

Answers to Exercises

C) Key Words from Context

1. To say what you think or feel: **to voice your opinion**

*"In this meeting, everyone will have the opportunity to **voice their opinion**."*

2. To avoid or stay away from: **to steer clear of**

*"As an employee, it is important **to steer clear of** companies which do not offer a healthy work-life balance."*

3. To compensate for something which has been lost, or a mistake that you have made: **to make up for**

*"The start of the construction project was delayed by 2 weeks due to legal complications, so now we really need **to make up for** lost time."*

*"His previous decision cost the company a lot of money, so now he is attempting **to make up for** his mistake with the launch of a new product that he has come up with."*

4. To accept and welcome something enthusiastically: **to embrace**

*"The staff are really starting **to embrace** the new systems which we have introduced."*

*"If we want to succeed in this fast-paced market, then we really have to learn **to embrace** change."*

5. The fact that something is very common and widespread: **prevalence**

*"In the tech industry, the **prevalence** of artificial intelligence is driving innovation across various sectors."*

*"Companies are increasingly prioritizing cybersecurity measures due to the current **prevalence** of online threats."*

6. Mysteriously attractive and interesting: **alluring**

*"The offer was extremely **alluring** to potential customers."*

7. To persuade someone to do something or go somewhere by offering them something that they would like to have: **to lure**

*"Customers **are lured** into the bakery by the delicious smell of the fresh bread and cakes."*

*"We need **to lure** clients to our sales page."*

8. To cause an action or a feeling: **to prompt**

*"The bad news **prompted / has prompted / will prompt** mass redundancies at the company."*

*"We need **to prompt** our site's visitors to click "buy" by making an offer that they cannot refuse on the final sales page."*

9. To have a strong desire for something: **to long for**

*"I am **longing for** a holiday."*

*"We need to create a marketing campaign which leaves customers **longing for** the release of the new product."*

10. Ignored or not noticed by people: **under the radar**

*"The company has been growing **under the radar** over the past few years."*

*"He works very hard, but he doesn't often voice his opinion in meetings. He likes to fly **under the radar**."*

11. To make really big efforts to achieve something or get something: **to strive**

*"We always **strive** to provide the best service for our customers."*

*"It isn't always necessary to **strive** for perfection."*

12. To make someone not like something, or to make someone not want to do something: **to put someone off**

*"High prices **are putting** potential customers **off** our products."*

*"The current political situation **is putting/has put** tourists **off** visiting our country."*

13. To go somewhere in large numbers: **to flock**

*"Many British people **flock / are flocking / have been flocking / have flocked / will flock** to Spain or Greece for their summer holidays."*

*"Investors are currently **flocking** to the Chinese market, which is currently seeing incredible growth."*

14. Bad or harmful: **detrimental**

*"The current market situation is really **detrimental** to our sales."*

*"Our products are currently quite **detrimental** to the environment. We need to put together a strategy to make them more sustainable."*

D) Comprehension

Can you answer the questions below about the text?

1. Since when have selfies been popular?
Since before the invention of the smartphone.

2. Based on the context of the first paragraph, what do you think “revenge tourism” could mean?
It is not overtly clear from the text. However, the concept of revenge tourism is to take trips that you were not able to take during the pandemic. The text mentions this later in the paragraph, referring to ‘making up for lost time’.
3. How did the actions of some tourists in Venice backfire last month?
They refused to sit down in a gondola, causing it to capsize. We can therefore deduce that the tourists were thrown into the canal.
4. What are 3 ways that tourists behave inappropriately, and what are the consequences of this behaviour?
 - Dressing inappropriately in religious settings
 - Posing in front of memorials
 - Taking risky photos which could cause injury or accidents
5. In the 7th paragraph, there is a phrase underlined: adopt an innovative approach. The phrase to ‘adopt a ... approach’ is a really nice phrase to use in Business English. Can you think of some more adjectives that you could use before ‘approach’ to apply to your own Business English? *E.g. to adopt a more friendly approach*
Some examples could include: to adopt a strategic approach / to adopt a collaborative approach / to adopt a proactive approach / to adopt an innovative approach / to adopt a customer-centric approach / to adopt a cost-effective approach / to adopt a flexible approach / to adopt a sustainable approach / to adopt an agile approach / to adopt a data-driven approach
6. What are 3 ways in which tourist destinations attempted to cut down on selfies?
 - A destination in New Zealand tried to persuade tourists to share more original stories rather than photographing themselves at tourist hotspots.
 - In the town of Halstatt, Austria, a wall was built at the most popular selfie site in order to block the view of the Alps.
 - The town of Pomfret banned influencers completely.
7. According to the article, what effect can selfie culture have on some older travellers?
It can ‘put them off’ visiting certain locations, meaning that it will make them want to avoid some locations.
8. The FTLO Travel company bans smartphones on the trips that it organises. Is this statement true or false?
False. It is possible to take smartphones on the trip, but it encourages “phone-free” days.
9. According to Cappel, the founder of FTLO Travel, what are the advantages of leaving your phone behind when you go on a trip?
You can build deep connections with other travellers as well as the environment.
10. What does one FTLO Travel client dislike about selfies?
He/she dislikes the fact that everything has to be perfect all the time in terms of the pose and the facial expression.

E) Key Words in a New Context

The Rebirth of the British Seaside Resort

British seaside resorts, such as Blackpool Bournemouth and Brighton, experienced their peak popularity from around the mid 1800s all the way to the 1960s.

For over a century, British workers spent the whole year **longing** for their next summer holiday at the British seaside. During 2 weeks in the summer, nearly all the factories closed, and holidaymakers **flocked** to one of the hugely popular resorts.



Things started to change, however, with the birth of the cheap package holiday in the 1960s. Commercial air travel started to take off, and over the next decades, sunnier destinations such as Spain started to become more affordable for the average family. Suddenly, the hot sunshine, warm sea and exotic nature of the Spanish south coast seemed much more **alluring** than a rainy, cold trip to the beaches of North-West England. Due to the sudden **prevalence** of cheap package holidays and affordable flights to Spain, and later Greece, the number of visitors to British holiday destinations started to decline. Once popular towns such as Blackpool and Brighton went completely out of fashion, and Brits soon started to **steer clear** of such resorts because of the negativity and embarrassment associated with visiting such 'outdated' towns, which was of course extremely **detrimental** to their economies and the British tourist industry in general.

However, many travel experts believe that the British holiday resorts are starting to make a comeback. 2 years of pandemic caused Brits, and indeed many others around the world, to consider taking a holiday much closer to home. This has of course been followed by a period of significant economic hardship and more expensive air travel due to fuel costs, all of which has **put** many people off travelling abroad. During the last 2 summers, extremely warm weather in the UK **prompted / have prompted** many holidaymakers to **embrace** British beaches and seaside towns once again. The British government has noticed the renewed potential of Britain as a holiday hotspot, and is **striving** to **lure** both British and foreign tourists back to traditional seaside resorts through significant investment in regeneration projects in Morecambe and Bournemouth.