

AIMS OF THE CLASS

- Talking about the future
- DVD projections
- Reading: Market Intelligence, Market Leader
- Language review: Grammar



The futures

Language review

Talking about the future

We can use different language forms to talk about the future.

- 1 We use *going to* to talk about what we intend to do and have already decided to do. *We're going to attend the seminar in France next week.*
Are you going to book the tickets for the flight?
- 2 We use *will* or *'ll* to talk something we have decided to do at the time of speaking: *The flight's late. I'll call the office to cancel the meeting.*
- 3 We use the present continuous to talk about a fixed arrangement.
I'm travelling to Germany next week.
Are you flying on the same flight as your boss?
- 4 We use the present simple to talk about a timetable or programme.
The train leaves Rome at 2 p.m. tomorrow. It doesn't stop at Milan.

The futures

A Complete each dialogue with the correct form of *going to* or *will*.

- 1 A I'm really sorry, I can't take you to the station. Something has just come up.
B Oh, don't worry. I (take) a taxi.
- 2 A We've chosen a name for our new low-cost airline.
B Really. What (you / call) it?
- 3 A Have you decided how to increase the number of passengers?
B Yes, we (offer) a family discount at weekends.
- 4 A I can't send an e-mail to the travel agent; my computer's just crashed.
B Write down your details and I (fax) them over for you.
- 5 A How's your daughter?
B She's fine. She (learn) to be a pilot for the flying doctor service next year!

Market Leader

Intermediate, p. 18

DVD projections

- How to talk about the future
- **Seven ways** of talking about the future

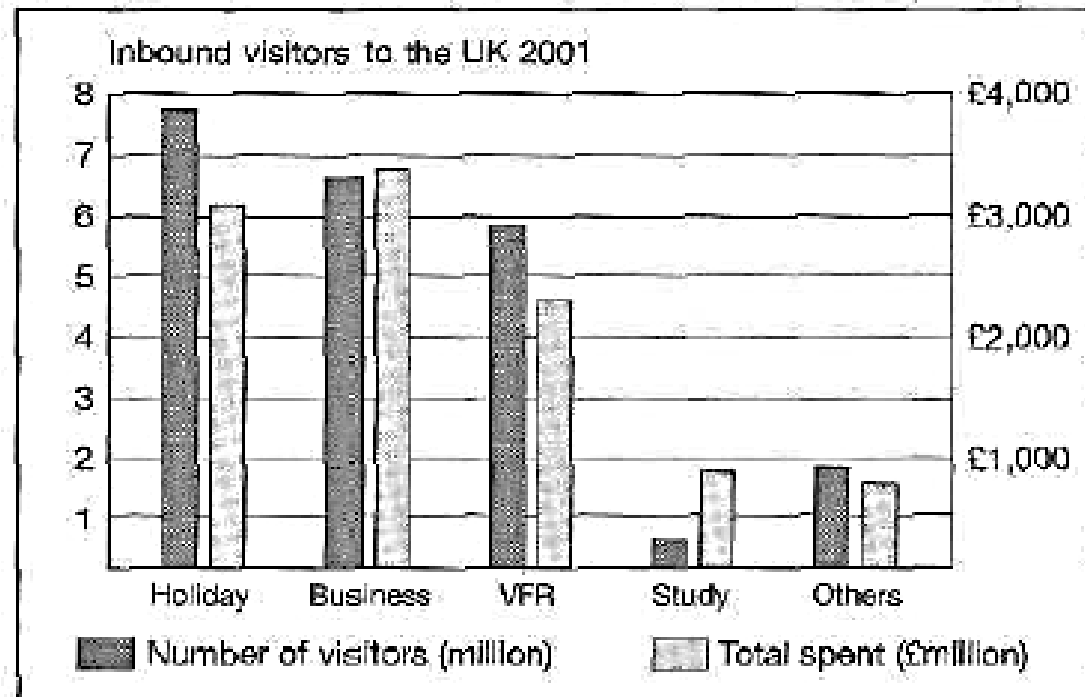


Market Intelligence, Market Leader WB, p. 9-10

You may find it surprising but travel and tourism is not just about going on holiday. There are other forms of tourism which create revenue for the travel industry. Business travel, for example, is an increasingly important sector since it is often of high value and earns significant income for tour operators, hoteliers, caterers and transport operators. Many city-based travel agencies have a separate department that caters for the needs of business clients.

Visiting friends and relatives (VFR) is also an important contributor to tourism revenue. Although the visitor enjoys free accommodation he or she is likely to spend money on other goods and services in the locality such as food, entertainment and transport and, in so doing, contribute to the local economy. Indeed, the fact that he or she is not paying for accommodation may well be an incentive to spend more on such things as eating out and entertainment.

Official statistics show that twenty-three million people visited the UK in 2001. The chart shows a breakdown of these visitors according to reason for travel.



Answer the questions

*Market
Leader WB, p.
9-10*

1 What is the main purpose of the text?

- a) to promote tourism to the UK
- b) to show why people travel
- c) to show the importance of tourism in the UK
- d) to analyse the economics of tourism

2 Which of the following is not mentioned?

- a) travelling on business
- b) the work of travel agencies
- c) how much money people spend on holiday
- d) the work of tourist boards

3 According to the article

- a) more people visit family than travel on business.
- b) fewer people travel to visit friends and relatives than previously.
- c) business travel is the most profitable form of tourism.
- d) more is spent on entertainment than on accommodation.

