

Some examples of language, literacy and numeracy use in *Travel and tourism*

Literacy/ESOL

Speaking and Listening	Reading	Writing
<ul style="list-style-type: none"> • Preparing an illustrated talk for two different groups of visitors to a historic site. Considering the audience when planning the presentation in order to make it interesting • Dealing with a customer complaint e.g. regarding a holiday that did not meet expectations • Answering the telephone and talking to a potential customer e.g. suggesting range of possible holiday destinations 	<ul style="list-style-type: none"> • Researching internet sites on equestrian holidays in Spain, France and Italy. • Creating a chart for comparison of similarities and differences in holidays and commenting on the clarity of website information • Comparing the 'Leisure and Tourism' services of the 'London Eye' and the 'London Aquarium' and making notes • Reading descriptions of holiday packages and identifying key information for a customer 	<ul style="list-style-type: none"> • Writing a report for an in-house travel magazine contrasting upmarket holiday destinations including travel details and costs, daily sunshine expected, a variety of accommodation options and costs and optional excursions • Writing a letter to a customer, confirming details of a holiday booking and including other details related to the holiday that are required such as car hire, insurance etc. • Writing emails in reply to a query e.g. regarding travel arrangements, booking information etc.

Numeracy

Number	Measures, shape and space	Handling data
<ul style="list-style-type: none"> • Finding maximum and minimum temperatures for different parts of the world for a particular season (in newspapers, on TV or the internet)) and describing them as being above or below freezing • Using a spreadsheet to work out a holiday budget and comparing destination costs to stay within the budget e.g. for a family of four 	<ul style="list-style-type: none"> • Comparing temperatures in degrees Celsius at different destinations in holiday brochures • Working out times/ dates of arrival when travelling by air on long distance flights to suit a customer requirement or request , using the 24-hour clock and time zone information • Explaining different date references when planning for American trips e.g. reversal of dates 4.11. 09 and 11.4.09 	<ul style="list-style-type: none"> • Discussing simple bar charts found in newspapers, magazines or holiday brochures and interpreting the information for a customer • Extracting information from charts in a holiday brochure / (e.g. average daily hours of sunshine and rainfall, temperature) for a chosen month • Comparing rise and fall in costs over a period of time for air / train fares to particular destinations