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Данное пособие предназначено для развития навыков построения монологического высказывания по теме «Маркетинг» на английском языке для студентов неязыковых специальностей, программа обучения которых включает изучение маркетинга в сфере туризма.

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INTRODUCTION

Public Talk is a course in Business English for students, specializing in communication in the tourism area. The course is aimed at further developing skills of listening, speaking, reading and writing. The ultimate goal of the course is to teach the ability to prepare a public talk and present some general information on Company/Product.

The course contains two parts: Product and Promotion.

Product introduces the students into the world of touristic products, reading and describing unique selling propositions of a product.

Promotion includes a basic text, a few vocabulary and training exercises necessary to develop the skills of giving a brief description of promotional techniques.

Product and Promotion are presented by the authentic texts which are followed by a number of exercises focused on developing the skills of extracting, contracting information, making presentations of a product.

Public Talk is supplied with texts for reading, the structure for making a successful presentation; the FILES with tasks and various exercises for obtaining relevant skill are suggested.

UNIT 1. MARKETING AND PROMOTION

1. *READING* What is Marketing?

- A. Look at the statements on marketing. Decide if they are true or false.
- 1 Marketing is the same as advertising.
 - 2 Marketing means knowing what your customers want.
 - 3 Marketing is what you do before the product is sold.
 - 4 Marketing is done by both public and private organizations.
- B. Now read about the marketing process and find out if you were right.
- C. Which stage are these marketing activities part of
- 1 develop?
 - 2 monitor?
 - 3 research?
- D. Which stage of marketing
- 1 is the most expensive?
 - 2 needs most creativity?
- E. Which part of the marketing process do you think you would be good at? Why?

The marketing process in travel and tourism

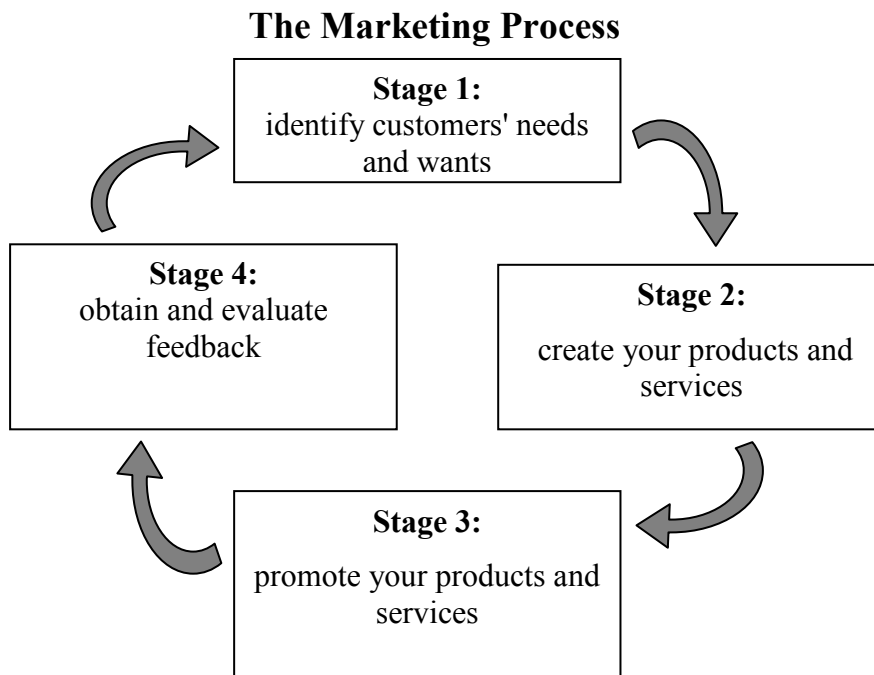
Every day of our lives we can see examples of travel and tourism marketing around us - adverts on TV, adverts in newspapers and magazines, brochures in travel agencies, internet pages, posters in stations, etc. This is because all tourism businesses need to market their products if they hope to be successful. But marketing is not just advertising; it is about researching and identifying the needs of a specific group of customers, and then creating a product that satisfies them.

A large hotel chain, for example, will spend a lot of time and money finding out what its guests want - what kind of services and facilities they need most, which location they prefer, or how much they are prepared to pay. It will then develop a new product, taking care to gear it to the customers' needs. Then, once the company has the right product, it will use different promotional techniques to let its clients know about it.

Private companies are not the only ones that use marketing. Tourist boards and other public sector organizations also have products, and it is important that their customers

are aware that these exist. From a museum in a country village to the multiple attractions of a major city like Sydney, all travel and tourism products need good marketing.

The marketing process does not end after a product has been sold, however. Customers might not be happy with it, and of course people's tastes change with time. Because of this, it is essential to evaluate how customers feel about a product. With the results of the evaluation, it is then possible to improve your product, and in this way continue to meet your customers' expectations.



2. WORD POWER Marketing terminology

A. Match 1-9 with a - i to produce nine marketing tips.

- | | | |
|----------------|---|---|
| 1 Monitor... | a | and wants are the first thing you must find out. |
| 2 Advertise... | b | your customers' preferences by using market research. |
| 3 Research... | c | the effectiveness of your advertising and promotional techniques. |
| 4 Knowledge... | d | uses questionnaires to find out what people want. |
| 5 Evaluate... | e | of what your clients want is <i>essential</i> in marketing. |
| 6 Tastes... | f | the market carefully before you create your product. |
| 7 Identify... | g | your product in the places where your customers will see it. |
| 8 Needs... | h | your product towards your clients. |
| 9 Gear... | i | change with time so products must change too. |

3. **WORD POWER** Verb patterns

A. Look at this phrase using the verb *gear*.

to gear it to the customer's needs

Now look at the dictionary entry for the verb *gear*.

gear verb

PHRASAL VERBS gear sth to / towards sb / sth (often passive) to make sth suitable for a particular purpose or person: *There is a special course geared towards the older learner.*

B. Now look at these other verb phrases from the article on marketing.

1 ... if they *hope* to make a profit.

2 ...*to let* its clients know about it.

Which verb patterns do they use? Choose from the following

a hope to do sth

b hope sth to sb / sth

c let sb / sth do sth

d let sb/sth to do sth

C. Complete the sentences using *gear*, *hope*, or *let*.

1 We _____ to have the new product on the market next year.

2 We've decided to _____ the hotel to business tourism.

3 They _____ to increase their profits by using promotional techniques.

4 If you _____ experts do your marketing, you will get better results.

5 A questionnaire in each room _____ guests make comments on the room.

6 Tourism providers have to _____ their products to what the customer wants.

1.1 PRODUCT

4. **LISTENING** All in a Day's Work

A. 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. Advice on visa and passport applications
2. Airline tickets
3. Brochures for tour operators
4. Coach tours and trips
5. Foreign currency and traveler's cheques
6. Hotel bookings
7. Package holidays
8. Train tickets

9. Transport information
10. Travel insurance

B. Listen to these customers. Which product or service do they want?

Speaker	Product/Service
1	
2	
3	
4	
5	

5. LISTENING What a Customer Wants

A. Karl and Anita want to go to Australia. They go to a travel agent's for advice. Listen and write T (true) or F (false)

Karl and Anita want

1. to travel around Australia with their daughter
2. a package holiday for the three of them
3. to fly to Adelaide
4. to travel to Australia in July
5. to stay for longer than three weeks
6. to stay in Melbourne for twelve hours.

6. SPEAKING. Investigating a Client's Needs

A. Work in pairs or threes. Take turns to be the sales consultant and customers.

Look at File I. Sales consultant asks customers questions like these:

1. Can I help you?
2. Which place would you like to go?
3. How are you planning to spend your leisure?
4. What activities do you prefer?
5. What exactly are you planning to do?
6. What time of the year are you thinking to travel?
7. Are you traveling in a group/with a family or alone?
8. What kind of accommodation do you prefer?
9. What sum of money can you afford to spend?

Make your question sound very polite and varied.

B. Suggest alternatives and make a recommendation. See File II.

7. LISTENING Presenting a Product

AUSTRALIA TOURS

Tour name	Of days	Destination
All Australia	19	Melbourne – Great Ocean Road - Kangaroo Island - Adelaide- Uluru (Ayers Rock) - Alice Springs- Palm Valley - Darwin- Kakadu National Park – Cairns - Great Barrier Reef-Brisbane - Sydney
Australia’s Best	13	Melbourne – Alice Springs – Uluru (Ayers Rock) – the Olgas – cairns – Great Barrier Reef –Kuranda Scenic Railway – Brisbane -Sydney
East coast Highlights	9	Melbourne – Cairns - Kuranda Scenic Railway – Great Barrier Reef - Sydney
Reef and Rainforest	7	Cairns - – Great Barrier Reef – Daintree National Park – Dunk Island - Kuranda
Red centre and the West	8	Alice Springs – Macdonnell Ranges – the Olgas – Uluru (Ayers Rock) – Kalgoorlie – Perth –the Pinnacles

A. Listen to the travel agent presenting two products to Karl and Anita.

1. Which place does Karl want to visit?
2. Which place does Anita want to visit?
3. Which two tours does the travel agent recommend?

B. Listen again. For each of the two tours recommended, note down

1. the length of the tour.
2. the types of transport each tour uses.
3. the accommodation and meals included.

8. READING Where in the world?

A. Read about tourism in Newcastle and Gateshead and answer the questions.

1. What sort of cities are they?
2. What sort of tourism will they attract?

3. What sort of things will tourists be able to do there?
4. Which attractions appeal to you? Why?

Newcastle /Gateshead`s Tourist Top 10

Here is an ultimate list of the top 10 'must see' sights in NewcastleGateshead (in no particular order!), to make sure you get the most out of a visit to the city.

- 1** Newcastle Quayside and Gateshead Quays - some of the city's most contemporary and stylish cultural and leisure attractions can be found along the River Tyne. You shouldn't miss the curved building of the Sage Gateshead music centre designed by the architect Sir Norman Foster.
- 2** Gateshead Millennium Bridge - the world's first tilting bridge situated on the banks of the River Tyne, linking Newcastle Quayside and Gateshead Quays.
- 3** Newcastle Castle Keep - the site of the 'New Castle' built in 1080 which gave the city its name and was founded by Robert Curthose, eldest son of William the Conqueror.
- 4** The Biscuit Factory - the biggest commercial arts space in Europe based in a beautifully restored Victorian building that was once a biscuit factory.
- 5** The Angel of the North - a multi-award-winning sculpture created by artist Antony Gormley. Standing 20 m high, it is seen by more than 33 million people every year.
- 6** Grey Street-in the heart of Newcastle's historic Grainger Town and voted the Best Street in Britain by listeners of national station Radio 4.
- 7** BALTIC Centre for Contemporary Art - one of Europe's largest centres for contemporary art. An art factory based in a converted 1950s grain warehouse on Gateshead Quays. Entry is free.
- 8** Centre for Life - a wildly exciting visitor attraction for all the family. Discover just how truly extraordinary life is - meet your four-billion-year-old family, explore what makes us all different, and test your brainpower.
- 9** MetroCentre, Gateshead - once again the largest indoor shopping centre in Europe following completion of the new Red Mall. MetroCentre offers a huge array of department stores and speciality shops - all under one roof.
- 10** Laing Art Gallery -renowned for its stunning array of watercolours, costume, silver, glass, pottery, and sculpture and home to major works by leading pre-Raphaelite artists. The gallery also hosts stunning touring exhibitions in the newly refurbished gallery space.

9. LISTENING Analysing your product

A. A SWOT analysis is a basic technique in marketing. The 'S' means 'Strengths'. Do you know what the other three letters mean?

B. Jean Stewart is the Leisure Product Manager for the Newcastle Gateshead Initiative. Listen to her talking about Newcastle Gateshead. In what order does she discuss each of the four aspects of the SWOT analysis?

C. Listen again and tick the features that she mentions in the table below.

S

- 1 the local people
- 2 the beauty of the surrounding countryside
- 3 the quality of the local food
- 4 the combination of old and new attractions

O

- 1 the opening of the Gateshead Sage
- 2 the perception people have of the North-east
- 3 the increasing number of flights to and from Newcastle airport

W

- 1 other UK cities with a similar product
- 2 poor communications with London
- 3 the quality of the hotel bedrooms
- 4 the shortage of hotel bedrooms

T

- 1 Bristol, Birmingham, and Manchester
- 2 the perception people have of the North-east
- 3 the contamination in the River Tyne

10. ROLE PLAY Do you SWOT?

A. What sort of strengths and weaknesses, opportunities and threats do cities have? Make a list.

B. Work with a partner.

Ask your partner about different characteristics of his / her city destination.

Put each answer in the appropriate part of your SWOT chart. Ask about

- transport and access
- accommodation
- restaurants, etc.
- local food
- nightlife and clubbing
- museums and art galleries
- activities for families
- the weather
- marketing potential
- marketing strategy
- current advertising
- the image of the city

Take turns to ask questions. The winner is the first person to identify more than three weaknesses or three threats in their partner's destination.

EXAMPLE

A *Is the local food one of your strengths?* B *Yes, it is. Our local food is world famous. People come here especially to try the food.*

OR

B *No, it isn't. It's one of our weaknesses, I'm afraid. It's not easy to find local food in our restaurants.*

OR

B *No, it isn't. In fact, it's one of our opportunities. The food here is very good, but it's not very well known.*

C. Think of a city you know well and decide what you think its strengths, weaknesses, opportunities, and threats are. Tell your partner about the city. Can they guess which city it is?

11. DISCUSSION Holiday as a Product

A. Discuss the following:

A Why do people come to Britain?

B What do they do when they are there?

C Is it the perfect place to come to or are there some disadvantages?

D What do you think are the negative features of Britain?

12. READING

A. The table lists some of the positive and negative features of Britain as a tourist destination. Does it correspond to what you think Britain is like? Is there anything you would like to add to the table or take away?

