UNIT

2

## **Travel**

'Flying? I've been to almost as many places as my luggage.'
Bob Hope (1903–2003), American humourist

#### **OVERVIEW**

VOCABULARY British and American English

Hyatt Hotels

READING What business travellers want

LANGUAGE REVIEW
Talking about the
future

SKILLS Telephoning: making arrangements

CASE STUDY





#### STARTING UP

- A Discuss these questions with a partner.
  - 1 How often do you travel by air, rail, road and sea?
  - 2 Do you enjoy travelling? What don't you enjoy about it?
  - 3 Put the following in order of importance to you when you travel.

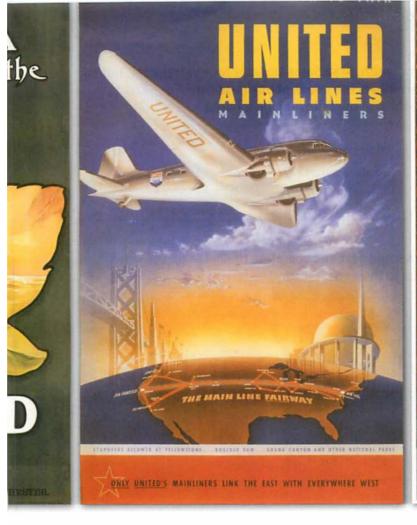
| comfort | safety | price | reliability | speed |  |
|---------|--------|-------|-------------|-------|--|
|---------|--------|-------|-------------|-------|--|

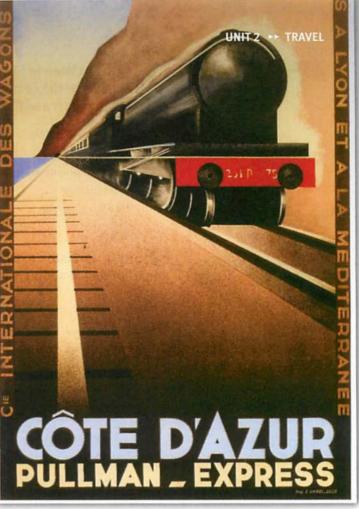
Does the order of priorities change for different types of travel?

B Choose the correct words from the box to complete the following list of things which irritate people when flying.

| C | abin            | cancellations | checks | food                | jet        |
|---|-----------------|---------------|--------|---------------------|------------|
| l | uggage          | queues        | room   | seats               | trolleys   |
| 1 | not enough le   | g             | 6      | overbooking of      |            |
| 2 | lost or delayed |               | 7      | flight delays and   |            |
| 3 | longat check-in |               | 8      | tiredness and       | lag        |
| 4 | poor quality    | and drink     | 9      | delays for security |            |
| 5 | no baggage      | available     | 10     | oversized hand lugg | age in the |

- CD1.7 Listen to three people talking about their travel experiences. Tick the problems in Exercise B that they mention.
- Which of the things in Exercise B irritate you most? Which irritate you least? Discuss your ideas with a different partner.





#### **VOCABULARY**

British and American English A Match the words and phrases which have the same meaning. For each pair, decide which is British English and which is American English.

| 1  | subway           |
|----|------------------|
| 2  | city centre      |
| 3  | carry-on baggage |
| 4  | one way          |
| 5  | return           |
| 6  | freeway          |
| 7  | rest room        |
| 8  | elevator         |
| 9  | coach class      |
| 10 | timetable        |
| 11 | car park         |
| 12 | queue            |
| 13 | check            |
| 14 | reservation      |

15 ground floor

- a) line
- b) lift
- c) public toilet
- d) schedule
- e) economy class
- f) single
- g) first floor
- h) bill
- i) booking
- j) round trip
- k) downtown
- I) motorway
- m) underground
- n) hand luggage
- o) parking lot
- Work in pairs. Use the American English words or phrases from Exercise A to complete this text.

My last overseas business trip was a nightmare from start to finish. First of all, there was a delay on the way to the airport, as there was an accident on the <u>freeway</u>. \(^1\). When I got there, I found the lower level of the airport .............\(^2\) was flooded. Next, my ...........\(^3\) was too big and heavy, so I had to check it in. When we arrived, the .........\(^4\) was closed, and there were no cabs at all. After a long time trying to figure out the .......\(^5\) and waiting in .......\(^6\) for 40 minutes, we finally got a bus .......\(^7\) and found the hotel. Then there was a problem with our room .......\(^8\) and, would you believe it, the ......\(^9\) wasn't working, and our rooms were on the fifth floor.



