



ENGLISH FOR TOURISM

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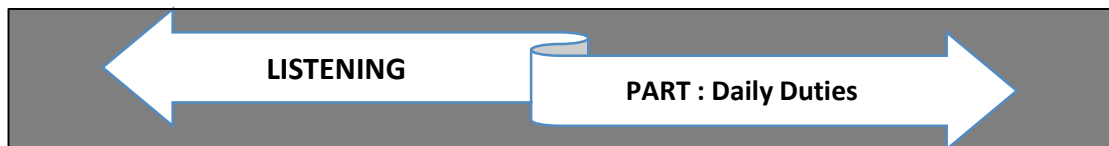


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CHAPTER 1

Theme : Working as Tour Guide

Language Focus : 1. How to be Guide Tour
2. Answering message
3. Guiding Language



A. Listen the text that read by the teacher and answer the question!

TEXT :

[Welcoming tourists]

Hello everyone. My name is Luca. On behalf of Suntan Tours I'd like to welcome you all to Los Cabos. The bus ride to your hotel will take about fifteen minutes. Right now I'd like to take a minute to familiarize you with the area and discuss some brief safety precautions. Firstly, I ask that you remain seated until we reach our destination and that you not eat or drink while on the bus. Secondly, please realize that it is against the law to get drunk in public. Enjoy your vacation, but do drink responsibly and do not drink and drive.

[Describing the location]

I promise you are going to enjoy your stay here in San Jose, Los Cabos. This is a beautiful, quiet city where you can relax, sit by the beach, enjoy great meals and feel very safe. You can walk into town and enjoy the fountains or take a moonlit walk along the water. Please do not swim here. This is not a safe place to swim because there is a strong undertow. Cabos San Lucas is the place to go if you want to enjoy swimming in the ocean. You can take a short bus ride from your hotel. There you will also enjoy entertainment and dancing.

[Introducing special events and offers]

Suntan tours offers a variety of special discounts depending on your travel plans. We have golf packages, as well as guided whale boat tours, and fishing charters. There will be a short information session at 1pm in the lobby of the hotel tomorrow where you can learn all about these offers. We recommend that you do not purchase

packages from street vendors as they are not always 100 percent reliable. They also may charge you more than what they say. Please take my advice and allow Suntan tours to book all of your day trips and activities while you are here.

[Offering advice]

If you need to exchange your dollars into pesos, please use a bank or money exchange. We don't recommend exchanging your money at the hotel because you won't get a fair rate. Some restaurants will accept American or Canadian money, but you are better off to exchange your money and pay with pesos. Or, if you prefer, you can always use your credit cards. Also, if you want to get around the city, or travel to Cabos San Lucas, we recommend that you take the local bus rather than a taxi. The bus costs about one American dollar, and the driver can give you change if you don't have the exact amount. If you do decide to take a taxi make sure that you negotiate a price before you go.

[Closing remarks]

We're going to be pulling up to the hotel in just a few minutes. Please sit back and enjoy the view of the ocean on the left hand side of the bus as we enter the city. I ask that you remain in your seats until we have come to a complete stop. Javier will be meeting us at the bus to help you with your bags. Please double check to make sure your bag has been taken off the bus. On behalf of Suntan Tours, have a wonderful vacation in San Jose and I hope to see you tomorrow at the information session.

Question :

- 1. Who is the name of the speaker says?**
- 2. Where is the dialouge take place?**
- 3. How to exchanges the dollars to a local course?**
- 4. Where the tourist is forbidden to swim?**
- 5. What is the speaker's job?**



A. Work in a group for 2-4 person. Make the dialouge between tour guide and the tourist in some place, make all of you interaction for each other.

Example:

Guide : If you have any questions while we're going along, please don't hesitate to ask.

Man : I have a question actually.

Guide : Sure, what's that?

Man : Well, that's a tough question. There are so many good restaurants. My personal favorite is Spaghetti Alley.

Man : How do we get there?

Guide : I'll point it out when we pass it. It's going to come up on your right in a few minutes.

Woman : My daughter wants to know if we're going to be passing any castles today?

Guide : Castles. No I'm afraid all of the castles are further into the city. We're going to be staying near the coast today. I can give you a map of the city, though. It shows where all of the castles are.

Man : Sorry, I have another question.

Guide : No problem. That's what I'm here for.

Man : Are we allowed to take pictures once we get inside the museum?

Guide : Oh, I'm glad you asked that. I forgot to mention that taking photographs inside the art gallery and the museum is prohibited. However, you can take pictures of the grounds and the outside of the buildings. The architecture is beautiful.

Woman : Oh, and what time will we be stopping for lunch?

Guide : We'll break around noon and meet back at the bus at 12:45 sharp.

B. Make a table list with your friend. Write some tourist destination and ask your friend to explain about the destination as a tour guide. Do it alternately.

Destination
Borobudur
National Monument

Old City
Tangkuban Perahu Mountain
.....
.....
.....

C. Role as tour guide in a picture below:



In a City Tour



In a Tourist Destination



A. An examiner who assesses guides is talking about some of the qualities that a good guide needs to have. Fill in the blanks with the words in brackets in either the *-ed* form or the *-ing* form.

The most important quality that we are looking for is the ability of the guide to give an 1 _____ (interest) talk - no tour is going to be successful if the audience is 2 (bore), however 3 (fascinate) the place they are visiting may be. The guides have to have a clear idea of what they are going to say. Preparation is very important because no audience is going to be 4 (satisfy) with a long, 5 (confuse) commentary that has not been thought out properly. Guides should also know about microphone technique and how to address the audience and it is 6 (surprise) how many candidates who come here for examinations have problems with this. It can be very 7 _____ (annoy) if the guide does not speak into the microphone, and guides need to learn to stand still and avoid too many hand gestures, which can be very 8 (distract). As people, guides need to appear confident and 9 _____ (relax), and need to know when to lighten the commentary with an 10 _____ (amuse) story or anecdote. Long tours can be 11 _____ (exhaust), and it is important to realize when people are getting 12 (tire), and to change the pace of a commentary as necessary.

B. Read the message below and answer the question!

Day 2.

Look at the following fax giving details of some of your instructions and the notes you have made. Then complete the task below.

Group meets at J2 . .30 **for lunch**

16.30 Board coach for Verona Agnelli's Coaches Tel: **(0895 9234 38)**

18.00 Dinner at Angelino's.

20.00 Performance of *Così fan tutti*. Collect tickets at door.

23.30 Board coach, return to Verona. Pay driver gratuity (£10).

You need the information above, but the people you need to contact are out of the office. Write down what message you would leave on the answering machines. The first one has been done for you as an example.

