1:

## TRAVEL AND TOURISM

## TASK 3. Read again and choose the best option

7. People travel
  - a. For lots of reasons.
  - b. To get a job.
  - c. When they are stressed
8. Tourism is
  - a. When you are travelling with your family.
  - b. When you travel to and stay in a place which is not where you live
  - c. When you visit a place.
9. There are different types of tourism
  - a. Go to the beach
  - b. Recreational tourism
  - c. Parks, churches, lakes, etc.
10. Recreational tourism is when you
  - a. Want to relax
  - b. Want to visit churches
  - c. Want to learn something new.
11. Going to Qatar is
  - a. Sporting event
  - b. Relaxing

c. Winter event

12. You can take

- a. Journeys to and from school or work every day
- b. Day trips shopping
- c. Visit your family

**TASK 5. Order the sentences**

- 1. They make journeys to and from school or work every day.
- 2. When you travel to and stay in a place which is not where you live, it is tourism.
- 3. Qatar has competed in 10 Summer Olympic Games.
- 4. Domestic Tourism is taking Holidays and Trips in your own country.

**TASK 6. Read types of travel and complete the table giving examples of each one.**

| TYPES OF TRAVEL                | EXAMPLE                         |
|--------------------------------|---------------------------------|
| Leisure Travel                 | Participate in the Olympic game |
| Business Travel                | Attend to a conference in Quito |
| Visiting friends and relatives | Celebrate at mom's home         |

## LESSON 2:

# TOURISM AND JOBS

**TASK 1. In pairs brainstorm all the possible jobs involved in tourism**

Travel Agent  
 Hotel Manager  
 Spa Manager  
 Tour Operator Organizer  
 Tour Guide  
 Chef  
 Air cabin crew  
 Holiday representative  
 Tourism officer  
 Tourist information  
 Centre manager  
 Travel agency manager.

**TASK 2. Look at the photos and match them with the sentences below.**

1. Bellman
2. Receptionist
3. Waiter
4. Tour Guide
5. Chef
6. Pilot

**TASK 3. Look at photos and match with the definition.**

- a. CHEF a professional cook, typically. He/She cooks in a restaurant or hotel.
- b. PILOT a person who operates the flying controls of an aircraft.
- c. TOUR GUIDE a person employed to show tourists around places of interest.
- d. RECEPCIONIST a person that answer the telephone, deal with clients, and greet visitors.
- e. BELLMAN a member of hotel service staff.
- f. WAITER a man who serves customers at their tables in a restaurant.

**TASK 5. Read a good chef and underline the adjectives*****What makes a good Chef?***

A good Chef is **passionate** about food and serving others. He should also be **creative** because he has to create **unique** dishes for customers to enjoy. He should also have to be **energetic** to manage the kitchen. He should study each recipe and gathering all **necessary** ingredients. Chef's responsibilities include studying recipes, setting up menus and preparing **high-quality** dishes. You should be able to delegate tasks to kitchen staff to ensure meals are prepared in a timely manner.

**TASK 6. Write the antonyms**

|              |               |
|--------------|---------------|
| Creative     | Uncreative    |
| Unique       | Common        |
| Energetic    | Inactive      |
| Necessary    | Unnecessary   |
| Responsible  | Irresponsible |
| Beautiful    | Ugly          |
| Enthusiastic | Apathetic     |
| Polite       | Unpolite      |
| Honest       | Dishonest     |
| Healthy      | Unhealthy     |

**TASK 8. Choose the word or phrase that is similar in meaning to the word or phrase in bold in each sentence.**

- a. If you travel in a desert area, it's a good idea to have a **GUIDE**.  
 a. book      b. leader      c. canteen
- b. When you go camping, they often sleep in a **TENT**.  
 a. small house      b. boat      c. a shelter
- c. I will need **ACCOMMODATIONS** in Riobamba.  
 a. a place to stay      b. friends      c. transportation
- d. My friend belongs to a **FITNESS** club.  
 a. dance      b. health      c. book
- e. A tour guide **PROFILE** is one of a middle-class, middle-

aged man.

a. credit card

b. **description** c. account

### LESSON 3:

## WHAT IS THE BEST CARRER IN TOURISM?

**TASK 1. In pairs choose the areas you should study if you were studying tourism at ESPOCH**

English  
Administration  
Environmental Sustainability  
Tourism and Environmental Legislation  
Archeology

**TASK 2. Write down advantages and disadvantages of becoming a bachelor in tourism.**

| ADVANTAGES              | DISADVANTAGES             |
|-------------------------|---------------------------|
| You can find a Good job | You have to study 5 years |

**TASK 3. READ BACHELOR IN TOURISM AND COMPLETE IT. USE THE WORDS IN THE BOX**

BACHELOR IN TOURISM is a four-year degree 1. **PROGRAM** related to the fields of hospitality and 2. **TOURISM EDUCATION** It provides students the 3. **OPPORTUNITY** to

become directly involved in managing and 4. **PLANNING** the world's biggest people industry – 5. **TOURISM**.

Bachelor of 6. **TOURISM** programs have built the skills and knowledge necessary to start 7. **CARRERS** and have many 8. **OPPORTUNITY** in areas such as hotels, 9. **TRAVEL AGENCIES** adventure sports, wellness centers, resorts, and 10. **CRUISES** among many others.

**TASK 4. Read again and write true or false**

- a. A bachelor in tourism career is 6 years degree. **FALSE**
- b. It provides students to become involved in finances **FALSE**
- c. Tourism generates employment **TRUE**
- d. Tourism programs don't have built the skills and knowledge necessary to start careers and have many opportunities in areas such as hotels **TRUE**

**TASK 5. Order the words related to job profiles**

Travel Executive  
Tourism Manager  
Tour Operator  
Travel Agent

**TASK 6. Using the words in task 5 complete the descriptions below**

TRAVEL AGENT evaluates the requirements of tourists and help them make the best possible travel arrangements. Many hotels and travel groups hire travel them to sell their tour packages to clients.

