

**CORSO DI LAUREA IN PROGETTAZIONE E MANAGEMENT DEI
SISTEMI TURISTICI E CULTURALI**

Lingua Inglese – Materiale per l'esame 2020

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Introduction – The benefits of travel

‘They say travel broadens the mind; but you must have the mind.’ GK Chesterton

Some people think that travelling is a waste of time, and that it’s possible to learn all about other countries from the Internet or from TV. Do you agree?

Here are some ideas about the benefits of travel. Do you agree with them? What is your own experience?

Travel broadens minds that are open; it may only confirm the prejudices of those with closed minds. However, if one travels with the idea of being receptive to new ideas, new people, new experiences, new cultures, etc., travel can definitely broaden one's mind.

www.enotes.com

We gain a greater understanding of ourselves as a species when we travel to other countries and experience their social, cultural, political and architectural developments in relation to our own. By travelling, we get a clearer sense of where we come from, what we stand for and who we are in relation to others

www.enotes.com

I don't think that travel does broaden the mind unless it is the right kind of travel, done in the right way. If you travel somewhere and all you do there is lie on the beach and go shopping, how will that broaden your mind? Travel will only do this if travelers engage in activities that are actually meant to broaden the mind. They would have to actually go and interact with the local culture instead of simply staying at a resort and enjoying the climate.

www.enotes.com

Travel can also give you a greater appreciation for home. I was lucky enough to grow up in Hawaii and even though I always knew it was a beautiful place and I never took it for granted, it wasn't until my early twenties when I started traveling to other countries that I truly understood *how* beautiful my home was. To this day, after traveling throughout Europe and Asia, I've never seen a place more beautiful than Hawaii. And while I still have a thirst to see more of the world, I feel so appreciative of the home I have.

www.newsforchange.com/travel

So what do we take home that we can use in everyday lives, that we can say has broadened our minds? If we have an open, inquisitive mind, we might challenge some of our own assumptions about our view of history, or of international politics. We might gain greater tolerance for a religion that we were exposed to on our travels. We might even expand our cooking repertoire or our music collection.

There are many ways in which our lives can be enriched by experiences from another country. But we have to have the right frame of mind to start with.

www.501places.com

But why do we need to travel? Can we not experience those differences in beliefs, in culture, in personal values, without jetting off to the other side of the world? They can be found in our own country. Sometimes in our own state or city. I have met people who appeared as wise and curious as any seasoned traveller, yet they had never

left their immediate surroundings. So can our minds be broadened without travel? Absolutely. For me, expanding our view of the world, and of ourselves, is a by-product of travel, but it not a reason in itself to create a giant carbon footprint.

www.enotes.com

The idea that travel broadens the mind is not a new one – read this article about the Grand Tour and answer the questions that follow.

The “Grand Tour”

An early form of modern tourism can be found in the eighteenth century when a large proportion of young members of the aristocracy undertook the so-called “Grand Tour”. This was an educational journey and developed as a status symbol since it was considered an essential part of the education of the young man of “good birth and fortune”. The aim of the grand tour was to study science and art directly on the spot. It started among wealthy British aristocrats in the seventeenth century and spread to other countries across Europe, confined to a minority of wealthy nobles. It reached its peak in the eighteenth century and declined when the educational aspects were surpassed by the search for leisure.

The tour was a long enterprise lasting from several months to three years and took young nobles mainly to France and to Italy, with its classic Roman remains and its Renaissance traditions. Sometimes the tour also included large cities like Madrid, Prague and Amsterdam in other countries.

The “Grand Tour” introduced a different dimension to tourism whose goal was not only merely leisure and amusement but became also a cultural experience in an age when there was no national system of education. At that time the sons of aristocratic families received their education either from private tutors at home or in “Public schools” like Winchester, Eton and Charterhouse where conditions were difficult: bullying and violence were common and a hard discipline was imposed with harsh methods.

There is no doubt that complex organization was involved in the classical “grand tour” since the young aristocrat was accompanied by tutors, mentors and learned scholars, as well as servants, coachmen and other staff who were to provide supervision, comfort and safety. Their tour was carefully planned, with detailed routes, visits and itineraries. People travelled in coaches and went sightseeing in cities in order to deepen their knowledge and understanding of art. There are records of these experiences in travel journals and in extensive collections of letters sent to families and friends containing detailed descriptions of foreign customs, architecture, climate, cuisine, landscape, reflections on human nature, and amusing and interesting anecdotes about travel experiences including encounters with monarchs, in which their clothes and hairstyles are described. Some diaries also tell of concerns about the risks connected to travelling at that time.

Since the educational objectives of the tour also included the refinement of the young nobles’ social graces, travelers spent much of their time at the imperial and royal courts of Europe where they took part in parties and festivals. On the other hand, they rarely came across people belonging to

other social classes. Through this exclusive and elitist experience they learnt the social manners and the behavior required by the norms and the rules of aristocracy.

When wealthy members of the middle classes started to imitate the behavior of the aristocracy, the nobles went in search of different destinations in order to avoid mixing with the *parvenue bourgeois*. At the same time the grand tour gradually lost its goal of educational experience of the “civilized world” to become a journey undertaken in the pursuit of leisure.

Are the following statements true or false?

- | | |
|--|------------|
| The primary objective of the Grand Tour was the pursuit of leisure | True/False |
| The Grand Tour included a number of different European destinations | True/False |
| The Tour involved young aristocrats | True/False |
| The experiences of many who took the Tour are recorded in letters and personal accounts. | True/False |
| In the course of the Tour the participants had many opportunities to encounter people from a wide range of social classes. | True/False |
| The Tour helped the participants to acquire the social skills they would need in their lives. | True/False |
| When the middle classes began to take the Grand Tour, the educational objective remained paramount. | True/False |

As a result of social changes and the speed of transport, the Grand Tour no longer exists in its 18th century form. Do you think any equivalents are available to young people today?

What do you look for in a holiday?

Give the following holiday a numerical importance (between 1 and 10) for you:

- Relaxation
- Sun and sea
- Sport/Activities
- Educational benefits
- To see new places.
- Other

Working in Tourism - Skills - Enquiries

The purpose of a letter of enquiry is to request information about hotels, services, prices and offers. They are frequently written in response to advertisements found in magazines or on the Internet, There are a number of points that are to be included in the enquiry. You should:

- Say where you saw the advertisement, or where you learnt the name and address of the person, hotel or company you are writing to.
- Identify yourself and say why you are writing.
- Explain your particular needs.
- Request any other and more detailed information.
- Thank your correspondent and ask for a reply.

Look at how these elements are included in this example.

Mondo Travel
Via Monopoli 2
Bari, 70100
Tel 080 XXXXXXXXXXXX – FaxXXXXXXXXXX
www.XXXXXXXXXX.XXXXXXXXXX.it

Ref. DS/41

21st May 2015

Hays Travels
16 Wilson Place
London NW1 5LP
United Kingdom

Dear Sir/Madam

Request for information about package tours

I saw your advertisement on your company website.