Message 1 You phone your Head Office as the fax: message was unclear. Find out which restaurant you are meant to be going to.

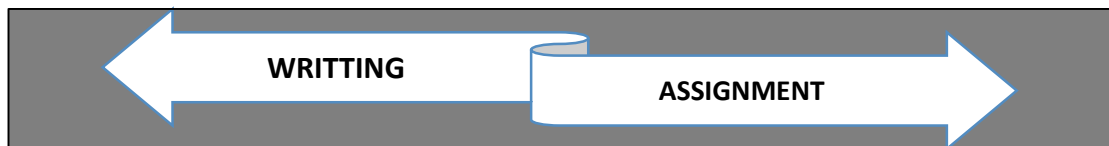
Hello, this is Janie Mitchell in Vice doing the opera tour. I'm afraid the name of the restaurant.

We're meant to having lunch in tomorrow didn't come throu9h on the fax you sent me. Could you let me know what it is and whether (need to confirm the. reservation? You can call me. at the hotel and leave a message or und a fax to the. hotel on 01.31 77 33 44. Thank you.

Message 2 You phone Agnelli 's coaches to confirm that the pick-up point will be at the hotel. You also want to know if the same driver is bringing you back.

Message 3 You phone the restaurant to confirm the reservations.

Message 4 You phone the ticket office to check arrangements for picking up the tickets.



Task 1 (WRITING ASSIGNMENT)

A. Before the students are going to discuss the material, they have to explain the definition of Tour Guide in common. Write below about the definition.

B. Write the definition of the key skills of Tour Guide

No	Key Skills	Description
1	Communication	
2	Leadership/Group management	
3	Research, Planning Design, Implementation, Evaluation	
4	Accident & Emergency management	
5	Improvisation & flexibility	

C. As a tour guide, the students should know the task surround them such as on the table below. Find their task by use your dictionary or find it on Internet and Books!

Occupation	Meaning
Housekeeping	
Food Production	
Front Office	
Chef	

Driver & Crew	
Tour Leader	
Travel Agent	
Tour Operations	

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CHAPTER 2

TRAVEL AGENT

Theme : Travel Agent

Language Focus : 1. Taking Booking
2. Making Suggestion
3. giving advice

LISTENING

Here are some of the expressions the travel agent uses when taking the booking.

- *Can I help you?*
- *I'll check availability for you.*
- *There availability on the 14th of November. Do you want to confirm it? Can take some details?*
- *just give you the booking reference number.*

A. You'll hear a travel agent dealing with client. Listen and note down the client's requirements on the form.

B. Work in pairs Complete this dialogue with appropriate questions. Then listen and compare your questions with the model version.

Assistant:

Susan: Yes, I need some information, please.

Assistant:

Susan: Well, I know it's rather late for a reservation, but we are three friends..., and we'd like to travel to Greece next July...

Assistant:

Susan: We've been told Mykonos is one of the best islands in the Mediterranean..., would that be possible?

Assistant:

Susan: We'd rather make a self-catering arrangement.

Assistant:

Susan: I guess a small apartment will be cheaper...

Assistant:?

Susan: About a fortnight, but it might be difficult to change dates, you know, we are three and have different times available...

Assistant:?

Susan: There'll be three of us..., all girls, so we need a safe place near the beach. But we cannot spend more than £100 a day...

Assistant:

.....
.....
.....

Susan: I'd love that!... What's the name of the beach, have you got it handy?

Assistant:?

Susan: Yes! My parents went there on their honeymoon ...and they still keep advising people to visit it! Anyway, I need to talk it over with my friends, though. One of them works during June, she might not be able to change dates...

Assistant:

.....
.....
.....
.....!

Susan: I will, thank you, Arnold, you've been very kind!

Assistant:

Susan : Sorry..., I am Susan Perkins, from Kensington. Susan Perkins, P-E-R-K-I-N-S. I'll get back to you tomorrow without fail, Arnold, thank you again, bye!

SPEAKING

What is Travel Agent?

A travel agency is a retailer who has the authority to sell travel services to consumers on behalf of certain travel suppliers (such as airlines, cruise lines, and car rental companies). Under contract laws, the travel retailer is the agent, while the travel supplier is the principal. Other than basic contract laws, there are few state or federal laws or regulations governing the operations of travel agents. As a result, many travel agencies began charging service fees to travelers, raising questions about whether they represent the interests of travel suppliers or their traveling clients. The courts have now begun holding travel agents in some cases to a higher standard of care for consumers, as the relationship between travel suppliers and agents has continued to evolve. Also, travel agents will more likely be held responsible if they caused the problem in your trip (for example, making an incorrect reservation) than if they had no direct control over the problem (for example, recommending the car rental company that owns the vehicle in which you were injured in a traffic accident).

Task 1

match the words in the list with their definitions.

Advantage benefit consultant
Awareness browse convince

1. A person who gives information or advice in the business.
2. A useful, positive effect that something has.
3. Knowing about something and probably being interested in it.
4. Something that helps or that gives a better chance of success.
5. To spend time looking at something without a clear idea of what you want.
6. To succeed in making somebody believe something.

Language Spot

Suggestions and advice

1. Match the expressions for advice on the left with possible continuations on the right.

1. In my opinion, you should...
2. Have you thought about...
3. How about...
4. If I were you...
5. Why you don't...
6. Your best option...

- a. I'd look on the internet.
- b. Is to look on the internet.
- c. Look on the internet?
- d. Look on the internet.
- e. Looking on the internet?
- f. The internet?

2. Now do the same with these expressions.

1. How you thought about...
 2. How about...
 3. If I were you...
 4. Why don't you...
 5. In my opinion, you should...
 6. Your best opinion...
- a. ...going in the autumn?
 - b. ... is to hire a car.
 - c. ... taking the coach to the airport?
 - d. ... take a look at these brochures?
 - e. ... I'd ask a travel agent.
 - f. ... travel overnight on the train.

READING

What to do if ... you're scared of flying

FEAR of flying comes in many forms. According to Douglas Ord, a pilot who runs courses for sufferers, about two-thirds are claustrophobic, while 99 per cent say they are terrified of turbulence. "Maybe it's an English thing," he says, "but many people's biggest worry is that they'll lose their self-control and run down the aisle screaming: 'I'm going to die, let me off!'"

But there is nothing wrong with being afraid of flying, according to psychologists. "Flying isn't part of our natural repertoire of experiences," says Keith Stoll, a clinical psychologist. "It's no wonder that up to 30 per cent of us are afraid. It's more surprising how many people aren't afraid."

