

Flash on English for Tourism – Second Edition

Answer Key and Transcripts

Unit 1, pp. 4-7

1

Personal answers

3

Type of tourism	Definition	Example
Adventure tourism	to explore distant places or do extreme activities	trekking
Cultural tourism	to learn about history, art and people's lifestyles	monuments or museums
Ecotourism	to take ethical and responsible trips to natural environments	rainforests
Educational tourism	to learn something	a foreign language
Gap year tourism	when young people go backpacking or do voluntary work between school and university	any of the other kinds of tourism
Health tourism	to look after your body and mind	spa resorts
Recreational tourism	to relax and have fun	the beach
Religious tourism	to celebrate religious event or visit important religious places	Mecca for Muslims
Sport tourism	to play or watch different sporting events	the Olympic Games
Winter tourism	holidays to resorts where there is snow	skiing or snowboarding

4

1 A 2 B 3 C 4 C 5 A 6 C

5  1

Mum So, any ideas about where to go on holiday this year? I know Grandma really wants to go on a pilgrimage to Lourdes in the south of France.

Dad Really?

Mum Yes, you know she's a really strong Catholic and she believes in miracles.

Dad Mmm! Well, I quite fancy a nice city break to London or Edinburgh. I know there's a really good Roman art exhibition in the National Gallery this summer.

Hannah Oh no, Dad. You can't be serious. That's just like going on a school trip! How about a nice rest in a spa where there are thermal baths and Jacuzzis and you can have massages and...

Josh Boring! Hannah! Why don't we try something new and exciting this year? Maybe a polar exhibition or a trek across the desert on camel back...

Zoe Yeh, right, Josh. That's just typical of you! If we want to do something new

and exciting there are plenty of places in this country. We don't need to fly halfway across the world and damage the environment. What do you think, Mum?

Mum Well, I agree that we don't want to do anything that is bad for the environment and holidays abroad are very expensive... Personally, I'd like a nice relaxing holiday by the seaside, maybe in Cornwall or on one of the Channel Islands. Let's see if there are any special offers...

- 1 Dad: cultural
- 2 Grandma: religious
- 3 Hannah: health
- 4 Josh: adventure
- 5 Mum: recreational
- 6 Zoe: ecotourism

6  2

Travel agent Any ideas about where you want to go on holiday this summer, Mrs Brown?

Customer Well, I really want to have a proper family holiday this year.

Travel agent	OK, there are some good all inclusive package holidays by the sea.
Customer	Mmm... I quite fancy going somewhere different this year.
Travel agent	How about taking a city break?
Customer	Personally, I'd like it, but I think the kids might be bored.
Travel agent	Why don't you combine a city break with something for the kids like Euro Disney?
Customer	That's a good idea, I agree, but isn't Euro Disney really expensive?
Travel agent	Well, let's see if there are any special offers on at the moment.

- 1 Any ideas
- 2 I really want to
- 3 I quite fancy
- 4 How about
- 5 Personally, I'd like
- 6 Why don't you
- 7 I agree
- 8 let's see

7
Personal answers

8

Accommodation (Where to stay)	Catering (Where to eat)	Entertainment and leisure (What to do)
luxury hotels; roadside motel; family-run guesthouse; B&B; self-catering apartments; youth hostel	self-catering; B&B; half board; full board	sport; shopping; live shows; sightseeing; tourist attractions
Jobs (Who does what)	Transport (How to travel)	Holiday types (What kind of holiday)
tour operator; travel agent; travel rep; tour guide	plane; train; ferry; coach; taxi; bus; cruise ship	package holiday; organised; independent; cruise ship holiday

9

- 1 hundreds of millions
- 2 through a tour operator, a travel agent or on-line

- 3 to reserve a seat and get a good price
- 4 hiring a car
- 5 when you're there
- 6 for different people and pockets
- 7 full board
- 8 on package or cruise ship holidays
- 9 No, it's free.
- 10 a local tour guide

10-11

Personal answers

Unit 2, pp. 8-11

1

- A Visit Britain – Britain's national tourism agency
- B World Tourism Organisation – United Nations' non government organisation
- C Thomas Cook – private British tour operator

2

Category of tourism organisation	Example	Type of organisation and what they do
non government organisations/ a charity	UNWTO	promotes the development of responsible, sustainable and universally accessible tourism
government organisations	VisitBritain	markets British tourism at home and abroad
private sector organisations	Thomas Cook	promotes and sells holidays for profit
independent	/	have one or more branches; can often be close to each other; sell their holidays to people locally and market them by word of mouth
miniple	/	have several branches indifferent areas; sometimes use different trade names; have a head office which can manage the organisation's marketing strategy centrally
multiple	/	have branches in all majortowns and

		cities; can be part of very large tourism sector companies; market holidays on the basis of competitive prices or special offer packages
trade associations	/	organisations representing travel companies; can help with marketing; can protect customers' rights

4
Personal answers

5  3

The National Trust is a charity and a non-profit organisation, which promotes British tourism to artistic, historical and natural sites in a sustainable way. It has two head offices, one in London and another in Swindon, as well as hundreds of branches all over the UK. Places with the trade name "National Trust" market themselves through the image of conservation and heritage. However, many of the thousands of visitors to National Trust sites hear about them by word of mouth from friends, colleagues or relatives. They provide great days out for the whole family as you can enter many sites for free and you can also hire venues for special events at extremely competitive prices.

- 1 charity
- 2 profit
- 3 promotes
- 4 sustainable
- 5 head offices
- 6 branches
- 7 trade name
- 8 market
- 9 word of mouth
- 10 competitive

6
a 1 b 3 c 4 d 5 e 2

7
Personal answers

8
1 c 2 a 3 b

- 10**
- 1 newspapers, TV and the Internet
 - 2 advertising
 - 3 product, price, place, promotion
 - 4 people
 - 5 market segmentation
 - 6 by money, by activities they're interested in, by circumstance, by age, by the kind of tourists they are

11  4

Interviewer Welcome to the programme, John.
John It's a pleasure to be here, Sue.
Interviewer Can you tell us something about the marketing strategies your company uses?
John Yes, of course. We don't really use TV or radio adverts because they're just too expensive. We sometimes place ads in newspapers or magazines we think our target customers buy.
Interviewer What about specialist travel brochures, leaflets or tourism guides? Do you advertise in those?
John Not really. You see, many of our target customers are DIY travellers not package holiday tourists that book holidays through brochures or leaflets.
Interviewer So does that mean you do a lot of online marketing?
John Yes, we do. Probably our main marketing area is online.
Interviewer Could you explain a little bit more about online marketing for our listeners, John?
John Sure! We use a combination of low-cost e-marketing strategies. Social networking sites are great especially if your target customers are young people like ours are.
Interviewer And do you promote your holidays through search engines too?
John Yes, we sometimes use banners to advertise on search engines, but not as often as we use social networking sites because they are just not competitive and they don't always reach the target customers.
Interviewer I see. Do you have your own website too?

