


# TRAVEL AGENCIES: Communicative Activities

---



## Caso práctico

Jessica, as a part of her job, has to design brochures descriptions to advertise holiday destinations available at her travel agency.

Look at the  brochure she has designed to advertise an unforgettable adventure in Scotland:

Whether you want to take a city break, go on a guided tour or experience the unforgettable Royal Edinburgh, we have got the perfect package holiday for you.

Relax in Edinburgh with its magnificent architecture from the medieval old town to the splendid castles. We offer an exclusive 5-star hotel located downtown, which is ideal for shops, museums and art galleries. You can choose from the great  range of organized excursions: a whisky-themed break, a mountain adventure holiday or an excursion through Scottish history for no more than £ 240.

You can relax since the moment you arrive at the airport since we provide luxury transfer direct to your hotel. Visit Scotland for a wonderful holiday. Scotland is hard to beat.



# 1. Reading Comprehension




Read the following text about different types of action-packed holidays in the world:




Are you tired of just sun, sea and sand?

Get away from it and enjoy the excitement of the five best action-packed holidays in the world.


## ✓ **Horse Riding in Iceland.**

Iceland has some of the most exceptional landscapes in the world. It is rocky, beautiful, largely uninhabited, and perfect for an activity holiday. On horseback you can feel close to the island's natural wonders,  thus providing a truly  thrilling experience. The beautiful scenery and the  pure-bred Icelandic horses are just wonderful.

## ✓ **Scuba Diving on the Great Barrier Reef.**

Australia has some of the most varied and amazing scuba diving locations in the world. Queensland's Great Barrier Reef tops among all the destinations for an ultimate activity holiday. This place has got almost 400 species of coral, 1500 species of fish, 4000 species of mollusc, 500 species of  seaweed and 200 species of birds.

## ✓ **Traveling Across Africa.**

A few weeks out for a real African adventure holiday and, traveling across the marvelous areas of Namibia and Botswana are just not enough. On an action packed holiday to the Namib desert one can experience the brilliant colors and changing moods of its vast  landscape. In Botswana, one can walk with cheetahs and spot the 'big five' – lion, elephant, buffalo, rhinoceros and leopard. The blue color in the national flag of Botswana represents the peaceful nature of the country. This is a wonderful area to get a taste of real Africa.

## ✓ **Madagascan Wildlife Holiday.**

It is well known for the diversity of its wildlife and flora. On an adventure holiday in Madagascar one can see a wide variety of lemurs, endemic birds, extraordinary reptiles, frogs and strange-looking plants. And on the northwest coast one can explore the dry forest of Anjajavy, where one can also relax by the sea.

## ✓ **Trekking in Peru.**

For an unforgettable trek, one should start off in the city of Cuzco, Peru, the ancient capital of the Inca Empire. You will clamber over old Inca ruins and camp under the stars among the peaks of the Andes. Finally, you reach *Inti Punku*, the Sun Gate, and look down on the ancient city of Macchu Picchu - an experience to remember for the rest of your life.

Adapted from: <http://www.nulheganband.org/2009/06/07/five-best-action-packed-holidays-in-the-world/>

## Self-evaluation

**According to the article, which of the following activities can you do in each place?**


**In Iceland:**

- Trekking.
- Scuba diving.
- Riding a pure-bred horse.

**In Australia:**

- You can visit the site of the Inca Empire.
- You can dive and see different species of coral, fish, molluscs and seaweed.
- You can experience the brilliant colors and changing mood of its vast landscape.

**In Africa:**

- You can walk  surrounded by wild animals.
- You can relax by the sea.
- You can ride a horse and be surrounded by strange-looking plants.

**In Madagascar:**

- You can visit the site of the Inca Empire.
- You can explore the forest of Anjajavy.
- You can enjoy the vast landscape of its deserts.






**In Peru:**

- You can start your trek in the city of Cuzco.
- You can experience the brilliant colors and changing mood of its vast landscape.
- You can ride pure-bred Inca horses.



## 2. Listening Comprehension I

Make sure that you understand the following words:

- ✓  trash
- ✓  cans
- ✓  cigarette butt
- ✓  wrapper
- ✓  shore



### You should know

Click on this [link](#) to watch a video called *Coastal Cleanup* where a group of volunteers are cleaning the Potomac River:

[Coastal Cleanup](#) Text summary



### Self-evaluation

1. In the Coastal clean up there are \_\_\_\_\_ volunteers.

- a. about a million
- b. over half a million
- c. almost half a million

2. On the last 2 years, \_\_\_\_\_ of rubbish have been collected world-wide.

- a. 18 million tonnes
- b. 8 million pounds
- c. 8 million tonnes

This video is being filmed

- a. near Washington D.C.
- b. near California.
- c. near the New Jersey river.

