

AIMS OF THE CLASS

- Reading: Market Intelligence, Market Leader
- Language review: Grammar
- Making suggestions (Writing) - *predlaganje*

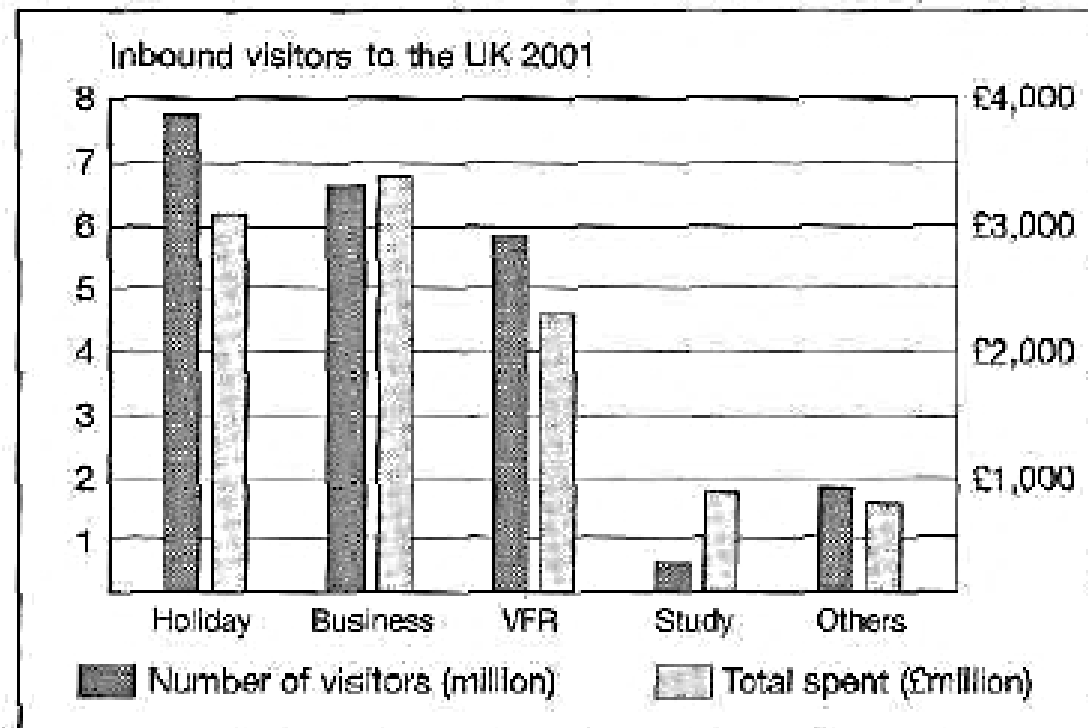


Market Intelligence English for International Tourism WB, p. 9-10

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

*English for
International
Tourism 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

Present Simple and Present Continuous

practice 11 Underline the correct verb form in the sentences below.

- 1 The brochures often feature / are often featuring hotels in Long Beach.
- 2 LA experiences / is experiencing a boom in hotel building.
- 3 The accommodation tax varies / is varying from 10–17 percent.
- 4 In summer the temperature stays / is staying in the mid 80s.
- 5 A meal for two costs / is costing about \$150.
- 6 San Diego becomes / is becoming very popular with British visitors.
- 7 British Airways flies / is flying direct to San Diego daily.
- 8 We look / 're looking for a suitable hotel in Anaheim.
- 9 Florida suffers / is suffering from a severe lack of rainfall at the moment.
- 10 Theme parks attract / are attracting families with young children.
- 11 We think / 're thinking of going to California for our holiday this year.
- 12 LA has / is having more museums than any other US city.

LANGUAGE REVIEW: GRAMMAR

Present Simple and Present Continuous

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

Dan Peters¹ *works* 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*

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.



Making suggestions

- If we make a suggestion, it means that we mention a possible course of action to someone. There are a number of expressions which we can use to make suggestions (from English Grammar Today).