John Yes, that's our best marketing tool because you can attract the kind of customer you want by the way you set up your website. Moreover, it's only possible to book online and you can't book a package holiday, unless you create it yourself.

Interviewer This means you can book single products and services and then combine them any way you want?

John Yes, that's right! Oh and we have an online forum where our customers leave feedback about where they stay and things they do. That's fantastic word of mouth marketing!

Interviewer I bet! So, John, if you could just tell our listeners where to find you online.

John Sure! It's www.travelyoulike.com

- 1 F No, they don't use them because they are too expensive.
 2 T
 3 F No, they don't because their target customers are DIY travellers not package holiday tourists who book holidays through brochures or leaflets.
 4 T
 5 T
 6 F Social networking sites are great especially if your target customers are young people like theirs are.
 7 F They sometimes advertise on search engines with banners.
 8 T
 9 F It's only possible to book online.
 10 T

12-13

Personal answers

Unit 3, pp. 12-15

1

1 C 2 B 3 A 4 D

2

1 b 2 e 3 h 4 j 5 d 6 g
 7 c 8 a 9 f 10 i

3

1 sea
 2 rail and sea
 3 sea

- 4 air and rail
 5 air
 6 road
 7 road
 8 road and air
 9 sea
 10 air

4 5

Woman Hello, I'd like to buy a ticket to London, please.

Ticket officer Is that a single or a return ticket?

Woman A return, please.

Ticket officer When do you want to leave?

Woman Now.

Ticket officer And when do you want to come back?

Woman Today, please. How much is that?

Ticket officer A cheap day return ticket is £32.

Woman What time is the next train?

Ticket officer It's at 12.50 from platform 16.

Woman Thank you.

1 in a ticket office, rail tickets

5

- 1 London
 2 single
 3 return
 4 return
 5 leave
 6 come back
 7 How much
 8 cheap
 9 £32
 10 train
 11 12.50
 12 16

6

Personal answers

7

a 1 b 3 c 2 d 6 e 7 f 4 g
 8 h 5

8 6

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

6 d Present your boarding card and identification
For inspection at passport control.
7 e Proceed to the departure gate when it opens.
8 g Show your passport and boarding card to staff
before boarding.

9

- 1 Here they are.
- 2 A window seat, please.
- 3 Yes, I did.
- 4 Good, it doesn't weigh very much.
- 5 Just one.

10

- 1 underground
- 2 parking
- 3 trains
- 4 buses
- 5 car hire
- 6 taxis

11

Mode of transport	Positive things about it	Negative things about it
taxi	quick and efficient for short journeys	can be expensive as charge per passenger, piece of luggage, as well as surcharges for airport and night time transfers
car hire	free to travel when and where you want; good value; choose the kind of car you want	bad for the environment
motorbike moped bicycle	adventurous; cheaper; more environmentally friendly	dangerous traffic; people stealing your bike
public transport	good for people on a budget; green; good choice in cities;	in smaller towns the options are more limited; cost and

	special offers (combination tickets, weekend or all-day travel passes)	convenience vary a lot
--	--	------------------------

12

the head of tourist information

13

- 1 John Humphries, Tourist Information Officer
- 2 They are twinned.
- 3 to promote tourism in both towns
- 4 to find out about the local transport services available
- 5 cost, convenience, reliability and any other relevant information
- 6 as soon as possible

14-15

Personal answers

Unit 4, pp. 16-19

1

- | | | |
|-----------------------------|------------------------|------------------|
| B&B | barge | cabin |
| campervan | campsite | |
| campus accommodation | | caravan |
| chalet | guest house | holiday village |
| hostel | hotel | house swap |
| motel | private holiday rental | |
| self-catering accommodation | | studio apartment |
| tent | tepee | timeshare |
| villa | yacht | yurt |

2

- 1 barge
- 2 cabin
- 3 campus accommodation
- 4 hostel
- 5 motel
- 6 studio apartment
- 7 tepee
- 8 yurt

3

- | | | | | | |
|-----|-----|-----|-----|-----|-----|
| 1 B | 2 A | 3 B | 4 A | 5 C | 6 B |
| 7 A | 8 C | | | | |

4  **7**

Receptionist Good afternoon, Sir. can I help you?
Customer Yes, I'd like to check-in, please.
Receptionist What's your name, sir?
Customer It's Mr Norris.

Receptionist Could you spell your surname for me, please?
Customer Yes. N - O - double R - I - S
Receptionist Oh, yes. Lee Norris. Could you just confirm your address please, sir?
Customer It's 16 Orchard Road. That's O-R-C-H-A-R-D Road, Oxford, UK
Receptionist Do you know the postcode?
Customer Yes, I do. It's O-X-3-2-J-F
Receptionist And your contact numbers please, sir.
Customer My mobile number is 07983560891 and my home number is 01865362497
Receptionist Do you have an email address, Mr Norris?
Customer Yes, it's leenorris@yahoo.co.uk
Receptionist Thank you. And you've booked a double room, single occupancy with a bath.
Customer That's correct.
Receptionist And you booked full board.
Customer No, just half board.
Receptionist Half board. OK, so you're staying

with us for a total of 3 nights from 20 September until 23 September...
Customer Yes, that's right.
Receptionist How would you like to pay, Mr Norris?
Customer By visa card.
Receptionist OK. Just sign the bottom here for me, sir. You're in room 214 on the second floor.
Customer Thank you.
Receptionist Enjoy your stay with us!