CD1.8 Listen to the recording and check your answers to Exercise B.

## LISTENING Hyatt Hotels

CD1.9 Listen to Sholto Smith, Area Sales Director for Hyatt Hotels, talking about how the company meets the needs of business travellers. Listen to the first part and tick which of the following he mentions.





**Sholto Smith** 

OD1.10 Listen to the second part and complete the notes on the ways hotels are adding value to their guests' stay.

|   | <sup>1</sup> on a daily basis   |
|---|---------------------------------|
| • | Membership to the <sup>2</sup>  |
| • | Newspapers                      |
| • | Transportation to and from the  |
| • | A shuttle service to:           |
|   | a) the                          |
|   | b) the in which the client work |

CD1.11 Listen to the third part and summarise the future developments in the business travel market that Sholto mentions.

Watch the interview on the **DVD-ROM**.



In groups, discuss what is important for you when staying in a hotel, for either work or pleasure.

# READING What business travellers want

- A What factors do you consider when choosing an airline?
- Work in pairs. Complete the table below for your article. (You may not be able to answer every point.)

Student A: Read the article on page 17. Student B: Read the article on page 134.

|                      | Edmond Moutran                       | John Cox |
|----------------------|--------------------------------------|----------|
| job                  | Chairman of Memac<br>Ogilvy & Mather |          |
| nationality          |                                      | British  |
| travel destinations  |                                      |          |
| amount of air travel |                                      |          |
| choice of class      |                                      |          |
| choice of airline    |                                      |          |
| likes                |                                      |          |
| dislikes             |                                      |          |
| travel to airport    |                                      |          |
| hotel requirements   |                                      |          |



## Counting the ways to bridge the gulf

#### by Jill James

As more carriers open up more routes, travelling to and around the Middle East has never been easier.

Edmond Moutran, the 63-year-old
5 Chairman and Chief Executive
of Memac Ogilvy & Mather, the
multinational advertising and
communications company, should
know. The Lebanese executive
10 reckons he spends 60% of his
working week in the air. 'I spend
200 days in Beirut, 40 days in Dubai,
40 days in Bahrain and 25 in the
UK. I also spend one week in each
15 of Cairo, Jordan, Jeddah, Riyadh,
Kuwait, Tunis and Algeria. I go to
South Africa once a year, Barcelona
once or twice a year for conferences
and I go to Paris four times a year.'

20 He says his choice of airline is dictated by convenience, but his preference is for Middle East Airlines and its 'new aircraft and equipment, and well-trained, fresh and energetic staff'. His second choice is Gulf Air, with Emirates third, followed

by British Airways and Air France.

He always travels with his wife, Liliane, who worked with him 30 until very recently, and prefers to travel first class. He also uses business class. He says he will travel economy 'in an emergency'.

He uses airline lounges. 'I want good chairs, plenty of newspapers and television. Airlines that spend millions on décor and have uncomfortable chairs really need to look at themselves.'

'MEA gets me a car to the airport and they open a special counter for me as an individual,' he says. 'Staff take your boarding pass, check you in and walk you through to the lounge.

45 The airline saves me about an hour of standing in line. It shows real respect. You don't really get this extraspecial treatment on other airlines. With MEA, it's the whole process 50 – that's why I'm so loyal to them.'

So what annoys him most about flying? 'The attitude of crew and



staff sometimes,' he says. 'If they're tired of their jobs, they should some sive it up. I also dislike the casual attitude of ground staff. Employees should be trained to cope with customers who have problems.'

Mr Moutran says that problems with
ground staff are one of the reasons he
hates travelling to the US. 'No one
ever has time to answer a question
there,' he says. He also doesn't like
the lack of openness shown by airlines
when there are problems and delays.

| C | In pairs, share information about the two articles. Compare the attitudes of |
|---|--|
|   | the two travellers. Whose point of view is closest to yours?                 |

#### Match the sentence halves to complete the definitions of the words in bold.

- 1 Peak travel happens
- a) a change to a better seat or level of service.
- 2 When you check in,
- b) a room in a hotel/airport where people can sit and relax.
- 3 Frequent-flyer points are
- c) a card you must show in order to get on a plane.
- 4 An upgrade is
- d) all the people who work at an airport, but not the pilots or cabin crew.
- 5 A lounge is
- e) awarded by airlines to reward customer loyalty.
- 6 A boarding pass is
- f) at times when the largest number of people are travelling
- 7 Ground staff are
- g) you go to desk at a hotel/airport to say you have arrived.