HELPFUL PHRASES

1. Can I make a suggestion?

2. Why don't you try... (+ing, looking)?

3. Why not **go** to career advisor?

4. Have you tried asking?

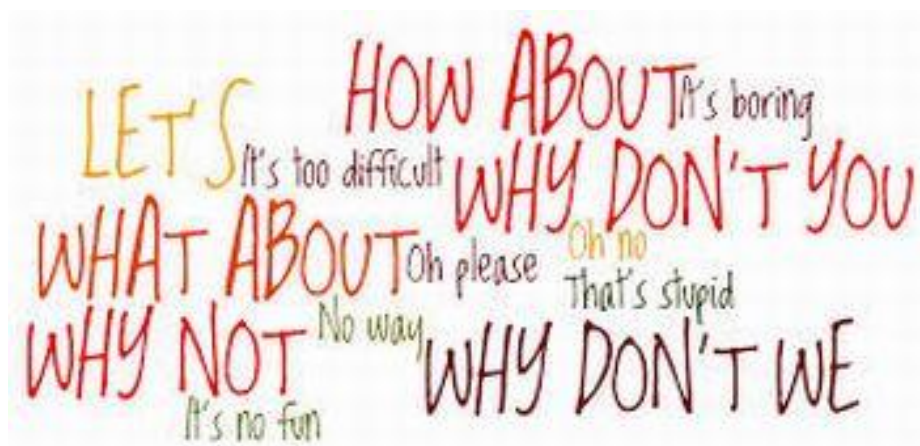
5. How about? What about + (ing)

6. Maybe I could (do something)?

7. I have an idea!

8. Let's ...

DVD projection: Making suggestions is easy



- Pre-teach essential vocabulary:
- proof-read:
- raditi korekturu
- non-staff:
- oni koji nisu osoblje
- confidential:
- poverljivo
- Golly gosh!
- izražava iznenađenje
- to be on your feet:
- biti na nogama
- people person:
- osoba koja voli ljude, druželjubiva
- disorganised:
- neorganizovan/a

Talk business – making suggestions

Talk business

Making suggestions

- A** Match Speaker A's suggestions with an appropriate response from Speaker B.

Speaker A's suggestions

- 1 How about reducing the price by 15%?
- 2 Why don't we aim our products at young people only?
- 3 I think we should license the whole product range.
- 4 How do you feel about redesigning the packaging?
- 5 In my view, we should devise a new advertising campaign.
- 6 I suggest that we try and project a new image to appeal to a different market segment.

Speaker B's responses

- a) I see what you mean, but surely you know how much we already spend on TV commercials.
- b) I'm afraid I can't agree. Our products are already among the cheapest on the market.
- c) That's a great idea! I think we are focusing on too many segments of the market.
- d) Yes, I'd go along with that. But what do we change? The logo? The taste?
- e) Maybe, but bear in mind that the 'Made in Finland' label attracts a lot of customers.
- f) Mm, good idea. I think it looks rather boring, to be honest.

More suggestions...

Pair Work Read about Alex. He has a job interview in a few days. Write three more suggestions for him. Then compare answers with a partner.



1. *You could go to bed early.*

2. _____

3. _____

4. _____

Writing – formal letter

- The **NEW LOOK BARTON SPORTS CENTRE** has just reopened and is asking its customers to **make suggestions** for improving the activities they offer.
- Look at the note from the **NEW LOOK BARTON SPORTS CENTRE** and the **REACTIVE** fitness centre and the **timetable** of their activities with the notes that you have made. Then write a letter to the Director of the sports centre **making suggestions for improvements** (around 100 words).



FEEDBACK • ACTION • FEEDBACK • ACTION

INVITATION

The management of the **NEW LOOK BARTON SPORTS CENTRE** and the **REACTIVATE** fitness centre invites all its customers to write in with comments and suggestions on the service and the activities we provide. We look forward to hearing from you at your convenience.

FEEDBACK • ACTION • FEEDBACK • ACTION

should have class like badminton

more often

how about evening sessions - like judo?

	Monday	Tuesday	Wednesday	Thursday	Friday
morning	yoga 10 a.m. <u>squash</u>	judo 11 a.m. squash	T'ai Chi 10-12.30 squash	aerobics 11 a.m. squash	<u>T'ai Chi 10-12.30</u> squash
afternoon	weight training 2-5 p.m. jogging from 3 p.m. squash	weight training 2-5 p.m. jogging from 3 p.m. squash	weight training 2-5 p.m. jogging from 3 p.m. <u>cycling 3-5 p.m.</u> squash	weight training 2-5 p.m. jogging from 3 p.m. squash	weight training 2-5 p.m. jogging from 3 p.m. squash
evening	judo 7 p.m. squash	football training yoga 6 p.m. squash	badminton from 6 p.m. <u>roller hockey 6-8 p.m.</u> squash	judo 7 p.m. aerobics 8 p.m. squash	cycling 6-8 p.m. roller hockey 6-8 p.m. football match squash

very small car park
no programme at weekends - why not?

- nothing for beginners
- skate hire?

Language review: Grammar

Present Simple and Present

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

Thank you for your attention!

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