1 Norris Lee
 2 16 Orchard Road, Oxford, UK, OX3 2JF
 3 telephone: 01865362497 mobile: 07983 560891
 e-mail: leenorris@yahoo.co.uk
 4 double room single occupancy with bath
 5 half board
 6 Arrival Date: 20/09 Departure Date: 23/09
 Total: 3 nights
 7 Credit Card type: Visa Room number: 214

5
 Personal answers

6

*	**	***	****	*****
en suite bathroom; TV; breakfast; drinks; daily room cleaning	complimentary toiletries; bath towels; a reading light; credit card payment facility	hairdryer; telephone; internet access in a public area or in the room; laundry; ironing; hotel reception staffed for around 14 hours; bilingual staf	reception manned for up to 18 hours; refrigerated minibar or room service; à la carte restaurant; a lift; comfortable furniture in room and lobby	reception area manned 24/7; multilingual staff; doorman; valet parking; a porter to take luggage to your room; safe in the room; gym and spa facilities

7

- 1 toiletries
- 2 internet point
- 3 en suite bathroom
- 4 safe deposit box
- 5 bath towel
- 6 hairdryer
- 7 gym
- 8 refrigerated minibar

8

- 1 e 2 a 3 d 4 c 5 b

9-10  8

Receptionist Hotel reception. How can I help

you?
Guest Oh, hello, I'm calling from room 101. I think there are a few things missing from my room. Is it possible for me to have a hairdryer and some toiletries, please?
Receptionist Of course, madam. I'm terribly sorry! There are usually toiletries in the room on arrival. I'll send them up to your room straight away. The hairdryer should be in the desk drawer.
Guest Oh, yes. I see it. Another thing... I need some laundry and ironing.

Receptionist Do you have those services in the hotel?

Guest Yes, madam. For laundry and ironing, just fill in the form on the desk and give it to the chambermaid before 9 in the morning.

Receptionist That's great. Thanks. I also have some important documents with me and I can't find the safe in this room.

Receptionist I'm afraid we don't have safes in the rooms, but there are safes available in the reception area if you could bring your documents down to me.

Guest OK. Are there any other services I should know about?

Receptionist Well, we have an internet point which is open till midnight. There's 24-hour room service for bar food and our *à la carte* restaurant is open 12-2 lunchtime and 7-10 dinnertime. You need to book a table for dinner.

Guest OK. I'd like to book a table for this evening at 8 p.m. please.

Receptionist Certainly, madam. Can I help you with anything else, madam?

Guest Not for the moment. Thank you.

Service	G	R	Specific information about the service
<i>à la carte</i> restaurant	√	√	Open 12-2 lunchtime and 7-10 dinnertime. You need to book a table for dinner.
complimentary toiletries	√	√	usually in the room on arrival
en suite bathroom			
hairdryer	√	√	in the desk drawer
hotel reception staffed 24/7			
internet access		√	internet point open till midnight
ironing service	√	√	Fill in the form on the desk and give it to the chambermaid before 9 in the morning.
laundry service	√	√	as above

room service		√	24-hour for bar food
safe in the room	√		There are safes available in the reception area.

11-12

Personal answers

Unit 5, pp. 20-23

1

1 d 2 f 3 a 4 c 5 b 6 e

3

1 general manager
 2 desk clerk
 3 porter
 4 concierge
 5 housekeeper
 6 room attendants

4

1 d 2 f 3 e 4 c 5 b 6 a

5 9

Speaker 1

I work shifts, which can be morning, afternoon or evening, but I don't mind because my job is very varied and I get to meet a lot of different people at the hotel. I was born locally, so I know everything there is to know about this area. This makes me well placed to help guests with directions, sights to visit or just provide them with assistance during their stay or with their onward journeys.

Speaker 2

I studied hotel and tourism at college and can speak several different languages, which is useful in the job that I do. I never work at night, but I alternate between morning and afternoon shifts. I spend a lot of the day on the telephone and using the computer to input guest information or to make up bills, but I wouldn't like to work in the back office as I enjoy interacting with the public.

Speaker 3

There is a lot of responsibility in my job, as I have to oversee a large team of staff working in many different sectors of the

hotel. I can pick and choose the hours I work and I don't usually have to work at night, which is nice, but I have to be present or on call during the high season. You need to have skills and experience in several different areas to do this job, including: marketing; finance; human resources and problem-solving. It's a difficult job, but I love it!

Speaker 4

People think that my role is all about fetching and carrying and general gofer, but personally I think there's a lot more to it than that. For instance, when we hold special events or have VIP guests staying at the hotel, I'm the one who makes sure that everything is running smoothly. I check that rooms are set up properly; that our VIPs have everything they need and receive all their messages without being disturbed too much. Oh... and I'm always on the move, which is much better than sitting behind a desk all day!

Speaker 5

I oversee everything to do with hotel rooms: human resources; financial management; laundry; stock; purchasing and customer care. It's a lot of responsibility in a hotel which can accommodate up to 200 people at one time! I take pride in every aspect of my job although I'm really working behind the scenes a bit like a stage director at the theatre! In fact, the best compliment I can have is that there are no complaints made about the rooms!

Speaker 6

It's my job to make sure that bedrooms are kept clean and tidy and stocked up with everything guests might need during their stay. It's quite hard work, as I start work very early in the morning and am constantly on my feet. Fridays and Mondays are particularly busy as we have a lot of guest changeovers. On the whole I like my job as I am free in the evenings and most of the people I meet are polite and friendly

- 1 concierge
- 2 desk clerk
- 3 general Manager
- 4 hotel Porter
- 5 housekeeper
- 6 room attendant

6
Personal answers

7
Personal answer

- 8**
- 1 Room service attendant
 - 2 Shuttle/Courtesy driver
 - 3 Hotel maintenance personnel
 - 4 Hotel security officer

9
Personal answers

10
Personal answer

11
Hotel manager OK. Tell me why you want the position of room service attendant.

Job candidate I'm a server at the Royal Hotel restaurant and I'd like some different hotel experience.

Hotel manager I see. I suppose you realise that the hours are quite long and antisocial.

Job candidate Yes, that's not a problem for me. I Prefer working at night.

Hotel manager What skills do you think you could bring to this job?

Job candidate I'm organised and efficient and I work well on my own or as part of a team.

Hotel manager What do you understand by customer care in a hotel?

Job candidate It's about being polite and making sure guests have everything they need.

Hotel manager This is an entry-level post so it offers minimum wage with gradual increases.

Job candidate That's fine. I want to make a career in the hotel business.

Hotel manager I'll have to check your references, but if they are in order, you've got the job!

Job candidate Thank you very much!

12

Personal answer

Unit 6, pp. 24-27

1

I need a boarding card to get onto a plane.

I need a driving licence to drive a car.

I need a passport to enter into certain countries.

I need immunization against diseases to travel to certain countries.

I need a visa to enter certain countries.

