

# Module 10

## The business traveller

### Skills and language focus

- talking about business travel
- talking about business etiquette
- talking about accommodation
- planning and organising a business trip
- taking and making a booking
- changing a reservation
- drafting an itinerary

### Scenario

Going away on business has become a necessity in a global world. Business trips make up quite a big part of tourism and contribute to the revenues of countries. A new field of business has developed which specialises in corporate travel.





# The business traveller



## JUMP IN

Some people think that having to go on business trips is only pleasure because you can visit different countries at a company's expense.



Listen to four business travellers who talk about their positive and negative experiences. Write down the most important information from their statements.

Business traveller 1



Business traveller 2



Business traveller 3



Business traveller 4



Have you had any negative experience when travelling abroad?

In class talk about things that may happen when you are on a trip. Note them down in the list. Then discuss which actions should be taken in such a case and which solutions work or might work.

problem	actions/solutions

## SKILLS AND LANGUAGE PRACTICE

A job which involves travelling abroad is among your three most desirable job options because of the prospect of getting to know people from different parts of the world.

**1** From an economic point of view, business travel has gained great importance.



Read texts A und B (pp. 127–128). Fill in the missing words from the respective box.

*a knowledgeable travel agent      host receptions*  
*visit an international exhibition      a successful business      whose main focus*

### Text A

**Business travel is the practice of people travelling for reasons related to their work.**

Business tourism is one of the leading and most dynamically developing spheres of world economy, because \_\_\_\_\_ is impossible without contacts, exchange of technologies and information, exhibitions, congresses, and business trips.

More and more foreign firms and enterprises opening their offices and representations abroad invite partners and employees from abroad, \_\_\_\_\_, talks and congresses. That is why the number of tourist firms, hotels, transport and finance companies \_\_\_\_\_ is services in the sphere of business tourism is growing. They do their best to provide most comfortable conditions, so that the business persons during their journey are able not only to sign the contract successfully, hold talks and \_\_\_\_\_, but to enjoy their journey, too.

While Internet booking engines have become the first destination for around 60% of leisure travellers, business travellers, especially with the need for itineraries that may include more than one destination, have still found that \_\_\_\_\_ may be their best resource for better ticket pricing, less hassle and better air and land travel planning. For larger business travel accounts these travel agents take on a travel management role, and are referred to as Travel Management Companies (TMCs).





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*the use of the social media*      *to add value*  
*participants' level of satisfaction*      *creativity and innovation*      *to survive and expand*

## Text B

### Innovation in Business Travel and Business Tourism

Innovation drives growth and creates opportunities in new markets, as well as establishing and maintaining a vital competitive advantage. As a result, \_\_\_\_\_ are now moving to the top of the agenda for organizations around the world, and the business travel and business tourism industry are no exception. The business tourism – or MICE (meetings, incentive travel, conferences and exhibitions) – sector, as well as individual business travel, continue \_\_\_\_\_ because innovative changes have helped them to adapt to developing trends and \_\_\_\_\_ to the businesses and organizations that are the clients of this industry. Business travel itself can foster innovation, due to the knowledge transfer that can occur through the temporary movements of business travellers.

Much supply-side innovation in business travel and business tourism is driven by changes in demand-side factors, taking into account factors that influence \_\_\_\_\_ with their business events or individual business trips. Examples of recent demand-side changes would include increased focus on the leisure opportunities provided by business tourism destinations and business travellers' attitudes towards \_\_\_\_\_ before, during and after the events they attend.



**b** Read the texts a second time and match the words to the appropriate definitions.

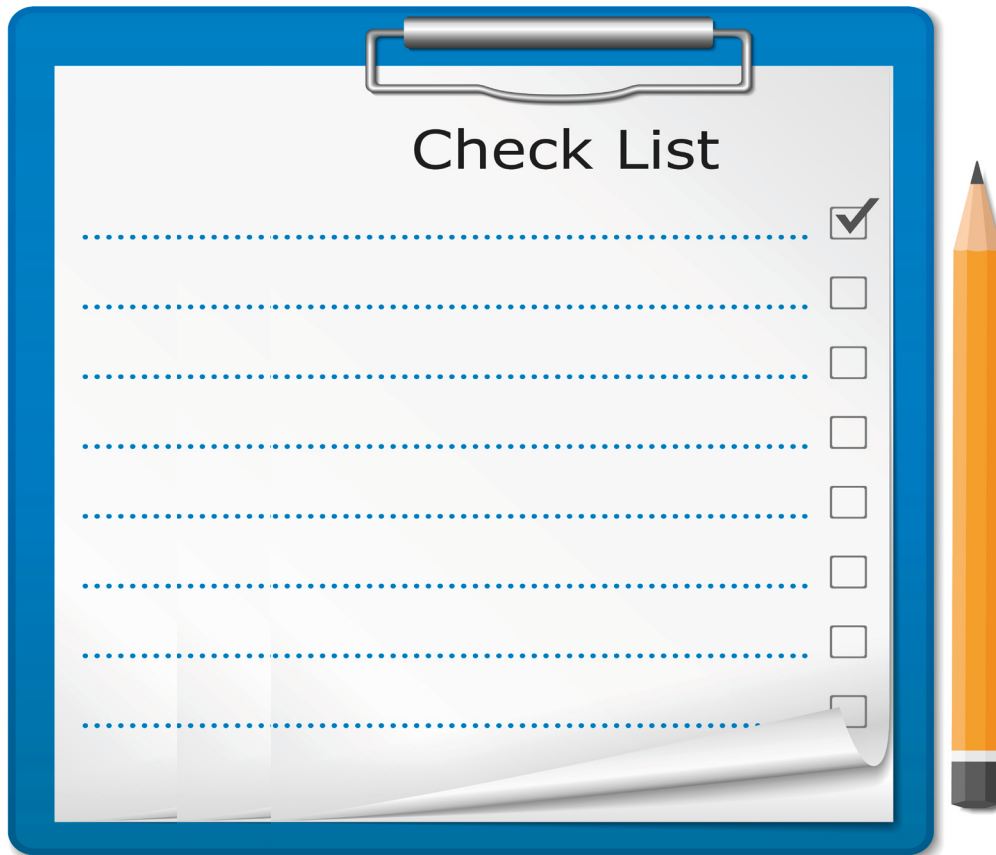
1	exhibition	F	A	a great deal of trouble; difficulty; nuisance
2	enterprise		B	a route of a journey
3	conditions		C	offering goods and services for sale
4	itinerary		D	a business organisation
5	hassle		E	the ability and desire to purchase goods and services
6	demand		F	a public display of art, products, skills, activities
7	supply		G	existing circumstances; terms of an agreement



- 2** Not all companies can make use of corporate travel agencies but do the planning of trips themselves. Here you can become familiar with the process of planning.



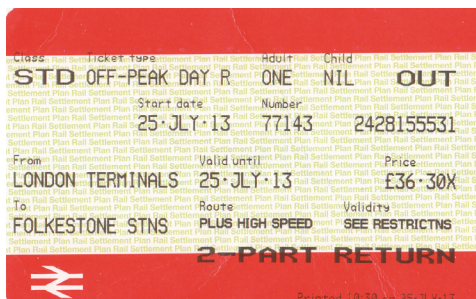
Get together in small groups and make a checklist of what you need to plan a business trip.



- 3** Now, let's assume a business traveller from Austria has a meeting in Canterbury but would like to stay in London.



Get together in groups and do some Internet research on means of transportation to get from Austria via London to Canterbury.



Check prices of

- flights,
- trains,
- rental cars.

Keep in mind that travel expenses should be kept low!

- b** Present your findings to your class. Choose the best option.