#### E Complete the text with the phrases from Exercise D.

| I don't always pay a lot of money and I try to avoid   |
|--|
| lot, earn <sup>2</sup> and usually get an <sup>3</sup> to first class. The airline gets me a car |
| to the airport. I am met by helpful  |
| Then they take me to the where I read the newspapers   |

#### LANGUAGE REVIEW

## Talking about the future

We can use different language forms to talk about the future.

- We use going to to talk about what we intend to do and have already decided to do.
   My colleague and I are going to attend our Chairman's wedding in Seattle next month.
   Some airlines are going to increase fuel surcharges this week.
- We use will or 'Il to talk about something we have decided to do at the time of speaking.
   The deal's off. I'll call the travel agent to cancel the flights.
- We use the present continuous to talk about a fixed arrangement.
   I'm travelling from Australia to Europe in September.
- We use the present simple to talk about a timetable or programme.
   The flight leaves Ho Chi Minh City at 11:30 on Tuesday. It arrives in Danang at 12:40.

| C       |    | £              |      | 111 |
|---------|----|----------------|------|-----|
| Grammar | re | <i>ference</i> | page | 146 |

| A | Complete each dialogue with the correct form of going to or will. |   |  |
|---|---|---|--|
|   | 1   | Α | Have you decided where to hold the sales conference? |
|   |   | В | Yes, we book the Emory Centre in Atlanta.            |
|   | 2   | Α | I can't find my passport.                            |
|   |   | _ | Or I I I I I I I I I I I I I I I I I I I             |

- 3 A What are you planning to do in Tokyo?
  - B We ..... meet our agent to discuss next year's advertising budget.
- 4 A I'm afraid the flight's been cancelled.
  - B I need to get there tonight. I..... take the train. I think it leaves at nine.
- 5 A The Hertz counter is a good place to meet.
  - B OK, I.... wait for you there.

## B Choose the correct tense (present continuous or present simple) to complete the sentences.

- 1 We stay / are staying at the Ritz for next week's conference.
- 2 According to the timetable, the coach *departs | is departing* from Victoria at 8:00, reaches Lille at 12:30 and arrives in Paris at 13:30.
- **3** Excuse me, what time is the conference beginning | does the conference begin?
- 4 What do you do | are you doing on Tuesday afternoon?
- 5 What time is this train getting / does this train get to Osaka?
- 6 Next time, I travel / am travelling to Madrid by train.

## In pairs, take turns to complete the sentences below. Use *going to*, *will*, the present continuous or the present simple.

| 1 | The flight's delayed, so                      |
|---|---|
| 2 | OK, I've decided. I                           |
| 3 | Let's check the timetable. The flight         |
| 4 | It's OK, I don't need a lift. I               |
| 5 | Friday afternoon? I'll just check my diary. I |
| 6 | There are two flights to Hong Kong on Friday  |
| 7 | It's all arranged, we                         |
| 0 | Newbornel                                     |

#### SKILLS

#### Telephoning: making arrangements



- (A) CD1.12, 1.13 Jennifer North, Sales Director at Madison in New York, makes two telephone calls to Cristina Verdi, a fashion buyer in London. Listen and note a) the purpose of each call and b) the result.

| Jennifer | I'm calling because I'll be in London next week and |
|----------|---|
| Cristina | Great. What   |
| Jennifer |   |
| Cristina | Let me look now. Let                                |

| Receptionist | Thank you. I'm putting you through Hello, I'm afraid she's engaged at the moment or can I put you through to her voicemail? |
|--------------|---|
| Jennifer     | Would you be able to take a message for me, please? I'm in a bit of a hurry.  |
| Receptionist | Yes, certainly.   |
| Jennifer     | The thing is, I should be meeting Ms Verdi at 2 p.m.,   |
| Receptionist | Certainly. What's the number?   |
| Jennifer     | lt's  |

- Role-play these two telephone situations.
  - 1 Student A, you are a company employee who has arranged to meet Student B, a colleague from one of your subsidiaries. Explain that you cannot keep the appointment and give a reason. Suggest an alternative day.
  - 2 Student B, you are on a business trip to Singapore and need to stay an extra day. Your hotel is full. Telephone the airline office. Talk to the representative, Student A, to arrange a different flight and a night at another hotel.

#### **USEFUL LANGUAGE**

### ANSWERING THE PHONE

Hello, Carla Rodríguez speaking. Good morning, Tiger Ltd.

## MAKING CONTACT I'd like to speak

to Martin Krause, please. Could I have the sales department, please?

#### IDENTIFYING YOURSELF

This is / My name's Karin Nordby. Karin Nordby speaking.