3

1 D 2 C 3 A 4 B 5 A 6 B

4  10

Customer	I'd like to book a package holiday.
Travel agent	Do you have a specific destination in mind?
Customer	Not really, just so long as it's near the sea and the weather is good.
Travel agent	Ok. Do you have specific dates for your holiday?
Customer	No, we're fairly flexible.
Travel agent	Well, we have some last minute package deals to Turkey, Morocco and Greece.
Customer	I would be happy with any of those.
Travel agent	Let me tell you about the Accommodation options in each. You could stay in a hotel, a self-catering apartment or a B&B.
Customer	Self-catering apartment. That's one thing I'm sure about.
Travel agent	At the moment we have that option in resorts in Turkey and Greece but not Morocco.
Customer	How does the cost compare in Turkey and Greece?
Travel agent	They're pretty similar, but the cost of living is a bit cheaper in Turkey than in Greece.
Customer	So tell me about the Turkey packages then.
Travel agent	Well, we have a self-catering apartment in the popular resort of Marmais in the South West of Turkey, where there are some lovely beaches.
Customer	How would I get there from the airport?

Travel agent	It's about 1 hour and twenty minutes from Dalaman International Airport, but there would be a complimentary shuttle directly to your resort.
Customer	That sounds great! I'll book it!
Travel agent	Ok. If I could just take a few personal details from you...

Type of holiday: package

Destination: Marmais, Turkey

Specific dates: no

Type of accommodation: self-catering apartment

Transfers: complimentary shuttle from Dalman International Airport

5

Travel Agent Can I have the full names of all the people travelling, please?

Customer My name is Karen Miller and my boyfriend's name is Andrew Jones.

Travel Agent I also need both your dates of birth.

Customer My date of birth is 8 June 1989 and Andrew's is 5 March 1985.

Travel Agent Now your passport numbers and expiry dates.

Customer Oh! I'm afraid I haven't got them with me.

Travel Agent No problem. You can email them to me.

Customer OK. Thanks.

Travel Agent So your holiday is a two-week, all-inclusive package to the Marmais Resort.

Customer What's included in that?

Travel Agent Return flights; transfers to and from Dalman Airport; a self-catering apartment, which will be cleaned once a week and use of a communal swimming pool.

Customer Perfect!

Travel Agent So, I'll need a 50% deposit now and the balance at least 14 days before the holiday date.

Customer OK. Here's my credit card.

6

Personal answers

7

1 F 2 T 3 F 4 T 5 F 6 F
7 T 8 T

8

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

9  11

Receptionist	Are you checking out now, sir?
Guest	Yes, I am.
Receptionist	I hope you enjoyed your stay with us.
Guest	Yes I did very much. The room was very comfortable and the staff very helpful, but the wi-fi didn't work very well in my room.
Receptionist	I'm sorry about that. We can give you a 10% discount on the bill to make up for the inconvenience. What room were you staying in?
Guest	Room 314. Thank you.
Receptionist	How would you like to pay Mr Lewis?
Guest	By credit card.
Receptionist	Here's your bill Mr Lewis. Please check to see that it is correct.
Guest	Yes, it all looks ok to me. Do you need my card again?
Receptionist	No sir, just a signature authorising payment.
Guest	Here are my room keys.
Receptionist	Thank you. Can I help you in any other way?
Guest	Yes, I'd like a taxi to take me to the airport, please?
Receptionist	Yes, of course. It'll be here in ten minutes sir. I hope we'll see you again soon.
Guest	Oh, I'll definitely be back and I'll bring my wife and family next time.

Mr Lewis
314
very much
The room was very comfortable and the staff very helpful.
The wi-fi signal in my room
The bill was correct, staff were helpful, it was quick and easy
yes
yes

10

Personal answer

Unit 7, pp. 28-31

1

Possible answers: short, fast, cheap, friendly, concise, informal

2

- 1 We were given your contact details by Ms Harrison.
- 2 We are a travel agency with over 15 years experience.
- 3 We would like to be able to offer....
- 4 Could you please send us.....
- 5 We look forward to your reply...
- 6 Kind Regards

3

Personal answers

4

- 1 A memo is an internal document.
- 2 Because it conveys minimal information.
- 3 Memos do not usually contain greetings or closing salutations.
- 4 It is written from one person, department or office to another.
- 5 Memos are about changes in procedures, rules or policy, or else for a specific purpose.
- 6 It is important for the preparation for welcoming the fans for the next Six Nations Rugby.

5

- 1 fill in
- 2 first name
- 3 last name
- 4 postcode
- 5 gender
- 6 tick

6

- 1 clear, correct, courteous, convincing and complete
- 2 Personal answer
- 3 B&H Luxury Coach Hire
- 4 Coach Hire company
- 5 Rose Wallace Siler Group PLC
- 6 To reply to an enquiry about tiles and to send a price list, a catalogue and a few samples.

7

- 1 No, the sender does not know the recipient, because it proposes a new business
- 2 It could be a travel agent because it will be possible to propose grandhotels to their customers
- 3 It is written to start a new business.

4 It contains information about the location and the service they provide.

8

1 CP 2 OP 3 MP 4 OP 5 MP 6 OP
7 CP 8 OP

9

Personal answers

Unit 8, pp. 32-35

1

2 I'd like to speak to...
3 She's out of the office...
4 Can I take a message?
5 Joanne Wilkins speaking
6 I'd like to receive

2  12

James Sundance Hotel. How can I help you?
Janet Good morning. This is Janet from Spencer & Clark. May I speak to Mr Lang, please?
James Hello Janet. James speaking. How are you?
Janet Fine thanks. I'm phoning to book a single ensuite room, from 20th to 22nd July, 2 nights in total, in the name of Mr Moore.
James Just a second, let me check... Yes, that's fine. We have a room available.
Janet Good. Mr Moore will be our guest so will you charge the room at our preferential rate of £75 per night including breakfast?
James Of course. I'll send you confirmation of your booking by email in a few minutes.
Janet OK. Thanks very much. Bye.
James You're welcome. Bye.

1 to book a hotel room
2 Janet's company
3 75 £
4 by email

3  12

1 help you
2 can I
3 speaking
4 calling to
5 available
6 does it include
7 booking
8 welcome

4  12

Answering the phone:

How can I help you?

Can I help you?

Introducing yourself:

This is... from...

It's... from...

Asking to speak to someone:

May I speak to..., please?

Could I speak to..., please?

I'd like to speak to..., please

Saying why you are calling:

I'm phoning to...

I'm calling you about...

We are interested in...