Product strengths	Product weaknesses
<ul style="list-style-type: none"> • Friendly people 	<ul style="list-style-type: none"> • Lack of foreign language skills especially good quality on-site interpretation in other languages
<ul style="list-style-type: none"> • Historic cities/pleasant countryside • Attractive coastline • Good shopping facilities 	<ul style="list-style-type: none"> • Litter and pollution, particularly in London and on some polluted beaches
<ul style="list-style-type: none"> • Many types of accommodation • Good network of Tourist Information Centers 	<ul style="list-style-type: none"> • Limited supply of modern budget accommodation in urban areas and on transit routes • Limited booking services/ or some kinds of accommodation (self-catering and farm houses)
<ul style="list-style-type: none"> • Channel Tunnel • Toll-free motorways • Widespread availability of lead-free petrol 	<ul style="list-style-type: none"> • Insufficient investment in connecting road/rail transport links • High rail/tube fares • Perceived difficulty of driving on the left
<ul style="list-style-type: none"> • Wide variety of good cuisine 	<ul style="list-style-type: none"> • Perceived high costs • Perceived low quality by some visitors
<ul style="list-style-type: none"> • Good choice of language schools 	<ul style="list-style-type: none"> • Variable standards
<ul style="list-style-type: none"> • High standards of health and hygiene • Free press/ media • Politically stable 	<ul style="list-style-type: none"> • Poverty and violence in a number of inner cities
<ul style="list-style-type: none"> • Attraction of the Royal family/historical traditions/ceremonies 	

B. Think of the strength and weaknesses of your own country as a tourist destination and produce a similar table for it.

13. FOCUS ON GRAMMAR

A. Match the sets of adjectives with the word in the centre

delicious gourmet three-course	Flight	well-equipped luxurious modern
secluded sandy beautiful	Staff	adventure package skiing
wonderful magnificent panoramic	Villa	warm humid beautiful
friendly efficient polite	View	night pleasant charter
	Meal	
	Holiday	
	Beach	
	Weather	

B. Now think of at least five adjectives or noun combinations that you associate with the types of holiday below. The first one has been done for you.

1 a skiing holiday

guaranteed snow traditional chalet exhilarating runs lively nightclubs expert instruction

2 a safari

3 a trekking holiday

4 a package holiday

14. WRITING Selling holiday

Imagine you are trying to sell two of the holiday to customer. Write down what you would say about each of the holidays they are interested in, using your ideas from the previous exercise. The first one has been done for you.

1. *I'm sure you'd enjoy the skiing holiday in Wengen - you'd stay in a traditional chalet that is very clean and comfortable, and is close to the slopes. The skiing is first class, because there is guaranteed snow. There are some exhilarating runs and you can also get expert instruction. And the après- ski is great, because Wengen has some excellent restaurants and lively nightclubs.*

2. _____

3. _____

15. FOCUS ON GRAMMAR

A. Use the following constructions to make the groups of words below into sentences. The first one has been done for you.

The cathedral is	the one of the the second the third etc.	oldest most popular	Tourist attraction(s) in the state.
------------------	--	------------------------	---

1. Christ Church/large/college/Oxford

Christ Church is the largest college in Oxford.

2. St Petersburg/beautiful/city/Russia.

3. Thomas Cook/one of/famous/travel agencies/world.

4. Children Itza/one of/ancient/site/Central America.

5. Birmingham/no.2/big/city/England.

6. Kanchenjunga/no.3/high/mountain/world

7. Dhaulagiri/no.7/high/peak/Nepal

B. Using your own ideas, say what you know about the following places and people.

1. The Taj Mahal

2. The Grand Canyon

3. The Eiffel Tower

4. The Empire State Building (The phrase *used to be* could be helpful.)

5. Bill Gates

6. Yourself

16. READING Specialist Holidays

A. The following is an extract from a travel brochure about trekking in Nepal.

Some of the words have been removed. Read the text and then look at B.

ANNAPURNA CIRCUIT

24 DAYS

GRADE C

Lodges

ASK FOR DOSSIER TNQ

24 days Tue to Thu			
Ref	Start	End	£
TNQ711	11 Mar 97	03 Apr	1175
TNQ712	18 Mar	10 Apr	1175
TNQ713	25 Mar	17 Apr	1175
TNQ740	30Sep	23 Oct	1175
TNQ741	07Oct	30 Oct	1175
TNQ742	14Oct	06 Nov	1175
TWQ743	21 Oct	13 Nov	1175
TNQ744	28Oct	20 Nov	1175
TNQ 811	10 Mar 98	02 Apr	1175
TNQ 813	24 Mar	16 Apr	1175
TNQ814	31 Mar	23 Apr	1175
Insurance £61			

NEPAL LODGE TREKS

Nepal's classic trek, with an amazing variety of scenery and culture.

This circuit of Annapurna - rightly¹ known as Nepal's classic trek - offers more variety than any other walk of equivalent length, and takes us through virtually every type of scenery that Nepal has to² _____. There are superb views of Annapurna and Dhaulagiri. The constant³ _____ of landscapes ranges from subtropical through alpine to an arid semi-desert akin to Tibet and at the climax of the trek there's a mighty 5,316m pass, the Thorong La, to cross.

This is a lodge-based trek, so we spend time in villages inhabited by many of Nepal's different tribes, both Bhuddist and Hindu. Though it is certainly demanding _____ for the seasoned trekker, the Annapurna circuit is still an excellent⁵ _____ to walking in Nepal for those who are confident of their fitness.

LODGE TREKS

Centuries of trading throughout the mountains of Nepal have produced an excellent network of footpaths, along which village inns or lodges supply food and overnight accommodation for local travellers. With the advent of trekking, many of these have learned to⁶ _____ for western tastes as well. Some have simple⁷ _____ bedrooms and⁸ _____ local food, others offer more comfortable accommodation with quite sophisticated menus. These lodges provide an easy alternative to camping on trek, and on the more popular trails they can be a better option cheaper and with an added human interest, they provide extra shelter and comfort, a greater variety of food, and village contacts. On the practical level they enable us to operate a trek with smaller⁹ _____ so that we cause less impact on the villages we pass through. As you have a choice of menu we do not include food or drinks in the price, while still providing the guides and porters who are essential if you are to enjoy the scenery to the¹⁰ _____.

Outline itinerary:

Day 1 Depart London.

2/3 Arrive Kathmandu; sightseeing,

4 Drive to Besisahar.

5/21 Trekking,

22 Fly to Kathmandu.

23 Depart Kathmandu.

24 London

Trekking profile: 17 days walking with full portelage; altitude maximum 5,316 m., average 2,800 m. Grade C.

Group size: min.2, max. 12.

Accommodation: 3 nights hotels, 18 lodges

Food: Meals NOT included except breakfast in Kathmandu and Pokhara; allow £45.

B. For each of the gaps 1-10 in the text opposite choose the correct word from the options a-d. The first one has been done for you.

- | | | | |
|----------------|--------------|----------------|-----------------|
| 1 a known | b called | c labelled | d told |
| 2 a provide | b suggest | c offer | d show |
| 3 a difference | b change | c alteration | d variety |
| 4 a too | b enough | c so | d such |
| 5 a opening | b beginning | c introduction | d preface |
| 6 a cater | b feed | c supply | d serve |
| 7 a communist | b communal | c common | d communicative |
| 8 a antique | b historic | c traditional. | d classical |
| 9 a numbers | b quantities | c amounts | d volumes |
| 10 a whole | b all | c full | d complete |

C. A potential customer who has heard about the Nepal lodge treks is phoning you to ask for some more details. Using the information above, complete the extract from the conversation, remembering that you are trying to sell the holiday.

... so from that point of view it doesn't matter whether you go in the spring or autumn.

CUSTOMER And the £1,175 - does that include everything?

TRAVEL AGENT 1 _____

CUSTOMER And the trek starts in Kathmandu, presumably?

TRAVEL AGENT 2 _____

CUSTOMER So how long does the trip last altogether?

TRAVEL AGENT 3 _____

CUSTOMER So I'd need to take a month off, really. How many people are there in a group?

TRAVEL AGENT 4 _____

CUSTOMER I see. What is special about the Annapurna circuit - I mean, how does it differ from some of the other treks?

TRAVEL AGENT 5 _____

CUSTOMER Could you tell me a bit about accommodation - is it a camping trek?

TRAVEL AGENT 6 _____

CUSTOMER I see. And what are they really like? Are they quite comfortable?

TRAVEL AGENT 7 _____

CUSTOMER I see. Now, as I said a moment ago, this is all new to me and I just want to be sure that I'm going to be able to manage the trek. I mean, how difficult is it?

TRAVEL AGENT 8 _____

CUSTOMER Yes, I would say I am. I go jogging once or twice a week, play squash, that sort of thing.

TRAVEL AGENT 9 _____

CUSTOMER OK, well, that sounds very interesting.

TRAVEL AGENT 10 _____

CUSTOMER Yes, that would be great. My address is 17 Lawson Avenue...

17. LISTENING Presenting a Tour

Tour operators, airlines and national tourist boards often run “educationals” (also called familiarization trips) for people in the travel trade who are in a position to promote a particular destination. Listen to Helen Lee describing a familiarization trip to China. Then listen again. Which of these places are mentioned as part of the tour?

- The Forbidden City	- The Terracotta Warriors
- - the Summer Palace	- The Banpo Village
- The Jingshan Park	- Shanghai River Tour by night
- The Temple of Heaven	- The Yangshuo Orchid Garden
- The Potola Palace	

18. SPEAKING Making a Presentation

A. You have just returned from a familiarization trip to a holiday resort and now have to report back on your visit. Decide which resort you went and which tour operator paid for your holiday. Prepare a presentation. Talk about the resort itself and also about those facilities offered by the tour operator. Include the following:

TRANSPORT TO AND FROM THE RESORT

THE CLIMATE

THE ACCOMMODATION

THE LOCAL ATTRACTIONS

THE FOOD

TRANSPORT IN THE RESORT

THE PRICE AND VALUE FOR MONEY

THE KEY SELLING POINTS

B. Use the familiarization trip to China as a model. Describe the holiday as a product having the following characteristics.

CHARACTERISTICS OF A PRODUCT

FEATURES – what a holiday has, such as length, transfer, hotel facilities, excursions, etc.

ADVANTAGES – what makes the holiday better than other similar holidays, e.g. the price includes all the excursions, all bar costs, etc.

BENEFITS – why a particular feature of a product is good for a particular customer.

C. After the presentation, work in groups and discuss these questions:

- a. Could everyone hear you?
- b. Did they understand you?
- c. Did they think you sounded confident?

19. FOCUS ON LANGUAGE The Language of Presentation

(See also MAKING A PRESENTATION in the Appendix)

– INTRODUCTION

Good evening, everyone.

Thank you for inviting me to speak on...

Tonight I am going to talk about

– INTRODUCING YOUR TALK

I would like to start by...

I shall begin by...

Then I will speak about...

Thirdly, I will talk about...

And lastly...

– THE MAIN PART OF THE TALK

Let's begin with...

However...

As far as accommodation is concerned...

Moving on to ...

My third point deals with...

And last but not least...

– SUMMING UP/CONCLUSION

So, in conclusion, you can see that ...

– SAYING THANK YOU AND ENDING YOUR TALK

Thank you all for listening so attentively.

I hope I have been able to tell you a little about...

Before I sit down I would like to thank ... for ...

Does anyone have any questions?

20. DISCUSSION Marketing the Past

Guiding tourists round places of interest

A. Work in groups and discuss these questions.

- a When was the last time you visited a museum?
- b What did you see there?
- c How was it displayed?
- d Why do we keep things from the past in museums?

e What is the role of a museum in society today?

21. READING

A. Read the introduction from a guidebook to the Louvre and answer these questions.

a What was the aim of the Grand Louvre project?

b What was it that made people very angry?

c What is the purpose of a museum according to Ieoh Ming Pei?

THE DECISION TO turn the Louvre into the world's biggest museum was taken in the-autumn of 1981 by the French President Francois Mitterand. The challenge lay in turning what was basically a nineteenth-century museum into a modern museum equipped to handle the ever-growing number of people anxious to see and learn about art. The first step towards creating the "Grand Louvre" was to create more exhibition space and to reorganise the collections, so that works could be presented both more logically and with more breathing space.

According to a number of experts the most rational way to reorganise the museum was to use the area beneath the courtyard itself. This is just what the Chinese-American architect Ieoh Ming Pei decided to do. He had been named to design the project, without a prior competition being held, in March 1983.

The architect's choice of a 71-foot high pyramid, albeit of glass, created a storm of protest. Many believed that this historic site was already "saturated with architectural styles..." I.M. Pei, who designed the striking East Wing at Washington's National Gallery, wanted to turn this historic palace into a modern museum. He wanted to create something alive and welcoming, without destroying the history of the place, and he succeeded in persuading the authorities to accept his transparent, reflecting prism.

Pei is convinced that museums should play a role in educating the public. With competition from so many other forms of recreation, museums must be inviting enough for people to want to spend the day there. At the same time, the architecture must be functional, so that museums can offer better service in more comfortable

surroundings. Even more important, museums should not only be a place to see art but, thanks to their architectural quality, should be an aesthetic experience in themselves.

22. LISTENING

A. Listen to an expert talking about the reconstruction of the Neues Museum in Berlin and answer these questions.

a What are the choices facing the architects?

b How do the expert's views on the design of a museum compare with Ieoh Ming Pei's?

B. Work with a partner and discuss how a museum can encourage visitors to keep coming back. Then listen to how the Neues museum intends to deal with tourists, and answer these questions.

a How does the museum intend to encourage the frequent visitor?

b What will the museum do for the groups on a thirty-minute tour?

c How will this help the individual visitor?

d According to the speaker what are the disadvantages of museums like the Louvre?