### STATING YOUR PURPOSE

I'm calling about ...
The reason I'm
calling is ...

#### MAKING ARRANGEMENTS

Could we meet on Monday at 11:00? How/What about June 12th? Is 9:30 convenient/ OK?

#### RESPONDING

That's fine/OK for me. Sorry, I can't make it then. No problem.

#### CLOSING

Good. So, I'll see you on the 8th. Thank you. Goodbye. Right. / OK, then. That's great, I'll see you ...

#### CHANGING ARRANGEMENTS

I'm afraid I can't come on Friday. I'm very busy that day.

I'm sorry, I can't make it on Tuesday. I've got something on that morning.

We've got an appointment for ten o'clock, but I'm afraid something's come up. Could we fix another

time?

## **BUSINESS TRAVEL SERVICES**



#### A specialist travel agent has to work hard to retain a key client.

#### Background

Business Travel Services (BTS) is based in Philadelphia, USA. One of its most important clients is the large multinational corporation NeoTech, whose head office is also in Philadelphia. Recently, NeoTech's senior executives have had problems when they have been on business trips organised by BTS.



#### Who we are

BTS provides a full range of corporate travel services. We are highly experienced in handling the requirements of today's business traveller. Among our many clients are multinational companies which are household names.

#### What we do

Our travel consultants work to produce top-value fares and the best itineraries to suit the needs of your staff. We will minimise your expenses by arranging your staff's travel at the right price, getting additional discounts for you and establishing direct contact with the best service providers. All our overseas partners are selected because of their high standard of service, attention to detail and quality of product.



We offer: Flights, Hotel bookings, Car rental, Conference bookings, Insurance

#### Stage 1

The Head of Travel at NeoTech phones the Account Manager of BTS to set up a meeting, so that they can discuss the problems that executives have had while on business trips.

## In pairs, role-play the telephone conversation to set up the meeting.

#### Student A:

You are Head of Travel at NeoTech. Turn to page 135 to read the information in your diary and check when you are available for a meeting.

#### Student B

You are the Account Manager for BTS. Turn to page 140 to read the information in your diary and check when you are available for a meeting.

#### Stage 2

NeoTech's Head of Travel phones BTS's Account Manager to change the time of the meeting. Some equipment has been stolen from their office, and the police are investigating. The Head of Travel suggests meeting in two weeks' time on a Wednesday.

BTS's Account Manager cannot meet on the Wednesday – he/she is giving a speech at an international travel conference. He/She suggests an alternative day and time.

Role-play the telephone conversation.

#### Stage 3

Following a request from BTS's Account Manager, NeoTech's Head of Travel sends summaries of four problems which senior executives at NeoTech had during recent business trips (see page 21).

## Hotel Problem

Last Thursday, I checked into the Excelsior Hotel. The receptionist told me I had been upgraded and my room was on the 16<sup>th</sup> floor. Well, I stayed there for an hour or so, then asked to move to another room. The 'upgraded' room had no safe for my money, and the lighting was very bad. Also, there was a group of noisy people next door.

The new room was no better. I couldn't take a shower because there was no water for four hours. The coffee machine didn't work, the ice machine was out of order and the desk was too small. I called the receptionist to get some action, but she seemed too busy to do anything.

This hotel simply isn't up to standard. What can you do about it for me?

# Lost Luppape

Three months ago, I travelled to Atlanta, Georgia. Two pieces of luggage didn't arrive. I reported the loss to the airline. They promised to find the bags and send them to me. Some weeks later, they wrote saying they couldn't find the bags and asked me to fill out a claim form. I didn't hear from them for another month, then they asked me to send receipts for all the missing articles. I didn't have receipts for the lost items.

It's three months later, and still no news from the airline. My e-mails and letters get no response. The airline has recently merged with another company, and I wonder if this is part of the problem. Can you help?

## Car Rental Problem

The rental office at the airport couldn't give me the car I had reserved. It was in the medium price range at \$250 a week. Instead, they offered me a choice:

- a smaller car, which was uncomfortable and had a small trunk;
- a bigger car for an extra \$20 a day.

I was expecting a free upgrade, but the clerk on the desk refused to do that. His attitude was 'take it or leave it'. So I hired the bigger car. When the company billed me, I ended up paying \$490 for the car.

## Diverted Flight

I was on a flight to Moscow, but the flight was diverted to Helsinki because of bad weather. There was a lot of confusion at Helsinki because the airline sent all the passengers to the same hotel for the night. Some passengers became very aggressive when they tried to get a room. I had to share a room with another passenger. The hotel made all passengers pay for their rooms. The next morning, we had to wait six hours in a cold terminal for the flight to Moscow.