5

Personal answers

6

Personal answers

7  13

Martin This is Martin Fleet. I'm out of the office until Friday. Please leave a message and I'll get back to you as soon as possible.

Speaker One

Karen Hello Martin. This is Karen from Lewes Electronics. I need to speak to you about the conference next week. It's urgent so call me anytime. Thanks very much.

Speaker Two

Mr Byrnes Good morning. This is Mr Byrnes, manager at the Grand Hotel. Could you call me regarding your group booking? The number is 0194 225988. Thank you. Goodbye.

Speaker Three

Janice Hi Martin, I can't find your mobile number. Can you ring me about the party this weekend? Cheers. Oh, sorry, it's Janice just in case you don't recognise my voice.

Caller 1: Say your name/position/company, state your reason for calling, give your availability, end the message

Caller 2: say your name/position/company, state your reason for calling, leave your contact details, end the message

Caller 3: state your reason for calling, say your name/position/company

8 🎧 14

Thank you for calling HF Holidays. If you would like to make a booking, please press 1.
 If you would like to change a booking, please press 2.
 For all the details of our current offers, press 3.
 If you require information about luggage allowances on board, please press 4.
 If you would like to talk to an operator, please press 5. This message will now be repeated.

1 F, 2 B, 3 A, 4 E, 5 C

Unit 9, pp. 36-39

1

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

3

England

Population: 51 million
 Economy: agriculture and industry
 Geography: mountains, lakes, coastline.
 Capital: London

Wales

Population: 3 million
 Economy: agriculture and tourism
 Geography: small, mountainous and coastal country.
 Capital: Cardiff

Scotland

Population: 5.1 million
 Economy: oil and gas, the service sector and whisky exports.
 Geography: UK's northernmost country, harsh climate, mountains, coast, islands and lakes.
 Capital: Edinburgh

Northern Ireland

Population: 1.7 million
 Economy: exports of textiles and machinery
 Geography: the north-eastern part of the island of Ireland
 Capital: Belfast

4

- 1 Edinburgh
- 2 Glasgow
- 3 Belfast
- 4 Cardiff
- 5 Cornwall
- 6 London

5 🎧 15

Tourist I'm hiring a car in Scotland this summer. What do you suggest I visit?
Tour guide That depends on what you are interested in.
Tourist I'm interested in art, history and nature, especially coastlines.
Tour guide Then you should spend a few days in Edinburgh at the arts festival.
Tourist When is that?
Tour guide It's on for three weeks in August every year.
Tourist Is Edinburgh near the coast?
Tour guide Yes, it overlooks the sea. It's a really interesting city!
Tourist What else can I do in Edinburgh?
Tour guide You can visit the castle, which sits on a volcanic rock dominating the city.
Tourist I hear Scotland has amazing wildlife too.
Tour guide Oh yes, especially on the remote islands like the Orkneys.
Tourist I want to visit the famous Loch Ness and see the monster.
Tour guide It's the deepest lake in Scotland and very beautiful, but I can't guarantee you'll see the monster!

1, 8, 11, 4, 13, 10, 5, 14, 3, 12, 7, 6, 9, 2

6 Personal answers

7 🎧 16

Humans first lived in the British Isles about 750,000 years ago, but Britain's most famous prehistoric monument and UNESCO world heritage site, Stonehenge, was probably built in Wiltshire at different times between 3000 and 1500 BC. The mysterious giant stones set in a unique concentric architectural design are a mixture of nearby sandstone and smaller bluestones from the Preseli Mountains in South Wales, about 200 miles away. We don't know exactly how or why Stonehenge was built, but experts agree it was a ceremonial site for worship and burial and people continue to visit it every year to celebrate the summer solstice. The Welsh, Irish and Scots originate from the Celts, Indo-European tribes who settled in Britain in about 500 BC and the word probably comes from the Greek *keltoi*, meaning barbarian. The Romans successfully invaded and conquered Britain in 43 BC, establishing the city of

Londinium, now London and in the south-west of England, *Aquae Sulis*, Bath Spa, one of the world's finest remaining examples of Roman thermal spas, with natural hot springs of 49°C. To keep out the Scots, still regarded as barbarians, the Emperor Hadrian gave order to build Hadrian's Wall from stone and earth, which stretches 118 km from coast to coast, across northern Britain.

The Roman rule in Britain ended when the Anglo Saxons from northern Europe began to invade the island in the 5th century AD.

The Vikings from Norway, Sweden and Denmark also invaded Britain in about the 9th century AD, settling in central, northern and eastern England. The modern city of York in the north of England is site of the Jorvik Viking Centre, a settlement where Viking-age houses, workshops and artefacts were excavated.

The Normans conquered Britain with victory at the Battle of Hastings in 1066 bringing linguistic, architectural and political changes to Britain.

They built mediaeval Motte and Bailey castles,

which had raised earth, the 'motte', under the castle which you could only access across a wooden drawbridge. Around it was a ditch, separating the castle from the bailey, that is to say a courtyard surrounded by the wooden fence where servants, tradesmen and craftsmen lived. Windsor Castle, just outside London, official royal residence for over 900 years, is an excellent example of this kind of castles.

- 1 Bath
- 2 Hadrian's Wall
- 3 Stonehenge
- 4 Windsor Castle

8		
1 750,000	5 500	9 5th
2 3000 BC	6 43	10 9th
3 1500 BC	7 49	11 1066
4 200	8 118	12 900

9

Monument	Site	Period	Architectural details	Reason for building it
Stonehenge	Wiltshire	Prehistoric	concentric architectural design of sandstone and smaller bluestones	ceremonial site for worship and burial
Bath Spa	in the south-west of England	Roman	one of the world's finest remaining examples of Roman thermal spas	a spa; to bathe
Hadrian's Wall	coast to coast across northern Britain	Roman	a wall made of stone and earth	to keep out the Scots
Jorvik Viking Centre	York, in the north of England	Viking	excavated Viking-age houses, workshops and artefacts	a settlement
Windsor Castle	just outside London	Norman	a motte and bailey castle	official royal residence

10 17

The London Eye: Fly above London's skyline for 30 minutes taking in the city landscape for 25 miles in each direction. It's a truly unique experience.

Richmond Park: Walk around the largest urban parkland in Europe where you can see over 600 deer, many wild birds, flowers, woods, gardens and ponds.

The Tower of London: Explore 900 years of history, see some of the world's largest and most

beautiful diamonds in the Crown Jewels, and see the Beefeater guards protecting the tower.