Do you agree with the speaker's view of how a museum should be organized?

Give your reasons.

23. DISCUSSION

Work in groups. Describe your favorite museum or art gallery to your group.

Tell them:

- why you like it.
- how the museum attracts tourists.
- how it copes with large groups.
- how the architecture of the building is used to show off the exhibits.

Have you ever taken a party round a museum?

24. WORD POWER

The guides at both the Louvre and the Neues Museum need specialized vocabulary to describe the artifacts.

Work with a partner. Put these words into logical sets. Give each set a title. Add three words to each set.

Which sets would a guide describing Ancient Egyptian exhibits in the Neues Museum need?

Which sets would a guide in the National Gallery in London need?

arch	necklace	shield	portico	facade
gateway	statue	fresco	sculpture	gable
coronet	spire	mural	frieze	spear
mosaic	gold	bronze	etching	pistol
helmet	chariot	cloak	watercolor	carriage
copper	carving	bracelet	column	cart

25. *WRITING* Descriptions of artifacts

A. Use the words in the box to complete this short description of the bust of Nefertiti.

Look at the faultless symmetrical face enhanced by make-up tastefully applied to brows ...

ribbon	necklace	neck	lips	flowered
flat-topped	eyelids	crown	graceful	

B. Write a short description of one of the paintings suggested.

26. *READING*

A. Dover Castle is trying to attract not just foreign but also British visitors, and to encourage the general public to be more aware of their heritage.

Read the article and answer these questions:

- What, according to the writer, were Victorian museums like?
- In what ways have British museums changed?
- What are the disadvantages of these changes?

Fossils Get into Showbiz

Roll up, Britain's museums are turning into theme parks!

We owe our great museums largely to those much maligned people, the Victorians. But their ideas are not ours. Teach boys and girls nothing but facts. Facts alone are wanted in life." That was Gradgrind in Dickens's *Hard Times*, and you can imagine something of the same austere spirit permeating the Victorian museum: art, relics, facts being presented in dusty cases, bereft of context or passion, to be observed in silence.

If museums had stayed like that, we would not have 2,500 today. But museum bosses realised that their institutions had to shed their forbidding image or die. However, a Museums and Galleries Commission working party complained in 1992 that the standards of display in many museums were still appalling. And a 'survey by the London museums to find out why people were not visiting them was called "Dingy places with different kinds of bits."

Other factors spurred change. In the 1980s the government forced a climate of "self-help" Admission charges were introduced; curators were encouraged to take crash courses in marketing.

There were some spectacular successes. Towns discovered they could make a virtue out of industrial decline by converting a disused mine, factory or mill into a museum; suddenly, they were tourist attractions. Morwellham Quay - a former copper mine in Devon that has been virtually reincarnated as a Victorian village, to the edification of thousands of visitors each week - is a classic success story.

Even more radical is the sea-change in presentation. Museums have become user-friendly. Competing for the same "leisure pound" as the theme parks, zoos and cinemas, they have gone into showbiz. The new buzzword is "interactive". For instance, if Dean wants to pretend to be a Roman soldier stationed at Hadrian's Wall, he can.

Even the big institutions caught on. Madame Tussaud's opened a £10 million "Spirit of London" ride that whisks punters through London's history. Similarly the Tower of London's attraction, the "Medieval Palace", has experts dressed in

thirteenth-century garb, and thirteenth-century replica quills and chess sets to help the punters get that Middle Ages feeling. This is the theory anyway.

Then there is the "Spielberg factor": museums cashing in on the media event of the moment. Did you think it was a happy coincidence that the National Maritime Museum mounted its "Pirates!" blockbuster at exactly the time when Spielberg's Hook was released?

Plenty of museum people think that commercialism and an obsession with accessibility have been carried too far. They claim that museums are becoming degraded as centres of research, conservation and scholarship. The public cannot tell the difference any longer, they claim, between the dinosaur theme parks out to make a quick buck by throwing together a few plastic stegosaurus replicas in a field -and the Natural History Museum, which has the real thing.

Last month's Museums Journal carried a caustic article by Peter Jenkinson, the head of museums in Walsall, which summed up these fears: "We appear to be moving away from the ideal of access for all, to a new environment where access is dependent upon the ability to pay; where the establishment of programmes is based either on cynical or snobbish assumptions about what would be popular, or on the sponsorship that might be available: where subsidised museums that do not attract large audiences are seen as an unaffordable self-indulgence... Three-minute culture has come to museums."

27. DISCUSSION

A. A survey mentioned in the article Fossils get into showbiz was called "Dingy places with different kinds of bits." What did the writers of the survey mean?

Choose one alternative:

- a** Large places divided into sections.
- b** Dark, dirty places with badly organised collections.
- c** Romantic places with many surprising and interesting items

B. Having read the article, which words in the box would you associate with Victorian museums and which with modern-day museums? Make two lists.

28. *DISCUSSION* The Hotel as a Product

A. A hotel is a product and hotel staff should be able to sell the product — to talk about the hotel, rooms, facilities, etc., so that guests want to stay in the hotel and use its facilities. With two or three other students, think of *selling points* in hotels that you have visited or worked in. Make a list, then report items on the list to the rest of your class.

B. If you want to sell a product, you must know the product very well. But what are the most important things to know? With two or three other students, put these points in order of importance.

1. Public areas (knowing about lounges, reading rooms, toilets, etc.).
2. Food and eating facilities (knowing about restaurants and bars, when they are open, and what they serve, etc.).
3. Rooms (knowing individual rooms, their location, equipment and facilities).
4. People (knowing the people in charge of different departments of the hotel).
5. The hotel (knowing room rates, management, full postal address, transport connections etc).
6. General facilities (knowing about laundry, car hire, hotel shops, sports facilities, etc.).
7. Rules (knowing rules about payment, checkout times, last orders, etc.).
8. The competition (knowing what other hotels in the same area offer).
9. Location and environment (knowing about the resort where the hotel is situated, its facilities and areas of interest nearby).

C. Complete these sentences from a lecture given by a staff trainer.

1. You should be able to give the full postal _____ of the hotel, together with the telephone _____ and the telex _____.
2. You should know the owner of the hotel, and the General _____.
3. Obviously, you have to know the types of _____, and the _____ for each type of room.
4. You ought to know the transport connections for the hotel — how to get to it by road, by bus or by _____.

5. And you should know where guests can _____ their cars.
6. And you should know if the hotel is mentioned in any _____ books.
7. You should know about any _____ that have to be followed — restrictions about payment, etc.

D. Listen to the lecture given by the staff trainer. Check your answers to Exercise E. Then read the fact sheet that the staff trainer talks about, below. Some of the words have been deleted and replaced by dotted lines. Listen to the lecture again, and work out what the words are (numbered 1-10).

Hotel name: Royal George Hotel

1. _____ 204 Blackwood Road, Fenton, Newshire NW 2.3UY
 2. _____ (0556) 613989 Telex 82444
 3. _____ Trustee Hotels PLC General Manager A. W. Cowle
 4. Rooms _____
 Singles 40 £ -48 £
 Twins 72 £ -88 £
 Doubles _____
 Suites 120 £ -140 £
 Check in 22.00
 5. _____ 09.30
 6. _____
- Road: A 74 from Bretford then B 1720
- Bus: Green Bus 214 from Bretford
7. _____ Bretford Station (main line Cheston -Redwich)
 8. _____ Car park behind hotel Free lock-up garage 5£ per night.
 9. _____ Hutton's hotel and Restaurant guide.
- Star rating AA **** RAC ***
10. _____ Proof of identity or prepayment necessary for chance bookings after 21. 00.

29. DISCUSSION

A. Write out a sheet with headings like those in the previous exercise. Fill in as much information as you can for *any* hotel (within a given city or geographical area). If there is anything you don't know now, try to find out the information later. Hotel brochures may help you.

With other students, compare hotels according to the information written on the fact sheet.

Decide whether it would be possible for any of the hotels to form a group so that, if one hotel is full, the Receptionist could recommend another, similar hotel.

B. To make sure that you know the most important things about a room you can use a check-list of points. Look at the check-list of points on the left below. Match them with the information for Rooms 100-110 of the Grand Hotel, on the right below.

ROOM CHECK-LIST

1. Location in hotel	a. Telephone at desk, radio, color TV
2. Number of beds and size;	b. Lift number 1-nearest to reception desk
3. Furniture and fittings	c. Overlooks front gardens
4. Bath room/shower/toilet	d. Lift and lift controls suitable for guests using wheel chairs
5. Power points, location and rating	e. Light pinewood, modern Scandinavian
6. Furnishings style and room decor	f. Quiet (windows double -glazed)
7 Telephone, radio, television?	g. heating and A/C control panel next to main door
8. Heating and air conditioning?	h. first floor, front
9. View from window:	i. 3 power points (next to main door, bathroom door, and desk)
10. Noise levels:	j. turn beds, 6*4 meters
11. Access for handicapped	k. bathroom with shower attachment, toilet
10. Nearest lift	l. 2 armchairs, writing desk, built in wardrobe, 2 bedside tables. 1 coffee table, luggage rack standard lamp, desk lamp.

C. Now make a check-list for yourself, copying out the words on the left above. Try to complete as much of it as you can for any hotel room you know.

30. LISTENING

A. Listen to the four extracts in which a hotel employee is talking. In which extract does the hotel employee talk about:

- the hotel in general?
- the rooms?
- places to eat in the hotel?
- other facilities?

B. Listen again and complete these sentences from the dialogues.

1. The _____ sir, if you _____ meal. Or _____, or from Room Service _____.
2. The hotel is _____ over Clearwater Lake.
3. Yes certainly madam. You can use _____ at any time. Or perhaps you _____ our new Sports Complex? They include _____ swimming pool, and _____.
4. We can give you _____ for \$75 a night, or _____ and has cable television for \$90 a night.

C. Whenever possible, hotel staff should:

1. use *descriptive phrases* when talking about the hotel and facilities
2. offer an *alternative* when saying what is available
3. try to interest guests in *something 'better'* than what they have in mind
4. suggest *facilities* which guests may find useful

From the sentences in Exercise 9, find examples of ways in which the hotel employee does each of these things.

31. WORD POWER

A. Here are some sentences which a hotel employee might use when speaking to guests but the words are in the wrong order. Write them out correctly.

1. to a guest who is looking at the set dinner menu:

Prefer/you'd/Perhaps/ a la carte/our/menu/ specialties/has /which/some/house/the/of.

2. to a guest who is picking up his key late in the evening:

Is/bar/still/open/you'd /like/if/drink/a/The/up/go/before/to/you/your/room.

3. to a guest who is making a reservation:

Comfortable/very/room/ It's /fine/view/the/hills/of/a/with/a.

4. to a family who is making a reservation:

offer /We/ can/ triple/ room/ a/ we/can/ or/ you/ give/ double/ a/ room/ extra/ an/ bed/ with.

5. to a guest who is reserving a room for five days: (2 sentences)

Week/ you/Would/like/stay/a/full/for/madam/to?

You/ offer/can/ We/ rate/ special/ all-inclusive/a.

6. to a businessman who asks to borrow a typewriter: (2 sentences)

Interested/ you/ be/ in/ Would/ our/ service/ secretarial?

reasonable/ rates/ Our/ very/ are.

7. to a guest who is asking about another hotel in the same chain: (2 sentences)

Marvelous/ décor/ style/ the/ in/ an/ palace/ Arabian/ of/ has/ sultan's/ It.

Furniture/ fittings/ and/ The/ hand-made/ are.

B. Look again at the sentences you have written. Say which sentences:

1. Contain descriptive phrases.
2. Offer alternatives.
3. Try to interest guests in something better.
4. Suggest facilities which guests may want to use.

32. If you work in a hotel you should also be able to recommend the restaurants in the hotel. Even if you do not work in the restaurants you should be able to give information about them. Here is a restaurant check-list. Fill in this check-list for any hotel restaurant you know

1. Location in hotel _____
2. Opening times _____
3. Last orders _____
4. Licensed to sell alcohol? _____
5. Rules about dress? _____
6. Minimum charge? _____
7. Service charge _____
8. Credit cards _____
9. Decor/style/theme _____
10. Special features _____
11. Menu details/specialties _____
12. Charge to room? _____
13. Name of Restaurant Manager _____
14. Booking necessary? _____

33. *READING*

A. Here are some typical advertisements in tourist guidebooks. They mention some selling points of hotels.

"WELCOME TO THE HOTEL GEORGE V!"

The world's discerning travellers have enjoyed VIP treatment at the George V ever since that day in 1928 when the doors opened for the first time.

Sixty years on: the same impeccable service and palatial accommodation is enjoyed by discerning convention groups and deserving incentive achievers.

Organisers often wonder how even such a vastly experienced hotel can give personal attention to hundreds of delegates . . .

simple — supremely professional staff in every department.

— the largest deluxe capacity in Paris.

—351 elegantly furnished rooms and suites.

—Twenty-one beautifully-equipped meeting rooms including an opulently appointed ballroom: conventions for 600 are accommodated as readily as a boardroom summit for ten and — the rest is a George V secret!

Even today the George V provides welcome sanctuary from the bustle of Paris Yet it stands just off the Champs Elysees in the centre of the business and haute couture district.

perfect location — perfect peace — perfect conventions

The Pageant of Classical China at Tampei's Most Exquisite Hotel

The Howard Plaza preserves all the luxuries of classical China: decor, comfort, and cuisine. Deluxe accommodations mean hand-carved rosewood furniture and original contemporary paintings in all guest rooms. In addition to business and fitness centers, a swimming pool, and 10 food and outlets, the Howard is located in eastern Taipei's sparkling commercial and residential area. Whether in town for business or pleasure, your stay will be distinct with the personalized hospitality of which imperial legends are made.