I work for a travel agency in Bari and would like some information about the package tours you organize in the West Country.

In particular, I would like more detailed information about the type of accommodation you provide on your tours. Could you please send me brochures about the hotels and B&Bs you use?

As many of our clients like to spend some extra days in London, please send me literature and quotations for medium-priced accommodation in London

Thank you in advance.

I look forward to hearing from you.

Yours faithfully
Luca Marchese
Manager

Exercises

1) Put the sentences from the following email into the right order

we are particularly interested in skiing holidays in the Italian Alps
dear Sirs,
we look forward to your prompt reply
we are a UK-based travel company and we are at present planning our programme for the coming winter.
we would also appreciate information about prices and discounts offered for group bookings.
as there may be more than 25 people in each group.
we saw your advertisement in the September edition of "Travel".
best regards
could you please send us some literature about hotel accommodation with details of prices and services.

Peter Hunter
Manager

2) Use the guidelines to write a letter of enquiry

You work for a London-based travel agency and as some clients (a family with two children) are interested in spending a holiday in the Puglia area in August, write to Mondo travel in Bari asking for:

- Information about hotels in the area;
- The possibility of car rental from the airport;
- If there are local attractions that would interest the children (aged 7 and 10);
- Some typical restaurants where they can try the local specialities.

3) Use the guidelines to write a letter of enquiry

You work for a tour operator in Rome. Your manager, Mr. Bisceglie has read about the World Travel Fair and has asked you to find more information about the next edition to be held in Manchester in May. Write a letter to a Manchester agency. Include all the points included in the model, but more specifically ask:

- How you can receive a registration form so your manager can go to the fair;
- For more detailed information about local accommodation;
- For information about airport transfer;
- The possibility of excursions.

4) Use the guidelines to write a letter of enquiry.

You work for an Italian tour operator. You would like some information about the possibility of holding an academic conference in London in the Spring. You have found the name of a London company who work in conference organization. Write an enquiry to ask about:

- The location and availability of medium-priced hotels;
- The most convenient way to arrive from the airport;
- The location of conference centres;
- The possibility of excursions.

Useful Language

How you learnt about your correspondent:

- I found your address in..... /on the Internet
- Your address was given to us by.....
- I was given your address by.....

Identify yourself

- We are a large tour operator based in.....
- I work in/for a travel agency in.....
- We own a chain of hotels in.....
- My name is..... I work for.....
- I am the manager of.....
- I/We have been working in this field for XX years.
- We are a small family run hotel
- I am writing on behalf of

Why you are writing

- I am interested in your offer
- We would like to receive information about.....
- We would like to spend our holiday in.....
- I am planning to spend a week inXXXXXX next month.
- We would be grateful if you could give us more information about the services you provide.
- I/We am/are organizing a conference/tour in Italy next summer.
- I am organizing a group of students who would like to spend a study holiday in London.

Your specific needs

- Could you please let us have your best quotation for.....
- Could you please send us your summer programme for.....
- I would like to know what services are included in the price.
- Please send me.....
- We would appreciate it if you could send us.....
Could you please send us some literature /more detailed information about.....

Request further information

- I would also like to receive information about.....
- Is it possible to have.....
- We would also like to know if

Closure

- Thank you very much for your help.
- Thank you in advance.
- We are looking forward to your early reply.
- I look forward to receiving your prompt reply.
- I hope to hear from you soon.

The History of Tourism

The tourism business is at least 2,000 years old. It began when wealthy citizens of ancient Rome went to the countryside and the coast to escape from the city during the summer. A tourist industry soon developed to meet the Romans' travel and accommodation needs, and for a while it thrived. In the ancient world travelling was confined to the wealthy classes who undertook journeys even to distant places to experience new cultures and to visit great buildings, see works of art or experience new cuisine. But this tourism did not survive the end of the empire, and for hundreds of years the turbulent economic, social and military situation in Europe made frequent, safe travel out of the question.

By the Middle Ages the tradition of pilgrimages also motivated the lower classes to visit places of worship for spiritual improvement. However, the Middle Ages are seen as the Dark Era of tourism since travel was dangerous and transportation slow and uncomfortable. During the Renaissance (14th-16th centuries) there was an increased interest in travel for commercial, leisure and health reasons. In particular, in England the city of Bath, which had been founded by the Romans and exploited for its "aquae sulis", became a popular spa resort.

An early form of modern tourism can be traced to the Grand Tour, though it was an experience exclusively restricted to the nobility. The Grand Tour Era started in the 17th century in Europe and developed as a status symbol for the aristocracy. Travelling at the time of the Grand Tour still presented some risks as the roads in some countries were not safe and accommodation along the routes was limited to uncomfortable inns.

Tourism started to change when the effects of the Industrial Revolution brought about a significant improvement in transportation (railways, steamships) and people could travel more quickly and in a more comfortable way than in the past. The concentration of industry in industrial towns gave birth to the idea of commuting together with the necessity to implement a good network of public transport.

Between the first decades of the 19th century and the 1950s the upsurge of a middle-class culture of travel paved the way for modern mass tourism.

In 1841 Thomas Cook, a British entrepreneur, organized the first all-inclusive holiday: he took 571 people from Leicester to Loughborough for a journey of eleven miles and supplied meals and brass music. In the 1840s this form of group holiday was a real innovation, therefore Thomas Cook is considered the father of modern tourism.

Tourism in the twentieth century

“There is a consensus that the enormous boom [in tourism] during the post-war period was bound up with economic growth, technological progress, a high level of competition and the creation of new destinations and travelling styles”. From The History of Tourism: Structures on the Path to Modernity by [Ueli Gyr](#)

Between 1870 and 1913 there was a period of growth of tourism followed by a phase of stagnation due to the First World War. Between the Great War and 1945 there was a “developmental phase” during which the exclusivity which had characterized the previous century gave way to a greater social accessibility of leisure travel. The dominant motif of the holiday of the 20th century was “recuperation”. Yet, at the end of the 19th century this possibility was granted only to people involved in intellectual work, together with other social categories like merchants, nobles and middle-class professions.

After the crises of the Great War, employees and workers started to seek relaxation in the so-called “summer retreat”: a new form of holidaying for middle-class families who preferred spending a relaxing holiday in the countryside rather than at a seaside resort.

In Germany, tourism flourished during the first years of the rise of the National Socialist regime when holidays were granted to the workers in order to satisfy their need to recuperate, thus serving the political system and its ideology, with its claims of democratization.

During the years that followed the end of the Second World War an initial slow growth of tourism accelerated significantly with post war prosperity.