Madam Tussaud's: Hang out with the rich and famous at the famous waxworks museum. Visit the Chamber of Horrors to find out the worst of British crime!

The British Museum: Visit one of the world's oldest and finest museums, with one of the biggest world heritage collections from ancient Egypt, Western Asia, Greece, the Orient, Africa and Italy.

The Tate Modern: Visit the world's most popular contemporary art gallery. The building and its location on the Thames are as interesting as the art inside it.

The Globe Theatre: Experience Shakespeare's theatre as it was meant to be, in an open-air amphitheatre, rebuilt on the Thames river bank.

St Paul's Cathedral: Possibly London's most famous and iconic church with its impressive architecture and don't miss the magical whispering gallery on the top floor!

1 a 2 f 3 b 4 e 5 c 6 h
7 d 8 g

11

Personal answers

Unit 10, pp. 40-43

1

- 1 Greenland
- 2 Algarve
- 3 Lapland
- 4 Monte Carlo
- 5 Ibiza

3

Country/Region	Type of tourism	Things to see and do
Greenland	nature or cultural	fjords; glaciers; icebergs; endless days in summer and endless nights in winter; wildlife like polar bears, reindeer and whales; experience the unique Inuit culture
Lapland	adventure and winter tourism	Northern Lights; hiking; white water rafting; snowmobiling; sled safaris; skiing; visits to Santa Clause's Village
Spain's Balearic Islands: Ibiza, Mallorca, Menorca and Formentera	recreational, cultural and nature tourism	nightclubbing (Ibiza); family beach holidays and mountain hikes (Mallorca); UNESCO archaeological and natural sites (Minorca); to relax (Formentera)
The Algarve region	beach tourism	wide sandy beaches, natural bays and breathtaking cliffs
The French Riviera: Nice	Recreational and cultural tourism for wealthier tourist	sunbathing; visiting impressionist art galleries; eating French cuisine; practicing water sports; drinking cocktails
Monte Carlo	luxury tourism	casinos; formula one racing track

4

1 d 2 c 3 e 4 b 5 a

5  18

Group leader Hello, I'm planning to take a tour

group over to northern Europe from the UK next year and I'd like you to recommend some itineraries.

Travel agent Sure. Which period of the year would you like to travel and for

how long?

Group leader Sometime in spring so the weather is not too hot, maybe for about three weeks.

Travel agent And what kind of things are your Group interested in?

Group leader Well, it's quite a mixed group in terms of age and interests so I want to include something that will appeal to everyone.

Travel agent I'd certainly recommend Greenland to you, because you

can see some amazing wildlife and you also get to take boat trips along the fjords.

Group leader Some of my group have expressed an interest in health tourism too.

Travel agent Is that possible in Greenland? I would say that Iceland is more suitable because of the geysers and hot springs. There are lots of modern spa resorts you could stay at.

Group leader Do you know if there is any chance of seeing the Northern Lights at that time of the year?

Travel agent The best time to see them is in winter, but if you go to remote regions like Lapland without artificial lights, it is sometimes possible to see them.

Group leader What other activities can my group do in Finland?

Travel agent At that time of the year there are great hiking and white water rafting trips which are really good for developing a team spirit.

- 1 Sure. Which period of the year would you like to travel and for how long?
- 2 And what kind of things are your group interested in?
- 3 Some of my group have expressed an interest in health tourism too. Is that possible in Greenland?
- 4 Do you know if there is any chance of seeing the Northern Lights at that time of the year?
- 5 What other activities can my group do in Finland?

6
Personal answers

- 7**
- 1 A 2 A 3 C 4 B 5 B 6 C
7 B 8 C

9
1 Evzones

- 2 temple
- 3 Mosque
- 4 skyline
- 5 bazaar
- 6 Turkish bath
- 7 Meze
- 8 cutting-edge
- 9 Tsars
- 10 Patriarch

10-11
Personal answers

Unit 11, pp. 44-47

- 1**
- 1 Grand Canyon
 - 2 New Orleans
 - 3 Niagara Falls
 - 4 Boston

- 3**
- 1 grizzly
 - 2 canyon
 - 3 bird of prey
 - 4 VIP
 - 5 Mardi Gras
 - 6 mansion

- 4**
- 1 e 2 f 3 g 4 b 5 h 6 a
7 d 8 c

5  19

Travel agent I just want to go through all the things you need to do before you leave for the USA.

Tourist Sure, no problem.

Travel agent First you have to check your passport is valid for at least six months after you plan to return home.

Tourist Yes, it is. Do I have to apply for a visa too?

Travel agent No, you don't. There's a visa Waiver programme for all UK or EC passports, but you have to apply through ESTA, Electronic

Tourist System for Travel Authorisation to the USA, online at least 72 hours before your departure.

Travel agent How long can I stay in the USA with this programme?

Tourist You can stay for up to 90 days.

Travel agent OK. What about security at the airport?

Tourist Security is very tight for all US travel, so you should arrive at the airport at least three hours before your departure time.

Travel agent Do I need medical insurance?

Tourist Well, you don't have to be immunised against any diseases, but it's a good idea to get comprehensive travel insurance.

Travel agent Right. How about money?

Tourist The currency is dollars, but you don't need to take out money in advance because you can use credit cards and cash point machines, which Americans call ATMs.

Travel agent OK. Thanks for all your help and advice.

- 1 passport
- 2 six
- 3 visa
- 4 seventy-two
- 5 ninety
- 6 three
- 7 medical insurance
- 8 currency

6

Need to...	Don't need to...
check your passport is valid for at least six months after you plan to return home	apply for a visa
apply for ESTA to the USA online at least 72 hours before your departure	be immunised against diseases

leave the USA within 90 days	take out money in advance because you can use credit cards and cash point machines
give personal information to the airline before travelling to the USA	
arrive at the airport in plenty of time for the security checks	
get comprehensive travel insurance	
use dollars	

7

Personal answers

8

- 1 T 2 F 3 F 4 F 5 T 6 T
- 7 T 8 F

10

- 1 Liberty Island
- 2 Staten Island
- 3 Manhattan
- 4 Brooklyn

11

- 1 boroughs
- 2 skyscraper
- 3 amusement park
- 4 neighbourhoods
- 5 racetrack
- 6 hang out

12  17

Welcome to Manhattan's Central Park! This is where New Yorkers come to walk, cycle, line skate and jog, or simply to enjoy the natural surroundings. There are also many water play areas in the park, which are fun and cooling on a hot day.