Howard Plaza Hotel

160 Jen Road, Sec 3, Taipei, Taiwan

Elegance That's Hard To Find!

Rich carrara marble reflects the sparkle of crystal chandeliers, while fine wood parralling adds a unique warmth and character. In the lift lobby an antique tapestry hangs with graceful dignity as an intricate tribute to times past. Old world charm and

modern amenities that satisfy the requirements of today's traveler. Luxurious accommodation. The exclusive Executive Floor. State-of-the-art facilities. The comprehensive Business Center. Some of Singapore's most highly rated restaurants and the discreet, yet friendly and attentive service you expect in a deluxe hotel. Elegance that's hard to find and appreciated by the discerning traveler who visits Singapore.

Free valet parking.

Century Park Sheraton Singapore

16 Nassim Hill, Singapore 1025

Intercontinental Chicago Hotel Information

Stars : *****

505 N MICHIGAN AVE

Chicago

Illinois

USA

60611

The InterContinental Chicago is situated on the Magnificent Mile, approximately 13 miles from Midway Airport and 16 miles from Chicago O'Hare International Airport. Local attractions include Navy Pier, Art Institute of Chicago, Shedd Aquarium, Sears Tower, Water Tower, and Hancock Observatory.

Hotel amenities include the Roman-style junior Olympic-sized pool, fitness center, sauna, locker rooms, and massage services. Onsite drink and dining options include Zest Restaurant and the Six Continents Bar & Salon. The hotel also offers room service, currency exchange, a concierge, laundry service, a business center, and valet parking (free).

Guest rooms feature bathrobes, cable TV, CD players, coffeemakers, hairdryers, hampers, high-speed Internet access, safes, video games and movies, climate control, irons and ironing boards, minibars, dual-line telephones, voicemail, scales, sofa beds,

and work desks. Rates are based on double occupancy. Charges for extra adults may apply and will be due directly to the hotel.

Ibis Amsterdam Airport Hotel

Stars : ***
Schipholweg 181
Amsterdam
Netherlands
1171 PK

This 3 star hotel is located at only 7 minutes from Shiphol Airport, (by free Shuttle service) and only 25 minutes from the historical centre of Amsterdam, like Leidse Plein, Rembrandt Plein, Dam Square and central Station. At the Ibis Amsterdam Airport, you are promised a good nights sleep at a value price with comfort and service 24 hours a day. All rooms are equipped with television, with a free inhouse movie channel, a safe and air-conditioning. The hotel also has 4 conference rooms, a restaurant, a pizza and pasta cafe, a star class cafe, a bar and private parking

Best Western Grant Park Hotel

Stars : **
1100 S MICHIGAN AVE
Chicago
Illinois
USA
60605

This Best Western is located across the street from the Grant Park Bandshell and approximately 18 miles from O'Hare International Airport. The hotel is also within half a mile from Soldier Field, Shedd Aquarium, Field Museum, State Street, and Buckingham Fountain. Magnificent Mile is one mile away, United Center and the Shedd Aquarium are two miles away, and Wrigley Field and US Cellular Field are three miles from the hotel.

Hotel amenities include the outdoor pool and sun deck, exercise room, and deluxe continental breakfast. The hotel also offers valet laundry service, 24-hour front desk

service, free weekday newspapers, safety deposit, valet parking, and free local calls (up to 30 minutes). A restaurant, Fornetto & Mei, serves food all day and provides room service to the property.

All rooms feature cable TV, dataports, hairdryers, coffee/tea makers, irons and ironing boards, and additional in-room toiletries. Rates are based on double occupancy. Charges for extra adults may apply and will be due directly to the hotel.

Ramada London Ealing

Stars : ***
Ealing Common
London
United Kingdom
W53HN

Situated close to Ealing Common Underground Station, Ramada London Ealing and gives you access to a whole number of fantastic London attractions. From here, discover the world heritage site of Kew Gardens, a truly beautiful day out and an inspiration to garden enthusiasts. If you want to explore the capital, it's easy just take the tube and you'll be whisked away into the vibrant city. Just a few miles away, catch all the sports and events at Wembley Stadium, Earls Court and Olympia.

Business facilities

- Audio/Visual Equipment, Board room, Business Centre, Conference Centre, Conference Rooms, Exhibition room, Fax, Flipchart, Meeting Rooms, Overhead projector, Photocopying, May incur an additional cost

Children facilities

- Children's menu, Cot on request(r), Extra bed(r), High Chairs, May incur an additional cost. This facility is room dependent.

Disabled facilities

- Disabled parking, Accessible Rooms(r)

Hotel facilities

- Air Conditioning(r), Concierge, Dry cleaning, Elevator/Lift, Express check-out, Laundry, Parking, Reception (24 hours)(r), Safety Deposit Boxes, Wi-Fi, May incur an additional cost, This facility is room dependent.

Room facilities

- Room Service, Radio, Cable television, Complimentary fruit and mineral water(r), Complimentary toiletries(r), Daily housekeeping, En-Suite Bathroom, Fax/modem plug in, Flat screen LCD TV, Tea/coffee facilities, Trouser Press, Wake-up calls, Work Desk(r), Hairdryer, Pay-per-view movies, Iron & ironing board, Heating, Late check-out, internet on TV, Restaurant

Children policy

- Children welcome

Cancellation policy

- Cancel free of charge up to 24 hrs before check-in, else first night rate

Pets policy

- Pets welcome on request (extra charge)

Smoking policy

- Smoking not permitted

Check-in time: 14:00 Check-out time: 12:00

Local Attractions

- Kew Gardens: 4.0 Kilometre
- Wembley Stadium: 4.0 Kilometre
- Harrods: 7.5 Kilometre
- Science Museum: 7.0 Kilometre
- House Of Parliament: 6.0 Kilometre

Location

- Nearest airport: London Heathrow Apt
- Nearest train station: Ealing Broadway Railway Station (0.5 km)
- Nearest metro: Ealing Common (0.1 km)

Stanley House hotel

The Stanley House hotel is located in central London, in the elegant Westminster area. It is a few minutes walk from the Victoria transport complex, which offers quick connections to Heathrow, Gatwick and Stanstead airports and is also one of the city's main rail and coach stations.

Whether you are visiting London for business or pleasure the property provides a friendly and relaxing atmosphere with affordable rates in a perfect location. There is a comfortable TV lounge and hot and cold drinks are available from the vending machines 24 hours a day.

Location of Hotel Stanley House, London

City Area: Victoria Station

Position of the zone in the city

General map

Rooms at Stanley House

The comfortable and spacious bedrooms are nearly all with ensuite bathroom and hairdryer. Facilities also include direct dial telephone, cable TV, heating and desk. Non-smoking rooms are available as well.

- Cable TV, Desk, Direct dial phone, Hairdryer in each room, Heating, Non-smoking rooms

Hotel Facilities

- Credit card accepted, Groups welcome, City guide, City maps, City tour, Front desk - 24 hour, Front desk - fax service, Front desk - safety deposit box, Tourist information, Baby sitter, TV Lounge.

B. Can you find any examples of these points from the advertisements?

Type _____

Location _____

Décor _____

Level of comfort _____

Facilities _____

Service _____

Cuisine/Restaurants _____

C. Now work with a partner. Act out a conversation between a member of a staff at one of the hotels, and a customer who is interested in staying there, and who is making enquiries.

34. SPEAKING

A. Make a presentation of a hotel or other accommodations. See the Structure of Presenting in the Appendix. Note the characteristics:

FEATURES – type, rooms, facilities, services

ADVANTAGES – unique features that make it unlike any other similar products (more luxurious but safer, etc.)

BENEFITS – those who are supposed to be your clients; what is specially made to gear it to special needs (cuisine, level of comfort, accessibility for disabled people, parking, etc.)

1.2. PROMOTION

1. *READING* Great Marketing Disasters

A. When you decide to promote a product, it is possible to make mistakes without realizing it. Read the following incomplete texts. Then look at B.

B. Below are the continuations of the texts in A. Match the two halves of each story.

a When Braniff Airlines changed the seat covers in their aeroplanes and used leather rather than man-made fabrics, they launched a new advertising slogan – ‘Fly in leather’.

b A new airline company decided to call itself 'EMU', and had some success until it tried to market its services in Australia. It took some time before they realized that the name wasn't appropriate.

c When an American food company launched a new range of baby food in Africa, they put a picture of a smiling baby on each tin so that it could be identified. They were a little surprised when the product did not seem to be selling well.

d The vacuum cleaner company Hoover had a marketing disaster from a campaign that went too well. They offered customers two free flights to America (worth £400) if they bought any product worth over £100.

e Brand names can cause problems for international companies. When the car company "Chevrolet" produced a new model they decided to call it the 'Nova'

B. Below are the continuations of the texts in A. Match the two halves of each story.

1. They realized their mistake when it was explained to them that in many areas where people cannot read or write, people assumed that the picture on the label showed what was in the tin

2. An emu is a native Australian bird, but unfortunately, rather like an ostrich, it can't fly.

3. This slogan was translated into different languages, but raised a few laughs in Spain, where the translation meant “Fly naked”.

4. People soon realized that this was a very good deal indeed. The company sold vast quantities of appliances and ended up with a loss of £48 million

5. It was fine in most countries except in Spain, where *no* means *doesn't* and *va* means *go*.

2. FOCUS ON GRAMMAR First and Second Conditionals

A. Read through the following sentences.

A *If there are any seats available, I'll book you a ticket for the 21st.*

B *If there were any seats available, I would book you a ticket for the 21st.*

In which sentence is the speaker talking about a real possibility?

In which sentence is the speaker talking about an imaginary situation?

Remember that we use the first conditional to talk about future events and their results when the future event is reasonably likely to happen. For example:

If I have to stay late this evening, I will give you a ring.

We use the second conditional to talk about the results of imaginary present situations or unlikely future events. For example:

If I had a yacht, I would spend the summer in the West Indies.

B. A Complete the sentences using either the first conditional or the second conditional.

1. If the economy _____ (not/be) in such a bad state, it _____ (be) much easier to sell holidays.

2. If I _____ (have) more money I _____ (spend) the summer in the South of France, but unfortunately I have to stay here.

3. Nobody _____ (mind) if the plane _____ (be) a few minutes late.

4. I'm expecting the ticket any time now - I _____ (phone) you if they _____ (come) tomorrow.

5. If I _____ (be) you, I _____ (complain) to the tour operator.

6. It's a shame we haven't got anything to spend on promotion. If we _____ (have) a little spare cash, we _____ (be able) to advertise and get a lot of customers.

7. It's a pity I don't speak Turkish. If I _____ (do), I _____ (apply) for that job in Istanbul.

8. If you _____ (have) any problems, our local representative _____ (do) her best to help you and can be contacted at any time.

C. Read the following questions, and write a suitable reply. Choose the first conditional to talk about the suggestion you support, and the second conditional to talk about the suggestion you do not support. The first one has been done for you.

1. We're opening a new chain of hotels for business travelers all over Europe. Do you think we should promote them by giving out leaflets in the street or by setting up an Internet web site?

I think a web site would be better - if we set one up we will be able to reach customers all over the world, but if we just handed out leaflets we wouldn't get the right sort of customers.

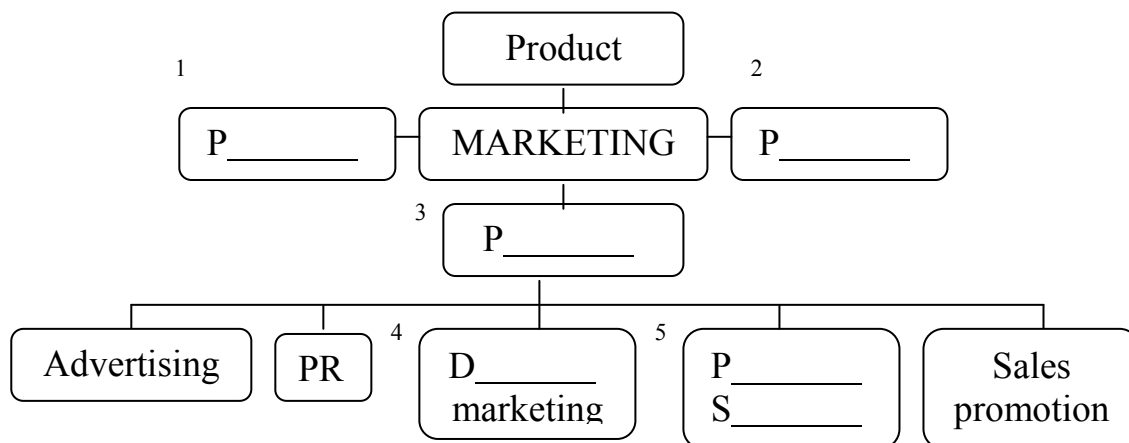
2. We have a lot of late availability flights to sell - do you think we should put an advertisement in the paper or get some posters put up in the underground?

3. We're trying to get some publicity for our 18-30 adventure holidays. Do you think we should think about sponsoring a sports or take out advertisements in a theatre programme?

4. We're opening a new branch in West Street- do you think we should organize a TV campaign or get some leaflets printed to hand out in the street?

3. LISTENING 4 Ps

A. Look at the diagram about marketing and promotion Do you understand any of the terms? Can you fill in any of the gaps?



B. Listen to Jean Stewart talking about promotion and complete the diagram.

C. Which of the following ideas about promotion does Jean mention directly?

- 1 To create a demand for a product
- 2 To explain why a product is better than a competitor's product
- 3 To make customers aware of a product
- 4 To remind customers about an existing product

D. Listen again. Write T (true) or F (false).

- 1 The marketing mix is made up of product, place, and promotion.
- 2 Promotion and advertising are the same.
- 3 Small operators use email for direct marketing.
- 4 Personal selling is about going from house to house knocking on doors

4. WORD POWER

A. Special Terms

Promotion: Paid advertising and public relations efforts that in the case of tourism encourage recreational travel either generally or on specific carriers and to specific places.