Getting successfully airborne is not about suppressing fear. There are plenty of techniques to make flying less stressful, says Captain Ord. Minimising the stress before travelling — much of which has nothing to do with flying — helps. Always leave plenty of time the day before to pack and get a good night's sleep. Aim to arrive at the airport well before the earliest time you think you need to be there. Divide duties clearly, so someone is responsible for the passports and tickets, someone for the children.

Checking in early improves the chance of having a say in where you sit; generally, there is less turbulence in the front of the aircraft. Leave plenty of time to relax in the lounge.

Many people feel ill before the flight and don't eat, which only makes things worse on the plane. Ensure you have a light snack before you leave. And go easy on the alcohol. It does nothing for relaxation and causes dehydration. The reduced air pressure of the cabin can also make you feel sick.

Once you are on the plane, take long, deep and slow breaths from the stomach, as well as trying muscle-relaxing exercises. Start with your toes and work up to your face, tightening each group of muscles for 10 seconds and then relaxing them.

Captain Ord and Dr Stoll run courses for Aviatours on behalf of British Airways, which culminate in a 45-minute jet flight (£169 at Heathrow; £129 at Manchester).

JAMES BEDDING



What should you do If you're afraid of flying? Read the article and put a tick (✓) beside the things that are recommended and a cross (x) beside the things you should not do.

1. Try not to be frightened.
2. Don't do your packing at the last moment.
3. Get plenty of sleep the night before you travel.
4. Don't get you to the airport too early.
5. The same person should be in charge of documents and children.
6. Check in for your flight as soon as you can
7. Try to get a seat at the back of the plane
8. Don't eat anything before you board the plane.
9. Don't drink too much alcohol.
10. Have a couple of stiff drinks to help you relax.
11. Breathe deeply to help yourself to relax.
12. Walk up and down the aisle to get some exercise.

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Practice 2

Six steps to successful selling



Your job as a travel agency sales consultant is to help your customers to choose their next holiday. This is a skilled job, and in order to do it well, you need to follow an established routine called the sales process.

Stage 1

To begin any sales process, it is important to raise your customer's awareness of the products your agency offers. Adverts in the agency window, for example, attract people's attention, and may bring them into the shop.

Stage 2

This is possibly the most important stage in sales. Many people are nervous about buying because they think that sales consultants only want to get their money. From the very first moment with a new client, you need to convince

them that you are really interested in helping them find the right holiday.

Of course, sometimes people go into a travel agency just to browse through the brochures. In this case, do not stand next to them and ask questions. Let them know you are there, but leave them alone. Give them time.



Stage 3

When a customer asks for help or information, we move on to the next stage – investigating the customer's needs. This is also an important part of the sales process; it is only when you have a clear idea about where a client wants to go, when they want to travel, who with, and so on, that you can select the best products for them.

Stage 4

When you have selected the most suitable products, you need to present them in terms of:

Features – these are what a holiday has, such as the hotel facilities, transfers from the airport, excursions, etc.

Advantages – these are what make the holiday better than other similar holidays. The fact that the price of a holiday includes all the excursions, or all your bar costs, for example, would be an advantage.

Benefits – why a particular feature is good for the customer you are talking to at that moment.

At this point in the process many customers will want time to think. The best thing to do is to get their contact details and invite them to take the brochures home and browse through them. If you have done a good job of presenting the product, they will probably be back a few days later.

Stage 5

When the customer returns to your agency ...

Read the article.

1. In which stage does sales consultant do most of the talking?
2. Features, advantages, or benefits- which is the hardest for a sales consultant to explain to a customer?
3. If customers are looking at brochures, why should you leave them alone?

WRITING

Suggesting alternatives and making a recommendation.

1. Work in pairs. Finish your conversation by getting your partner to spell out their name.
2. Now think about your own area of the world. Your partner will be customer who does not know the area at all. Make suitable recommendations, and then present possible product and don't forget to get your client's name.
3. Record your conversation and give it to your teacher to mark for language and pronunciation.

A report on a travel agency

Write up your experience at the local travel agency as a report.

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CHAPTER 3

Problem complaint

Theme : complaint customer

Language Focus : 1. Reason complaint
2. handling customer
3. customer behavior & complaint

LISTENING

A. Complete the dialogue below and listen your friend that read in front of the class

Santos : hellow I have a.....can you help me please
Reception : sure what's your last name andnumber
Santos : my last name is.....and my room is
Reception : ok.mr santos, how I can.....you
Santos : my shower is.....there is notwater
Reception : I will send theto your room to as soon as possible
mr.
Santos : thank you

B. Listen the information below that explained by your teacher

Handling customer

Customer complaints are inevitable. Most customer concerns can be dealt with simply by complying with the person's reasonable requests. From time-to-time, however, you will come across those customers who will demand something that simply is unwarranted or impossible to deliver. No matter the issue at the heart of the complaint it is important to remember these rules when resolving your customer service issues.

Ways to address customer complaints

1. Listen
2. Understand
3. Elevate
4. No Fighting
5. Resolution
6. Resolve
7. Follow Up the Problems with
Customers
8. Allow the Customer to Speak
9. Handle the Complaints Smoothly
10. Ask the Customer for an Appropriate
Solution

1) Listening

Whenever you set out to handle a customer complaint the first thing that you must do is listen. Listen to the customer to figure out why they are upset. Listen to the customer to determine whether any of your policies were not abided by or if this is something outside or not contemplated by your systems.

2) Listening

Put yourself in the shoes of the customer. Given what you now know try and see their point of view. Why did they come to you? Is there merit to their complaint? Is their proposed resolution reasonable given the issue? Until you view the issue from their perspective you cannot have a complete picture of the reason for the complaint.

3) Elevate

Once you have heard the complaint and understand the basis for the same, elevate the customer to a supervisor or manager where possible. If the issue is with the front-line employee this will instantly remove some if not all of the customer's acrimony towards their current representative at the company allowing them to have a more open conversation with someone else.

4) No fighting

Defend if you must. But do not fight with the customer. What is the difference you may ask? Often times it comes down to tone and respect. Recall, whether correct or not your customer believes that they are correct. As such, they may be 100% wrong but fighting about the issue will only exacerbate their complaint.

5) Resolution

Offer a resolution where possible. Once you have listened and understood the customer's complaint and have avoided fighting over the same divert the customer's focus to how you intend to resolve the matter. Here it is difficult to include all manners of resolution which can be offered given the nature and scope of the goods

and services which could be offered, but some suggestions include offering a refund or partial refund of monies paid, if warranted.

6) Resolve

Next every customer service situation you will ultimately come to a point of what you can and cannot do to address the issue. Most situations will be able to be addressed and the customer issue resolved to their satisfaction. Unfortunately, from time-to-time, there will be issues which simply cannot be resolved.