The airline wouldn't pay for our hotel expenses. They said the circumstances were 'beyond their control'. I think we should be compensated for all the inconvenience.

# Task

Work in groups of four. One of you is BTS's Account Manager, the other three are travel consultants who work with the Account Manager.

- 1 Each member of the group (Account Manager/travel consultants) reads one of the problems above and makes notes about it.
- **2** Each person summarises the problem for his/her colleagues, and answers any questions they may have.
- 3 After each summary, the groups discuss the following:
  - Did the executive in each case deal with the problem effectively? Why? / Why not?
  - · What can BTS do to help to solve the problem?
  - What is the best solution for each executive? What, if anything, should he/she hope to get from the company concerned?

#### Writing

As the Account Manager for BTS, write an e-mail to NeoTech's Head of Travel, apologising for the inconvenience. Offer some compensation and explain what steps BTS has taken to make sure a similar problem does not happen again.

₩riting file page 127

Watch the Case study commentary on the DVD-ROM.

# Activity file

#### 1 Brands, Starting up, Exercise A, page 6

|    | INTERBRAND LIST 1999 |    | INTERBRAND LIST 2007 |
|----|----------------------|----|----------------------|
| 1  | Coca-Cola            | 1  | Coca-Cola            |
| 2  | Microsoft            | 2  | Microsoft            |
| 3  | IBM                  | 3  | IBM                  |
| 4  | General Electric     | 4  | General Electric     |
| 5  | Ford                 | 5  | Nokia                |
| 6  | Disney               | 6  | Toyota               |
| 7  | Intel                | 7  | Intel                |
| 8  | McDonald's           | 8  | McDonald's           |
| 9  | AT&T                 | 9  | Disney               |
| 10 | Marlboro             | 10 | Mercedes-Benz        |

#### 1 Brands, Skills, Exercise D, page 11

#### Student A

In your opinion, the Cecile products have sales potential, but the marketing strategy is wrong. You want:

- a new brand name. 'Cecile' does not suit this beautiful jewellery for sophisticated women.
- a new logo. The present logo (three wavy lines) is boring.
- a much wider range of products and designs at presentthere are only five in the collection.
- a better slogan. 'Only for you' has not been successful.
- · more colours.

#### 2 Travel, Reading, Exercise B, page 16

## FT

## Business travel on a budget

by Roger Bray

The mere existence of business class and 'business hotels' tends to convey the impression that anyone travelling in connection with work has cash to spend. But this is untrue. UKbased John Cox, who runs his own publishing consultancy, is a perfect example: 'I mainly flyon Star Alliance carriers and do between 80,000 and 10 100,000 miles a year, mostly across the Atlantic with United. I always pay the lowest economy fare I can find, but, of course, I earn frequent-flyer points to get upgrades. Sometimes 15 I even go on a Saturday to get the lowest fare.'

'I recently flew from London to Los Angeles, San Francisco and Washington and back — and 20 saved £400 by travelling out on a Saturday rather than Sunday.' For simple trips — three days in New

York, for example – he suggests seeking a city break from a tour 25 operator, which might incorporate a fare for midweek flights at the same sort of level otherwise available to passengers flying on Saturdays.

It is also possible to cut the airticket bill by booking in advance
and avoiding peak travel. A recent
study published by BTI UK
showed companies could make the
greatest savings by booking flights
three to four weeks in advance.
Mr Cox says he tends to use taxis
only when burdened with heavy
luggage. 'I'm probably the world's
greatest customer of public transport.

40 A taxi to or from JFK, for example,

40 A taxi to or from JFK, for example, costs about \$60 with a tip. On the AirTrain and subway, it's only \$7. Not long ago, I went to Milan for the first time in 20 years, flew to Linate

45 rather than Malpensa because it's much closer to the city, inquired at the airport about transport and took a bus which cost me a couple of euros.' Regarding hotels, Mr Cox says,

50 'I want a certain level of service, Internet access – preferably wireless – and a good-class laundry service.' High-speed, in-room Internet access is becoming available further and 55 further down the price scale. In the

55 further down the price scale. In the UK, the 470 properties under the Premier Travel Inn brand have high-speed connections in all rooms.

Finally, remember that hotel groups have shifted to 'dynamic pricing', which is jargon for doing what airlines do: altering rates to reflect demand. Try to bear in mind that in city-centre hotels, Tuesday and Wednesday nights are generally the

most popular for business travellers.