The 1960s saw the beginning of a boom in tourism which was to lead to it becoming an important branch of the global economy today. The rise of mass tourism was based on a number of different factors. First of all, rising living standards have allowed many people to take longer holidays and to travel to distant parts of the world.. At the same time, the improvement of transportation (especially the advent of jet travel) and advances in communications made possible the transport of large numbers of people in a short time at a relatively low cost. Greater labour rights (specifically the rise of real disposable incomes, and shorter working hours and longer holidays) created the conditions for interest in leisure travel. Long periods of relative political stability have made people feel safe

venturing to new and unknown locations. Television, movies and other media have stimulated interest in other parts of the world by showing attractive and exciting images of distant places. In addition to international long-distance travel, increased leisure time and regular holidays encourage the growth of in-country or domestic tourism industries. The tourism industry has become highly professional and has promoted travel and holidays through well-financed advertising campaigns.

Tourism involves a complex system of tangible services such as transport (trains, coaches, airplanes), accommodation (hotels, tourist villages, B&Bs), insurance, entertainment, catering and the restaurant industry, and other service-related industries **including** tourist guides, fairs, museums, theme-parks) as well as intermediaries (tour operators and travel agencies).

Today tourism is not confined to the wealthy classes, and even if expensive holidays are not affordable for all, a wide choice of opportunities are offered on the market.

As a consequence of the increased interest in leisure travel and changes in consumer demand, many travel agencies were set up. They offered cheaper holidays and introduced new appealing destinations as well as new modes of holidaying.

Today the tourist industry represents a vital source of income for many countries and provides an important contribution to the national GNP: transportation services, hospitality services and entertainment venues represent sources of income for local communities and create opportunities for new jobs. It is such a profitable source of income that many non-governmental organizations see tourism as a means for poorer countries to develop. In terms of national wealth and employment the impact of tourism cannot be denied. However, the benefits of holidays for tourists are not always shared by the communities they visit.

Question:

What have been the factors which have most influenced the development of tourism over the centuries?

Working in Tourism - Skills - Replies

As your aim in replying to customer's enquiries is to encourage them to do business with your company, it is essential that you try to give a positive impression. Your letter should answer all the questions asked, and it is important that it is well written.

The following points should be included:

- You should thank the correspondent for their enquiry and mention the date of their letter and/or the subject;
- Confirm whether you have the services they have requested (if you don't have them you should either suggest an alternative or refer them to someone else);
- Give information about your company – also give the customer more information about the services that you offer and any special offers;
- Encourage them to reply, or to make further enquiries to you.

Hays Travels
16 Wilson Place
London NW1 5LP
United Kingdom
Tel +44 XXXXXXXXXXXX – FaxXXXXXXXXXX
www.XXXXXXXXXX, @XXXXXX.it

Your Ref. DS/41
Our Ref. DC/ru
29 May 2015

Mondo Travel
Via Monopoli 2
Bari, 70100

Dear Mr. Marchese

Reply to your enquiry of 21 May

Thank you very much for your enquiry of 21st May. I am very happy to give you information about the package tours we organize in the West Country.

We have more than 20 years' experience in this field, and we are able to meet the many different needs that foreign visitors to Britain might require.

The accommodation offered as part of our West Country package tours includes a range of medium-priced hotels and family-run B&Bs. We guarantee the friendly and comfortable environment in all these establishments.

I am also sending you some information about hotels in London. Please also note that, for a small extra cost, we are able to organize airport transfers to and from the centre of London.

If you require any further information, please do not hesitate to contact us.

We look forward to hearing from you.

Yours sincerely

David Clarke
Director

Enclosures

Brochure and Price list for West Country Tours;
4 Brochures about London hotels with price lists;
Price-list for airport transfer transport.

Exercises

1) Use the guidelines to write a letter of reply.

You work in the Tourist Information Office in Brighton. You have received a request from a German travel agency requesting information about study holidays in the Brighton area. They ask for information about language schools, accommodation and the possibility of visiting London. In your reply:

- Tell them that your agency can organize the students' visit;
- Give them the names of two schools;
- Explain that accommodation is available with local families or on the University campus, and there is a choice of either half or full board;
- The schools organize a trip to London (as well as other excursions) as required;
- Send brochures, price list and other information.

2) Use the guidelines to write a letter of reply.

You work for a hotel. You have received a request for information about the availability of rooms for a ten day holiday in July (your correspondent will be travelling with her husband and two young children). You do not have vacancies in that period. Explain this in your reply and suggest some alternatives.

Useful language

Thanks for the enquiry

- Thank you for your letter of July 15th requesting information about.....
- I was very glad to receive your request for information...

If you have the services required

- We are very glad to help you in organizing your holiday
- We have availability in the hotel on the dates you requested.
- We have available rooms in the period you requested.
- We can provide.....

Give information about your company

- We have been working in tourism for more than 20 years.
- We have been running this hotel since 1998.
- We specialize in.....
- Our company was founded in 1995.

Encourage the customer to do business with you.

- I am sending you a brochure with full details of all the services we provide / of all our tours and offers.
- I am sending you a quotation with our best offer.

If you cannot provide the services requested, offer suitable alternatives

- We no longer have availability for but I can suggest.....
- Unfortunately, rooms are not available on the dates you request. May I suggest the second week in September when I can grant you an advantageous/special discount.
- We do not organize excursions to..... but as an alternative we do offer

Refer to another company

- We are very sorry we do not..... May we suggest contacting
- Unfortunately, we no longer offer this service but you could contact who specialize in this field.

Encourage further contact

- Please do not hesitate to contact me for any further details you may require.
- I am at your disposal for
- We hope to count you among our customers in the future.
- We look forward to receiving your booking.
- We hope to hear from you again in the near future.

Tourism and the Internet

Discussion

The Internet has been one of the most radical “disruptive technologies”. It has had particularly significant effects on the Tourism Industry. What do you think these effects have been? Do you think the results have been positive?

The Internet

The development of mass media and improvements in technology have radically changed the access to information. As in many other areas of business the Internet has completely transformed the sector of tourism since the mid-1990s.

Before the advent of e-commerce, tourist products and services reached the end-consumers through tour operators and travel agencies who acted as intermediaries.

The traditional organization of the tourist industry was based on five actors.

- Suppliers and service providers are transport companies (rail and car rental companies, airlines, ferries) and accommodation service providers (tourist villages, hotels)
- Global Distribution Systems: travel marketplaces which connect suppliers (transport and accommodation service providers) and travel agents
- Tour operators organize inclusive tours or packages which are sold to clients or distributed through travel agencies
- Travel agencies sell the travel packages to end-consumers
- End-consumers are the final destination of the whole system

This traditional framework of the tourism industry has been revolutionized by the overwhelming use of the Internet which has altered the dynamics of the market. Today the Internet represents the link between suppliers and end-consumers who have direct access to the purchase of travel products and services. The Internet user enjoys the advantages of global access, and huge amounts of data are available almost anywhere in the world and at any time. It provides new possibilities for tourism organizations to promote and sell services and products that respond to the requirements and desires of consumers.

The most obvious positive aspect of this transformation is that the Net provides the customer with a massive source of information (maps, street directions, airfares, accommodation, attractions, catering, entertainment) which comes directly from the supplier. The result is that the consumers are offered many options to obtain products and services online at affordable prices and are given the chance to create a tailor-made trip for themselves. The Internet not only provides easy access to information but also represents a vector of transactions.