TRAVEL EXECUTIVE is responsible for managing different aspects of a travel including transportation, flight booking, hotel accommodation, destination information, etc.

TOURISM MANAGER promotes tourism in the region through different advertising strategies and campaigns.

TOURIST GUIDE helps tourists visiting different tourist places and provides them information on cultural, historical and contemporary heritage of religious and historical sites, museums and other places of interest.

**TASK 7. Complete the chart to know the areas of studying that a bachelor in tourism have to study. Use this information.**

**TECHNICAL AREAS:** AIRLINE TICKETS, TRAVEL AGENCIES

**FINANCIA:** MAKING BUDGETS ACCOUNTS

**ADMINISTRATIVE:** MANAGING THE BUSINESS

**SOCIAL AREA:** TOURISM SERVICE SALES

**TASK 8. Read and correct the sentences**

- a. A tourism manager promotes tourism in the region through different advertising strategies and campaigns.
- b. A bachelor in tourism career is 6 years degree.
- c. When people go camping, they often sleep in a tent.
- d. A good Chef is passionate about food and serving others.
- e. You should be able to delegate tasks to kitchen staff to ensure meals are prepared in a timely manner.to ensure meals are prepared in a timely manner.

## LESSON 4:

# PROMOTING AND MARKETING TOURISM

**TASK 1. Match the terms with the correct definitions.**

|                |                                                                                                       |
|----------------|-------------------------------------------------------------------------------------------------------|
| 1. Advertising | a. the activity or profession of producing advertisements for commercial products or services.        |
| 2. Promotion   | b. brings a product or service to the attention to a higher position or rank.                         |
| 3. Marketing   | c. refers to activities a company undertakes to promote the buying or selling of a product or service |

**TASK 3. Complete the chart below. Give examples**

| <i>Give examples of advertising media</i> | <i>Give an example of Promotion</i> |
|-------------------------------------------|-------------------------------------|
| <i>Newspapers</i>                         | <i>Coca cola advertisement</i>      |
| <i>TV</i>                                 | <i>Malboro Advertisement</i>        |
| <i>Internet</i>                           | <i>Price</i>                        |

**TASK 4. Read advertising and promotion and say if the sentences are true or false.**

- a. Advertising is to persuade them to buy a product. TRUE
- b. Promotion keeps a product or service in the minds of clients. FALSE
- c. Marketing is not complex. FALSE
- d. Marketing makes customers to buy a product or service. TRUE
- e. Marketing uses TV and radio. TRUE
- f. The main marketing area is online. TRUE
- g. Promotion is to market the right product at the right price in the right place. \_\_\_\_

**TASK 9. Read the sentences and circle the correct word.**

1. I have **never/ever** been interested in history.

2. A retired couple is **interested/ interesting** in history.
3. Advertising **sells/brings** a product or service to the attention of customers through the media.
4. Newspapers, TV, or the Internet to **buy/persuade** people to go somewhere.
5. We could **buy/use** newspapers or tourism brochures to market a package holiday to a big family.

## LESSON 5:

# AT THE HOTEL

### TASK 2. Look at the picture and write the hotel services

24-Hour room service  
 Free wireless internet access  
 Complimentary use of hotel bicycle  
 Laundry service  
 Tour & excursions  
 24 Hour concierge  
 Meeting facilities  
 E-Bike & horse cart rental  
 Airport transfers  
 Babysitting on request  
 24-Hour doctor on call

### TASK 3. Using hotel services complete the table below

| Guest services  | Explanations                                 |
|-----------------|----------------------------------------------|
| Room service    | Meals in your hotel room                     |
| Alarm call      | A telephone call to wake up in the morning   |
| Business center | A room with computers, printers and internet |

|                 |                                         |
|-----------------|-----------------------------------------|
| Laundry         | a service to wash or clean your clothes |
| Medical service | Doctor or nurse                         |

**TASK 5. Match the requests with the responses.**

6. I would like an alarm call at 5.30, please. **B**
7. I would like to have a meal in my room, please. **D**
8. I would like to use the Internet, and I need the password.  
**C**
9. Is there a library near the hotel? **A**
- a. Yes, there's one in the next street.
- b. In the morning? Madam.
- c. There's wi-fi in all the rooms.
- d. That's no problem. There's a menu in your room.

**TASK 7. Read the conversation and answer the questions**

What is the exact date of the arrival?  
On may 10th

What is the name of the hotel?  
El Cisne

How many rooms do they want?  
1 room

How long are they going to stay?  
3 days

What name will the reservation be?  
Juan Perez

Which credit card is he going to use?

Visa

**TASK 8. You are at a restaurant. In pairs write a dialogue**

A: NARANJOS Restaurant.

B: Hi, I would like to make a lunch reservation.

A: Of course, what time are you going to arrive?

B: We will arrive at 2.

A: A: How many people will you need the reservation for?

B: There will be 4 of us.

A: See you at 2.

B: Thank you so much.

**TASK 9. Write 5 tips to book a hotel room.**

1. Check for these before. Before committing to book your room, find out.
2. Request the type of room.
3. Book with a credit card.
4. Confirm the reservation.
5. Get it in writing.

**LESSON 6:**

# WORKING AS A CHEF IN A RESTAURANT

**TASK 2. What qualities do you think a chef need?**

1. Willingness to Learn
2. Genuine Passion
3. Organization
4. Ability to skillfully Multitask
5. Creativity
6. Time Management
7. Teamwork

## 8. Leadership Skills

**TASK 3. READ THE SENTENCES AND WRITE TRUE OR FALSE.**

|                                                            |       |
|------------------------------------------------------------|-------|
| Chefs must be communicative.                               | FALSE |
| Chefs have to speak English.                               | TRUE  |
| Chefs need to be creative.                                 | TRUE  |
| kitchens can be a very busy environment to work.           | TRUE  |
| Becoming a chef involves more than just following a recipe | TRUE  |
| Working in a kitchen can be a challenge.                   | TRUE  |

**TASK 5. Read the text and find words that mean the following.**

The distinctive taste of a food or drink.

