

# Eton Institute



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## English for Tourism

Topic	Tourism Skills and Knowledge	Language Skills	Vocabulary
<b>What is tourism?</b>	The customer is always right	Three Jobs	Grammar: Describing job routines
	Facts and statistics about your country	Tourism business Country fact sheet	Jobs in tourism industry Grammar: Adjectives
<b>World Destinations</b>	Different destinations and customs	Where do tourists go/come from? Favourite places	Tourism features and attractions Grammar: Describing a destination, resources and features
	Country/region fact sheet, brochure, presentation	Describing a destination	
<b>Tour Operators</b>	The personal touch	Why choose a package holiday	Design a package tour
	Tour operators in your country	An inclusive tour Talking to tour operators	Describe local tour operations Grammar: Prepositions of time
<b>Tourist Motivations</b>	We know what you want..	Passenger survey	Passenger survey
	Old and new tourism	Why do people travel? Changes in tourism	Talking about reasons for travel Describing trends

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<b>Travel agencies</b>	Identifying needs	A new customer	Grammar: Asking questions
	Local and travel agency evaluation	Presenting a product	Making suggestions and giving advice
		The sales process	Sales terms
<b>Transport in tourism</b>	Exceeding expectations	Transport in San Francisco	Comparing things
	Transport in your country	Timetables and schedules	Describing a timetable
<b>Accommodation</b>	Smile on the phone	A place to stay	Grammar: Adjectives and methods of transport
	Local accommodation	Taking a reservation	Grammar: Types of accommodation: adjectives and nouns
		Giving information about hotels and unusual accommodation	Services and facilities
<b>Marketing and promotion</b>	Learn from your customers	Analysing your product	Marketing terminology
	Local tourism promotion	Promotion in tourism	Language of advertising
			Grammar: Verb patterns

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<b>The airline industry</b>	Questionnaire tactics	The ups and downs of flying	Grammar: Likes/dislikes
	Carbon offsets schemes and blacklists	Low cost or traditional	Asking questions politely
<b>Holidays with a difference</b>	Ability and suitability	Tourism and air travel At the trade fair	Airport codes Asking and talking about experience
	Cultural tips	Tourist and holiday types	Describing service provision
<b>Reservation and Sales</b>	Putting on the pressure	Take a booking	Grammar: If
	Use of GDS's	Explaining booking conditions	Reservation systems for tourism
<b>Airport Departures</b>	Care or control?	Checking and confirming details Airport Dialogues	Respond politely to questions and requests
	Your nearest airport	Air passenger rights	Giving orders
		Check-in and information desks	Airport facilities and services
		Controlling passengers – incident and action log	Airport language