Amongst the advantages for consumers, a significant amount of destination marketing has also shifted to the web and there are large amounts of user generated content in the form of travel blogs and reviews.

These dramatic trends in the organization of tourism have put huge pressure on traditional intermediaries, tour operators and travel agencies. However, they can take advantage of their skills and expertise to give their relevant contribution to the tourism industry: tour operators are launching more sophisticated packages and travel agencies are promoting new programs and specialist travel. For those companies who are willing to get involved and use e-commerce there will be many advantages.

Research has shown that in the early years the impact which the Internet was to have on the Tourism industry was greatly underestimated, this indicates the importance of research to anticipate the future trends that the use of the Internet will produce. Whether a company likes it or not, the Internet is here to stay and it will dominate tourism marketing in the future

Advantages and disadvantages of internet usage in conducting business in travel agencies today

The Internet allows the improvement of travel agencies and tour operators by speeding up communication and providing all the necessary information. In the modern travel agency business, the Internet is an effective medium for tourism promotion and sales. The distribution of products and services can reach millions of Internet users and no longer depends on large quantities of printed catalogues and brochures. The promotional visualization of tourism services and products through multimedia technology creates a stronger impression on potential customers than standard brochures, catalogues and leaflets. The removal of communication difficulties has made problems like overbooking almost impossible.

For the consumer there are clear advantages in the greater choice which the Internet provides, and the direct access to information. In addition to the information available from service providers, a significant amount of destination marketing has also shifted to the web and there are large volumes of user-generated content in the form of travel blogs and reviews.

The use of the Internet in the contemporary travel agency business does have certain drawbacks: web information is not always complete, up-to-date and reliable, customers are suspicious about payment security, and the sale of certain products and services still requires direct communication with the travel agent.

Exercises

- 1) You have been employed to prepare the webpage for your town. What elements do you think should be included?
- 2) What have been the most significant changes which the Internet has brought to the tourism industry? To what extent have these changes been positive and negative?

Working in Tourism – Skills - Telephones

When did you last use English on the telephone? Do you ever talk to people over the Internet? How confident do you feel about making phone calls in English?

Discussion topics from Business Advantage

- How is speaking on the telephone different from speaking face-to-face?
- How does this affect the language people use on the telephone?
- What are the advantages of speaking on the telephone and speaking face-to-face?
- Is it easier in a foreign language to speak face-to-face or on the telephone? What are the differences?

The introduction of mobile phones had important effects on business in general. In the specific case of tourism, what do you think were the main effects?

Do you have a mobile phone? What do you use it for? What things do you take into account when you buy a mobile phone?

Here are some tips to help you speak English on the phone:

- Plan your call before you make it. Make notes and write some questions you want to ask or useful phrases that might help you. Practice what you are going to say.
- As you make calls write down any useful expressions that might help you in the future.
- If the speaker is difficult to understand, ask him to speak more slowly (please!).
- At the end of the call summarize what you have agreed so as to avoid misunderstandings.

Telephone etiquette

There are some basic rules to remember when you make business calls, just as there are in written communication. Also in telephoning, the type of language you use will be affected by how well you know the person you are speaking to. In the case of a formal relationship:

- When you answer a call you should first identify yourself and name your company.
- If you are the caller you should identify yourself and explain why you are calling.
- Both in calling and answering, you should use formal language.
- Avoid having the caller wait a long time on the line.
- Don't eat, chew gum etc. when you are on the phone.
- At the end of the conversation thank the caller.

Useful language

Answering the phone.

- Banks Brothers, this is Julia Clifford speaking. How can I help you?
- Good morning, this is Guy Lawrence. How can I help you?

Identity of caller

- This is Mary Peal of Hay's Travel. I'm calling about... / I'm phoning to ask if.../I'd like to speak to....., please. Could I speak to....., please?

Indirect questions

In formal language we often avoid direct personal questions (e.g. What's your name? How old are you? Who are you?).

It is preferable to use indirect questions:

- Could you give me your name, please?
- Could you tell me your date of birth, please?
- Who's calling? Who should I say is calling? (When you must pass the call on to a colleague)

Absent colleague

When the caller wants to speak to a colleague who is not in the office or can't come to the phone you should use expressions such as:

- I'm afraid/I'm sorry is not in the office at the moment/is in a meeting. I'll have him/her call you back as soon as....
- Would you like to leave a message?

Exercises

- 1) Read this phone conversation. Do you think it is a successful phone call) Why/Why not? (B. is the caller).

- A. Hi.
- B. Is John there?
- A. Who?
- B. John Smith
- A. No.
- C. OK. Bye

Rewrite the dialogue using the rules studied above.

- 2) Write the following conversations:
 - a) Mary Peal of Hay's Travel calls Frank Mathews of City Bus Tours. His secretary asks her to hold the line while she puts her through. Write the conversation between Mary and the secretary.
 - b) You receive a call from someone who is looking for Ruth Gladsby. As there is nobody in your office of that name, explain to the caller that they have the wrong number.
 - c) A caller asks for Mary Peal who is out to lunch at this moment.
 - d) The hotel receptionist receives a call from Kenneth Gunashil for a guest in the hotel. The guest is out at the moment. The receptionist asks the caller to spell his surname.

Tour operators and travel agents

A tour operator is a service provider who puts together vacation destination packages that usually include all-inclusive travel, hotel, dining and recreation arrangements. Tour operators generally purchase the individual components of these travel packages in bulk and then resell them for a profit.

For example, a tour operator might purchase bulk airline tickets, hotel rooms, restaurant meal plans and sightseeing activities for a particular destination such as Rome. Then, the tour operator creates different packages that are tailored to families, singles and couples desiring to travel to Rome within a definite time period.

Tour operators must accept responsibility for all problems that arise after the sale of their travel packages. Therefore, if a customer is mistreated by the airline, hotel, restaurant or sightseeing company, the tour operator is required to help resolve the issue for the customer.

Tour operators also give potential customers and tour groups advice about shopping, dining, sightseeing and lodging. As well as having a head for business, a tour operator will need to have the ability to make quick decisions that affect customers who might be far away from their homes.

At times there can be confusion about the difference between tour operators and travel agents and what exactly makes them different or what roles they play in planning vacations.

The main difference between a **tour operator** and a travel agent is that the former is responsible for operating and providing the vacation through the contracting, booking and packaging together of the various components of the tour, including hotel, transportation, meals, guides, optional tours and sometimes flights. Many tour operators are considered land only operators and focus on the aspects of the package once the customers have arrived in the destination. The role of **Travel Agents** is the selling of packages from various tour operators to their personal clients based on what they're looking for and what package suits each client best. While many tour operators concentrate on a selection of destinations, most travel agents can offer a range of destinations and then they can help you narrow down a package for the specific destination or area you want to travel to based on your budget, preferred method of travel and interests.