Pleasure

Any nutritious substance

relating to people of many different nationalities and cultures.

food prepared in a particular way as part of a meal.

Flavor  
Happiness  
Food  
  
Multicultural  
  
Dish

**TASK 6. Write the questions for the following answers.****1. WHERE DOES A CHEF WORK?**

A chef works in restaurants.

**2. WHAT DO THEY HAVE TO LIKE?**

They have to love cooking and be creative

**3. WHAT KIND OF FOOD DO THEY PREPARE?**

They have to prepare unique and delicious food.

**4. DO THEY HAVE TO STUDY?**

Yes, they have to study.

**5. DO THEY LIKE COOKING?**

Yes, they do.

**TASK 9. Look at the words in the list below and write them under the correct pictures.**

1. Bake E
2. Blend H
3. Boil K
4. Broil M
5. Brown N
6. Chop O
7. Drain A
8. Grate B
9. Knead L
10. Marinate D
11. Mash G
12. Mix J
13. Preheat F

## LESSON 7:

# RECYCLING IN A RESTAURANT

**TASK 5. Read ways to reduce waste in your restaurant and match the heading with the correct paragraph**

*Restaurants are getting more eco-conscious and making changes to reduce their negative impact on the planet. Through the reduction of waste, a restaurant can position itself as an eco-friendly brand, and maybe even help save the planet. A restaurant will spend less money on replacing*

wasted products and food, as well.

Today, helping the environment is more important than ever. Read on to learn seven different ways you can reduce waste at a restaurant: quick tip: reducing and reusing means saving money!

**1. Reuse any products you can**

Washed and reused the things you can: Replace plasticware with washable silverware, and stop offering straws to customers unless requested. Also, look into new, biodegradable straw options that are better for the environment, or try reusable, washable straws.

**2. Install a POS system**

POS systems allow the staff to take orders digitally rather than writing them down on paper to help reduce paper waste.

**3. Donate leftovers to charity**

More and more charities are popping up nationwide that allow restaurants to donate unused food.

**4. Give uneaten leftovers to employees**

You'll reduce food waste and increase overall employee happiness and loyalty.

**5. Use Perishable Produce Quickly**

Keep track of when you pick fruits and vegetables to make sure you're using them in time and not throwing anything

away.

**6. Store all food properly....and have a backup plan if something goes wrong**

Refrigerators and freezers always need to be the proper temperature (Below 40 degrees Fahrenheit for refrigerators and 0 degrees Fahrenheit for freezers) in order for food to remain safe to eat.

**7. Compost any food you can**

Turning organic waste into compost lets that waste return to the environment in the form of nutrients for the soil. This reduces food waste that ends up in landfills and creates nutrient-rich soil to grow more organic products

**TASK 6. Read the text again and complete the sentences.**

1. Helping the environment is more important than
2. A restaurant will spend less money on replacing wasted products and food, as well.
3. POS systems allow the staff to take orders digitally rather than writing them down on paper.
4. Refrigerators and freezers always need to be the proper temperature.
5. Turning organic waste into compost lets that waste return to the environment in the form of nutrients for the soil.

**TASK 9. Order the words**

NUTRIENTS  
 COMPOST  
 WASTE  
 FOOD  
 LANDFILL  
 ORGANIC WASTE  
 PLASTICWARE  
 BIODEGRADABLE

**LESSON 8:****HOTEL RESERVATION****TASK 2. Brainstorm all the different departments in a hotel.**

1. Front Office
2. Housekeeping
3. Food and Beverage Service
4. Kitchen or F&B Production
5. Engineering and Maintenance
6. Accounts
7. Security
8. H R Department
9. Sales and Marketing
10. Purchase and Store

**TASK 4. Match the guests with the correct room****GUEST**

A couple  
 Two friends  
 An elderly man  
 A family with 3 children  
 A manager

**ROOM**

Family room  
 Single room  
 Twin room  
 Executive suit  
 Double room

**TASK 5. Read the e mail and answer the questions**

How many rooms does he want to book?

Single room

What kind of room do they want?

Single room

When are they going to arrive?

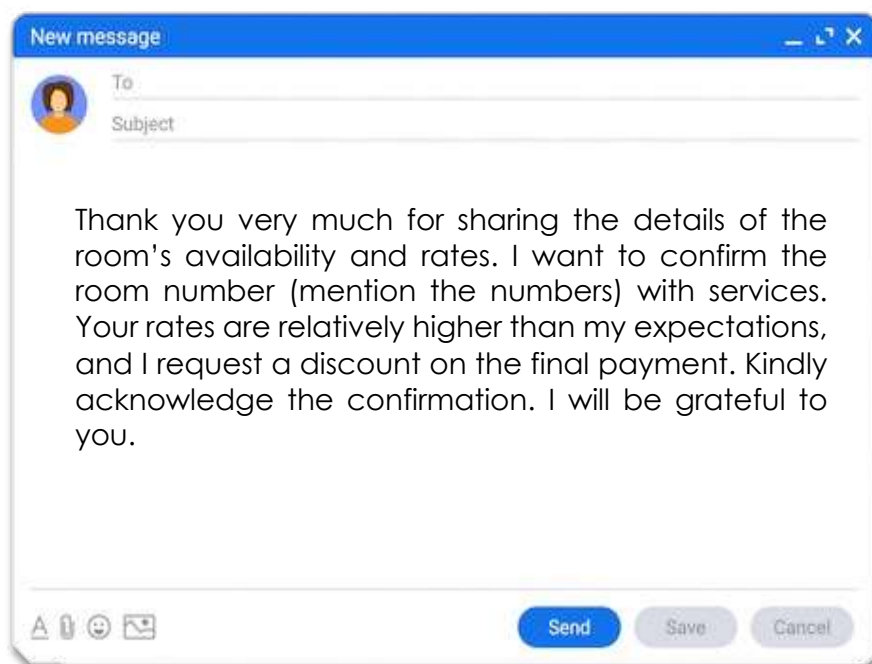
On the 22 and 23 of April

How are they going to pay?