7) Handle the Complaints Smoothly

Listen carefully to customer complaints and find solutions to solve problems



SPEAKING PART

A. Read This Conversational Dialogue With Your Friends.

Reception : How can I help you?
Erita : Yes, I'm in room 543. The air conditioning isn't working properly.
Reception : What the matter with it?
Erita : It only blows hot air.
Reception : I'll send someone to check it, but if there is a problem with it the only thing . I can do is to send you a fan until tomorrow when the maintenance comes.
Erita : Couldn't we have another room.
Reception : I am very sorry but all our rooms are occupied. If the problem persists . Comorrow an we have a vacancy we can change you then or help you find . . more comfortable accomodations.
Erita : OK, thank you.

Answer this question :

1. What they talking about. ?
2. Who is complaint. ?
3. Why customer can complaint. ?

Reading - The understanding of

WHAT IS COMPLAINT ?

Complaint is actually part of the "communication" form. An information about the perceived nonconformity of a second party receiving a service or product. Therefore, the complaint or complaint is actually needed, because the complaint will produce an information. Either positive information or negative information. Even the complaint is an active communication that can lead to an "interaction". Pay attention to complaints or complaints from the perspective of communication science,. It is our duty to manage the complaint as it should be. Placing a complaint as part of a communication, and not making a complaint as an enemy or a monstrous monster.

TASK 1.

Below Are Some Common Samples Of Complaint By Guests

1. Room Too Hot

with a room that feels hot can disturb the comfort of hotel guests

2. Crazy Rules

Rules, terms and conditions are essential for any hotel to avoid becoming a madhouse. But did you really need to insist on a whole assortment of random, semi-threatening signs? My favourite of all time was at a cheap northern B&B with signs forbidding virtually everything from opening windows to an almost puritanical insistence on "No extra guests/ people hiding under the beds/ sharing the shower with other guests." The idea of setting up some kind of menage-a-trois in the shower of a budget B&B in Bradford had yet to occur to me before this was spelled out. Thanks for that.

3. Badly Dated Features

Are some hotels taking the idea of "historic charm" too literally? Could it still be 1973 when you step into the ensuite bathroom? While some establishments are consciously "classic" or "vintage chic", others are in desperate need of a reboot! It can be a tough decision for a hotel, but renovation (or lack of it) is quite often a cause of poor reviews and loss of business, as word spreads that the hotel in question "has seen better days."

4. Lack of Cleanliness

Whether you run a five-star luxury hotel or a bargain basement family B&B, there is no excuse for dust, dirt and grime. Nor is the price always a reliable guide; guests still find spotlessly clean budget accommodation and posh places that are dirtier than David Cameron's conscience. Be warned: these days reviewers can be ruthless with less-than-clean venues. And barring occasional clean-freaks and serial complainers, most of them have a point.

5. Not Listening to Customers

if a customer is having a complaint and is not heard by the employee it is not good

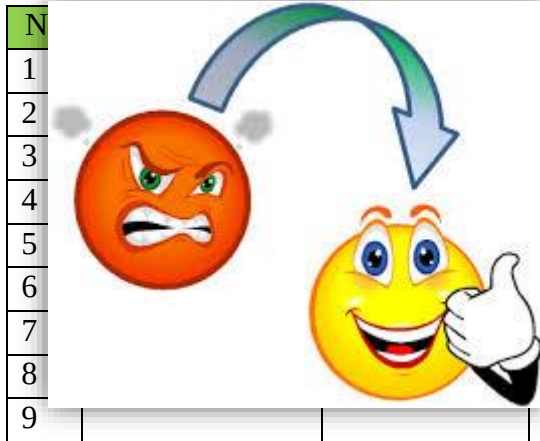
6. Food Bordering on Inedible

Hotel guests have never been better served when it comes to venues with excellent food, or at the very least, honest, straightforwardly tasty food. So why are there always a few venues stuck in an era of microwave cuisine and dodgy menus? Offer decent food or don't bother is the simple moral of the story. And to the guesthouse where I once stayed in High Wycombe, a "Mediterranean Pizza" probably shouldn't have broccoli on it.

And Now Your Job Is To Make A
Complaint in The Hotel By
Choosing One Of The Above
Complaints

TASK 1

If You Ever Experience Things Like The Example Above Then Check Out The Column Below :



WRITING

Task 1. Make a dialogue with your friends, with the above topic.

Task 2. Complete and select the correct verb form in the dialog below

Reception : Good morning, (can/may) I help you?
 Customer : I'd like to (make/want)..... a complaint about my holiday in Hawaii last week.
 Reception : I'm sorry to (hear/listen)..... that. What exactly was the problem?
 Customer : First of all the bus taking us to the hotel broke down and we had to wait for over two hours in the sweltering heat before a replacement arrived. Then when we got to the hotel we our room hadn't been cleaned. (found)

Reception : Oh dear, did..... complain to the hotel staff? (you)
 Customer : Of course, but we were told all the chambermaids were off duty. Anyway, that's not all. The people in the room above sounded like they were having all-night parties, every night. I demanded another room but the receptionist told me the hotel was full.

Reception : Oh, I see.
 Customer : And to cap it all the food in the hotel restaurant was awful. It was so (bad/worst)we had to eat out all the time despite having paid for meals in the price of our holiday.

Reception : I do apologize. I'd like to offer you a 20% discount on the price of one of our Autumn breaks as a gesture of goodwill.
 Customer : A 20% discount, you must/ be joking. I want to (see /look).....the manager.

Task 3

1. According to you What will he complain.?
2. What will you do to deal with the problem.?



Customer Behavior And Complaints

customer complaints provide valuable quality assurance, service .
But the challenge is to use the data to make decisions that result in substantive action. To use complaint data to solve problems in design, marketing, installation, distribution and after sale use and maintenance, you should have aa basic understanding of customer complaint and market behavior.

Several ways customer approach to know behavior them .:

1. Complaints often do not directly identify the source or cause of the problem.
2. Complaints often do not directly identify the source or cause of the problem.
3. Retail, field sales and service systems filter and discourage complaints.
4. Brand loyalty can be retained by merely getting customers to articulate their problems.
5. ncreasing the ease of access to the provider can reduce the complaint ratio (also known as the multiplier)
6. Problem experience, especially in the case of those consumers who remain unsatisfied after complaining, results in substantial amounts of negative word of mouth.

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CHAPTER 4

PROMOTION AND MARKETING OF TOURISM

Theme : Promotion of tourism

Language Focus : 1. Promotion and marketing process

What is Tourism?