At the northern end of Central Park is the famous Guggenheim Museum. Apart from exhibiting some of the world's best modern and contemporary art, the museum itself is an architectural icon in New York. From the

outside the building is extremely striking and looks a little like a spiralling concrete animal shell.

Where should you go shopping in Manhattan? Well, Fifth Avenue and Madison Avenue offer the best in designer clothes. If you're not keen on department stores, but prefer a different sort of experience, then why not try Greenwich Village where there are gift shops, food markets and trendy clothes boutiques with reasonable prices.

Finally, you can't visit Manhattan without taking a trip to Broadway, to watch a good show, play or maybe spot your favourite star!

- 1 walk
- 2 cooling
- 3 northern
- 4 contemporary
- 5 building
- 6 concrete
- 7 department stores
- 8 food markets
- 9 trendy
- 10 spot

13

Personal answers

Unit 12, pp. 48-51

1

Personal answers, for example: koalas, kangaroos, Aborigines, boomerang, New Zealand national rugby union team – All Blacks

2

- | | | | | | |
|-----|-----|-----|-----|-----|-----|
| 1 T | 2 F | 3 T | 4 F | 5 F | 6 T |
| 7 T | 8 F | | | | |

3

- 1 Because the white colonialists called it Ayers Rock, but the Aborigines had another name for it, Uluru.
- 2 It changes colour at sunset and it becomes red.
- 3 Because it is sacred, it is considered the resting ground of the spirits of the creators of the world.
- 4 You will be cursed by evil spirits.
- 5 It is an original form of spirituality based on the belief that every creature exists eternally in

a dream form.

- 6 They sing as they walk long distances in the desert. The singing helps them recognise the paths of energy.
- 7 A 'walkabout' is when Aboriginal boys walk long distances into the desert as a ritual to become adults.
- 8 They sing as they walk to help them recognise the path.

4 21

The term 'Aborigine' is commonly used to refer to all the indigenous or native inhabitants of Australia, but in reality there are many different types of indigenous people in Australia who call themselves with a different name, for example the Koori, the Yamatji and the Anangu. When the first Europeans arrived in Australia, it is estimated that these native people spoke almost 300 languages. They had a very different culture from the Europeans – for example they did not live in buildings, they did not cultivate food and they rarely wore clothes. As a result the settlers considered them to be primitive and treated them badly for many years. Today, their situation has improved, although it is still not ideal.

Some famous things that the indigenous Australians have given the world are the boomerang – which is actually a weapon for killing birds for food – and the musical instrument called the didgeridoo – a very long pipe which makes a very deep sound. Although the aborigines did not have a writing system, their culture was very rich in other ways: they loved storytelling and playing music and had developed a very elaborate form of painting; today Aboriginal art is highly appreciated.

- | | |
|-----------|------------------|
| 1 native | 4 primitive |
| 2 300 | 5 weapon |
| 3 clothes | 6 writing system |

5

Personal answers

6

- | | | | | | |
|-----|-----|-----|-----|-----|-----|
| 1 F | 2 T | 3 F | 4 T | 5 F | 6 T |
| 7 T | 8 F | | | | |

7

- 1 third
- 2 capital

3 many
4 young indians

8
1 F 2 F 3 T 4 F 5 F 6 T

9
Personal answers

10
Personal answers

Unit 13, pp. 52-55

1
1 A definition of ecotourism
2 The principles of ecotourism
3 The history of ecotourism
4 Benefits and Downsides
5 Organisations involved
6 The future of ecotourism

2
Personal answers

8

Country	Accommodation	Activities	Wildlife and natural habitats	Ecotourism elements
India	eco-lodges	photography	tigers	sustainable wildlife parks; group sizes limited to three
Ireland	eco-friendly guesthouses	hiking	sea; hills; forests	solar-powered; locally produced food; leaning about Irish culture; socialising with the locals in traditional pubs
Latin America	local accommodation	trekking, kayaking; nature-watching	fjords; islands	local accommodation; hospitality and guides; learning about Latin American people and cultures
Maldives	eco-resorts	relaxing	islands	carbon-neutral country; coral cleaning; waste management; water conservation; renewable energy sources
South Africa	boats	monitoring sharks	great white sharks	working with a small dedicated group of locals; learning about sharks; educating the general public about sharks
Cambodia	local host families	volunteering	beaches; temples; monkey refuges	teaching sport, music, art or drama to disadvantaged children

3
1 T
2 T
3 F It was in Kenya.
4 T
5 F It creates many jobs.
6 T
7 F It's the fastest growing market in the tourism industry.

4
Personal answers

5
1 a 2 g 3 e 4 c 5 d 6 h
7 b 8 f

6
Personal answers

7
1 C 2 A 3 D 4 F 5 B 6 E

9  22

Customer	Hello. I'd like some information about ecoresorts in the Maldives, please.
Travel agent	Certainly. They are owned and run by native Maldivian staff, who receive fair salaries.
Customer	What about my carbon footprint?
Travel agent	Well, you might have heard that the Maldives is trying to become the first carbon-neutral country in the world and the eco-resorts are contributing to that by using renewable energy sources such as wind, water and sun.
Customer	How does that affect the accommodation?
Travel agent	The luxury chalets are solar-powered and extremely environmentally friendly.
Customer	Are there other ways in which the resorts promote sustainability?
Travel agent	Yes, part of the money you spend on your holiday goes into conservation projects like cleaning the local coral reef.
Customer	What about cultural and educational projects?
Travel agent	There are plenty of opportunities to interact with the locals and learn about the wealth of cultural diversity, which makes up these islands. There are also educational projects to raise awareness of environmental threats to these islands from natural disasters like tsunamis and hurricanes.

- 1 eco-resorts
- 2 carbon-neutral
- 3 renewable energy sources
- 4 solar-powered
- 5 environmentally friendly
- 6 conservation projects
- 7 raise awareness

8 natural disasters

10

Personal answers

Unit 14, pp. 56-59

1

- 1 Angola
- 2 Gothenburg
- 3 Dubai
- 4 Morocco
- 5 the Dolomites

3

- 1 a 2 d 3 e 4 h 5 g 6 b
- 7 c 8 f

4

- 1 Dubai
- 2 Morocco
- 3 Gothenburg
- 4 Angola
- 5 Gothenburg
- 6 the Majella National Park
- 7 Angola
- 8 Dubai
- 9 the Dolomites
- 10 Morocco

5  23

Interviewer	So today we're talking about new travel destinations with travel agent Iris Ross. Could you tell us about what's 'in' and what's going 'out' at the moment, please?
Iris Ross	Well, for example, Bogotá, the capital of Columbia, is taking over from Rio de Janeiro in Brazil because it's not as crowded, but it's full of trendy Latin American nightlife and entertainment.
Interviewer	I see. What about beach holidays?
Iris Ross	The Philippines is fast gaining popularity from its South East

Interviewer Asian neighbour, Thailand. It's the second largest archipelago in the world, has unique cultural diversity and offers spectacular coral reefs islands for great diving opportunities.