By credit card

**TASK 6. Read the e mail again and complete the hotel reservation form**

| NAME OF GUEST | NUMBER OF GUEST | ROOM REQUIRED | No. OF NIGHTS | PAYMENT     |
|---------------|-----------------|---------------|---------------|-------------|
| Steffy Perez  | 1               | Single room   | 2             | Credit card |

**TASK 7. Write an e mail to answer the mail in taks 5.**


**New message**

To

Subject

Thank you very much for sharing the details of the room's availability and rates. I want to confirm the room number (mention the numbers) with services. Your rates are relatively higher than my expectations, and I request a discount on the final payment. Kindly acknowledge the confirmation. I will be grateful to you.

Send Save Cancel

**TASK 8. Match the definitions (a-f) with the vocabulary (1-6).  
Vocabulary**

1. D to confirm
2. A to reserve a room
3. E to let someone know
4. F an iron
5. C a promotional code
6. B an accessible room

**Definition**

- i. To book a room

- j. A room that is designed to be easy to use, for example
- k. If you use a wheelchair
- l. A special number or password that reduces the price or
- m. Increases service levels
- n. To say something is definitely true or going to happen
- o. To tell someone
- p. A metal object used to make clothes flat and smooth

## LESSON 9:

# TRAVEL ARRANGEMENTS

**TASK 2. Test your knowledge by taking this short quiz.**

1. **Can you pick me up at tomorrow morning? My flight \_\_\_\_\_ at 7:30.**
  - a. Arrives
  - b. Comes
  - c. Departs**
  
2. **Could I ask what your final \_\_\_\_\_ is?**
  - a. Goal
  - b. Country
  - c. Thought
  - d. Destination**

3. You should change \_\_\_\_\_ to pass that car.
- a. Clothes
  - b. Lanes
  - c. Your mindset
  - d. Quickly
4. I'd love to take a fancy \_\_\_\_\_ and travel through the Bahamas.
- a. Hat
  - b. Dog
  - c. Cruise
  - d. Man
5. The \_\_\_\_\_ was very bumpy. I was afraid.
- a. Flight
  - b. Camel
  - c. Pavement
  - d. Conversation
6. It's best not to take too much \_\_\_\_\_ with you on your trip. The airline might lose it!
- a. Candy
  - b. Medicine

c. Luggage

d. Gin

**7. I think the \_\_\_\_\_ is a great way to get around a big city.**

a. Car

b. Rail

c. Pogo stick

d. Subway

**8. You can catch a \_\_\_\_\_ and take your car to the island.**

a. Ferry

b. Fairy

c. Fairway

d. Furry

**9. Be sure to \_\_\_\_\_ at least two hours before your flight.**

a. Have a beer

b. Eat

c. Check in

d. Deplane

**10. Many \_\_\_\_\_ missed the flight to New York.**

a. People

b. Passengers

c. Travelers

d. All answers are correct

**11. I think traveling by \_\_\_\_\_ is the best way to see the countryside. You can walk around, have dinner, and just watch the world go by.**

a. Bus

b. Car

c. Motorcycle

d. Train

**12. Let's rent a \_\_\_\_\_ for the day and row around the lake.**

a. Ship

b. Boat

c. Raft

d. Surfboard

**13. The \_\_\_\_\_ is a 747 by Boeing.**

a. Airport

b. Car

c. Plane

d. Helicopter

**14. Let's just stay at a cheap \_\_\_\_\_ along the highway.**

a. Hotel

b. Motel

c. Lodge

d. All the answers are correct

15. **There's nothing like a \_\_\_\_\_ ride on a spring day to get in shape.**

a. Bike

b. Motorbike

c. Motorcycle

d. Short

16. **If you want to save money, take a hike and \_\_\_\_\_ in the mountains.**

a. Sleep

b. Run

c. Camp

d. Hunt

17. **I hope your \_\_\_\_\_ was pleasant.**

a. Voyage

b. Trip

c. Journey

d. All answers are correct

**TASK 3. Read the dialogue and decide who say the following sentences: travel agent ta, customer c**

**Travel Agent:** Hi sir, you gave a call regarding the booking of yours to Jaipur.

**Customer:** Yes, please.

**Travel Agent:** Sir, I would like to tell you that we have recently prepared an amazing package for that.

**Customer:** Could you please tell me the details of that package?

**Travel Agent:** Sure sir. In that package, you will get 4 nights and 3 days. Breakfast for 3 days is complimentary in this, and the complete package is for 15000/-.

**Customer:** That's great!

**Travel Agent:** So sir, when are you planning to go?

**Customer:** As you know, I was planning earlier but couldn't go due to a reason but now as you have an amazing package and I am also free so I am planning to go within this week only.

**Travel Agent:** That's perfectly ok sir!

**Customer:** This package is valid till when?

**Travel Agent:** For a month.

**Customer:** Great. What are all formalities needed to be done?

**TASK 4. Order the words and make sentences**

- a. You will get 4 nights and 3 days.
- b. Could you please tell me the details of that package?
- c. You gave a call regarding the booking of yours to Galapagos.
- d. When are you planning to go?
- e. This package is valid till when?

**TASK 6. Using the table below in pairs act out the following situations.**

A: *Good morning, can I help you*

B: *yes, I would like to book a flight to Loja*

A: *When would you like to travel*

B: *Next Tuesday morning.*

A: *Can you travel at 5:45*

**LESSON 10:**

# CUSTOMER SERVICE AND COMPLAINTS

**TASK 1. Read and complete the complaint letter. Use the words below.**

Service Writing However Noisy Smell Ordered  
Worse Only Portions Rude Taken Served Tip  
Overcharged Bill Ignored Hearing Consider  
Refund Complain

Dear Sir,

I am (1) **WRITING** to (2) **COMPLAIN** about the food and the (3) **SERVICE** at Antojitos restaurant.

