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ANGLAIS

SERIE 03

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THE LANGUAGE OF TOURISM IN ENGLISH

1- INTRODUCTION:

The promotion on tourism depends on the means one country offers to its visitors.

In deed tourism grows according to the importance, it is given among the other industries. Among the means we have spoken about, we can mention transport, catering services, accommodations, resorts and so on – in addition, the formation of guides, travel agents and other employees shares to a great deal in the promotion of tourism.

We have talked about the means as the language one country uses to receive and welcome its visitors. This means include transportation companies-air, rail, ship and bus, the accommodation companies-hotels, motels, and camping grounds- catering services-restaurants, bars, night clubs and food stores, and the large variety of stores and entertainment that contribute to the amusement of the tourist and the tour operators, travel agents and guides.

Language in tourism is not limited to the spoken works one uses when receiving tourists, but is wide fields of techniques used to attract tourists and at the same time advertize for the promotion of tourism.

In developed countries such as the industrialized countries of Europe, the United States of America and Japan, these techniques are well mastered, so it is easy to understand why this industry has reached a high level in their economy. Third world countries must develop such efficient techniques in order to enter the word of challenge and be competitive in the field of tourism.

A large number of tourists are satisfied or not their trip according to the way they are welcome and according to what they are offered during their trip.

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The destination of the public of the third world who travels abroad is based on many reasons. Among there we can count the goods they can buy, the places they can visit and the other means the host country provides for its visitors.

So it is high time we started giving this industry the greatest importance since, as we have already mentioned before, it plays an important role in the economic development of a country.

Now that you know the importance of this industry, we are going to start together some units in which we will see the language of different professional and vocational fields. These units will give you an introduction to the particular vocational area in which you are involved. You are going to learn the duties of the different jobs in tourism that make up the tourism industry.

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THE LANGUAGE OF WELCOME

1- Arrival of the guest and formalities:

The most important moment during a trip is the arrival. For this, we must give the greatest importance to what follows.

It is usually the difficulties tourists meet at their arrival that make them unhappy of their choice (choice of the host country) right at their first contact with the host country.

For this, we should improve the existing means and techniques in terms of:

- **Custom office:**

We should not forget that tourists import foreign currency, so we should facilitate the transfer of what they way need during their holiday in terms of goods and money.

- **Exchange:**

Providing bureau for exchanging foreign currency would be of a great help for them.

- **Police:**

At the borders, the police should facilitate the entrance for tourists.

- **Visas:**

Visas should be easily obtained from our authorities for tourists who want to spend their holiday in our country.

At the same time, the authorities should inform travel agencies of new legislations in the field of tourism and should improve the techniques used nowadays when dealing with foreigners in terms of transport, hotels, restaurants, information, medium etc… they should also inform the tourists of what to do during their stay and at the moment they decide to leave our country.

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2- The conversation with the guest:

Many tourists do not return to our country after a first because of the difficulties they meet during their holiday. We should start thinking of more attractive techniques and new easy to make them enjoy their trip.

A tourist should be treated differently from others. Since, as we have already said in our introduction, the advertizes for us. The growth of tourism is based on the improvement of the means, one country offers to its visitors.

A tourist is supposed to know very little about you and your country so you must help him know you and provide him with all the necessary information he needs about the country, the culture, the economy etc….and this through your behavior with him. You must be friendly, sympatric and lind with him though your world and deeds.

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VOCABULARY

- **Internal tourism:** Travelling within the same country in which one is resident.
- **International tourism:** Travelling between two or more countries.
- **Accommodation:** Places where tourists can obtain bed and food.
- **Emigrants:** People who leave their home country to go to another country (host country) for work and residence.
- **Migrants:** People who travel from one place to another to work or to take up residence.
- **Leakage:** The tourist money that leaves the tourist destination area because of imports, profits for foreign investors and so on.
- **Price classic market:** A market that responds to the inducement of lower prices.
- **Catering services:** Services where the public can obtain food drink.

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The tourist industry

Before we start this unit, we must give a definition to the term tourism.

Tourism is the fact of moving away from a usual place of residence for more than twenty four hours for pleasure or recreation. So a tourist is a person who leaves his usual place of residence for more than twenty four hours for pleasure, recreation or to visit friends and relatives – travelling for business or health many be also considered as tourism.

Tourism is classified into two categories, internal tourism also called domestic tourism and international tourism. The first one includes those who travel within the same country in which they live and the latter includes all those travel between two or more countries.

Tourism, as we have already said, is an important industry that occupies an important place in the economy of a country. For this reason, people and nations are giving it a great importance and are trying to improve it to become competitive and attract more tourists.