“Tourism: the world’s biggest industry... the world’s best job” Walker, Harding (2009:4)

How to marketing travel on internet?

“Travel is the most frequently sold thing on the Internet. With millions of travel and tourism Web sites competing for viewers, how do you get the results you’re looking for? When asked if they are marketing on the Internet, many travel and tourism organizations say, “Yes, we have a Web site.”” Sweeney (2008:1)

TAKE OFF

1. Make a list of five different products from the tourism industry.

Example: a package holiday.

2. Think different ways you could advertise them.

Which ones are the most effective?

The marketing process in travel and tourism

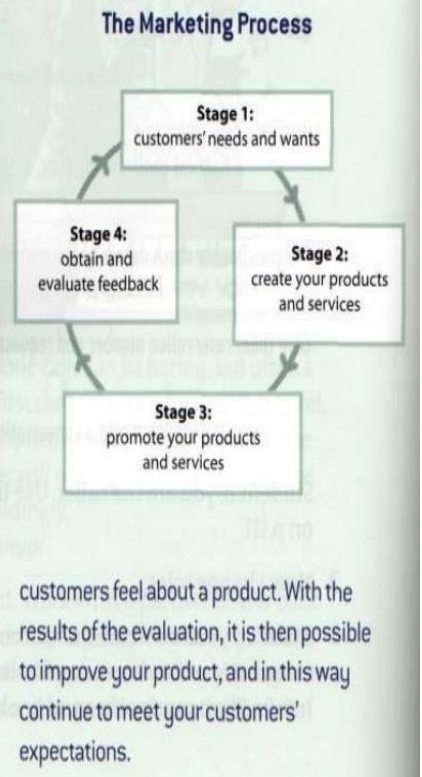
Every day of our lives we can see examples of travel and tourism marketing around us – adverts on TV, adverts in newspapers and magazines, brochures in travel agencies, internet pages, posters in stations, etc. This is because all tourism businesses need to market their products if they hope to be successful.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

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

Private companies are not the only ones that use marketing. Tourist boards and other public sector organizations also have products, and it is important that their customers are aware that these exist. From a museum in a country village to the multiple attractions of a major city like Sydney, all travel and tourism products need good marketing.



The marketing process does not end after a product has been sold, however. Customers might not be happy with it, and of course people's tastes change with time. Because of this, it is essential to evaluate how



Listening

The Lesson on Tourism

1. Try to listen the audio!



2. Fill the blank.

Tourism has _____ the past few decades. It is actually quite a new thing. It _____ fifty years ago. The only people who travelled then were rich, and they _____. I guess tourism started in the late 60s and early 70s when airplane travel became cheap. The _____ suddenly became very _____. Everyone wanted their two weeks of sun in the summer. Tourism today is a multi-billion-dollar industry. There _____ the Earth untouched by tourism. The number of tourists _____. Millions of people from Russia, India and China are now taking vacations. Tourism really is making the world a global village. I'm not sure _____ or a bad thing.

Speaking

Do you Know **SWOT**?

1. What stands of SWOT?
2. Work with your partner students A and students B!

Students A

Transport and access – transport links with the rest of the country are very good (S).

Accommodation – already good and getting better (S).

Restaurant, etc. – good and varied but not geared to tourism yet (O).

Local food – original and tasty but not well-known (O).

Nightlife and clubbing – not very good and not very safe (W).

Museum and art galleries – very good in other city in the area (T).

Activities for families – a very good range of activities (S).
The weather – unpredictable summers. Cold winters (T).
Marketing potential – very high but not yet used to its full potential (O).
Marketing strategy – no marketing strategy (W).
Current advertising – only brochures and poor web pages (W).
The image of the city – poor, and often identify with industry and contamination (W).

Students B

Transport and access – excellent for both domestic and international arrivals (S).
Accommodation – abundant but expensive and not very good (W).
Restaurant and etc. – varied, good food, interesting (S).
Local food – world famous (S).
Nightlife and clubbing – really good but only local people know about it (O).
Museum and art galleries - not very attractive and often closed (W).
Activities for families – there aren't many (W).
The weather – much too hot in summer. Rains all winter (T).
Marketing potential – quite limited because most tourism already know the city (T).
Marketing strategy – a group of experts are preparing a new strategy (O).
Current advertising – the city only uses a limited number of promotional techniques (O).
The image of the city – is often closely linked to other cities in the area (T).

Ask your partner about the different characteristic of his/her city destination.
 Put each answers in the appropriate part of your SWOT chart. Ask about

- Transport and access.

- Accommodation.
- Restaurants, etc.
- Local food.
- Nightlife and clubbing.
- Museum and art galleries.
- Activities for families.
- The weather.
- Marketing potential.
- Marketing strategy.
- Current advertising.
- The image of the city.

- Take turns to ask question. The winner is the first person to identify more than three weakness or three threat in their partner's destination.

Example:

- A. Is the local food one your strengths?
- B. Yes it is. Our local foods is world famous. People come here especially to try the foods.
- OR
- C. No, it isn't one of our weaknesses, I'm afraid. It's not easy to find local food in our restaurants.

-Think of a city you know well and decide what you think its strengths, weakness, opportunity, and threats are. Tell your parents about the city. Can they guess which city it is?

Reading

What is marketing?

1. Look at the statements on marketing. Decide if they are true or false.
 - a) Marketing is same as advertising.
 - b) Marketing means knowing what your customers want.
 - c) Marketing is what you do before the product is sold.
 - d) Marketing is done by both public and private organizations.
2. Now read about marketing process and find out if you were right.
3. Which stage are these marketing activities part of
 - a) Develop?
 - b) Monitor?
 - c) Research?
4. Which is stage of marketing.
 - a) Is the most expensive?
 - b) Needs more creativity?
5. Which part of the marketing process do you think you would be good at? Why?

Vocabulary

Marketing terminology

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

- | | | |
|---------------------------|---|--|
| 1. Monitor... | } | a... and wants are the first thing you must find outs. |
| 2. Advertise... research. | | b... your customers' preferences by using marketing – |
| 3. Research... | | c... the effectiveness of your advertising and - promotional techniques. |
| 4. Knowledge... | | d... uses questionnaire to find out what people want. |
| 5. Evaluate.... | | e... of what your clients want is essential in marketing. |

- | | |
|---------------|---|
| 6. Tastes.... | f... the marketing carefully before you create your – product. |
| 7. Identify | g... your product in the places where your customers will - see it. |
| 8. Needs... | h... your product towards your clients. |
| 9. Gear... | i... change with time so product must change too. |

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

1. We _____ to have the new product on the market next year.
2. We've decided to _____ the hotel to business tourism.
3. They _____ to increase their profits by using promotional techniques.
4. If you _____ experts do your marketing you will get better results.
5. A questionnaire in each room _____ guests make comments on the room.
6. Tourism provides have to _____ their products to what the customers wants.