My brother and I went to the restaurant for lunch at around 13.30 on April 22 April. We (4) **ORDERED** a quiet table, (5) **HOWEVER** we were given one near the kitchen door. It was very (6) **NOISY** there and to make matters (7) **CONSIDER** we had all the (8) **SMELL** from the kitchen as well.

The food, when it was finally (9) **SERVED** was cold and had to be (10) **BILL** back to the kitchen. Not (11) **WORSE** that, but the (12) **ONLY PORTIONS** were rather small. The service was very slow, and the waiters were (13) **HEARING** When we finally got the (14) **RUDE** we found we had been (15) **TAKEN** by two dollars. I pointed this out to the waiter, but he just (16) **IGNORED** that and then he shouted at me because I did not leave a (17) **TIP** I would like you

to (18) REFUND this matter and take the necessary action. I would also like an apology and a full (19) OVERCHARGED of the bill.

I look forward to (20) \_\_\_\_\_ from you.

Sincerely,

Carmen Santillan

**TASK 3. Complete what complaint might you have in a:**

| RESTAURANT                                                                      | SUPERMARKET                                |
|---------------------------------------------------------------------------------|--------------------------------------------|
| Not enough tables<br>I have been waiting for a lot time<br>The food is terrible | Not enough vegetable<br>Fruit is not fresh |
| HOTEL                                                                           | AIRPORT                                    |
| Rooms are dirty<br>Beds too small<br>Don't have free Wi fi                      | Lots of people<br>The luggage is damaged   |

**TASK 4. MATCH THE HEADING WITH THE PHRASES**

1. Making Complaint
2. Apologizing
3. Giving Reasons

**TASK 5. Using the phrases above in pairs make complaints, apologies, and requests. Create dialogues, look at the example**

**STUDENT A:** Excuse me! There appears to be a fly in my soup.

**STUDENT B:** I'm very sorry about that.

**STUDENT A:** Could you bring me a new bowl? **B:** Certainly. One moment please.

**TASK 6. Put the following telephone complaint in the correct order**

2 a. I bought this t shirt when I was on holiday. Can I return it my local branch?

1 b. My name is Carlos Jara. Could I put me through to customer service, please?

4 c. I washed it according to the instructions on the label and now the color has faded.

3 d. Yes, please. It is about a jacket I bought last year.

5 e. I've had it about a year. I don't think a quality item should wear out so quickly.

**TASK 7. Tick the right adjective:**

f. It was \_\_\_\_\_ to contact the manager, so I sent him an email.

**impossible**

**possible**

g. We ended our cleaning contract because we were \_\_\_\_\_ with the service.

**satisfied**

**dissatisfied**

h. The person on the phone was very \_\_\_\_\_. So, I made a complaint.

**unhelpful**

**helpful**

- i. We are very happy with our carrier services because they are very \_\_\_\_\_.

**reliable**

**unreliable**

- j. The bank gave us a special loan because we are very \_\_\_\_\_.

**loyal**

**unloyal**

**TASK 8. Complete the following using the correct form of the word shown in brackets.**

- i. We offered the discount to all our **EXISTING** customers. (exist)
- j. Unfortunately, the customer was not **SATISFIED** with the discount we offered him. (satisfy)
- k. The **DELIVERY** date is approximately two weeks after the date the order is placed. (deliver)
- l. Our service is both fast and **RELIABLE** (rely)
- m. We're sure that the new product meets all our customers' **REQUIREMENTS** (require)
- n. We don't want to lose them – they're a long-standing and **VALUED** customer. (value)
- o. We received three **COMPLAINTS** from customers yesterday. (complain)
- p. They sent the invoice but haven't received the **PAYMENT** from the customer yet. (pay)

**TASK 9. Find ten words used in this lesson**

|   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|
| C | U | S | T | O | M | E | R | E | T |
| Q | E | D | G | H | I | L | U | F | I |
| A | P | O | L | O | G | Y | D | G | P |
| S | V | T | U | B | J | C | E | C | A |
| R | E | F | U | N | D | I | E | W | D |
| A | F | C | R | Y | V | L | C | E | H |
| W | C | Y | O | P | L | O | A | I | K |
| S | T | N | I | A | L | P | M | O | C |

**LESSON 11:**

# TRAVEL AGENCIES

**TASK 2. Look at the typical travel agency products and services. Which of them are free, and which of them does the travel agent make money from?**

1. Hotel Booking
2. Train tickets
3. Transport information
4. Travel insurance
5. Advice on visa and passport application
6. Brochures for tour operators
7. Foreign currency and traveler's checks
8. Rates of currency exchange
9. Import duties

## 10. Call Centre and Internet

**TASK 3. Complete the conversation below between a travel agent and a customer with expressions from the box.**

**Travel Agent:** Any idea 1 about where you want to go on Christmas?

**Customer:** I really want to 2 have a good holiday this year.

**Travel Agent:** OK, there are some good all-inclusive package.

**Customer:** I quite fancy 3 going somewhere different this summer.

**Travel Agent:** How about 4 taking a weekend trip?

**Customer:** Personally, I'd like 5 it, but I think children might be bored.

**Travel Agent:** Why don't you 6 combine it with something for children like Disneyland?

**Customer:** Good idea, I agree 7 but isn't Disneyland really expensive?

**Travel Agent:** Well, let's see 8 if there are any special offers on at the moment.

**TASK 6. Read and correct the sentences**

**T.A.** Good morning. Take a seat, please. How can I help you?

**C.** Good morning. I looked through your catalogue and I'd like to book a holiday.

**T.A** Where would like to go?

**C.** I'd like to go to Galapagos.

**T.A.** Alright. When would you like the holiday for?

**C.** Sometimes during the last two weeks in August.

**T.A.** How long are you going to stay?

**C.** I would like to stay for a week.

**T.A.** What type of accommodation would you prefer?

**C.** I prefer hotel accommodation in a double room. I'm going with my wife.

**TASK 7. Order the sentences**

1. Arrive at the airport and go to the correct check-in.
2. Give the airline staff your passport and booking information.
3. Check in your luggage and take your boarding pass.
4. Put your hand luggage and coat through the security check.
5. Walk through the metal detector

## LESSON 12:

**TIPS FOR TRAVELERS**

**TASK 1.** Look at the picture and tell your teacher why do you travel and what do you need to travel?

- You need to be friendly.
- You need to be punctual.
- You need to be communicative.
- You need to be bilingual.
- You need to be patient.

