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authentic and up to date information in every course written and checked by industry insiders clear and straightforward structure with each unit containing a menu of learning outcomes and an end of unit checklist with can do tick boxes teaches english in context so students practise the language and skills they need for the job in real work situations real world profiles from genuine professionals in the it's my job section offer authentic and engaging insights into the industry extra facts figures quotations and specialist terminology included in the top margin of unit pages additional activities and tests in the teacher's resource book make the course suitable for mixed ability classes the teacher's resource book provides specialist background to the industry for every unit as well as industry tips to support non-expert teachers project work in the student's book additional activities on the student's website and a key words list of essential vocabulary at the end of every unit provide extra opportunities for revision

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tourism internationally is the largest economic sector both in terms of earnings and number of people employed understandably the economic advantages have led to the active promotion of tourism by governments and other institutions often independent of the consequences on the environment the challenge is to balance the need for a low impact on the environment and local culture while helping to generate income employment and the conservation of local ecosystems sustainable tourism has to be both ecologically and culturally sensitive this book contains papers presented at the third international conference on sustainable development held in malta the meeting focused on empirical work and case studies from around the world and the book offers new insight and best practice guidance for supporting sustainable tourism adopting a multi disciplinary approach this book examines the practice of sustainable tourism from global travel trends through to destination and site management of interest to scientists practitioners and policy makers the topics covered in this volume include art culture and nature climate change and tourism coastal issues community involvement ecological issues it and tourism modelling and estimates risk and safety rural tourism tourism and protected areas tourism as a factor of development tourism as a tool of urban development tourism impact tourism strategies

teaching english for tourism initiates a sustained academic discussion on the teaching and learning of english to tourism professionals or to students who aspire to build a career in the tourism industry responding to a gap in the field this is the first book of its kind to explore the implications of research in english for tourism eft within the field of english for specific purposes this edited volume brings together teachers and researchers of eft from diverse national and institutional contexts focusing on connecting current research in eft contexts to classroom implications it considers a wide range of themes related to the teaching of eft including theoretical concepts methodological frameworks and specific teaching methods the book explores topics relating to the impact of changing technologies the need for cultural understanding and support for writing development among others teaching english for tourism explores this growing area of english for specific purposes and allows for researchers and practitioners to share their findings in an academic context this unique book is ideal reading for researchers post graduate students and professionals working in the fields of english language teaching and learning

this volume responds to the growing need for intercultural approaches to teaching and learning languages the central premise is that the aim of intercultural language teaching and learning is to foster effective communication and effective learning in spaces between cultures in order to prepare learners for global citizenship but that the corresponding models and methods must emerge from the bottom up in order to meet the needs of each unique context the book offers a collection of successful experiences rooted in praxis it shares the activities methods models and approaches which have been developed within specific contexts thus it offers an example of how to adopt an intercultural perspective in teaching and learning the editors and

contributors share the conviction that the experiences detailed here can be informative to the realities of all readers in the same way that their own practices have been informed by others

taking a global and multidisciplinary approach the sage international encyclopedia of travel and tourism examines the world travel and tourism industry which is expected to grow at an annual rate of four percent for the next decade

dealing with job searches and career planning this book covers lifetime career management self assessment and career planning job search techniques and focuses on career management and life on the job

professional english focuses on developing effective communication skills required in professional and workplace environments it emphasizes reading writing speaking and listening skills tailored to corporate academic and technical contexts the subject covers business correspondence report writing presentations email etiquette technical writing and interpersonal communication mastery of professional english enables individuals to communicate clearly confidently and appropriately fostering better collaboration productivity and career growth

this book explores major concepts in tourism what makes tourism possible and how tourism can become an important factor in the wealth of any nation it is written in broad global terms setting forth principles practices and philosophies of tourism that have been found advantageous some of the topics included are introductory principles study approaches the importance of tourism some tourism history and careers the organization of tourism travel motivations elements of tourism demand and supply economics planning and development principles marketing research deregulation consumerism and some hypotheses for the future

describes over 40 major sustainability issues ranging from the management of natural resources waste water energy etc to development control satisfaction of tourists and host communities preservation of cultural heritage seasonality economic leakages or climate change for each issue indicators and measurement techniques are suggested with practical information sources and examples contains a procedure to develop destination specific indicators their use in tourism policy and planning processes as well as applications in different destination types e g coastal urban ecotourism small communities numerous examples and 25 case studies provide a range of experiences at the company destination national and regional levels from all continents

this study examines womens experiences of cross border migration and compares these experiences to those of men

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