4. What type of trash does the speaker say they find?

- a. cans and bags
- b. cigarette ends and wrappers
- c. plastic containers and cans

5. The initiative has been run by the Ocean Conservancy Council \_\_\_\_\_.

- a. about 30 years
- b. for 18 years
- c. since 1996.

6. In one site, they collected \_\_\_\_\_

- a. 2,000 cans in 1 hour.
- b. 2,000 pounds in 1 hour.
- c. 2,000 pounds in 1 1/2 hours

7. The aim of the initiative is

- a. to raise awareness in the younger generations
- b. to return the coast to its original state
- c. to recycle and conserve


# Listening Comprehension II

---



## Listening 2 (part 1)

You are going to listen to a (simulated) interview with Justin Francis, Chief Executive officer (CEO) of [Responsible Travel](#). Answer the questions below.

1. How long ago was the company  set up?
2. How does Justin see himself- as a traditional business man?
3. Where did he learn about business and how did it help his future company?
4. In the story he tells, where was he and what had happened to the guide?
5. Why did he enjoy the experience so much?
6. In his opinion, what is the most important achievement of travel?
7. What has he recently been recognised as?
8. What two aspects does his company try to combine?
9. Who helped him set up the company?
10. At the time, was Responsible Travel the only company promoting responsible tourism?

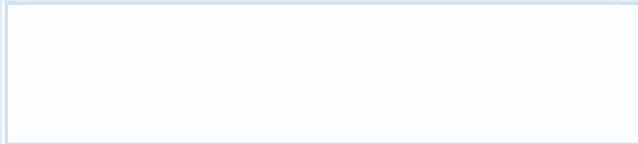
Mostrar retroalimentación





## Listening 2 (part 2)

Now listen to the second part of the interview and decide if each statement is true or false.



1. Justin believes that if tourism is more responsible, it can sometimes be beneficial to the local people.

Verdadero  Falso

2. To make his point, he compares Responsible Tourism with the car industry.

Verdadero  Falso

3. The company has grown 13% in the last year

Verdadero  Falso

4. In general, the big tour companies think tourists are indifferent to conservation

Verdadero  Falso

5. The vast majority of the company's customers give above average scores in their feedback.

Verdadero  Falso

6. For responsible tourism to become more available, the key is for more companies to offer it.

Verdadero  Falso

8. To get in touch with Responsible Travel, you can go to [www.responsibletravel.com](http://www.responsibletravel.com) or phone 01273 823788

Verdadero  Falso

## 3. Written Interaction

---

Imagine you are interested in one of the destinations you have read about in the reading comprehension.

Write an e-mail of enquiry (150 words) to ask for information about prices, accommodation, availability, transfers.

You can follow the model offered in session 2 of this unit.



## 4. Oral interaction

---

**Try to follow a dialogue** similar to the situations in session 1 and session 3. Imagine you work at a travel agency and you have to give information about different touristic destinations. Talk about flights, accommodation, prices, itineraries, availability, activities. Look for a partner in the forum and role-play it. Student A will be the travel agent and Student B will be the tourist interested in one of the following destinations:



- ✓ A luxury holiday on the beach.
- ✓ A holiday in the mountain to experience nature.

You want a round-trip flight, hotel for six nights, restaurant recommendations, prices and departure times.

Try to show agreement or disagreement with your partner.



### A step ahead

If you need help to choose destinations you can visit **National Geographic Traveler Magazine** on the following link:

[National Geographic Traveler.](#)

And if you need examples of conversations on the phone have a look at this page:

[Telephone English.](#)

# Appendix: Licences of Resources

## Licensec of Resources used in Communicative

| Resource (1)  | Resource information (1)   | Resource (2)  |  |
|---|--|---|--|
|    | <p>By: DanL.<br/>           Licence: CC by-nc.<br/>           From:<br/> <a href="http://www.flickr.com/photos/44105221@N00/27647350/">http://www.flickr.com/photos/44105221@N00/27647350/</a></p>                 |  | <p>By: moc<br/>           Licence<br/>           From:<br/> <a href="http://ww">http://ww</a></p>  |
|    | <p>By: emilydickinsonridesabmx.<br/>           Licence: CC by.<br/>           From:<br/> <a href="http://www.flickr.com/photos/emilyrides/5188889548/">http://www.flickr.com/photos/emilyrides/5188889548/</a></p> |  | <p>By: Ed \<br/>           Licence<br/>           From:<br/> <a href="http://ww">http://ww</a></p> |
|  | <p>By: Platform London.<br/>           Licence: CC by.<br/>           From:<br/> <a href="http://www.flickr.com/photos/platformlondon/5187469980/">http://www.flickr.com/photos/platformlondon/5187469980/</a></p> |   |  |