## LESSON 13:

**JOBS RELATED WITH  
TOURISM – QUALITIES**

**TASK 3.** You are a tour guide, read the sentences and write true or false

You have to be very friendly .

TRUE

You have to speak English.

TRUE

You don't have to be rude.

TRUE

You have to speak at least 3 languages. FALSE

You have to know about history, culture and geography TRUE

You should be an excellent storyteller with an ability for customer service. TRUE

**TASK 4. In pairs write down a list of rules for people who want to work in the tourist industry.**

**RULES TO WORK IN TOURISM**

- ✓ Arrive on time.
- ✓ Speak more than one language.
- ✓ Be friendly.
- ✓ Be patient
- ✓ Be confident.

**TASK 5. Match the definition and the meaning**

- |                 |                                                                                                |
|-----------------|------------------------------------------------------------------------------------------------|
| Communicative B | Feeling or showing confidence in oneself; self-assured.                                        |
| Friendly F      | Ready to talk or impart information.                                                           |
| Punctual E      | Able to accept or tolerate delays, problems, or suffering without becoming annoyed or anxious. |

|                   |                                                                     |
|-------------------|---------------------------------------------------------------------|
| Confident A       | The competence or skill expected of a professional.                 |
| Patient C         | Happening or doing something at the agreed or proper time; on time. |
| Professionalism D | Kind and pleasant.                                                  |

**TASK 6. Categorize the following words in the table below**

| JOBS       | ADJECTIVES    | PLACES         |
|------------|---------------|----------------|
| Teacher    | Communicative | Restaurant     |
| Engineer   | Loyal         | Lake           |
| Lawyer     | Important     | Classroom      |
| Dentist    | Patient       | Galapagos      |
| Carpenter  | Confident     | island         |
| Tour guide | Punctual      | Quilotoa lake  |
| Policeman  | Rude          | Manager office |
|            | Responsible   |                |
|            | Proud         |                |

**TASK 8. Complete the sentences with the best option**

**Tour Guide Requirements:**

1. High school diploma or equivalent.
2. Prior experience as a tour guide is advantageous.
3. Capacity to stand and walk for extended periods.
4. Adherence to prescribed safety codes.
5. Excellent conversational skills with a knack for storytelling.
6. Personable, humorous disposition.
7. Outstanding organizational, time management, and

improvisational skills.

8. Passionate about traveling.
9. Ability to work during evenings and on weekends.

### **TASK 9. Read and put the verb in the correct sentence**

#### **TOUR GUIDE RESPONSIBILITIES:**

- Greeting and welcoming customers to the tour.
- Informing customers about the itinerary for each tour.
- Planning itineraries in accordance with weather forecasts and the length of each tour.
- Scheduling visits and purchasing tickets to museums, galleries, protected parks, and other attractions ahead of time, if required.
- Planning alternate activities in the event that cancellations, closures, or weather prohibit you from attending scheduled events.
- Familiarizing with the layout and history of the region or establishment in which you will be working.
- Familiarizing customers with each region or establishment.

## LESSON 14:

# CURRENCY AND FOREIGN EXCHANGE

**TASK 2. Look at the chart below and complete it.**

| COUNTRY        | CURRENCY |
|----------------|----------|
| <b>Ecuador</b> | Dollar   |
| <b>Mexico</b>  | Pesos    |
| <b>Britain</b> | Pound    |
| <b>France</b>  | Euro     |
| <b>China</b>   | Yuan     |
| <b>Japan</b>   | Yen      |

**TASK 3. Match the words with the meanings on the right.**

1. Currency G
2. Exchange H
3. Rate I
4. Commission J
5. Hidden K
6. Preference A
7. Receipt B
8. Perfect C
9. double check D
10. both E

**TASK 4. Read the conversation and answer the questions**

- 1. What does Clara need to do?**
  - a. She needs to exchange some money.
- 2. Does the security guard recommend a place in the airport?**
  - a. No, They have hidden fees.
- 3. What's the name of the place outside of the airport?**
  - a. Quito World Exchange
- 4. What time is "Quito World Exchange" opened?**
  - a. They are open until eight o'clock tonight
- 5. Why is the "Quito World Exchange" best place?**
  - a. They have the best rates in town.

**TASK 5. Match with the correct picture**

Coin    Cash register    Credit card    ATM



**COIN**



**ATM**

**CREDIT CARD****CASH REGISTER****TASK 8. Money has different names. Complete with them**

1. In temple or church, it's called **donation**.
2. In school, it's **fee**.
3. In marriage, it's called **dowry**.
4. In divorce, **alimony**.
5. When you owe someone, it's **debt**.
6. When you pay the government, it's **tax**.
7. In court, it's **finer**.
8. Civil servant retirees, it's **pension**.
9. Employer to workers, it's **salary**.
10. Master to subordinates, it's **wages**.
11. To children, it's **allowance**.
12. When you borrow from bank, it's **loan**.
13. When you offer after a good service, it's **tips**.
14. To kidnappers, it's **ransom**.
15. Illegally received in the name of service, it's **bribe**.