Writing

Adverts

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

1. Make a list of the different aspects of the region that make it attractive to tourists.
2. Prepare a pamphlet advertising the region. It will need images as well as text. Which images can you use?

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- Harding, Walker, 2009, Oxford English for careers: Tourism 1: Student's book, United Kingdom, Oxford University Press.

- Harding, Walker, 2009, Oxford English for careers: Tourism 2: Student's book, United Kingdom, Oxford University Press
- Sweeney, 2008, 101 Ways to Promote Your Tourism Business Web Site_ Proven Internet Marketing Tips, Tools, and Techniques to Draw Travelers to Your Site, United State, Maximum Press.



Tourism is about encounters - encounters with people, with places, and with experiences. And the most important encounter is the first one: arrival and greetings. Get that one right and the rest is much easier.

Arrival encounters can take place anywhere: at the airport, at the hotel, at the campsite, in the restaurant, on the tour bus, or at the attraction. Wherever it takes place, the rules are the same:

a. Be prepared



Figure 1: Jember Fashion Carnaval. one of Indonesia carnival

- b. Look the part
- c. Smile
- d. Be interested
- e. Be helpful
- f. Be yourself.

Travel and tourism has become big business. These components can be categorized into four major sectors: hotels, restaurants, transportation, and destinations/tourist attractions. To be success in Travel business, you need not only travel and tourism agency but also government support.

Travel and Tourism Audiences (Publics)

- + Employees
- + Community leaders
- + Travel agents
- + Meeting planners
- + Guests
- + Tourists
- + Diners
- + Business travelers
- + Leisure travelers
- + Luxury travelers
- + Government officials
- + Ethnic groups
- + Special interest

- + Women
- + Passengers
- + Tour operators
- + Taxi drivers
- + Suppliers
- + Stockholders
- + Customers
- + Convention and visitor bureaus (CVBs)
- + State tourism offices
- + Travel writers
- + Business
- + Food writers
- + Critics/reviewers
- + Unions
- + Academia

LISTENING

1. Listen to the audio. Write 2 expressions of category that you hear from the audio.



Travel_English_expressions.mp3

A. On the plane

1. _____
2. _____

B. Taking a taxi

1. _____
2. _____

2. Listen to the audio. Fill in the blank.



level01_unit_5_dialogue.ogg

You : How much are the _____?

Assistant : They're £15.50.

You : Is there a _____' discount?

Assistant : No, but there's a child ticket _____ to 16s.
You : What time does it open?
Assistant : The _____ times are 10 a.m. to 9.30 p.m.
You : What's the address?
Assistant : It's on the River Thames, _____ Big Ben.
You : How can I get there?
Assistant : You can get the Underground to Waterloo.

Some expressions which used for travel:

Sightseeing	Shopping	Hotel
Things you say <i>Could you tell me how to get to Tower of London, please?</i> <i>Do you have any audio guides in Mongolian, please?</i> <i>Excuse me. Would you mind taking a photo of us next to the statue?</i> Things you hear <i>Please leave your bag in the cloakroom.</i> <i>The museum closes in forty-five minutes. The photography exhibition is on the second floor.</i>	What you say <i>I'm just looking, thanks.</i> <i>How much is it?</i> <i>Do you have this in a smaller size?</i> What you hear <i>Can I help you with anything?</i> <i>Would you like to try it on?</i> <i>I'm sorry but your credit card has been declined.</i>	What you say <i>I'd like to book a room for tonight.</i> <i>Do you have breakfast?</i> <i>What's the password please?</i> What you hear <i>Can I help you with anything?</i> <i>Would you like to try it on?</i> <i>I'm sorry but your credit card has been declined.</i>

SPEAKING
Travel Planning

SPEAKING

Sarah : What are you doing this weekend?

Tisa : I am not sure. What are you doing?

Sarah : I was thinking of maybe taking a drive to the beach.

Tisa : That sounds like a great idea!

Sarah : Would you be interested in joining me?

Tisa : Sure, I would love to go with you. When would you be leaving?

Sarah : I thought that we could leave around 8:00 on Saturday morning.

Tisa : That would give us plenty of time to explore. Did you know that there is a music festival on the beach in Santa Barbara?

Sarah : That was part of my plan.

Tisa : Well then, I'll see you on Saturday. Thanks for asking me to go with you.



Figure 2: Santa Barbara beach, California

Work in Pairs. Make a dialogue with your partner. The situation is you are meeting a visitor to your country at the airport. What topics might you talk about? Choose from the list.

- Comfortable flight?
 - Visited this country before?
 - Hungry or thirsty?
 - The weather where they came from?
 - A brief history of your city
 - People and places in the visitor's country that you know
- For each one you choose, what would your first sentence be?

READING

Arriving in Cape Town



Airport

Cape Town International Airport (flight information, tel: 934 0407) is on the Cape Flats, 22 km and half an hour's drive (longer during rush hour) from the city centre.

running on the half hour and costing R30. From their office in the international terminal they operate a door-to-door transfer service which goes to anywhere on the Peninsula.

A cheaper door-to-door option is the 24-hour Backpackers Airport Shuttle, a minibus that takes passengers from the airport to anywhere in the city centre. The service operates in response to demand, which means you'll either need to pre-book or wait up to 45 minutes for them to get to the airport.

If you want to travel by car, there are taxi ranks outside the terminals (about R100 to the city centre). Please note that taxis must display the driver's name and a clearly visible meter. Inside the terminals you'll find the desks of the major car rental firms. There are no trains from the airport.

Intercity buses and trains

Greyhound, *Intercape*, and *Translux* intercity buses, and mainline trains from other provinces, all terminate in the centre of town around the interlinked central complex that includes the railway station and the Golden Acre shopping mall. Everything you need for your next move is within two or three blocks of here.

Information

The best place for information is the Cape Town Tourist Information Office, on the corner of Burg and Castle Sts.

Cape Town Arrival Information

Read the text above and answer these questions.

1. How long will it take to drive from the airport to the city centre?
2. What transport services are available from the airport to the city centre?
3. Where can you find a taxi?
4. How much will a taxi cost?
5. Where do the intercity buses and mainline trains terminate?
6. Where can tourists find information?

A. Idioms

Complete each idiom in **bold** with an appropriate word from A, B or C. Each idiom is explained in *italics* after each sentence.

