

Are you being served?

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Activity 1:

The Training Package for Tourism describes six categories. Note the bold print in the qualifications list. How are the categories different? What do you know about tourism before you start completing the activities in this book? Check your understanding by discussing the categories as a group. Use your Student's Workbook to evaluate how well your group worked together.

Activity 2:

Check that you understand the words in the qualifications table at the beginning of this book. Use the list in your Student's Workbook to make notes. Add any words you need to review to your Word List. You will not need all these words when you start work in tourism.

Activity 3:

Form six teams. Each team selects one of the sections in the jobs and qualifications table, for example, Guiding. Appoint a scribe to take notes, a leader to make sure everyone has a chance to contribute, and someone to report to the whole group.

In each group discuss:

- what types of jobs employees would be doing
- what employees might have to read and interpret
- why listening skills would be important
- examples of when the employee would need to speak and the type of information they would be providing
- the importance of sending the right non-verbal messages
- the types of problems that might need to be solved
- how an employee might need to use initiative to overcome problems
- what could go wrong if the employee did not have effective literacy and employability skills
- technologies that might be used
- how teamwork could be important
- how planning and organising would be necessary.

Use your Student's Workbook to evaluate how well your group worked together.

**WORD LIST:**

Add words or phrases to your Word List.

**WORD LIST:**

qualifications



**WORD LIST:**

Add words or phrases to your Word List.

Activity 4:

What names are given to the different parties in the tourism industry?

Match the terms and meanings below.

Terms	Meanings
a. Tourist	1. The organisation selling travel packages to the public
b. Tour operators	2. A group organising particular tours
c. Travel wholesaler	3. Groups which regulate or control certain aspects of tourism
d. Service provider	4. The customer
e. Retail travel agent	5. Groups of customers with different needs
f. Franchised agency	6. An agency which belongs to a recognised group of agencies
g. Transportation carrier	7. A group which represents owners/managers of tourism businesses
h. Industry association	8. An organisation responsible for taking tourists from one place to another
i. State and regional authorities	9. A group providing a particular service such as accommodation
j. Diverse client groups	10. An agency which does not sell directly to the public, but works through an organisation such as a retail agency.
k. Volunteer	11. A person or group promoting travel services on the Internet
l. Website Manager	12. A person who assists tourists without being paid
m. Host community	13. People or groups who provide goods and services to the tour operator
n. Supplier	14. The local area where tourism is to take place

Communication and tourism**Activity 5:**

You are writing a letter of reply to a person interested in working in the tourism industry.

Write a **paragraph**, as part of this letter, to describe at least four groups of people involved in the tourism industry.

**Activity 6:**

What are some words and phrases that describe how someone in the travel industry should behave?

In your Student's Workbook write in the missing words by choosing from the list provided.

WORD LIST:

Add words or phrases to your Word List.



Activity 7:

The Student's Workbook has a list of terms relating to the types of jobs in a tourism context. In pairs, discuss the meaning of the terms and then, working individually, write notes on the meanings of the terms in the next column. Make a note in your Word List at the back of the Student's Workbook to refer back to this page.

Travel brochures

Preparing to go on a trip can be hard work and demand a certain level of literacy. The language in travel brochures can be confusing. Interpreting what to do, how to get there, when to travel, and how to budget are all effective analytical skills.

Obtain some travel brochures and have them nearby as you complete the following Activities on travel.

**WORD LIST:**

analytical skills
brochures

Activity 8:

Work in pairs, and use your Student's Workbook to complete this activity. Remember to evaluate how well you worked together. In this workbook, the evaluation is in the form of a PMI response (plus, minus, interesting). Photocopy the evaluation form so you have some spare copies. After you have worked a few activities in groups, check back on your evaluations so you can gradually learn from mistakes and practise those aspects that worked well.

For this activity, one person

- selects one of the following tourist activities
- explains to the other person what the activity involves
- describes the types of people likely to enjoy this type of activity.

The other person jots down any interesting words used by the speaker when describing the activity and the types of people.

Swap roles and repeat the Activity.

Tourist activities:

trekking, jet boating, fishing, golfing, white water rafting, bungee jumping, skiing, sailing, dining

Tips

- Either use personal experience or look in a travel brochure to gain the information.
- Mention the type of place, the clothing worn, how to prepare for the activity, what the tourist activity involves, and reasons for choosing or not choosing this activity.

**WORD LIST:**

Add words or phrases
to your Word List.