Fringe Benefits: Benefits other than pay raises for workers. The most important fringe benefit in relation to tourism is the paid vacation.

Familiarization: Making something familiar or known. In the tourist industry, the transportation, accommodations, and catering businesses try to familiarize employees, travel agents, and travel writers with the services they offer.

Media: The plural of medium. In current usage, the term refers to the means of spreading information through the print media, like newspapers and magazines, and the broadcast media, like radio and television.

Institutional Advertising: Advertising intended to keep the name of a corporation—such as an airline—in the public eye rather than to give much information about specific services.

Brochure: A pamphlet usually put out for promotional purposes.

Throwaway: In advertising, usually a one-page advertisement that can be widely distributed by mail or by hand.

Direct Mailing: A form of promotion that involves mailing brochures or throwaways to a selected list of people. The mailing list often includes credit card holders, previous customers, members of clubs or organizations, and so on.

Credit Card: A card issued by a company—such as American Express—or a bank to a person with a good credit rating. The card holder can use his card to charge goods or services, among which tourist industry services are especially important.

Destination Advertising: Advertising that stresses a resort area or some other tourist destination.

B. QUESTIONS

1. What does promotion include? What is the purpose of tourist promotion?
2. What are fringe benefits? Which one is especially important in relation to tourism?
3. What is familiarization? What kinds of tourist industry businesses follow a policy of familiarization?

4. What are the media? What is the difference between print media and broadcast media?
5. What is institutional advertising?
6. What is a brochure?
7. What does the term throwaway refer to in connection with advertising?
8. What is a direct mailing promotion? What are the sources of the mailing lists that are used?
9. What is a credit card? What can a card holder use his card for?
10. What is destination advertising!

C. Read the text “Tourist Promotion”

There have been three aims of most tourist promotion in the last few years. The first has been to retain the established market of people for whom travel is a normal form of recreation. It is impossible to characterize them exactly, but generally they are likely to be between thirty and fifty years of age, well educated, residents of urban centers, and prosperous, with incomes of \$25,000 a year or more.

The second purpose of tourist promotion has been to increase the size of the market. In order for tourism to grow, it is necessary to attract people who would not have traveled much until the last few years. These include not only office workers, but also industrial workers with much larger disposable incomes than ever before. It is significant for tourism that labor unions, having achieved high wage levels for workers in the industrialized countries, now fight for fringe benefits such as longer paid vacations and shorter work weeks. A three-day weekend, a distinct possibility in the not-too-distant future, would almost certainly cause an increase at least in domestic tourism.

The third goal of tourist promotion has been to overcome what might best be called its seasonal bias. In many countries, summer was the traditional vacation season. In the United States, for example, people went off to a resort in the

mountains or at the seashore during the hot months. Businessmen sometimes sent their families off for the entire summer and joined them for weekends at such resorts as Newport or Lake George. In France, the summer vacation has extended even to the shutting down of many stores and small businesses. Hundreds of thousands of Frenchmen leave Paris in August for the south of France or for destinations outside the country.

Winter vacations have been heavily promoted to spread tourism more evenly throughout the year. There has been a big increase in facilities for winter sports. Ski resorts have sprung up which attract not just the wealthy to resorts like St. Moritz in Switzerland, but also the office or factory workers who want to get out on the ski slopes for a winter weekend. The biggest attraction of all, especially to people who must endure a cold and gloomy northern winter, is a vacation in the sun. Some areas have been able to combine both attractions. The winter sunshine of Marrakech in Morocco, for example, has long made it an attractive resort, and now ski facilities have been developed in the nearby Atlas Mountains for winter sports enthusiasts.

Many different organizations are involved in tourist promotion. They include official and semiofficial tourist bureaus, the transportation companies, tour operators, retail travel agents, and individual hotels or hotel chains. Through their tourist offices, governments do a great deal of travel promotion, both in the form of advertising and publicity. Even the United States government, which has not been notable for encouraging tourism, launched an advertising campaign to attract foreign visitors and thereby help overcome its huge tourist deficit.

There are two major kinds of promotion—publicity and advertising. Publicity might well be termed free advertising. It consists of stories placed in newspapers and magazines about travel, accommodations, restaurants, and other parts of the whole tourist industry. Many newspapers and magazines carry such stories regularly as features. Indeed, professional travel writers journey from resort area to resort area to report on the facilities and amenities that are available. Much of this travel writing is highly specialized. An American magazine called *Gourmet*,

for example, appeals to lovers of good food. It carries several travel pieces in each issue, all of them placing special emphasis on the food that a traveler will find in one place or another.

News events that apparently have nothing to do with tourism frequently provide a great deal of indirect publicity for the industry. The Olympic Games are an excellent example. Stories about the Olympics appear on the sports pages, but a desire to see the Games is generated in many people by all the publicity. Some news events, on the other hand, discourage tourism—the bombing of luxury hotels in San Juan, for example.

Another kind of tourist-connected public relations comes under the heading of familiarization. People in the industry, especially those involved in sales—notably travel agents—are frequently provided with free trips to tourist destinations. At best, they may be so impressed by what they see that they will push that area or resort. And at least, they will be able to answer questions from their own experience. Familiarization trips are often extended to other people in the tourist industry, especially tour operators and employees of the transportation companies and government bureaus.

Tourist advertising is a large business in itself. Most of the advertising is directed toward the large tourist-generating regions—Canada and the United States, Western Europe, and Japan. Within those regions, advertising is concentrated in particular areas. In the United States and Canada, the cities of the northeast and of the Pacific coast produce more travelers than other areas, so they receive a great deal more advertising. In Europe and Japan, travel and tour advertising is concentrated in urban conglomerations like Paris, London, Tokyo, and Osaka.

Media, the plural of medium, is a term that is used for the different means of spreading information in the form of news and advertising. Newspapers and magazines—the print media—and radio and television—the broadcast media—are usually included in the term. Once the market area has been pinpointed, the

advertiser tries to select the particular medium that will reach those people who are likely to purchase the services that he is promoting.

Television reaches the largest market, one that generally cuts across different social and income groups. TV time is also very expensive, so it is used principally by transportation companies and government tourist agencies for institutional advertising, keeping the name of the company or the region in the public view without giving many specific details about services. Radio serves a more limited audience. For one thing, it cannot transmit the beautiful pictures and colors of television. For another, the area and audience that can be reached by many radio stations is quite small. Radio, however, is unique in that it can reach people driving their automobiles.

Of the print media, newspapers reach the broadest group of people. Many papers in big tourist markets—the New York Times, for instance—have a weekly travel section. In addition to feature stories, the travel section carries many ads for particular tours and particular resorts. A person who has been intrigued by a general destination because of the colorful pictures on TV or travel posters could then find in the newspaper specific details about accommodations, tours, and prices.

Most magazines nowadays are directed to special-interest groups. Gourmet, which we mentioned previously, is a good example. Some institutional advertising appears in magazines, but for the most part they carry advertising directed to the groups who read the magazines. Advertisements for archeological tours or guided tours to the great museums of Europe appear in art magazines; tours that are built around opera performances are advertised by magazines intended for music lovers. Magazines that are read by higher income families with good education often carry advertising for tours that might attract the traveler who has been everywhere—special tours to the Galapagos Islands, for instance, or through the Strait of Magellan. Several magazines are also intended specifically for the travel trade. Among them are magazines distributed to holders of credit cards or to passengers on the airlines.

Another form of advertising is the brochure. It can be an elaborate pamphlet on glossy paper with beautiful color photographs, or a simple throwaway with a page of details for a tour. Tour operators distribute brochures and throwaways in large numbers to travel agents in the market area they are trying to reach. In addition, many of them are sent out by direct mailing to selected lists of customers by tour operators and travel agents. The names and addresses are gathered from those who have been on previous tours, from customers of the travel agencies, from people who hold credit cards, or from similar sources. Many lists are sold by one organization to another, usually for a few cents a name.

A great deal of tourist advertising, especially of the institutional variety, stresses the destination, and in fact this is known as destination advertising. The transportation companies, in particular, once tried to emphasize the services that they offered on the way. Getting there, according to one campaign, was supposed to be half the fun. It is now generally accepted, however, that the public does not really differentiate between one airline and another, no matter how pretty the stewardesses, how elaborate the meal service, or how brightly painted the aircraft. What the public is buying is essentially a destination, and that is what most of the airlines are emphasizing in their current campaigns. Being there is almost all the fun, as most travelers can assure the transportation companies.

Perhaps the most effective kind of tourist promotion is the one that cannot be manipulated by the industry. This is word of mouth, what one person says to another about his vacation. And this is indeed a major topic of conversation among people who travel. Like news stories, the results of word of mouth can be good or bad. A recommendation of a resort or hotel by one family to another can significantly influence the choice people are likely to make. On the other hand, a bad report spread around by disgruntled tourists may sharply cut tourism.

Among other things, word of mouth guarantees that the tourist industry will provide more or less what it promises. One might say that it is a powerful force in keeping the industry honest.

D. QUESTIONS

1. What has been the first aim of most tourist promotion in the last few years? What kind of people is this promotion directed toward?
2. What has been the second purpose of tourist promotion?
3. In what way is the effort by unions to obtain more fringe benefits for workers significant to the tourist industry?
4. What has been the third aim of recent tourist promotion?
5. What used to be the traditional vacation season? Give examples.
6. What has been done to spread tourism more evenly during the year?
7. What kinds of organizations are involved in tourist promotion?
8. What can publicity considered to be? What are some types of publicity in tourist promotion?
9. How do professional travel writers provide publicity for tourism?
10. How can news events provide publicity, both good and bad, for tourism?
11. What is another kind of tourist-connected public relations? What does this involve?
12. Where is most tourist advertising directed? Is the advertising concentrated equally throughout these areas?
13. When the market area has been pinpointed, what does the advertiser then try to do?
14. What kind of market does television reach? What kind of advertising is it used for?
15. Why does radio serve a more limited audience?
16. What kind of promotion and advertising are carried by the news papers?
17. To what kind of market is most magazine advertising for tourism directed?
18. What kinds of brochures are used in travel advertising?
19. How are brochures and throwaways distributed?
20. What kind of tourist advertising stresses the destination?
21. Why does much of the advertising of the transportation companies now stress destination? How does this differ from advertising that was sometimes done in the past?
22. What is an effective form of tourist promotion that cannot be

controlled by the industry?

23. What does word of mouth guarantee concerning the tourist industry?

5. WORD POWER

A. Indicate whether the following statements are true or false.

1. _____ Very little advertising is carried on by the tourist industry.
2. _____ The only group within the tourist industry that carries on promotion is made up of the transportation companies.
3. _____ Fringe benefits such as paid vacations and longer weekends are an important factor in the growth of tourism.
4. _____ Tourist promotion has only tried to retain the existing market of well-to-do, middle-aged people who travel anyway.
5. _____ There has been a great deal of effort by the tourist industry to spread recreational travel more evenly throughout the year.
6. _____ Newspapers and magazines never carry stories or articles about tourism or travel.
7. _____ People who read the sports pages or other sections of a newspaper often see stories that may make them want to travel.
8. _____ Travel agents, airline employees, and other tourist industry personnel often receive free trips to resort areas so that they can get to know different tourist places.
9. _____ Tourist promotion is spread equally throughout the world since all places generate a large volume of tourist traffic.
10. _____ Tourist statistics are never used to find out where travelers come from.
11. _____ The different information media reach different groups of people.

12. _____ Television time is cheap; thus, it is frequently used to advertise the details of specific tours.
13. _____ Magazines are used to reach special-interest groups with both institutional advertising and information about particular tours.
14. _____ Brochures about tours are frequently mailed to people who are credit card holders.
15. _____ All current airline advertising emphasizes in flight services since it has been determined that this is what makes people want to fly.
16. _____ Word of mouth from tourists has no influence on decisions that other people make about where to go on their vacations.
17. _____ Word of mouth is helpful to the tourist because it helps to make the industry live up to its own advertising claims.

B. Work out and describe a promotional campaign to attract tourists to your country or region. You should consider the following factors:

1. The reasons people might want to visit your area.
2. The tourist facilities which are available there.
3. The means of transportation to reach the area.
4. The part the government, the transportation companies, and individual tourist businesses would play in the promotional campaign.
5. The market or markets that generate tourism to your area.
6. The special-interest groups to whom travel to your area would be attractive.
7. The mixture of publicity and advertising you believe would be most effective.
8. The media in which you would try to place your advertising and publicity in the market area.

6. READING Types of Advertising and Promotion

A. Look at these slogans and extracts from advertisements connected with tourism (1-11). Match them with the destinations and services (a – k) listed on the next page.

<p>1. WHERE THE SUNSHINE NEVER GOES ON HOLIDAY</p>	<p>7. <i>For the time of your life</i></p>
<p>2. ANSWER THE CALL OF THE WILD</p>	<p>8. The sun is smiling on you down under</p>
<p>3. The surroundings may be your greatest handicap</p>	<p>9. <i>It couldn't be easier. Step on in the heart of one capital city, three hours later step off in the heart of another.</i></p>
<p>4. <i>Come fly the friendly skies</i></p>	<p>10. LEADING THE WAY TO LATIN AMERICA</p>
<p>5. IT ONLY TAKES A TICK TO GET THERE</p>	<p>11. It's your last run of the day. Your legs are burning ... Your back is killing you ... What's the first thing you do when you reach the bottom? Head straight for the lift!</p>
<p>6. <i>You drive – we'll take the car!</i></p>	

- a Eurostar train London to Paris
- b holidays for people aged over 50
- c Portugal
- d brochure supply service for Australia and New Zealand
- e Iberia group airline
- f an American airline
- g skiing in the Canadian Rockies
- h Australia
- i golf holidays in the US mountains
- j African safaris
- k car ferry company

B. The advertising slogans on the previous page are all from newspapers, magazines, and display posters. What other forms of tourism advertising and promotional activity can you think of? Make a list.