Iris Ross Presumably because it's a new destination, it's cheaper and there are fewer tourists than in Thailand.

Interviewer Yes, that's right. Also, people tired of the Maldives are going to the Andaman Islands instead. They belong to India, but Actually they're closer to Southeast Asia and there are over 300 tropical islands with sandy beaches, crystal seas and amazing coral and sea life.

Interviewer What about city breaks?

Iris Ross Well, for all you shopaholics who want to see a new city and avoid the crowds, Quebec in Canada is taking over from New York.

Interviewer No! Really?

Iris Ross Yes, really! It's got a lovely historic centre, great markets and designer boutiques, as well as good restaurants and nightlife.

Interviewer Any more hot tips for us before you go?

Iris Ross Yes, one for adventure, nature and ecotourists. Guyana in South America is the new Amazon! It has tropical rainforests full of rare flora and fauna; rapids and waterfalls for rafting; and a table top mountain for climbing and abseiling.

Interviewer That sounds like quite an adventure!

Iris Ross And I've got a final one for foodies: try Tasmania, the island off southern Australia instead of Argentina in South America. The reason is that people think

Tasmanian food is fresh, healthy, tasty and it's definitely different!

Interviewer Iris Ross, thank you for your hot tips!

Destination in	Destination out	Reasons for change
Bogotá	Rio de Janeiro	It's not as crowded, but it's full of trendy Latin American nightlife and entertainment.
The Philippines	Thailand	It has unique cultural diversity and offers spectacular coral reef islands for great diving opportunities.
The Andaman Islands	The Maldives	People are tired of the over popularity. There are sandy beaches, crystal seas and amazing corals and sea life.
Quebec	New York	It's got a lovely historic centre, great markets and designer boutiques, as well as good restaurants and nightlife.
Guyana	The Amazon	It has undiscovered tropical rainforests; rapids and waterfalls for rafting; a table top mountain for climbing and abseiling.
Tasmania	Argentina	For foodies, the food is fresh, healthy, tasty and it's definitely different!

- 6
- 1 Latin American
 - 2 cultural diversity
 - 3 coral reef
 - 4 sandy beaches

- 5 sea life
- 6 historic centre
- 7 good restaurants
- 8 rainforests
- 9 waterfalls
- 10 foodies

7

- 1 Grand Prix
- 2 the Olympics
- 3 Tour de France
- 4 FIFA World Cup

9

- 1 C 2 B 3 A 4 B 5 A 6 C

10

Sport	Important Competitions	When it takes place	Type of tourists
cricket	Cricket World Cup	every four years	older and wealthier
cycling	Tour de France	annually	domestic
motor racing	Monaco Grand Prix; Indy 500; Le Mans	annually	even older, richer and male
rugby	Rugby Union World Cup	every four years	older and wealthier
football	FIFA World Cup; European Football Championship	every four years	young, middle class and international

11  24

Customer I want to travel to Brazil during the FIFA World Cup.

Travel agent OK. There are various World Cup packages available or you can go as an independent traveller.

Customer I'd prefer to be independent because I'm travelling with my girlfriend and she wants to do some sightseeing and have a bit of a beach holiday too.

Travel agent Well, the first thing you need to decide is which games you'd like to apply for. We have a list of all the venues and the possible teams who will be playing there.

Customer I see. What about travelling around the country?

Travel agent It depends a bit on how many games you want to see and where they are located, but you can hire a car, fly or travel by public transport.

Customer I'm not sure. What would you advise?

Travel agent Once again, it depends on what type of holiday you want. Car hire is quite cheap and you're independent, but traffic is chaotic especially in the big cities. Air travel is more expensive, but more relaxing and public transport is fun but it will be extremely overcrowded during the World Cup.

Customer I think we'd like to hire a car there. Can we book accommodation through you as well?

Travel agent Certainly! I'll work out some costs and dates and get back to you as soon as possible.

- 1 packages
- 2 sightseeing
- 3 apply for
- 4 venues
- 5 hire a car
- 6 chaotic
- 7 overcrowded
- 8 work out

12-13

Personal answers

Unit 15, pp. 60-63

1

Personal answers, for example: address, career

history, date of birth, interest, marital status, name, qualifications.

2

- 1 To present yourself and your qualifications, work history, skills and experience in order to be selected for an interview.
- 2 It should be no more than 2 or 3 sides of paper, so that the reader can see the applicant's career at a glance without wasting time or getting bored.
- 3 No, the CV should slightly vary according to the job one is applying for. The applicant must highlight the specific skills requested for the job.
- 4 So that the reader can have a general idea of the type of applicant.
- 5 Starting from the most recent, so as to give an idea of the present level of competence of the applicant.
- 6 It depends on the job you apply for, but usually hobbies, sport, social and cultural interests. Giving useless information could be negative.
- 7 To confirm the applicants' statement about themselves and their skills.
- 8 Personal answers

3

Personal answers

4

- 1 Cruise Hotel Manager
- 2 Hotel School diploma or university degree
- 3 The candidate has the right qualifications and some of the required experience
- 4 His CV makes a positive impression because of the opening statement (Personal profile) but it doesn't follow the established pattern for the order of 'Work history' and 'Qualifications'

5

- 1 A covering letter has to make a good impression and stand out from the others as it is the first contact with a potential employer, together with a CV.
- 2 The two types are: a prospecting letter or unsolicited letter where you propose yourself to the company, and a letter replying to a specific job advertisement.
- 3 It should be short, clear, well laid out with no mistakes.
- 4 It starts with a reference to how you heard about the job (after the opening salutation which is the same as a business letter).
- 5 No, it shouldn't, because it would be boring

and repetitive. (You need to make the reader interested in you without giving all the information.)

- 6 Because it will not sound personally addressed to the reader. It needs to refer to the specific details of the job and why you would be perfect for it.

6

Personal answer

7

Personal answers

8

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

9

Personal answers