LESSON 15:

# MARKETING AND ADVERTISING ENCOURAGE

**TASK 1. Write about the ways you can advertise a tour destination**

Magazine

Social media

Newspaper

Radio

Direct mail

Catalogues and leaflets

Tv

**TASK 4. Read promoting galapagos island and complete the chart**

| HOW IS A MARKETING CAMPAIGN CREATED?                                                                                                                 | KIND OF ADVERTISEMENT                                                                                                                                                                   | ADJECTIVES TO PROMOTE GALAPAGOS                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>➤ Brainstorming meetings</li> <li>➤ We choose the best ideas</li> <li>➤ Work on the marketing plan</li> </ul> | <ul style="list-style-type: none"> <li>➤ Script for the radio</li> <li>➤ Interactive screens</li> <li>➤ Placed print advertisements on buses and organize in shopping malls.</li> </ul> | <ul style="list-style-type: none"> <li>➤ Exciting</li> <li>➤ Interest online videos and social media</li> </ul> |

**TASK 8. READ What is marketing? AND COMPLETE THE TEXT**

**What is marketing?**

People are generally confused about marketing and use selling as synonym of marketing. Some compare marketing with advertising, pricing and selling. It must be noted that marketing is much more than advertising, selling or promotion of a product. In fact, advertising, packaging, pricing and selling are functions of marketing. Marketing is a comprehensive term and includes a set of ongoing activities necessary to create and stimulate consumer demands and to direct the flow of goods and services from producer (one who makes) to consumer (one who uses) in the process of distribution.

**TASK 9. Read and order the sentences.**

1. *People are generally confused about marketing and use selling as synonym of marketing.*
2. *Some compare marketing with advertising, pricing and selling.*
3. *Marketing is much more than advertising, selling or promotion of a product.*
4. *Marketing is a comprehensive term and includes a set of ongoing activities.*

**LESSON 16:****PLANNING AND BOOKING  
A HOLIDAY TOURISM****TASK 3. Report the information to the class**

María likes to visit La Plaza Roja in Riobamba. She prefers to travel by bus.

**TASK 4. Ask to your classmates and find someone who. Use these questions**

- ✓ People are generally confused about marketing and use selling as synonym of marketing.
- ✓ Some compare marketing with advertising, pricing and selling.
- ✓ Marketing is much more than advertising, selling or promotion of a product.
- ✓ Marketing is a comprehensive term and includes a

set of ongoing activities.

**TASK 5. In groups of three ask your classmates about their holiday plans.**

| HOLIDAY INFORMATION | CLASSMATE 1                 | CLASSMATE 2 |
|---------------------|-----------------------------|-------------|
| Holiday destination | <b>QUITO</b>                |             |
| Transportation      | <b>BUS</b>                  |             |
| Departure date      | <b>MAY 25<sup>TH</sup></b>  |             |
| Accommodation       | <b>HILTON HOTEL</b>         |             |
| Planned activities  | <b>TOUR AROUND THE CITY</b> |             |
| Places to visit     | <b>MINDO</b>                |             |

**TASK 6. Write a report about one of your classmates 'holiday.**

My last holiday was a five-day trip to Galapagos Island. I stayed with one of my old friends. It was so much fun, and a little bit like my old life. I also went to the supermarket near my old house. I loved seeing all the different foods. I was

really happy to find my favorite cheese and chocolate biscuits but they were a bit more expensive than I remember!

We did some touristy things too. We walked up beautiful beaches. The views of Galapagos are amazing up there.

## LESSON 17:

# WHAT DO YOU RECOMMEND FOR VACATION?

**TASK 2. Put the words below in the corresponding category.**

| PLACES TO STAY                                                                   | FOOD                                                               | WEATHER                                                      |
|----------------------------------------------------------------------------------|--------------------------------------------------------------------|--------------------------------------------------------------|
| House<br>hotel<br>Hostel<br>Campsite<br>Takeaway<br>Flat<br>Apartment<br>Caravan | Fast food<br>Dinner teatime<br>Hot burger<br>Breakfast<br>barbecue | Cloudy<br>Sunny<br>Rainy<br>Snowy<br>Stormy<br>Partly cloudy |

**TASK 3. Complete the vacation survey.**

***Which sentence describes your feelings about vacations?***

To travel to an exotic beach in a foreign country and then relax for two weeks.

**Which type of travel do you think you would like the best?**

A train ride to Alausi.

**How often do you take short trips ?**

Once a year.

**If you had the chance, would you ...**

take a week trip to Misahualli.

**Who do you prefer to take vacations with?**

With a good friend.

**What type of vacation activity sounds better?**

Lying on the Galapagos' beach

**What type of accommodations do you prefer on vacation?**

A sleeping bag.

**TASK 4. Write three things in each category**

|                                        |                |                       |                 |
|----------------------------------------|----------------|-----------------------|-----------------|
|                                        |                |                       |                 |
| Three things you bought last vacation. | <b>Picture</b> | <b>Ball</b>           | <b>Sweater</b>  |
| Three places you visited.              | <b>Quito</b>   | <b>Cuenca</b>         | <b>Riobamba</b> |
| Three activities you did.              | <b>Walking</b> | <b>Canoeing</b>       | <b>Rafting</b>  |
| Three things you enjoyed.              | <b>Food</b>    | <b>Meeting people</b> | <b>Talking</b>  |
| Three typical dishes you enjoyed       | <b>Hornado</b> | <b>Ceviche</b>        | <b>Cuy</b>      |

## LESSON 18:

## APPLYING FOR A JOB

**TASK 1.** Unscramble the letters to form the names of jobs.

- |                    |                    |
|--------------------|--------------------|
| 1.     baker       | 11. carpenter      |
| 2.     butcher     | 12. bus driver     |
| 3.     doctor      | 13. postman        |
| 4.     engineer    | 14. window cleaner |
| 5.     fireman     | 15. politician     |
| 6.     teacher     | 16. cashier        |
| 7.     nurse       | 17. manager        |
| 8.     secretary   | 18. hairdresser    |
| 9.     vet         | 19. barber         |
| 10.    electrician | 20. pilot          |

**TASK 2.** In pairs ask and answer the questionnaire and number each one (1 to 7), according to how much you like or dislike.