C. Here are some different ways of promoting a tourism product or service. What are the advantages and disadvantages of each? Are any of them particularly suitable for certain products and services?

- a advertisement in magazine or newspaper
- b leaflet given out in the street
- c leaflet available in travel shops
- d advertisement in theatre programme
- e neon sign in city centre
- f advertisement on billboard by roadside
- g poster at railway station or airport
- h television advertisement
- i cinema advertisement
- j press release
- k sponsorship of a sporting event

- l** sales promotion, e.g. early booking discount
- m** personal selling, face-to-face or tele-sales
- n** direct mailing/mailshots
- o** web site on the Internet
- p** point-of-sale promotion (leaflet, poster)
- q** commission to selling agent

D. Which type of promotional activity do you think would be best for the following?

- cheap last-minute flights
- new caravan and camping site
- inclusive packages to see the next Olympic Games
- travel insurance
- new cut-price transatlantic air service
- trekking holidays in Nepal
- new children's theme park

7. DISCUSSION Types of Promotion

Work in pairs. Here are some ways of promoting a tourism product or service (a-e), and some products (1-5). Decide which types of promotion would be suitable for each of the products and why.

a advertisement in a newspaper or magazine	1 a package holiday to a luxury resort
b Internet website	2 cheap, last-minute deals on flights or holidays
c television advertisement	3 a new, low-fare airline
d promotional event (e.g. a 'cultural day' at an embassy)	4 a little-known holiday destination
e special promotional feature in a magazine	5 a new tourist attraction
f direct mailing to customers	

8. *READING* Media Types

A. Read the text and discuss the advantages and disadvantages.

Advertising media are channels that advertisers use in mass communication. The seven major advertising media are newspapers, magazines, radio, television, outdoor media, Yellow Pages, and the Internet.

Medium	Advantages	Disadvantages
Newspapers	Geographic selectivity and flexibility; short-term advertiser commitments; news value and immediacy; year-round reader-ship; high individual market converge; co-op and local tie-in availability; short lead time	Little demographic selectivity; limited color capabilities; low pass-along rate; may be expensive
Magazines	Good reproduction, especially for color; demographic selectivity; regional selectivity; local market selectivity; relatively long advertising life; high pass-along rate	Long-term advertiser commitments; slow audience buildup; limited demonstration capabilities; lack of urgency; long lead time
Radio	Low cost; immediacy of message; can be scheduled on short notice; relatively no seasonal change in audience; highly portable; short-term advertiser commitments; entertainment carryover	No visual treatment; short advertising life of message; high frequency required to generate comprehension and retention; distractions from background sound; commercial clutter

Television	Ability to reach a wide, diverse audience; low cost per thousand; creative opportunities for demonstration; immediacy of network stations; long-term messages; entertainment carryover; demographic selectivity with cable stations	Short life of message; some consumer skepticism about claims; high campaign cost; little demographic selectivity with network stations; long-term advertiser commitments; long lead times required for production; commercial clutter
Outdoor media	Repetition; moderate cost; flexibility; geographic selectivity	Short message; lack of demographic selectivity; high “noise” level distracting audience
Internet	Fast growing medium; ability to reach narrow target audience; relatively short lead time required for creating Web-based advertising; moderate cost	Difficult to measure ad effectiveness and return on investment; ad exposure relies on “click-through” from banner ads; not all consumers have access to the internet

9. READING

A. Read the advice on how to promote a holiday destination. Match the questions (1-5) with the paragraphs (a-e).

- 1 What resources will you need?
- 2 Who are your customers?
- 3 What promotional methods should you use?
- 4 What does your region have to offer?
- 5 What are your objectives?

A Campaign to Promote a Tourist Destination Takes a Lot of Careful Planning.

a _____

First, you have to decide exactly what your region offers to visitors - the weather, the natural features (beaches, mountains, scenery), the culture, historical buildings, etc.

b _____

Next, you need to identify your target market. This means knowing who your customers are. What are they interested in? How much money will they spend?

c _____

Then you need to decide on the objectives for your campaign. Are you trying to attract new visitors, keep your existing customers, or raise awareness about your region?

d _____

Once you've decided who you are talking to and what you want to say, you need to decide the best way to communicate your message. What's the best way to promote your region - advertising, cultural events, etc.?

e _____

Finally, you need to plan your resources - this means how much money, how much time, and how many people. Think about all the activities within your campaign, give each one a budget (money), a schedule (time), and the people to make sure it happens.

10. READING

A. Look at this advertisement for a travel destination. Decide who you think the *target market is* and what you think the *objectives* are.

Northern Cyprus

The Mediterranean as it used to be ...

There is a Cyprus of tranquil villages, picture postcard harbours, and ancient castles. There is a Cyprus without crowded beaches. There is a Cyprus where there are still more locals than tourists. This is the old Cyprus. Seven thousand years of history, and the warmest welcome in the Mediterranean.

Ask for a copy of our new brochure, and rediscover the Mediterranean of your childhood.

Cyprus Paradise 020 8343 8888

11. *SPEAKING* Planning a Promotional Campaign

A. Work in pairs. Plan a promotional campaign for your country or region.

You need to decide:

- what your region has to offer
- who your customers are
- what your objectives are
- what promotional methods to use
- what resources you'll need.

B. When you have finished, present your ideas to another pair, or to the class.

C. Work in groups. Find examples of holiday promotional material in magazines, travel brochures, or the Internet. Decide how good you think they are. Answer these questions:

- Which is the most effective?
- Which is the least effective?
- Who are the adverts trying to attract?
- What are the main selling points of the holidays?

12. *LISTENING*

A. Does your country have a government organization which is responsible for the development of tourism? If so, what does it do?

Listen to Ann Trevor talking about the way the Barbados Tourist Authority promotes the Caribbean Island within the trade and answer the questions.

A What is the Barbados Tourist Authority's marketing strategy for Barbados?

B What does Ann do at trade fairs?

C How do the BTA work with tour operators?

D Why does she mention Almond Beach Village?

13. *READING* Promotional techniques

1. Look at these different sales promotion techniques.

- | | |
|---|------------------------------|
| 1. adverts in the media | 6. displays and exhibitions |
| 2. brochures and leaflets | 7. give-aways (free gifts) |
| 3. competitions | 8. lotteries and prize draws |
| 4. discount coupons (in newspapers, etc.) | 9. posters |
| 5. discounted prices | 10. reports in the media |
| | 11. websites |

Which techniques are used in the four activities below? Are there any other activities in the four campaigns?

2. Judge each activity in terms of cost (C), logistics (L), impact (I), and originality (O). Award each activity a score from 1 (very poor) to 10 (excellent).

		C	L	I	O	Total
1	North-east England					
2	Hong Kong					
3	Rio de Janeiro					
4	Languedoc					

3. Add up the scores for each campaign from the scores for the whole class. Which was the best campaign in each category? Which was the best campaign overall?

North-east England

The Days Out Campaign was launched in July and was aimed at enticing people to get out and about within the region, visiting both paying and non-paying attractions. The campaign got a 'flying start' with 500 balloons released from Durham Cathedral on Monday 19 July 2004. The lucky person finding the balloon which had travelled the furthest was rewarded with a free day out visiting some of the region's best attractions.

Hong Kong

The Hong Kong Tourism Board announced a new tourism promotion plan on Sunday.

Selina Chow Liang Shuk-Yee, chairwoman of Hong Kong Tourism Board, said in a press release on Sunday that Hong Kong is to launch a two-month 'hospitality month', during which discounted air tickets and hotel charges will be offered to tourists.

Rio de Janeiro

Indians from Brazil's Amazon region painted an Indian logo on visitors' arms at the Brazilian International Tourism Promotional Campaign held in Rio de Janeiro,

Brazil, 26 May, 2004. The tourism promotional campaign attracted several hundred people from more than 40 countries.

Languedoc

The Languedoc Regional Committee ran a campaign to draw people's attention to the Languedoc's sunny, wide-open spaces. An American company, Prolitec, suggested giving the message more impact by using outdoor smells. Prolitec created a fragrance that would remind people of the typical regional scent of brush land. The scent was then used in a seven-day advertising campaign run in winter in major train stations in Paris and the south of France.

14. *ROLE PLAY* Presenting a campaign

- 1 Work in groups of three or four. Design a campaign for a tourism area you know well. Think about the four factors that make a good campaign.**
- 2 Present your campaign. Award marks for the campaigns of other groups.**

15. *WRITING* Promotional campaign news

- 1 Write a news item for a web page or a travel magazine describing your campaign. Use the web pages from *Reading* to help you. Think about how you can illustrate the page, and about which links you would put to other useful web pages.**
- 2 Make a 'mock-up' of your page as you would like it to appear in real life. Better still, if you can, upload your page on to a suitable server and invite colleagues and friends to visit it.**

16. *DISCUSSION* Planning a promotional campaign

A. Divide into groups to plan a campaign to promote tourism in the region where you are studying.

There are your main aims.

- to promote the region in general as a destination for potential tourists.

- to promote a particular annual event, such as a festival, a sporting tournament, or an anniversary of a local building or institution

You will need to research and plan your campaign very carefully. Follow the guidelines below.

1. Define exactly what it is that your region offers to tourists and visitors. Decide which annual event you are going to promote in particular (you can invent one if necessary).
2. Identify your target market and describe likely market segments. Who are your potential customers? What are their common characteristics?
3. Set detailed objectives for the campaign. Are you trying to attract new customers, maintain existing ones, raise awareness in general? What areas are you particularly aiming to increase?
4. Identify the best way to reach your target markets. Which promotional activities and methods are you going to use?
5. Identify the resources you will need to carry out your campaign.
6. Set a schedule for the next twelve months for both (a) the general campaign to promote your region, and (b) the promotion of the annual event you have chosen.
7. Prepare your opinions and plans in the form of a report that can be shown to the rest of the class

17. DISCUSSION

1. How is tourism promoted in your local area?

1. By a government organization like the Newcastle Gateshead Initiative
2. By the private sector - Chamber of Commerce, local tourism associations, etc.
3. By both

2. What promotional techniques do your local tourism authorities normally use?

18. WORD POWER The language of advertising

1. Look at adjectives 1-7. For each adjective, find two 'publicity'-style adjectives from a - n.

1 beautiful	a ancient	h innovative
2 big	b diminutive	i large
3 cheap	c economical	j low-cost
4 expensive	d enormous	k luxury
5 new	e exclusive	l modern
6 old	f gorgeous	m picturesque
7 small	g historic	n tiny

2. Choose the best adjective for these advertising texts.

- 1 The region has a lot of *exclusive / historic / picturesque* monuments.
- 2 Europe's best and biggest *economical / low-cost / modern* airline.
- 3 The new bridge is one of the most *innovative / modern / picturesque* pieces of engineering in the country.
- 4 Make yourself feel really special - take a short break in one of our *economical / exclusive / modern* country hotels.
- 5 Go online and search for what your family needs from our database of hundreds of *enormous / economical / tiny* campsites in Europe.
- 6 *Diminutive / Gorgeous / Large* beaches, luxury accommodation, ...

3. Choose the two adjectives that you like the most and use them to write tourism slogans for your country.

19. PRACTICE The Development of Tourism in an Imaginary Country

A. Paradiso is an imaginary island. It is approximately 80 km long by 50 km wide. It is a former colony that recently gained independence, and has a democratically-elected government. There are only basic facilities, but the climate and geography are potentially good for tourism. At the moment only a few tourists visit the island, mainly independent travellers.

After a recent referendum, the government has decided to develop tourism. The referendum made it clear that any development needs to be on a sustainable basis, with proper concern for all aspects of the environment and the native culture.

Divide into groups of four or five. You are the government department which has been given responsibility for planning the development of tourism on Paradiso.

First you have to establish the details of Paradiso as it is now.

B. Draw a map of the island. Be sure to include geographical features like beaches, mountains, rivers and farmland, a port (or ports), a capital city and other settlements, and any other features you can think of.

C. Decide on other characteristics of the island.

- climate
- population
- location
- local food production and industry
- transport systems

D. Now think about your objectives.

What type of tourist destination do you want Paradiso to be?

What type of holidays can you offer?

What type of people do you want to attract, and where from?

E. Plan the first phase of development.

What things do you need to build immediately (e.g. roads, airport, hotels)?

Where are the resorts going to be?

F. Plan more detailed development.

What type of accommodation are you going to provide?

What skills will you need? Will you train local people, or will you import workers?

What shops and facilities do you need? What other services should you provide?

G. Plan your promotional campaign.

Where are you going to market Paradiso?

How are you going to market it?

H. Present your report in a clear and professional way, using diagrams and pictures if possible. Compare your plans with those of other groups. What similarities and differences are there?

20. WRITING

How would you promote tourism in the area where you live (or any other area you like and know well)?

1 Make a list of the different aspects of the region that make it attractive to tourists.

2 Prepare a web page advertising the region. It will need images as well as text. Which images can you use?

3 If you can, make a 'mock-up' of how you would like your web page to appear in real life.

FILES

File I.

Investigating a client's needs

Sales consultant	You are the sales consultant. There are two customers browsing in your agency. Go up to them and begin to establish rapport. Invite them to have a seat and then use open questions to investigate their initial needs. Make notes of what they want.
------------------	---

Sales Consultant asks customers about

1. Type of holiday
2. Sightseeing
3. Other activities
4. Length of holiday
5. Number of people
6. Accommodation
7. Expected expenditures

Customers tell the sales consultant about

1. Type of holiday
2. Sightseeing
3. Other activities
4. Length of holiday
5. Number of people
6. Accommodation
7. Expected expenditures

Customers A,B.