With the increase of internet use it is much easier for customers to book their tour package directly with tour operators rather than going through a travel agent as they did in the past. Most tour operators these days deal directly with clients and sell their own packages therefore removing the middle man, however many people still prefer to use their local or family travel agent they have relied on for years.

The World Tourism Organization

The United Nations World Tourism Organization (UNWTO) was founded in 1970 and is the [United Nations](#) agency responsible for the promotion of responsible, sustainable and universally accessible [tourism](#). It promotes tourism as a driver of both socio-economic growth and environmental sustainability that minimizes the possible negative impacts tourism can have.

The membership of the UNWTO includes 156 countries, 6 territories and over 400 affiliate members representing the private sector, educational institutions, tourism associations and local tourism authorities. Its headquarters are located in [Madrid](#).

The work of the UNWTO includes the fostering of tourism education and training, and it works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

Sustainable tourism

“Three hundred years of colonialism have done less harm to the world than thirty years of tourism”.

Quoted in Paul Theroux “The Happy Isles Of Oceania”.

As long ago as 1981, a report on tourism to one Caribbean island noted:

We recognize that the attraction of this Island is reduced by overcrowding. As traffic multiplies, attraction lessens (tourists add to traffic); as noise increases, attraction decreases (tourists contribute to noise); as social and cultural instability rise, attraction falls (tourism shakes our cultural stability). As we have greater numbers of tourists, we may be repelling the very tourists that would be our ideal: the long-staying, high-spending, committed to quality visitors.

Source: Quoted in Butler, R. (1991) Tourism, Environment and Sustainable Development, *Environmental Conservation*, 18(3), pp. 201-209.

A sustainable approach to tourism means that neither the natural environment nor the socio-cultural fabric of the host communities will be impaired by the arrival of tourists. On the contrary, the natural environment and the local communities should benefit from tourism, both economically and culturally. Sustainability implies that tourism resources and attractions should be utilised in such a way that their subsequent use by future generations is not compromised.

Source: World Tourism Organisation (2000) *Report of Multistakeholder Working Group on Tourism*.

Tourism is one of the world’s fastest growing industries and is a major source of income for many countries. Being a people-oriented industry, tourism also provides many jobs which have helped revitalise local economies.

However, like other forms of development, tourism can also cause its share of problems, such as social dislocation, loss of cultural heritage, economic dependence and ecological degradation. Learning about the impacts of tourism has led many people to seek more responsible holidays. These include various forms of alternative or sustainable tourism such as: ‘nature-based tourism’, ‘ecotourism’ and ‘cultural tourism’. Sustainable tourism is becoming so popular that some say that what we presently call ‘alternative’ will be the ‘mainstream’ in a decade.

All tourism activities of whatever motivation – holidays, business travel, conferences, adventure travel and ecotourism – need to be sustainable. Sustainable tourism is defined as “tourism that respects both local people and the traveller, cultural heritage and the environment”. It seeks to provide people with an exciting and educational holiday that is also of benefit to the people of the host country.

Adapted from <http://www.sustainabletourism.net/>

There are many definitions of different types of tourism related to the concept of sustainability: sustainable, responsible, eco, voluntourism, geotourism etc... below are a few definitions to guide you.

Sustainable Tourism

“Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them. “

World Tourism Organization, 2004

Responsible Tourism

Responsible tourism is like sustainable tourism, however as the word sustainability is often overused and not understood, responsible tourism has been adopted as a term used by the industry. Responsible tourism is any form of tourism that can be consumed in a more responsible way.

“Responsible tourism is tourism which:

- minimizes negative social, economic and environmental impacts
- generates greater economic benefits for local people and enhances the well-being of host communities
- improves working conditions and access to the industry
- involves local people in decisions that affect their lives and life chances
- makes positive contributions to the conservation of natural and cultural heritage embracing diversity
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
- provides access for physically challenged people
- is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence.”

Cape Town Declaration, 2002

Eco-tourism

Eco-tourism is a form of sustainable tourism – all forms of tourism can become more sustainable but not all forms of tourism can be ecotourism

“Eco-tourism is environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy, study and appreciate nature (and any accompanying cultural features – both past and present), that promotes conservation, has low visitor impact, and provides for beneficially active socio-economic involvement of local populations”

(Ceballos-Lascurain, 1993).

(The official definition adopted by the IUCN in 1996)

Eco-tourism has also been defined as "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education" (TIES, 2015 The International Econometrics Society). Education is meant to be inclusive of both staff and guests.

Eco-tourism is about *uniting conservation, communities, and sustainable travel*. This means that those who implement, participate in and market ecotourism activities should adopt the following ecotourism principles:

- Minimize physical, social, behavioral, and psychological impacts.
- Build environmental and cultural awareness and respect.

- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation.
- Generate financial benefits for both local people and private industry.
- Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates.
- Design, construct and operate low-impact facilities.
- Recognize the rights and spiritual beliefs of the Indigenous People and work in partnership with them to create empowerment.

www.ecotourism.org/.../ecotourism **Website of The International Ecotourism Society...**

Eco-tourism focuses on local cultures, wilderness adventures, volunteering, personal growth and learning new ways to live on our vulnerable planet. It is typically defined as travel to destinations where the flora, fauna, and cultural heritage are the primary attractions. Responsible ecotourism includes programs that minimize the adverse effects of traditional tourism on the natural environment, and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, initiatives by hospitality providers to promote recycling, energy efficiency, water re-use, and the creation of economic opportunities for local communities are an integral part of ecotourism.

Historical, biological and cultural conservation, preservation, sustainable development etc. are some of the fields closely related to Eco-Tourism. Many professionals have been involved in formulating and developing eco-tourism policies. They come from the fields of Geographic Information Systems, Wildlife Management, Wildlife Photography, Marine Biology and Oceanography, National and State Park Management, Environmental Sciences, Women in Development, Historians and Archaeologists, etc.

Ecotourism is considered the fastest growing market in the tourism industry, according to the World Tourism Organization, with an annual growth rate of 5% worldwide and representing 6% of the world gross domestic product, 11.4% of all consumer spending - not a market to be taken lightly. Tourism is changing rapidly as nature, heritage, and recreational destinations become more important, and as conventional tourism is forced to meet tougher environmental requirements. This presents a challenge to government and private enterprise to develop new approaches to the tourism market. Successful tourism must benefit local populations economically and culturally to give them incentives to protect the natural resources which create the attraction. Strategies must be economically feasible if private investors are to support the projects.

Our goal is to enable people to enjoy and learn about the natural, historical and cultural characteristics of unique environments while preserving the integrity of those sites and stimulating the economic development opportunities in local communities.

Eco-Tourism International - gdrc.org/uem/eco-tour/etour

Geotourism

Geotourism is very similar to sustainable tourism, the National Geographic Traveller defines Geotourism as “tourism that sustains or enhances the distinctive geographical character of a place—its environment, heritage, aesthetics, culture, and the well-being of its residents”.

Geotourism is ...