4 Who was this passage written for?

- a) hotel managers
- b) tour operators
- c) holidaymakers
- d) students of tourism

Language review: Grammar

invest sell take target work

- 1 Dell and HP *sell* computers around the world.
- 2 It only our laboratory half an hour to test all the ingredients.
- 3 Which market segment they usually ?
- 4 Oh no! My printer properly. I'll ask Mark to run off a copy.
- 5 you more money in marketing this year?
- 6 Their advertising agency never at weekends.
- 7 Do you think we a big risk if we postpone the launch of our new model?
- 8 Unfortunately, our range of soft drinks well at the moment.
- 9 This time, we our advertising campaign on the young.
- 10 Our company a lot in R&D. That's why we develop fewer new products than our competitors.

Market Leader WB, p. 5

Language review: Grammar

B Complete this text with the correct tense, present simple or present continuous, of the verbs given. Then check your answers.

Dan Peters¹ in the R&D department of the Antwerp-based company Mercator Foods Ltd, where he² a team of five responsible for all products under the brand name *Souperbly*.

work
manage

Together, they³ about three new products each year.

develop

This week, however, Dan is not in his office. He⁴ in the laboratory. He⁵ the testing of an innovative range of soups and sauces, and⁶ a report.

work
supervise / write

He⁷ his job and is proud of his company. Indeed, Mercator Foods⁸ rapidly. It⁹ subsidiaries in France and Germany and¹⁰ Kilkenny Dairies (Ireland). Sales and earnings for the company¹¹ far beyond expectations.

enjoy
expand / have
own
increase

The *Souperbly* brand in particular.....¹² highly popular throughout Europe.

become

Language review: Grammar

C Study the information in exercise B. Then write questions for these answers.

1 *Where does Dan Peters work?*

In the R&D department at Mercator Foods Ltd.

2

About three each year.

3

In the laboratory.

4

He's supervising the testing of some new products.

5

No, he isn't. He's writing a report.

6

In France and Germany.

7

Yes, indeed. Far beyond expectations!

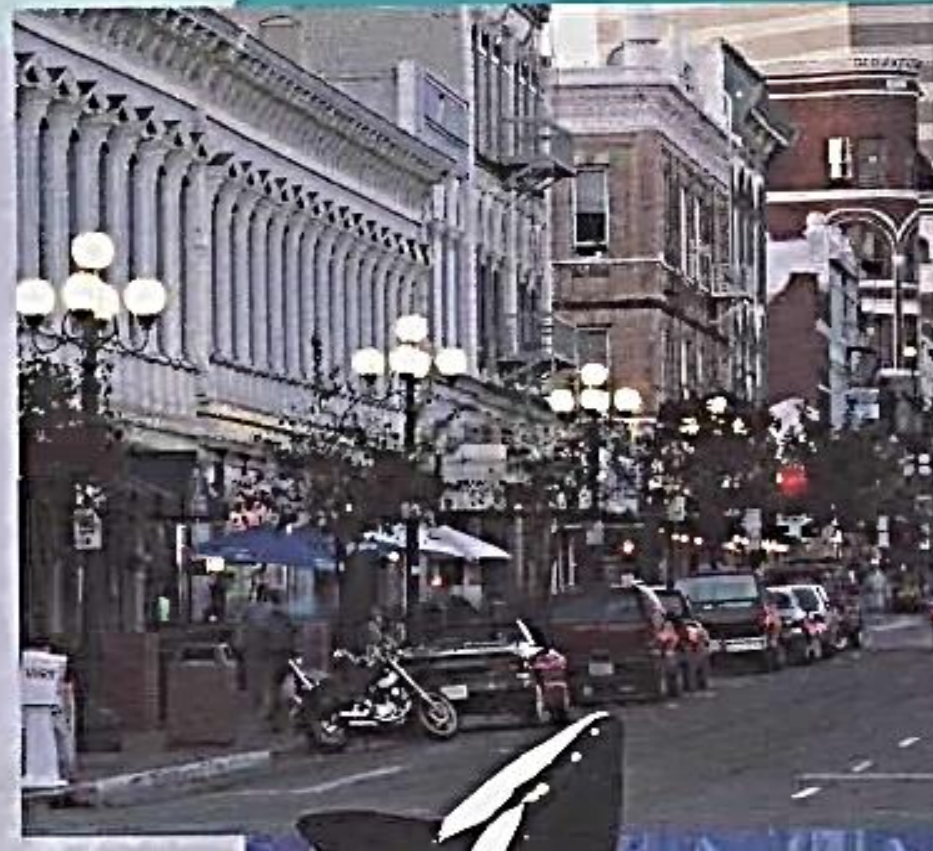
Exploring San Diego

Many visitors (prefer)¹ San Diego to Los Angeles because it is smaller and (appeal)² more to people who (like)³ a family atmosphere.

For example, SeaWorld (put on)⁴ great shows with performing killer whales and dolphins and (attract)⁵ children and parents alike. Many people (consider)⁶ San Diego zoo to be the best in the world and the animals (live)⁷ in the zoological equivalent of five-star hotels.

Good free guided tours of the pretty Old Town (leave)⁸ daily at 10.30 am and 2 pm.

Until recently the downtown area was very quiet and dull but (now / become)⁹ much more fashionable; entrepreneurs (open)¹⁰ trendy restaurants and bars and now the whole area (boom)¹¹ as a result of the live jazz concerts which are held every evening during the high season.



Thank you for your attention!

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