- You are interested in a beach holiday in Greece
- - - - -would like to see Athens and a bit of historical monuments and just relax
- - - - - to do a bit of snorkeling or scuba diving, but not walking
- - - - - have got two weeks

- - - - -want to try local food
- - - - - a villa or apartment so that you can do your own cooking
- - - - - will be traveling with a friend
- - - - - want to hire a car and see the island

Customers B, C.

- You are interested in an adventure holiday in South America
- - - - - not sure exactly where you want to go to Chile, Peru, Argentina
- - - - - would like some time for independent travel
- - - - - to see some of the famous historical monuments like Machu Picchu in Peru
- - - - - have got three weeks in August
- - - - - do not want to spend very much money
- - - - - want to fly direct to South America-you don't want to change planes anywhere outside Europe.

Customers C, A.

- You are interested in a week end break in European city but you want smth different from Paris, Rome, Madrid you have already been to
- You are not sure exactly where you want to go – perhaps one of the Baltic capitals (Tallinn, Riga, Vilnius or to Warsaw or Berlin
- You would like a tour with guided excursions and visits
- - - - - want free time to do some shopping
- - - - - don't really want to spend the whole time looking at monuments
- - - - - have got four days any time in the spring
- - - - - will be traveling with a friend
- - - - - want half-board and a bit of luxury - it's a special occasion

File II

Student A

1 You are a sales consultant. Your partner is a customer. Suggest alternatives from the box for the situation the customer describes. Finish by recommending the best option.

Suggestions

Situation 1

- A trip to the Pyramids and the Nile
- A pass to the Formula 1 race at Monaco
- A beginner's course in scuba diving
- [Your own suggestion]

Situation 2

- A round the world flight
- A safari and beach package in Kenya
- A cruise around the Caribbean
- [Your own suggestion]

Situation 3

- An opera tour of Germany and Italy
- A tour of the Greek Islands
- A trip to Patagonia
- [Your own suggestion]

2 Now you are the customer. Go into the travel agency and ask for advice for each situation. Ask the sales consultant for at least three alternatives for each situation.

Situation 4

You want a very special holiday for your parents who are about to celebrate their 25th wedding anniversary.

Situation 5

You and your friends have just left university. You want to travel together around Canada.

Situation 6

You want a family holiday for you and your wife/husband and your two small children.

APPENDIX

Making a Presentation

I. Introduction

1. Subject

I'm going to talk about ...

The subject of my talk is ...

2. The structure and sequencing of the talk

I have divided my talk (presentation) into sections/parts.

In the first section I will / am going to describe ...

Then I will / am going to go on to ...

After that I will / am going to look at ...

Finally I will / am ...

II. The main body

1. Beginning the talk

I'll start by ...

Let me start by ...

I'd like to begin by ...

2. Highlighting

This is particularly important because ...

It should be pointed out that ...

I would like to draw your attention to ...

3. Giving examples

A good example of this is ...

For instance...

For example ...

4. Referring to the information on an overhead

As you can see from the table/graph ...

I'd like to show you a graph ...

Have a look at this.

The graph shows/represents ...

5. Ending the point.

We've looked at ... That's all I have to say about ...

6. Moving from one section of your talk to another.

I would like to go on to the next point which is ...

Let's move on to ...

III. Conclusion

1. Summarizing

I'd like to end by emphasizing the main points ...

I'd like to finish with a summary of the main points

2. Concluding

What we need is ...

We expect/ project / hope for / aim at ...

That concludes my talk.

3. Inviting questions and feedback from the audience.

Are there any questions so far?

Do you have any questions?

Feel free to ask if you have any questions.

PRESENTATION TECHNIQUES

1. Preparing your talk

a) structure it thoroughly in accordance with the recommendations given above;

b) include rhetorical questions in order to invite the audience to try to anticipate the answer and scatter them all over the talk, for example *Have you ever been/seen/heard...; Did you know that...?; How did we deal with the problem? ; Do you think it worked?, etc.*

c) use repetition to draw the audience attention to the subject, for example, *Our customers can bank online, buy online, receive information online.*

d) describing the major features of the subject, group three points together, for example, *It is efficient, safe and secure. We want to find out when, where and how it started.* By doing so, you will be able to create a sense of completeness;

e) to emphasize the meaning of what you are saying, use pairs of contrasting words/phrases, such as: *Nevertheless...; We couldn't keep pace with...; however (but)...; without; never; whenever; nothing; no one, etc.*

2. Making your talk

a) try to look smart and professional;

- b) demonstrate the enthusiastic attitude towards what you are saying;
- c) use visual aids, such as photos, pictures, tables, graphs, etc.;
- d) speak with a strong voice;
- e) make pauses;
- f) keep eye contact with the audience;
- g) use expressive body language (gestures, move, smile);
- h) don't forget about sense of humor.

ANSWER KEYS

1.A.

1 – F; 2 – T; 3 – F; 4 – T.

C.

1 – Stage 2; 2.–Stage 4; 3 – Stage 1.

D.

1 – Stage 2; 2 – Stage 3.

2. A.

1 – c; 2 – g; 3 – d; 4 – e; 5 – f; 6 – i; 7 – b; 8 – a; 9 – h.

4. A.

1, 3, 4 – free; 2,4,5,6,7,8,10 –travel agents make money from these

5. A.

1 T; 2 F; 3 F; 4 T; 5 F; 6 F

7. A.

1. Ayers Rock; 2. Great Barrier Reef; 3. All Australia and Australia’s Best

B.

1. 10, 13 days; 2. train, plane, coach; 3.

Do you SWOT?

Student A

Transport and access	- transport links with the rest of the country are very good. (S)
Accommodation	- already good and getting better. (S)
Restaurant, etc.	- good and varied but not geared to tourism yet. (O)
Local food	- original and tasty but not well – known. (O)
Nightlife and clubbing	- not very good and not very safe. (W)
Museums and galleries	- very good in the other city in the area. (T)
Activities for families	- a very good range of activities. (S)

The weather	- unpredictable summers, cold winters. (T)
Marketing potential	- very high but not yet used to its full potential. (O)
Marketing strategy	- no marketing strategy. (W)
Current advertising	- only brochures and a poor web page. (W)
The image of the city	- poor, and often identified with industry and contamination. (W)

Student B

Transport and access	- transport links with the rest of the country are very good. (S)
Accommodation	- already good and getting better. (S)
Restaurant, etc.	- good and varied but not geared to tourism yet. (O)
Local food	- original and tasty but not well – known. (O)
Nightlife and clubbing	- not very good and not very safe. (W)
Museums and galleries	- very good in the other city in the area. (T)
Activities for families	- a very good range of activities. (S)
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Unit 11 Promotion and marketing in tourism

1 Great marketing disasters

A&B a3, b2, c1, d4, e5

2 First and second conditionals

A 1 was not (or were not)-would be

2 had-would spend

- 3 will mind-is
- 4 will phone-come
- 5 were-would complain
- 6 had-would be able
- 7 did-would apply 8 have-will do

B Sample answers only

1 *I think a web site would be better-if we set one up we'll be able to reach customers all over the world, but if we just handed out leaflets we wouldn't get the right sort of customers.*

2 I think an ad in the paper would be better - people will see it and ring up, but if we did a poster campaign, it'd take much too long to organize.

3 I would suggest a sporting event. If we advertise there, we'll reach lots of young people. If we advertised in a theatre, the audience would probably be much older.

4 A TV campaign would be too expensive and wouldn't target local people. If we hand out leaflets in the street, people will be able to just go round the corner and have a look.

3 Adjectives

A

Flight

night ***pleasant*** ***charter***

Staff

friendly efficient poUte

Villa

well-equipped luxurious modern

View

wonderful magnificent panoramic

Meal

delicious gourmet three-course

Holiday

adventure package skiing

Beach

secluded sandy beautiful

Weather

warm humid beautiful

B

Sample answers only

TAPESCRIPTS

All in day's work

1

Hi. I'm taking a year off then I finish my studies and I want to go around the world. I'm told there are round-the-world tickets, and I wanted a bit of information about them.

2

Could you book me a double somewhere central in Helsinki for next weekend? Arrive Friday midday. Depart Monday morning. Oh, and non-smoking.

3

Hello. I wonder if you can help us. We want to go to Mexico to see the Aztec ruins, but we're a little nervous. We don't speak Spanish, you see. And at our age we don't want too much adventure.

4

Hi. Can you tell me what I need for Kazakhstan? Will I be OK with US dollars? And I suppose I need a visa?

5

Hi. We booked with you last week to go to Orlando- you know, Disney and all that. But we're just a bit worried about it. I mean if something happens while we're there. I'm not saying an accident, but anybody can fall ill.

A new customer

T=Travel agent, K=Karl, A=Anita

T Hello. Can I help you?
K Hello. Yes. We want to go to Australia.
T Australia? OK. Have a seat and we'll see what we can do.
A Thanks. Our daughter's there and we want to go out and do a bit of traveling about a package tour, perhaps?
K Well, we were, but the problem is that Nicki's already out there. I mean, there's

not much point paying an airfare for her.
A We haven't really got a lot of money for this.
K We just want to travel around out there with her, you know.
T So you'd prefer to do things on your own? Be free to move around in your own time?
K Yes!
T You want something not too expensive...
K No.
T ... but you want to book your flights and so on before you go?
K Yes, that's right. What do you think? What should we do?
T Well, probably your best option is to travel out to Australia independently, and then once you're there, take a tour run by a local tour operator. Where is your daughter, by the way?
A In Melbourne.
T Ah, that's great. There's loads you can do from there. And when exactly did you want to travel?
A Well, ideally on the 20 th of July. We can't really go any earlier.
T And what about your stay? How long would you want to be away?
A Three weeks is fine. Now, let's see. Your daughter's in Melbourne, you said?
K Yes, so we thought we'd spend a couple of days there at the beginning while we get used to the time difference.
T Good idea. It's a big difference. It's a bit of a shock for the body clock. So, let's see... it's Mr. and Mrs....?
A Chodkiewicz.
T And have you booked with us before, by any chance?
A We haven't actually. We were passing and...
T That's no problem, Mrs. Chodkiewicz. It was just to see if we had you on the computer. Now, that have we got that might interest you...

Presenting a product

T ... what have we got that might interest you... Hmm, let's see... there are a couple of things that I can think of straight away. Of course, a lot depends on what you're interested in doing in Australia. Did you have anything in mind?
K I'd like to see Ayers Rock.
A I want to go to the Great Barrier Reef.
T Ah. They're quite a long way apart.
K Yes, we saw that- we were looking at the map. It's big!
T Not to worry. Melbourne is a good base, and if I can just show you this. This company specializes in independent tours and they have two in Australia that you should think about, in my opinion. One's called All Australia. That's nineteen days. It goes along the coast to Adelaide then by train to Ayers Rock. Then you fly to Darwin in the north, and then to Cairns. That means you both get to see what you want.
A Is everything included?
T Everything. The flights, the train, the coaches when you go anywhere by road.
K And the hotels? And all the meals?
T The hotels... and you can take the full-board option with all the meals. But if I were you, I'd take half- board. Full- board is too much food for most people, and with half- board you have the fun of choosing where to have lunch each day.
A That's a good idea!
K Nineteen days did you say?
T That's right.
K Hmm. It's bit long, perhaps. It doesn't leave much time in Melbourne.
A No.
T Well than, why don't you think about the Australia's Best tour? That's only thirteen days. Here we are. It's like the last one but you go direct from Melbourne to Alice Springs.
A That's where you go to Ayers Rock?
T That's right

K	And it goes to the Great Barrier Reef?
T	And Sydney. And as I said, it's only thirteen days so you'll have more time in Melbourne.
K	This is harder than I thought.
A	Yes, it's complicated.
T	Look, why don't you leave your contact details with me and I'll have a look on the Internet and in our brochures, and see if I can find anything else for you. Then if you can come in some time next week...
K	OK.
T	Could you give me your name so I can set up a file for you?
A	Chodkiewicz. Anita Chodkiewicz.
T	Could ask you to spell that?
A	Yes, it's C-H-O-D-...
T	C-H-O-D-...

Analysing your product

I=Interviewer, J=Jean

I	Jean, what would you say the strengths of the NewcastleGateshead product are?
J	I would say we have three main strengths, the strongest of which is the people that live here. They're very proud of their origins, and of the North-east, and they show it to the visitors. Another strength is the place because we're surrounded by wonderful countryside and areas that are very beautiful.
I	And your third strength?
J	A third strength is that we've also got two very vibrant cities. We've got the old parts of Newcastle - the castle and the area around Grey Street, and on the Gateshead side we've got some fabulous new attractions such as the Gateshead Millennium Bridge and the Baltic. An excellent product showing the old the new together.

I	And you've got the Sage, of course.
J	We've got the new Sage Gateshead, which is a home to music, musical discovery, and education, too.
I	OK, fantastic. How about opportunities for the city? For the cities!
J	For the cities. Well, we call NewcastleGateshead a destination. Our airport has grown massively over the last eighteen months. That gives us many opportunities to speak to new markets, to bring people from outside the UK into NewcastleGateshead.
I	A threat?
J	We have a threat with regard to the perception that people have of the North- east. They see the area as quite an industrial place, which in reality it isn't at all, so we do have to change that perception.
I	Right.
J	So the perceptions in the UK, I would say is our main threat.
I	A major weakness?
J	A major weakness? Well, all the other cities in the UK, such as Bristol and Birmingham and Manchester, all these cities are using the same product concept, which is the vibrant European city. And it's all very much the same offer, so that's a major weakness.
I	Any other weaknesses?
J	Another weakness would be the number of hotel rooms we have. If you think about the city of Glasgow in Scotland, they've got fifteen thousand bedrooms in the city. We have just over five thousand, so it's very difficult because sometimes the hotels are full, so that's a difficult problem for us.
I	But that's a weakness which is the result of so many people wanting to visit. NewcastleGateshead, isn't it? I mean, it's a weakness because of your success in marketing, surely?
J	Yes, it is really.