Environmentally responsible - committed to conserving resources and maintaining biodiversity

Culturally responsible - committed to respecting local sensibilities and building on local heritage

Synergistic - bringing together all elements of geographical character to create a travel experience that is richer than the sum of its parts and appealing to visitors with diverse interests.

The benefits of geotourism are many:

It benefits residents economically.

Travel businesses do their best to use the local workforce, services, products, and supplies. When the community understands the beneficial role of geotourism, it becomes an incentive for wise destination stewardship.

It supports integrity of place.

Destination-savvy travelers seek out businesses that emphasize the character of the locale. Tourism revenues in turn raise the local perceived value of those assets.

It informs both visitors and hosts.

Residents discover their own heritage and how the ordinary and familiar may be of interest to outsiders. As local people develop pride and skill in showing off their locale, tourists get more out of their visits.

It means great trips.

Enthusiastic visitors bring new knowledge home, telling stories that send friends and relatives off to experience the same thing—a continuing business for the destination.

travel.nationalgeographic.com

Voluntourism

Voluntourism is a form of travel where one volunteers to participate in projects which give back to the community; **it is a combination of both volunteering and tourism.** It is seen as a way to visit and discover a foreign country and at the same time play an important part in a local community. Most volunteers live with host families, so that in addition to doing worthwhile work

together with other volunteers from all over the world, they also experience total cultural immersion, which is not possible as a simple tourist.

Discuss: Would you consider the possibility of working on a voluntourism project? How far do you think it would be a positive experience?

In reality the true benefits of this form of tourism have caused some controversy. The extracts which follow compare the positive aspects of voluntourism with some questions about its negative aspects.

The first extract is from the Projects Abroad website offering work/travel experiences of this type:

Voluntourism Opportunities

Projects Abroad offers voluntourism trips to suit any interest, experience level, or age. We offer hundreds of different types of programs in over 25 developing countries. Our placements run year round and voluntourists choose the exact day of the year that they would like to begin and the duration they would like to stay for. Each of our 10,000 annual volunteers are supported by over 600 trained staff around the world.

Community Benefits of Voluntourism

Voluntourism projects are quickly becoming one of the most popular forms of international travel. It is important to carefully research the voluntourism organization you are considering. Experience, sustainability, and financial responsibility are essential to running programs that truly benefit the global population..

www.voluntourism.org

However, the true benefits of voluntourism have been questioned. The following two extracts from two British newspapers indicate some of the potential negative aspects in the opinion of people who have participated:

My own concerns with "voluntourism" originated in my college years when I participated in Alternative Spring Breaks. It was considered an alternative to what most college students did on their vacations: spending idle time by the poolside. The university-organised trips sent students to spend a week in disadvantaged and poverty-stricken communities to volunteer. This could take the form of teaching English at the local school, assisting in building and beautifying new homes for residents, or environmental cleanups. Interspersed throughout the week were also touristy getaways and souvenir shopping

Voluntourism almost always involves a group of idealistic and privileged travelers who have vastly different socio-economic statuses vis-à-vis those they serve. They often enter these communities with little or no understanding of the locals' history, culture, and ways of life. All that is understood is the poverty and the presumed neediness of the community, and for the purposes of volunteering, that seems to be enough. This can lead to condescending and superficial relationships that transform the (usually western) volunteer into a benevolent

giver and the community members into the ever grateful receivers of charity. It makes for an extremely uncomfortable dynamic in which one begins to wonder if these trips are designed more for the spiritual fulfillment of the volunteer rather than the alleviation of poverty.

What had I really done besides inflate my own ego and spruce up my resume? I had stormed into the lives of people I knew nothing about, I barely engaged with them on a genuine level, and worst of all, I then claimed that I had done something invaluable for them all in a matter of five days (of which most of the time was spent at hotel rooms, restaurants, and airports).

Instead of focusing on surface symptoms of poverty, volunteers and the organisations that recruit them should focus on the causes that often stem from an unjust global economic order. Why not advocate and campaign for IMF and World Bank reforms? How about having volunteers advocate for their home country to change aggressive foreign and agricultural policies (such as subsidy programmes)? This might seem unrealistic but the idea is to get volunteers to understand their own (direct or indirect) role in global poverty. The idea is to get volunteers truly invested in ending poverty, and not simply to feel better about themselves.

The Guardian 13 February 2013

Helping out at an African nursery or digging trenches in rural India might have become a fashionable – and expensive - rite of passage for thousands of young people each year, but volunteers would often do more good staying at home and assisting communities on their own doorstep, a conference on ethical tourism will hear tomorrow.

The growing trend for far-flung gap years often combining an element of work in a developing country has become one of the fastest-growing phenomena in the global travel industry.

However, a leading UK charity is warning that whilst often well intentioned in their motives, altruistic young travellers can end up doing more harm than good to their host communities, even potentially fuelling child abuse.

Mounting concern that the desire to work in orphanages in countries such as Cambodia and Nepal is actually leading to the abandonment or even abduction of children from their parents to fuel the boom in eager tourists has led to calls for a radical rethink on the ethics of so-called volunteerism.

Delegates at a one-day conference at Braithwaite Hall in Croydon, south London, organised by Tourism Concern will seek to persuade prospective volunteers to think hard about their choice of destination.

The charity's executive director Mark Watson said that whilst the desire to help others was commendable – too many expensive commercial volunteering opportunities ended up exploiting both those offering help whilst harming the lives of those meant to be on the receiving end.

“Volunteers often have unfulfilling and disappointing experiences; volunteer placements can prevent local workers from getting much-needed jobs; hard-pressed institutions waste time looking after them and money upgrading facilities; and abused

or abandoned children form emotional attachments to the visitors, who increase their trauma by disappearing back home after a few weeks,” Mr. Watson said.

“We feel that there are many opportunities for people to undertake meaningful volunteering in their own community, where they will receive proper training, support and supervision – without the need to pay a tour operator for the privilege. In the majority of cases people would be far better (and have a more rewarding experience) volunteering at home and spending their money on travelling and staying in places listed in our Ethical Travel Guide,” he added.

The Independent Friday 24 October 2014 www.independent.co.uk

Question: What are some of the potential advantages and pitfalls of voluntourism?

Policies for sustainable tourism

Just as individuals can learn to be enlightened travellers, governments and tour operators can also support and encourage sustainable tourism through appropriate policies and regulations such as:

- Tourism development projects can be required to include local representatives on planning teams.
- Tourism development projects should be compatible with the needs and practices of local communities.
- Planning controls can be designed to ensure regional dispersal of tourism development to avoid over-concentration and regional inequality.
- Good agricultural land can be made off-limits for tourism.
- Hotels can be required to install effluent treatment plants.
- Environmental safeguards can be rigidly applied in the development approval process.
- Minimum levels of local employment and resources should be enforced.
- Minimum wage levels approved by independent labour unions should be enforced.
- Levies can be imposed on the tourist industry to fund the teaching and development of traditional skills and art forms.
- Codes of conduct can be formulated and distributed at tourist outlets.