1. Despite a huge variety of restaurants selling excellent local dishes, many tourists prefer to eat _____ **food**. (*fast food / convenience food such as hamburgers, pizzas, etc, which are not very healthy for you*)
 - A. rubbish
 - B. junk
 - C. garbage
2. Airlines are reluctant to admit that delays, poor in-flight service and cramped, uncomfortable seating are the cause of **air** _____. (*anger and aggression often experienced by air travellers and directed towards air crew or fellow passengers*)
 - A. rage
 - B. fury
 - C. anger

WRITING

A. Fill in each blank with the correct word. If both words can be used, choose the one that sounds more *natural* in each situation:

1. There are no seats available for the date that you (requested/recalled).
2. How (flexible/changeable) are you? (= How much are you willing/able to change your schedule?)
3. Would you be (interesting/interested) in renting a car while you're there?
4. We've got some great (deals/dealings) on airplane tickets to Dubai right now.
5. That flight is (full/complete). Let's try to find you a seat on another flight.
6. The (layover/takeover) (= time you have to wait for your connecting flight) in Paris is two hours.
7. We can (arrange/make) (= organize) your entire trip.
8. Will you be traveling (alone/lonely)?
9. I booked you a flight on October 1st, (returning/coming) on October 15th.
10. You also qualify for a 10% senior (discount/deal). (= 10% reduction in price for older people)

Types of Tourism

B. Decide what kinds of tourism are being described, match each one with the type of tourism . Choose the holidays from the box below.

- a. agricultural tourism (also called *farm* tourism, or *agritourism*)
- b. health tourism
- c. hard tourism (also called *mass tourism*. Considered a slightly derogatory term, especially as it has a negative impact on the host country)
- d. inbound tourism
- e. religious tourism
- f. responsible tourism (also called *green*, *soft* or *appropriate* tourism)
- g. business tourism
- h. heritage tourism (similar to *cultural* tourism)
- i. roots tourism (also called *ethnic* tourism)
- j. incentive tourism
- k. outbound tourism

1. Robert's travel company specialises in tourism that tries not to have an adverse effect on the places that its customers visit. (.....)
2. The travel company that Olivia works for only provides holidays for people who want to visit other countries, and not stay in their own country. (.....)
3. Rebecca's company offers trips to travellers who want to meet and observe indigenous people in their native locations. (.....)
4. If you're interested in visiting castles, other old buildings and famous historical sights, the agency that Harry works for would be ideal. (.....)
5. Have you been feeling under the weather recently? Whether you want a month in a spa, or just a few days breathing clean mountain air, Harriet's tour company will get you back in the pink again! (.....)
6. Fed up with the beach? Can't face another skiing holiday? Well, what about a week on a farm instead? Andy's Tours has a wide range of cottages, caravans and other accommodation in some of the country's most beautiful locations. (.....)
7. Bert's tour operator provides transport, accommodation and other travel services for some of the biggest companies in the country. (.....)
8. Hilda's Holidays has some of the loudest, liveliest and most exciting resorts available. Why spend a fortnight sitting on a beach when you can spend it drinking yourself under the table?! (.....)
9. Ian's company provides accommodation, transport and tours for visitors coming from outside the country. (.....)

10. If you want to visit some of the world's most important holy places, Rachel's company is the one to have faith in. (.....)
11. Many companies like to reward their employees for working hard and getting good results. Some of them use Imogen's tour operator to book holidays and trips for their best staff to say 'Thank you for all your good work'. (.....)

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Chapter 6

Theme : Domestic Arrival
Language Focus : 1. Information about Domestic Arrival
 2. Answering Message
 3. Learn Grammar and Guiding Language

LISTENING

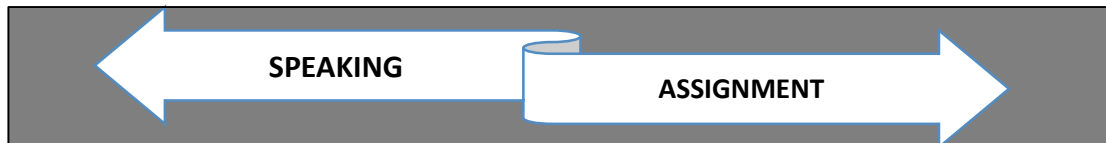
Check in at the airport

A : Good morning Sir, Can I see your ticket and passport?
 B :, There you are.
 A : Thank you , Ok how many will you be checking in?
 B : Just one
 A : Did your, yourself?
 B : yes I did
 A : Do you have any goods?
 B : I have an in my hand luggage. Is that ok?
 A : That's fine, so nothing in your suitcase?
 B : No
 A : Ok, Would you like a window or?
 B :, please.
 A : Ok. Just one moment. This is your and the gate. You can straight through to departure lounge. Enjoy your flight.
 B : What time will we be boarding?
 A : Oh, we begin boarding at 7.
 B : Ok thank you.
 A : You are welcome Sir.

A. Listen to Jen and Mike talking in the airport. Answer these true/false questions.

1. Mike wants to go and see the Tower of London. (True / False)
2. It never rains in London in August. (True / False)
3. Jen doesn't remember the correct gate number. (True / False)
4. Mike has terrible memories about his trip to Germany. (True / False)

5. There are three flights leaving at ten o'clock. (True / False)
6. Mike knows which airline they are flying with. (True / False)
7. There's a problem with the British Airways flight. (True / False)
8. They are going to walk to the gate. (True / False)



A. Practice the dialogue below!

AT THE AIRPORT
At the Check-in Counter

Check-in Clerk	: Good morning.
Passenger	: Good morning too.
Check-in Clerk	: May I see your ticket , please?
Passenger	: Oh yes. Here it is.
Check-in Clerk	: Thank you Mr. Robinson.
Passenger	: I was wondering if I could have a smoking seat, please?
Check-in Clerk	: I'm afraid this is a non-smoking flight, Sir. Would you prefer an aisle seat or a window seat?
Passenger	: Well, I'm not sure. You see, it's the first time that I will be flying by airplane and I'm feeling a bit uneasy about it. What I really want is the safest seat.
Check-in Clerk	: Oh I see, well there's really nothing to worry about. Let's see, I can give you an aisle seat right next to one of the exits. Then you'll have more leg room, too.
Passenger	: Oh good! That sounds alright.
Check-in Clerk	: And could I see your passport, please?
Passenger	: Oh yes, here it is...

B. Learn this vocabulary and find the meaning

1. smoking seat
2. aisle seat
3. non-smoking flight
4. window seat
5. leg room
6. passport

C. Let's Practice:

Practice with a partner and take turns in asking the questions when you check-in at the airport.