We must take into consideration the propose of the different travelling people. Some people, those on holiday; travel for recreation or pleasure, but others travel for reasons of health (those who travel to mountains to the Sahara, to the sea…) and other travel for business or just to visit friends and relatives. With the development of transportation, the world has become just as a tiny village, we can move from Algiers to Paris in less than two hours. Long distances are covered in a few hours. There are also those who travel in order to know about other people and their culture and see other places. As it is said, travelling broadens the mind. Students, emigrants and migrants are not included in tourism.

Though those who travel for business use the same means offered to recreational tourists, they do not expect the same kind of tourism and the same treatment.

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In fact recreational travelers choose and select their destination according to the low prices they are offered during their trips, this is what is called in technical terms a price elastic market, while the business groups make up a prince inelastic market, they do not choose and decide according to the low prices. The destination is decide well in advance because it is their employers who pay for them. Most of the time, the big city is their destination though, nowadays the trend is changing and many conventions are now held at resort hotels.

Tourism is a new phenomenon in the world. It developed with the development of the modern means of transport such as the train, the bus, the car, the boat and the plane. It also increased with industrialization and urbanization.

People who work now can save up money and offer themselves a trips at the end of the year during their holidays. In addition people who live in large cities travel for more than those who live in the countryside (people from rural areas).

They travel in order to escape the routine of their daily life.

Before industrialization the destination between the high class and the working class was clear, only the leisure class could afford itself a trip. Nowadays, even the working class, can after itself quite the same leisure as others. This is what has made modern tourism reach this level of development and importance. Industrialization is important in the way that 80% of international tourists come from industrialized countries. In addition domestic tourism is very important in these countries because their major cities offer a great variety of cultural, educational and historical attractions.

People move from one place to another in search of sun and sea so countries with these factors attract more tourists and make more benefits than others because tourism benefits airlines, hotels, restaurants, taxi drivers, commercial establishments and manufactures of some goods such as sun glasses, cameras, films, souvenirs and sports clothing.

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The tourist industry must be encouraged in developing countries because its income contributes to the creation of new jobs in tourism, the purchase of goods, the building of houses and the food of the employees.

This is what is called the multiplier effect- leakage on the other hand, comes from the money that goes out of the economy either in the from of imports that are necessary for the tourist industry or the money taken by the investors.

In some tourist areas, it has, been necessary to import workers who cause leakages in the form of remittances to their home country. So the tourist industry drains money and at the same time uses some of this money to maintain its existence.

To conclude, the tourist industry, as was have seen, cannot exist alone. There are many other enterprises that offer different services to the traveler. Together they form a whole industry that : will help the economy of a given country.

In the following units (next units), we will discuss the role played in tourism by transportation, accommodations, catering, tour operators. Travel agents and government.

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EXERCISES

EXERCISE 1: Answer the following questions**.**

1- Why do people travel?
2- Why was it easy to distinguish between the different classes in society?
3- Why is tourism important?
4- What is a tourist?
5- How can we improve tourism?
6- How many types of tourism are there? What are they?

EXERCISE 2: What do you understand from the following?

1- Internal tourism: ……
2- International tourism: ……
3- To travel for reasons of health:……..

Observation: When you finish doing these two exercise see the correction on the next page.

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Devoir

Exercise: Answer the following questions

1- What is the difference between domestic and international tourism?
2- In what way is tourism an industry?
3- What is the relation between industrialization and tourism?
4- Why is tourism a new phenomenon?

Essay: What should governments do to improve tourism?

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IRREGULAR VERBS

To bend	**Bent**	**Bent**	**Courber/ se pencher**
To bid	**Bid**	**Bid**	**Offrir (prix/enchère)**
To bite	**Bit**	**Bitten**	**Mordre**
To bleed	**Bled**	**Bled**	**Saigner**
To break	**Broke**	**Broken**	**Briser**
To breed	**Bred**	**Bred**	**Elever (enfant, bétail)**
To burst	**Burst**	**Burst**	**Eclater**
To cast	**Cast**	**Cast**	**Jeter**
To cling	**Clung**	**Clung**	**S'accrocher**
To creep	**Crept**	**Crept**	**Ramper**
To deal	**Dealt**	**Dealt**	**Distribuer**
To dig	**Dug**	**Dug**	**Creuser**
To fight	**Fought**	**Fought**	**Combattre**
To flee	**Fled**	**Fled**	**S'enfuir**
To fling	**Flung**	**Flung**	**Jeter (violemment)**
To forbid	**Forbade**	**Forbidden**	**Interdire**
To freeze	**Froze**	**Frozen**	**Geler**
To grind	**Ground**	**Ground**	**Moudre**
To grow	**Grew**	**Grown**	**Grandir (faire) pousser**
To hang	**Hung**	**Hang**	**Pendre, accrocher**
To hear	**Heard**	**Heard**	**Entendre**
To hide	**Hid**	**Hidden.hid**	**Se cacher**
To hit	**Hit**	**Hit**	**Frapper, attendre**
To hold	**Held**	**Held**	**Tenir**
To hurt	**Hurt**	**Hurt**	**Faire mal, blesser**
To kneel	**Knelt**	**Knelt**	**S'agenouiller**
To knit	**(reg or) knit**	**Knit**	**Tricoter**
To know	**Knew**	**Knoun**	**Savoir, connaître**
To lead	**Led**	**Led**	**Mener, guider**
To lean	**Leant (or reg)**	**Leant**	**S'appuyer**
To leap	**Leapt (or reg)**	**Leapt**	**Sauter**
To leave	**Left**	**Left**	**Laisser, quitter, partir**
To mean	**Meant**	**Meant**	**Signifier, vouloir, dire**
To meet	**Met**	**Met**	**Se rencontrer**
To mow	**Mowed**	**Mowa (or reg)**	**Faucher**
To pay	**Paid**	**Paid**	**Payer**
To put	**Put**	**Put**	**Mettre**
To quit	**Quit (or reg)**	**Quit (or reg)**	**Cesser (de…)**
To read	**Read**	**Read**	**Lire**