A wide variety of codes of conduct for responsible tourism have been developed. These provide guidelines for the tourism industry. Depending on their specific objectives, codes of conduct can address general aspects of tourism, specific destinations, or the different players in the industry.

Some of the most important of these codes and charters are:

- World Tourism Organisation – [Global Code of Ethics for Tourism](#)
- [Global Sustainable Tourism Criteria](#)

- IUCN Guidelines for [Sustainable Tourism in Protected Areas](#)

Tourists and travellers

“Tourists don't know where they've been, travelers don't know where they're going.”

Paul Theroux “The Happy Isles of Oceania”

The World Tourism Organization argues that, with care and proper policies, the cultural and environmental heritage of an area can be protected. One requirement is that tourists themselves act in ways which will sustain rather than damage host cultures and environments and follow an appropriate code of ethics.

‘Tourists’ who follow such a code of ethics often prefer to call themselves ‘travellers’.

The distinction is between the ‘traveller’ who visits in order to learn and experience the cultures and environments of the places visited, and the ‘tourist’ who visits to be entertained by images and experiences created especially for the tourist market.

Being a traveller involves [six general principles](#):

- Preparing in advance
- Choosing the right tour operator
- Respecting local customs, cultures and lifestyles
- Considering the impact of your presence
- Presenting yourself realistically
- Continuing the experience when you return home.

Is there really a difference between a tourist and a traveller?

It is debatable whether there really is a difference between a tourist and a traveler – and if there is, if one is better than the other. The Oxford Dictionary defines a tourist as “a person who is travelling or visiting a place for pleasure”. It could be argued that the same is true of travellers, and that we are all tourists who travel in different ways. Work or family obligations and money make it impossible for most people to take the time to “travel”, and in any case it’s not necessarily true that people who go “off the beaten track” are more sensitive to the places they visit and are somehow better than those who don’t. The answer is to find a balance that can make tourism more than simple “holiday-making”, and that recognizes that the traveler will always remain an outsider in the country he or she visits.

With thanks to Travel and Social Issues Blog by Jane Meighan

Discussion topics:

- 1) Are you a tourist or a traveller?

- 2) Do you live in a country or an area which has been developed to cater for tourism? If so, do you feel that this has been achieved according to the principles of sustainable tourism? What changes would you like to see?
- 3) Identify four defining characteristics of sustainable tourism.

Working in Tourism - Behaviour

When you have to deal with members of the public in your work, in the front office of a hotel or in a travel agency, the impression you give is very important. It is much more than a question of correct grammar and vocabulary. It is also important that the language that you use is polite and suitable for the person you are talking to. This language is an important part of the general impression you give which can greatly influence the decisions made by your customers.

Body-language is also important. The way you stand or sit will make a certain impression on the customer - and you should look them in the eye.

While it is important to be friendly, you should not be too informal or casual. You should demonstrate interest in what your customer is saying, and avoid distractions. On the basis of the rule “the customer is always right” you should not contradict him or her unless it is absolutely necessary, and in any case do so politely and explain your reasons. If you don’t know the answer to a question you should not pretend you do. Admit you don’t know, promise to find out for them - and do so.

Avoid making or receiving personal phone-calls when dealing with the public. If you must take a call, do it quickly (apologizing to the customer) and pass the caller on to a colleague.

Untidiness and a lack of cleanliness can make a negative impression on potential customers. Any working situation has a dress-code which you should follow. If the job does not involve a specific uniform, your appearance should give the impression of tidiness and efficiency.

Useful Language

Greeting.

- Good morning. How do you do?
- Please take a seat / Do sit down.
- How can I help you?

Asking customers to wait.

- Please sit down. I’ll be with you as soon as I’ve finished.....
- Would you like to take a seat? My colleague will be with you in a moment.
- I’m sorry to keep you waiting.
- Would you just excuse me for a moment, please?
- One moment, please. I’ll just check.

Asking for personal information

- Can you give me your full name, please?
- Would you mind spelling your surname for me, please?
- Can you give me your date of birth, please?

Apologizing

- I do apologize for the delay.
- I'm very sorry I can't help you.
- I'm very sorry about that. I'll see what I can do.

Contradicting

- I'm sorry. Can I just interrupt for a moment.
 - Yes, I understand what you are saying but....
 - I take your point but....
- (remember the tone is very important)

Exercises

- 1) Write the following conversation with a customer in a travel agency.
 The customer enters the office to ask about booking a holiday in Minorca.
 As you are already speaking to another customer ask the new customer to wait.
 When you have finished with the first customer, introduce yourself and ask what he wants.
 At a certain point you have to answer the office phone, and you must ask the customer to wait.
 As there is a problem with your internet connection, the operation is slow.
 Ask your customer for some personal data – name, address etc.
- 2) You work at the reception desk of a hotel. An angry guest comes to the desk demanding to change his room as the one he was given does not have a balcony - and he says he specifically asked for one when he booked. You are speaking on the phone when he comes to the desk. Write the conversation.
 You find that there is no request for a balcony in the booking form. No room with a balcony is available now, but there is a suitable vacancy tomorrow – the room is more expensive.

Working in Tourism - Skills - Dealing with complaints.

For the staff who work in the reception of a hotel, or deal with customers on an organized tour, it is very important to remain calm and polite in dealing with complaints. Even when the guest or customer is angry, or makes unreasonable demands. It is important that the staff do not respond angrily. If it proves impossible to resolve the problem, it's a good idea to call the manager or another member of staff.

Even if the staff member is convinced that he/she is not in the wrong, it is always a good idea to apologize for the problem and express regret.

Apologizing.

I am very sorry....

I apologize....

I'm sorry you feel like this.

Reassuring/seeking a solution

I'll look into the problem immediately.

I'll speak to the manager.

We'll do everything possible....

Offering a solution.

I'll see to it/do it/fix it/ at once.

Instead of this.....we would be happy to offer you

Would you agree to staying in another room?

Explaining

I'm afraid this is completely beyond our control.

I'm afraid there is nothing I/we can do.

Owing to bad weather/staff problems, price increases...

Exercises

What would you say in these situation?.

- 1) A hotel guest complains that they booked a room with an en-suite bathroom, but the room they have been given does not have one.

Apologize _____

Offer a solution _____

- 2) A hotel guest complains that his room is very noisy.

Apologize

Offer a solution

A hotel guest complains that the phone in her room is not working and she needs to make an important call.

Apologize

Explain and/or offer a solution

- 3) Arriving at the hotel at 11.00 a.m., a new guest complains that his room is not yet ready. He is very tired after a long flight.

Apologize

Explain and/or offer a solution

- 4) You are in charge of a coach trip in the English West Country. Owing to traffic you arrive at Stonehenge very late and must inform the passengers that they only have a very short time to see the monument.