D. Spelling Check: Underline the word which has the correct spelling.

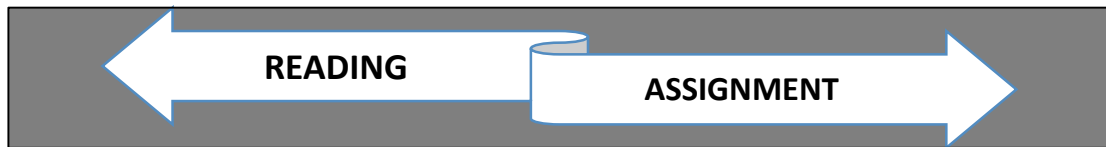
1. vackation vacation vocation
2. reservetion recervation reservation
3. destination destenation destenation
4. treveling traveleng traveling
5. aeroport airpot airport

E. Complete the dialogue by inserting the correct tense. Look for time phrases first. Practice the dialogue with a friend.

Dialogue: At the airport (2.00pm)

Bill : Hi, Ben where (go)?
 Ben : Hi Bill, I (fly) to China later this afternoon.
 Bill : (go) for business or pleasure?
 Ben : Business, I (meet) some engineers tomorrow in Shanghai.
 Bill : How long (stay) there?
 Ben : I (stay) for three weeks and then I (fly) to Korea. I (stay) in Korea until the end of the year and then I (come) back.
 Bill : (be) this your first overseas trip?
 Ben : No, I (go) to Indonesia last year and the year before that I (travel) to India.
 Bill : Anyway, why (be) you here?
 Ben : I (pick up) some visitors from America. They (come) from Darwin but the plane (be) 30 minutes late so instead of arriving at 2 o'clock they (now, arrive) at 2.30pm. Americans (be) always late.....They (be) never on time.
 Bill : I (hope) your listening skills are good because Americans

..... (be) difficult to understand. They
 (have) a strong accent and they (speak) very loudly.
 Ben : I (hope) they understand me. I
 (practice) my pronunciation every night in front of the mirror.
 Bill : (not, forget) 'practice makes perfect'.



A. Read Information on an airline ticket!

At the airport

Please make sure you are at the airport in time and remember to carry proof of identity and your e-ticket with you as security may wish to see them.

Baggage If travelling without bags then be at the gate 20 minutes before the flight departs. If you've got bag(s) to check, be at a bag tag counter no later than 30 minutes before departure. The first two bags are free. On board you're allowed one bag per person (maximum 7 kg).

Changes/restrictions. Changes permitted at any time. You may have to pay the difference between the original fare and the new fare if higher. Service fee applies unless changed online.

Cancellation. Up to the day of departure, fully refundable. After the day of departure refunds will incur a refund fee per person per one-way journey.

B. From the information, what do you think the following expressions mean?

1. proof of identity :
2. e-ticket :
3. to check :
4. tag :
5. original :
6. fee :
7. online :
8. fully refundable :

C. Read the information and answer these questions:

1. Can a passenger change a ticket?
2. How many bags can a passenger take on board?
3. If I change my ticket on the internet do I have to pay an extra charge?
.....

D. Read an advertisement !

TIMOR LOROSA'E AIRLINE

Low cost flights to Asia from Dili.

Book in advance for even lower fares.

Discount for people under 25 years old.

BALI from \$70 (one way)

DARWIN from \$150 * (return)

Book now by calling 73338459

Prices do not include airport taxes.

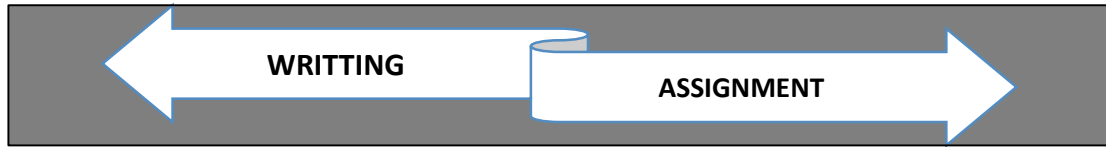
Maximum baggage allowance 25 kg.

Excess baggage charge \$25 per kilo.

Tickets are non-refundable and non transferable.

E. Find words and phrases from the advertisement which mean the same as:

1. A single ticket :
2. A ticket to go and come back :
3. Less expensive fares :
4. Extra luggage :
5. Young people pay less :
6. You cannot change your ticket :
7. Reserve :



1 Simple present tense

Function of simple present tense

The simple present tense is used for an action that is repeated or usual. The action can be a habit, a hobby, a daily event, a scheduled event or something that often happens. It is also used for future planned events.

Structure of present tense

The verb 'to be' is irregular:

Subject Verb

I am

he/she/it is

we/you/they are

For all other verbs, we put 's', 'es' or 'ies' on the third person singular form.

Where the verb ends in 'y' we delete the 'y' and add 'ies'.

2. Present continuous tense

Present continuous for present time

We use the present continuous tense for an action that is happening now or around now. It is unfinished and not permanent or habitual. To show we are talking about the present time, we can use time phrases such as: now, at the moment, currently, at present, nowadays. Present continuous can also be used for an action happening in the future. In this case we may add a future word, for example: this afternoon, tomorrow, next week/month/year.

3. Simple Past Tense

Function of simple past tense

The simple past tense is used to describe actions that happened at a past time, which have been completed at the time of speaking.

We can use a time phrase when we use the past tense, for example: yesterday, last week, two weeks ago, last night.

4. Present Perfect

Function of present perfect

The present perfect is used when talking about a past event which is still relevant now. The action in the past has a result now.

Task : Make an article about domestic arrival as you know using the grammar above!

Domestic Arrivals: Procedures and Services

At International Airport, access to Baggage Claim is either through the bus gates or aerobridges. The claim area is on the ground floor of the Terminal Building. Bus gate passengers reach the area directly whereas passengers using the aerobridge arrival will come from the first floor to the ground floor. At the Baggage Claim area, an airport staff member is ready to assist you.

We have dedicated conveyor belts to serve domestic and international passengers and more are activated to ease the exit during peak hours. A Flight Information Display System will assist and guide you with coordinated information on respective flight and belt details.

Once you claim your baggage, please proceed to the designated Arrival Gates which leads you to the Arrival Hall. For further assistance, please contact our designated Information Desk, where our staff is available for round-the-clock service.

We advise you to read the time taken for Baggage Claim at International Airport. (The approximate time for baggage arrival is anywhere from 7 to 45 minutes. Time indicated below includes the entire process from disembarking the aircraft to reaching transport points).

Aircraft to Terminal: 12 minutes
Terminal to Baggage Belt: 5 minutes
Baggage Belt to Exit: 2 minutes
Exit to Transport Points: 2 minutes

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ENGLISH FOR TOURISM

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