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To rid	**Rid (or reg)**	**Rid**	**Débarrasser**
To ride	**Rode**	**Ridden**	**Aller à cheval ou vélo**
To ring	**Rang**	**Rung**	**Sommer**
To rise	**Rose**	**Risen**	**S'élever, se lever**
To saw	**Sawed**	**Sawn**	**Scier**
To say	**Said**	**Said**	**Dire, réciter**
To seek	**Sought**	**Sought**	**Chercher**
To send	**Sent**	**Sent**	**Envoyer**
To set	**Set**	**Set**	**Fixer**
To sew	**Sewed**	**Sewn (or reg)**	**Coudre**
To shake	**Shook**	**Shaken**	**Secouer**
To shear	**Sheared**	**Shorn (or reg)**	**Tondre (moutons)**
To shed	**Shed**	**Shed**	**Verser (larmes, sang)**
To shine	**Shone**	**Shone**	**Briller**
To shoe	**Shod**	**Shod**	**Ferrer, chausser**
To shoot	**Shot**	**Shot**	**Tirer (arme à feu)**
To show	**Showed**	**Shown**	**Montrer**
To shrink	**Shrank**	**Shrunk**	**Rétrécir**
To shut	**Shut**	**Shut**	**Fermer**
To sing	**Sang**	**Sung**	**Chanter**
To sink	**sank**	**Sunk**	**Sombrer, couler**
To sleep	**Slept**	**Slept**	**Dormir**
To slide	**Slid**	**Slid**	**Glisser**
To sling	**Slung**	**Slung**	**Lancer avec une fronde**
To slink	**Slunk**	**Slunk**	**Aller furtivement**
To slit	**Slit**	**Slit**	**Fendre, déchirer**
To smelt	**Smelt (or reg)**	**Smelt (or reg)**	**Sentir (odorat)**
To sow	**Sowed**	**Sown (or reg)**	**Semer**
To speed	**Sped**	**Sped**	**Aller à toute vitesse**
So spell	**Spelt (or reg)**	**Spelt (or reg)**	**Epeler**
To spill	**Spilt (or reg)**	**Spilt (or reg)**	**Renverser (liquide)**
To spin	**Spun (or reg)**	**Spun**	**Filer**
To spit	**Spat (or reg)**	**Spat (or reg)**	**Cracher**
To split	**Split**	**Split**	**Fendre**
To spoil	**Spoilt (or reg)**	**Spoilt**	**Gâter, gâcher**
To spring	**Sprang**	**Sprung**	**Jaillir, bondir**
To spred	**Spread**	**Spread**	**Etendre, répandre**
To stand	**Stood**	**Stood**	**Etre debout**
To stick	**Stuck**	**Stuck**	**Coller**
To sting	**Stung**	**Stung**	**Piquer (insecter)**
To stink	**Stank/stunk**	**Stunk**	**Puer**
To strew	**Strewed**	**Strewn**	**Joncher**

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To stride	**Strode**	**Stridden**	**Marcher à grande en jan**
To strik	**Struck**	**Struck**	**Frapper**
To string	**Strung**	**Strung**	**Enfiler, tendre**
To swear	**Swore**	**Sworn**	**Jurer**
To swell	**Swelled**	**Swollen**	**Enfiler**
To swing	**Swung**	**Swung**	**Se balancer**
To take	**Took**	**Token**	**Prendre**
To teach	**Taught**	**Taught**	**Enseigner**
To think	**Thought**	**Thought**	**Penser**
To thrust	**Thrust**	**Thrust**	**Fourrer, enfancer**
To tread	**Trod**	**Trodden**	**Fouler aux pieds**
To weave	**Wove**	**Woven**	**Tisser**
To weep	**Wept**	**Wept**	**Pleurer**
To wind	**Wound**	**Wound**	**Enrouler, remoulé**

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