Apologize

Explain

Working in Tourism - Skills – Modifications and cancellations

Hays Travels
16 Wilson Place
London NW1 5LP
United Kingdom
Tel +44 XXXXXXXXXXXXX – FaxXXXXXXXXXX
www.XXXXXXXXXXX.XXXXXXXXXX.it

Your Ref. GWS/13
Our Ref. DS/23
May 13th 2015

Hays Travels
16 Wilson Place
London NW1 5LP

Dear Mr Swallow

Modification to your reservation

I have received your letter of May 10th requesting a modification to your holiday booking.

I am pleased to tell you that we have available places on the Barcelona tour from August 10th – 17th. I hope these dates will be convenient for you and will confirm your booking as soon as I receive the £50 price difference for the high season.

I look forward to hearing from you.

Yours sincerely

David Clarke
Director

Skills – Modifications and cancellations

Useful Language

Reference to reservation

- I am writing with reference to my/your booking of May 1st
- With reference to my/your booking of....

Explaining the modification/cancellation

- I am very sorry but....
- We are really sorry we are unable to
- Due to circumstances beyond my control, it is not possible...

Requesting a modification

- I would like to change the dates....
- Have you got availability for a later date?
- I would be grateful if you could change the dates of our flight
- Would you be so kind as to change the dates of our stay at the hotel?
- Would it be possible to..... ?

Apologizing for inconvenience

- I am very sorry for any inconvenience this may cause you.
- I apologize for any inconvenience.
- I hope this will not cause you too much difficulty.

Request for confirmation

- Please let me know if....
- Please confirm this reservation.
- I look forward to receiving your confirmation.
- I hope you will confirm this booking.
- I hope to hear from you soon.

Confirmation of modification/cancellation

- I am pleased to tell you that we have availability on the dates you request.
- I am glad to confirm that....

Refusing modification.

- We regret that we are unable to accept your request.
- I am afraid that hotel regulations make it impossible to accept your request.
- I am sorry but we do not have availability on those dates/there are no vacancies in that period.

Exercises

- 1) a) You have booked a 3 day stay in a London hotel next week but unfortunately will be unable to go because of problems at work. Write an email to the hotel asking if it is possible to change the reservation to the following week.

b) You are the manager of the hotel. Write a reply to the above request saying that you can accept the modification.
OR
c) You are the manager of the hotel. Write a reply to the above request saying that you are unable to accept the modification because the hotel is fully booked for that week.

- 2) a) You have booked a package holiday with your wife in August but now find that you have problems in the days you have booked. Write a letter to the tour operator (Hays Travel) explaining this and asking if you can change the booking.

b) You work for Hays Travel. Write a reply accepting the request, but point out to the customer that the other weeks in August are more expensive and there will be a surcharge.
OR
c) You work for Hays Travel. Write a reply explaining that there is no availability in August, and that the next possible date is in the first week in September – when the prices are lower so that the customer accepting that date would receive a partial refund.

- 3) a) You have made a reservation to spend 3 days in Paris next week. Write a letter to the hotel explaining that you are now unable to go. Ask about the possibility of a refund.
b) You are the manager of the hotel. Explain that you can only refund half of the cost of the room.

Museums and galleries

What makes a good museum?

Visiting a museum can be a daunting prospect. Too often we find ourselves before a seemingly endless series of rooms housing artefacts and paintings which we observe often without really appreciating what we are looking at – to arrive with relief at the gift shop where we can buy something to remind us of our visit.

Museums can, however, be an inspiring experience. The best museums do not simply collect, preserve and store collections, but can also play an important role in their local community. The introduction of interactive activities can make the museum experience much less passive. Museums such as the Museum of London, or the Building of Bath Museum can provide the visitor with background information that can greatly enrich the experience of visiting those cities.

There are many different opinions about what makes a great museum. It should have a clear identity; it should have an environmental conscience and be committed to sustainability; it should be innovative. Institutional stuffiness and aloofness are two of the biggest threats to the success of museums or galleries. They must find ways to engage, excite and inform their visitors in surprising ways.

Putting a manuscript in a glass case alongside a parallel printed text, and even with an audio version available too, can be a not-very-immersive experience for the visitor. In order to bring these texts to life museums are seeking new ways to present them. It is essential that the importance of the real object is not compromised, but new sound and lighting technology can help to make the object come alive. Museums must strive to excite the visitor with the ideas that surround the object, enabling connections to be made, the imagination to be aroused, and a story to be told. What a good museum planner needs is imagination. With the imagination to think how the audience will react you can create a great museum.

Museum Design

Museums are constantly looking for new ways to attract visitors. A huge amount of effort goes into museum exhibit design.

Visitors to museums often suffer from three main problems — they can't find a specific piece of information, they must leave too soon because they are bored or they stay a long time but miss key lessons from the main exhibits

10 ingredients for successful museum exhibit design from Saul Carliner, *Modeling Information for Three-Dimensional Space: Lessons Learned from Museum Exhibit Design*. Models, Processes, and Techniques of Information Design.

1. **Motivate Visitors:**

Target an audience — the general public and/or specific communities

2. **Focus Content:**

Filter content so visitors are not bombarded with information overload

3. **Immersion:**

Engage visitors within a “story”

4. **Modularity:**

Present smaller themes instead of one larger complex topic

5. **Skimmability:**

Information should be easy to take in because visitors are often standing and/or have different levels of education

6. **Patterns:**

Incorporate traffic/circulation patterns, exhibit sequence patterns and pre-existing framework patterns (architectural elements)

7. **Capture Curiosity:**

Use storytelling techniques to engage visitors

8. **Interaction:**

Give visitors a “fun” experience by tapping into their emotion

9. **Integrate Technology:**

Technology should enhance visitor's experience, not detract from it

10. **Layer Content:**

Present information in a hierarchical manner

Museum Language

On arrival

- How much is it to get in? / Is there an admission charge?
- Only for the exhibition
- What time do you close?
- The museum's closed on Mondays
- Can I take photographs?
- Would you like an audio-guide?
- Are there any guided tours today? What time does the next guided tour start?
- Where's the cloakroom?
- We have to leave our bags in the cloakroom.
- Do you have a plan of the museum?

Inside the museum or gallery

- Who's this painting by?
- This museum's got a very good collection of ...
 - oil paintings
 - watercolours
 - portraits
 - landscapes
 - ancient artifacts
 - sculptures
 - pottery
- Do you like ...?
 - modern art
 - classical paintings
 - impressionist paintings

Some signs you might see

- Free admission
- No photography
- Cloakroom
- Café
- Gift shop

Some key vocabulary:

- **a curator** – a person who oversees and manages a museum and its collections
- **a tour guide** – a person employed to show tourists around places of interest
- **preservation** – to maintain something in its original or existing state
- **an exhibition** – a public display of works of art or items of interest held in a museum or gallery for people to see
- **a donation** – something that you give in order to help a person or organisation
- **an artifact (artefact – UK)** – an object made by a human being, of cultural or historical interest
- **a collection** – a group of accumulated paintings, documents, or artifacts grouped together by a particular theme
- **a gift shop** – a shop that sells items appropriate as gifts

- **to wander (around)** – to walk slowly across or around an area, usually without clear purpose