5. *Yes, I love...*
6. *Yes, I like.*
7. *No, I don't really like...*
8. *No, I hate...*

Example:

A: Do you like using computers? B: No, I don't like using computers.

| Do you like...?         | You | Your classmate |
|-------------------------|-----|----------------|
| Using computers         | 4   |                |
| Travelling              | 3   |                |
| Meeting people          | 4   |                |
| Making phone calls      | 4   |                |
| Selling things          | 3   |                |
| Working in a team       | 3   |                |
| Repairing things        | 4   |                |
| Making decisions        | 4   |                |
| Being creative          | 4   |                |
| Attending meetings      | 4   |                |
| Working with figures    | 4   |                |
| Reading documents       | 4   |                |
| Writing                 | 4   |                |
| Dealing with the public | 3   |                |
| Helping people          | 3   |                |
| Making things           | 3   |                |
| Having responsibility   | 4   |                |

**TASK 4. Put elements 1-6 in the correct places (a-f) in the letter.**

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

**TASK 5. Complete gaps 1-6 in the letter with these phrases.**

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

**TASK 6. Complete the summary of the letter.**

- 1. Receptionist
- 2. On a website
- 3. Languages
- 4. Waiter
- 5. Friendly
- 6. Reliable
- 7. CV
- 8. May

**TASK 8. Write about your work experience**

| JOB POSITION | EMPLOYER | LOCATION | DATES       |
|--------------|----------|----------|-------------|
| Teacher      | ESPOCH   | RIOBAMBA | 2009 - 2019 |

**TASK 9. Complete the social activities with a, e, i, o, u and y.**

1. Go for a bike ride
2. Go shopping
3. Meet friends in town
4. Play basketball
5. Have a coffee
6. Listen to music
7. Table tennis

## LESSON 19:

## WRITING A CV

## TASK 1. Complete the curriculum vitae

## CURRICULUM VITAE

Surname: INCA

First names: NANCY

Address: SAN NICOLAS DE LAS ABRAS

Tel. N°.: 0328572378

Mobile N°.: 0987634235

Email: NANCI@GMAIL.COM

Date of birth: 25 -12 -1974

Qualifications: B2 CERTIFICATE

Work Experience: ESCUELA SUPERIOR POLITECNICA DEL  
CHIMBORAZO 2008 - 2022

Personal qualities:

References:

## TASK 2. Write true or false.

1. You should put a photo on your CV. FALSE
2. In Education you should write all the courses and degrees you have. TRUE
3. You use a CV to get a job. TRUE

4. A CV is a document with information about you. TRUE
5. You should write your parents name on the CV.TRUE
6. In work experience you should write all the jobs you have had. TRUE
7. The CV should be 6 pages long. FALSE
8. In references you can write your parents name TRUE
9. In Skills you should write the things you can do. TRUE
10. In Personal Details you should write your parents and grandparents' name. FALSE
11. You should write the name of your school in Interests. FALSE
12. You can have any email address. FALSE

**TASK 3. Read and complete the cv****C U R R I C U L U M   V I T A E**

Full Name: Carlos Alberto Jara Castro

Place/Date of Birth: Riobamba, April 23<sup>rd</sup>, 1970

Sex: Male

Age: 30

Nationality: Ecuadorian

Marital Status: Single

Address: Villareal and Archer Harman

Phone number: 09238473249

Education: Escuela Superior Politecnica de Riobamba

Collage/University: Chimborazo as bachelor's degree on tourism

Applied position: Travel Agent

Languages: English and spanish

Hobby: Likes traveling ans fishing

Experience: 2 years

Reference:

**TASK 6. Put the words and phrases in order to make sentences.**

- a. I have five years' experience in various roles.
- b. My role involves working to tight deadlines.
- c. I have a proven ability to create successful campaigns.

- d. I specialize in digital marketing.
- e. I excel in impact analysis.
- f. I have advanced knowledge of statistics.

**TASK 7. Write the correct form of the word in brackets.**

- 1. ability
- 2. collaborator
- 3. knowledge
- 4. expertise
- 5. responsible
- 6. numerous
- 7. monetize
- 8. engagement

**TASK 8. Choose the best option**

- 5. I have five years' \_\_\_\_\_ in various roles.  
 a. **experience**                      b. times                      c. skills
- 6. My role involves \_\_\_\_\_ to tight deadlines.  
 a. **working**                      b. teaching                      c. speaking
- 7. I have a proven ability to create \_\_\_\_\_ campaigns.  
 a. **successful**                      b. bad                      c. critical
- 8. I have advanced \_\_\_\_\_ of statistics.  
 a. **knowledge**                      b. ability                      c. capability

**TASK 9. Write 5 tips to write a cv**

1. Start with a short profile to show who you are and what you offer.
2. List your employment history, starting with the present.
3. Explain any gaps.
4. Use bullet points for your main responsibilities and experience in each role.
5. Choose the aspects of your previous jobs that are most relevant to the new job you are applying for.

# AUTHOR'S BIOGRAPHY

Nanci Inca is an English teacher at Escuela Superior Politecnica de Chimborazo. She has been teaching English for 15 years. She has published some scientific papers in important indexed journals.

Wilson Rojas is a qualified English teacher with many years of experience. He has previously worked in private and public educational institutions as an English lecturer; most recently at Escuela Superior Politecnica de Chimborazo. He graduated with a master's degree in teaching English as a foreign language and attended a lot of workshops on education and learning.

Sandra Guizarro is an experienced EFL teacher who has taught from kinder garden to university students. She worked as a teacher for the Ecuadorian Ministry of Education for 10 years. Currently she is a lecturer at Escuela Superior Politecnica de Chimborazo. She holds a master's degree (M.A.) in Applied Linguistics for Learning English, a Superior Diploma in Methodology for Teaching English as a Foreign Language, and a Bachelor of Arts (B.A.) in English Teaching.

Edison Renato Ruiz López: is an English teacher who has been working with different levels in Education. He got a scholarship to study a TESOL preparation at New Mexico State University. He holds a Licenciatura in English and a master's degree in Linguistics and Didactic to teach languages. Nowadays, he is a lecturer at Escuela Superior Politecnica de Chimborazo. He has published some articles based on English learning process.

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