I	Well, that's a nice weakness!
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Presenting a Tour

Helen Lee: Good morning everyone. My name's Helen Lee and I'm going to describe the itinerary to you and tell you a little bit about what you'll be seeing. It's a fifteen-day tour which covers the main tourist spots and also goes down to Hong Kong as well, so it gives you a good introduction to China if you've never been there before.

Easter's quite a good time to go; the weather's getting a bit warmer than in the north of China. It'll be quite pleasant in the south ... but really the best times to go are May to June and then in the autumn, but obviously they're the times when there are going to be more people around. But we start our tours going just before Easter.

You'll be flying London to Beijing to start with and staying for three nights and doing the most famous places like the Forbidden City where the Emperors used to live, the Summer Palace up in the west of the city, the Temple of Heaven, and just time to stroll around, have a look at the streets, go shopping, and so on.

You'll have the experience of two guides with you, a national guide who'll stay with you all the way through the tour and a local Chinese guide -both trained, English-speaking guides so you'll have the benefit of their knowledge.

And then from Beijing we go by coach to a smaller city in the north called Chengdo which is - or rather was - the summer resort of the Emperors and there's a pretty park there and we visit three temples. One of them is very reminiscent of the Potola Palace in Lhasa. And on the way there we stop at a certain part of the Wall called Jinshanling and have a picnic on the Wall - it's slightly quieter than the other places on the Wall which tend to be packed with tourists, so this is nicer.

And then from Chengdo we go back to Beijing and then connect with a flight to Xian which is the beginning of the Silk Road and famous for the Terracotta Warriors that everybody's heard about, and we lunch at the Warriors and go on to the Banpo Neolithic Village, the Huaqing Hot Springs and other sightseeing spots.

Then we go down to Shanghai for one night, and a couple of hours on a train to Suzhou which is known as the Venice of the East because it's a canal city and it's where a third of the

silk is actually produced in China, so it's quite an interesting place. And it's famous for its gardens so we go there too to see the gardens. And there'll be a visit to a silk factory as well.

And then go back to Shanghai, another night there, and the following day go down to Guilin which is a very well-known city - more in the countryside than other places you'll be visiting ... for its river, the Lijiang River, and its magnificent limestone formations along the river bank. So there'll be a river trip all the way down to the small town of Yangshuo where there's an interesting market which sells wild animals, flowers and plants and herbal medicines, and then back up to Guilin afterwards. There's also an optional excursion you can take in the evening to see cormorant fishermen at work - they have rafts and they have their own private cormorant and the birds dive down and bring the fish up to the surface and it's quite fascinating to see that. OK, are there any questions so far?

Travel agent: Yes, when do we get to go to Hong Kong?

Helen Lee: Well, we're flying there the following day - it only takes an hour. Your guide will actually leave you in Guilin, and in Hong Kong you're basically left to do your own thing - there's no sightseeing included. You'll be staying at the Metropole Hotel which belongs to our group and you can book onto tours there. And then the final day, we fly back on Cathay Pacific. So, by the end of the tour, hopefully you'll have learnt a lot about China.

Marketing the Past.

I=Interviewer, E=Expert

I: Could you tell us a little bit about the reconstruction of the museum here?

E: Yes, the Neues Museum was built in 1850 and was a very odd mixture of architectural styles. Then, of course, it was bombed in the Second World War and left as a monumental ruin. Art historians do not think of it as the best piece of architecture in Berlin, but it is an interesting early example of an ironwork construction. But aesthetically it is a problem. We are trying to renovate and preserve all that has been left standing of the original building but there are two choices: either we choose a modern contemporary architectural style in harmony with the still preserved part of the ruin, or we reconstruct it as it used to be. It is funny that the avant-garde, the kind

of modernist viewpoint is very much with the archaeologist – art historians tend to defend the reconstruction of the destroyed architectural heritage.

I: And what do you think?

E: Personally, I think if architects had always concentrated on reconstructing the past we would still be building pyramids. I would much prefer a dialogue between western art of the late twentieth century BC – it is much more constructive and creative and interesting.

I: And what will it look like when it is finished?

E: When Museum Island is complete we plan to display only a very limited number of exhibits and to keep on changing what there is to see so as to give frequent visitors, and especially the citizens of Berlin, a permanent impetus to come back again and again. I do not like museums where you show thousands and thousands of objects. The average visitor is unable to make a choice, to distinguish between what is important and not so important.

I: So how can you help visitors to choose what they should see first and what they can leave until later on?

E: For the six archaeological museums we will try to separate the quick visitor groups, those coming to the museum for half an hour/forty minutes maximum: and we will try to install on the island an intensive tour for these tourist groups with very limited time available for the museum visit. And we will display selected representative exhibits from the different museums starting with, for instance, ancient Egypt and the most famous piece in our museum, the bust of Nefertiti, surrounded by monumental pieces of architecture – a temple gate, an obelisk, some temple statues. And this is Egypt for the quick visitor. Then the tour goes on with the Ishtar gate from Babylon as a representative example of the ancient Near East, then we come to the market gate of Miletus from Asia Minor and the famous Pergamon altar, and finally the façade of the castle of Mshatta as an example of Islamic architecture. So the quick visitor sees just a few selected examples of the great civilizations of antiquity and not the proper museum where the individual visitor is not disturbed by these visitors.

I: Right, so the rest of the museum is relatively empty.

E: Yes, in the rest of the museum the atmosphere is quieter and we can cater for smaller groups, smaller guided tours can go there, and I think this is how we can deal with mass tourism. We cannot change tourism for the masses, we have to accept it, we have to make the best of it. Personally I deplore that in huge museum designs, such as the Louvre for example, or in the new installations in the British museum you have to walk enormous distances if you want to go from one famous exhibit to another. I mean in the Louvre you have to walk more than one kilometer between the Venus de Milo and the famous Mona Lisa or the famous Egyptian scribe of the Old kingdom and you have to walk through all the art galleries that you may not want to see at all.

I think we should give people what they have really come to see and then, once a member of the group visit has seen that part of the museum, he will say “Oh, I must come back as soon as I can and see the rest”.

The hotel as a product.

So it is important if you work in a hotel to know as much as possible about the hotel. In some hotels the Receptionist keeps a sheet full of facts about the hotel at the reception desk.

You can see an example of a fact sheet like that in front of you. It is a photocopy, I am afraid, so some of the words are not very clear, but I hope you can follow it. It has examples for an imaginary hotel, the Royal George hotel, written into it.

So we have the fact sheet, with the name of the hotel and all the other things the staff should know. You should be able to give the full postal address of the hotel, together with the telephone number and the telex number....and the telephone number should include the area code for callers phoning from outside the area, as in the example, with the area code given here in brackets. OK? Now, often, staff do not realize that the people who run the hotel are part of the hotel product too. So you should know the names of the people in charge of different departments. You should know the owner of the hotel, and the General Manager. Often the owner will actually

be a company, not an individual. For example we have “Trustee Hotels” as the owner in our fact sheet.

Now of course, rooms are very important. You should know everything a customer might ask. Obviously, you have to know the types of room, and the rates of each type of room. Here in our example we have the rooms and we have the rates beside them. Some hotels train their staff by having them stay in the rooms for the night and getting to know the rooms that way. Check-in and check-out times, you should know these too. You see in the example that the hotel expects guests who have made bookings to check in by ten at night and check out by nine thirty in the morning.

Now very important thing to know about is transport connections. Guests will ask you how to get to the hotel. You ought to know the transport connections for the hotel – how to get to the hotel. You ought to know the transport connections for the hotel – how to get to it by road, by bus or by rail. You can see in the example the road numbers and there classification, the bus line, and the nearest railway station and main line for rail travel. You should know about taxis, too, and how much the fare is likely to be.

OK, so you should know about transport connections. And you should know where guests can park their cars – if they come by car. In the example we have the heading, parking and under it the two car-parking facilities – the ordinary car park, and the lock-up garage which guests pay 5 a night for.

What else about the hotel? You should know if the hotel is mentioned in any guide books – guide books like the AA guide or the RAC guide. Also how many stars it rates from any large tourist or motoring organizations – in this example we have a star rating of four stars in the AA, and three stars from the RAC.

Well these are the main points, but there is just one other thing to remember and that is any restrictions that guests must keep to. Well, you should know about any rules that have to be followed – restrictions about payment, etc. some hotels might not allow payment by certain credit cards, or they might demand payment in advance for certain categories of guest. In our example on the fact sheet we have the heading

“restrictions”, and the example that guests must give proof of identity...er....such as passport or driving license, or they must pay in advance if they are chance guests after a certain time of night – that is, if you just drop in to the hotel after nine o’clock you should either prove who you are or pay for your nights stay beforehand.

Extract 1

The restaurant is still open, sir, if you would care for a meal. Or you can get a snack in the coffee shop, or from Room Service, at any time.

Extract 2

I am sure you would find a stay here most relaxing... The hotel is fully centrally-heated, with a delightful view over Clearwater Lake... It is located on the edge of a pine forest, not far from Blue Ridge Mountains, ideal if you like walking and fishing... You are welcome, sir.

Extract 3

Yes, certainly madam. You can use the hotel swimming pool free, at any time... Or perhaps you would like to make use of the facilities in our new sports complex? They include a sauna bath with its own swimming pool, and a fully-equipped gymnasium...

Extract 4

Yes, I can offer you a choice of rooms... we can give you 210 with a private bath for 75\$ a night⁵, or we have 215 which is larger and has cable television for 90\$ a night/...

Promotion in tourism

I=Interviewer, J=Jean

I	Jean, can you tell me about the connection between marketing and promotion?
J	Well, promotion is one of the four Ps of what we call the marketing mix.
I	The four Ps?
J	Yes, the four Ps. Product, in other words, what you’re offering. Price, which is how much it’s going to cost. Place, which is more about where you show the

	product to the client than about where the holiday itself actually happens. And number four, Promotion.
I	Which is your area, if I'm not mistaken?
J	That's right.
I	So, tell us a little bit about promotions, then.
J	Well, the idea of promotion is to sell your product. But the interesting part is, 'How do we do this?', and the answer begins with awareness, with marketing the customer aware that the product exists.
I	So promotion is making customers aware?
J	Yes, but it's also about creating a demand. And then of course, another use of promotion is to make customers understand that your product is better than other similar products.
I	So we know why we use promotion, but how does promotion work? How do you create a demand, for example?
J	Well, creating a demand is a question of promotion techniques.
I	You mean advertising?
J	Yes. Advertising is one of the things we do in promotion, but it's not the only technique. Apart from advertising- you know, magazines, TV, the media in general- there's also PR. That's short for Public Relations. This could be an article in a newspaper or magazine. An article is free!
I	I So we've got advertising and PR. Is there anything else?
J	J Yes, there's what we call direct marketing
I	You mean going straight to the customer?
J	Yes. The provider - that could be a tour operator with a package holiday, or an article with a special offer- the provider contacts the customer directly, usually by mailing information and news directly t the customer on their database.
I	And is that emailing, or do you use normal post?
J	A lot of small tour operators use email, but for most big companies, direct marketing is letters through your door.

I	Any other promotional techniques?
J	There's also personal selling. Now that does need intermediary, because personal selling is a travel agent sitting with a client. And it's knowing who you spoke to last week and what they want. Personal selling's your smile. It's the human touch.

Listening, Ex12

Interviewer: So what kind of people come to Barbados?

Ann Trevor: It's a great spread - it runs from the very upmarket - people who will spend 5.000 pounds for a week, fly here by Concorde and, you know, stay in Sandy Lane which is probably one of the best hotels on the island - it's on the west coast which is the most prestigious - all the way through to the budget end of the market; now you can get some pretty good deals - a lot of the hotels on the south coast do special packages, so we really target the whole range, but in terms of what this office does, this office will really try to pinpoint the upper end because Barbados is an aspirational island, if we advertise or target in our PR the top end it'll bring the rest with them ...

Interviewer: Yes

Ann Trevor: ...and that's our strategy.

Interviewer: Could you explain what you do at International Trade Fairs - because you have a stand at most of them?

Ann Trevor: We go to a majority of the big ones -World Travel Market in the UK, the big one in Germany that's just happened, the um... the ITB, we go to that one. It's really to establish - our main objective is to establish and keep our name in front of the trade - and these shows are very trade-orientated - and at these exhibitions you can't, do too much else, there's no point in setting up a series of meetings because everybody gets delayed, everybody gets very busy so it really is a PR exercise to let people know that Barbados is still there, still on the map, and M's still an island they can send their clients to And obviously we give out information and we have ground tour operators and hoteliers with us If any of the trade wants to ask a specific

question about a hotel, who better to have it from than the mouth of the actual owner, so they will come over as well and help us to generally spread the gospel

Interviewer: What's your relationship with your tour operators?

Ann Trevor: Our tour operators are pretty aggressive and they're also pretty specialised, either in the Caribbean or long-haul. There are certain tour operators who deal with honeymoons, certain tour operators who deal with just the very, very exclusive upmarket areas - so we can target them pretty closely to promotions. So if we are doing a promotion there's only probably two or three that we can talk to and they know now that if we approach them it'll be pretty worthwhile, but if it's not worthwhile we wouldn't do it anyway.

Interviewer: How would you go about setting up a new area or destination?

Ann Trevor: Well ... I can use Almond Beach Village as an example of that. They've just launched a new hotel and had a press launch and some of our staff took part, and they'll be making a number of marketing efforts and sales calls to help them on, but they're actually putting their own people on the road. Anywhere we go obviously we'll promote it and our sales team is out three times a week actually selling Barbados - if there's something specific that needs pushing then we will push.

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