TEXT BANK

BUSINESS TRAVELLER

Before you read

1 Answer these questions.

Do you prefer to visit a city that has:

a) old buildings or new buildings?

b) good restaurants or interesting museums?

c) large, international hotels or small, independent places to stay?

2 Use a dictionary to match the words (1–6) to their meanings (a–f).

1 sightseeing a) a market where you can buy lots of different products

2 schedule b) something people have done for a long time and continue to do

3 unique c) visiting famous or interesting places as a tourist

4 view d) what you can see from a window

5 bazaar e) something special, because there are no other things like it

6 tradition f) a list of things to do at certain times of the day

Reading

Read this article adapted from the *Financial Times* and answer the questions on the next page.

FT

Istanbul guide: from the bazaar to the Bosphorus

by Andrew Finkel

1 Where to stay

If you are in Istanbul for sightseeing, then you could stay in Sultanahmet or find a small hotel away from the tourist areas.

However, this may not be the best option for the business traveller with a morning appointment on the far side of town. Traffic and distance can be a problem for those on a busy schedule. The challenge is to get the work done, but also find time to discover what makes Istanbul unique.

Many of the city's five-star hotels enjoy a view where you can see lights on the Bosphorus and passing ships.

2 ....

A visit to the grand bazaar can feel exotic. An afternoon at Hagia Sophia, once a Byzantine church, then a mosque and now a museum, is recommended. But some of the best sightseeing in Istanbul is done with a knife and fork.

3 ....

There are a large number of restaurants along the river. A Bosphorus meal is a great Istanbul tradition. A meal can include a cold *meze*, then a hot *hors d'œuvre*, followed by a perfectly cooked piece of fresh fish.

4 ....

Try to arrange your flights to avoid the rush hour, which in the evening can last until 9 p.m.

There is a metro line that takes 40 minutes from the European airport. But the last stop is not in the most convenient part of the old city, and the chances are that you will have to continue your journey by taxi.

Cabs from the airport are strictly controlled. All cabs in the city run on a meter and are reasonably priced. If you can reach your destination by ferry, it is the best way to see the city, and the boats run on time.

1 Match these headings (a–d) to the parts of the text (1–4).

   a) How to travel around the city

   b) What to see

   c) Where to eat

   d) Where to stay   *1*

2 Find these things in the article.

   a) two religious buildings: c *h u r c h* , m *o s q u e*

   b) two things you use to eat food: k _ _ _ _ , f _ _ _

   c) two words for a car that you pay to take you somewhere: t _ _ _ , c _ _

   d) two words for transport on water: f _ _ _ _ , b _ _ _

3 Decide whether these statements are true (T) or false (F).

   a) Istanbul only has large hotels. *F*

   b) The traffic in the city is bad sometimes.

   c) Some of the expensive hotels have views of the river.

   d) There are no restaurants near the river.

   e) It's possible to take the metro to the airport.

   f) Taxis in Istanbul are very expensive.

   g) Travelling on the river is a good way to see Istanbul.

Over to you

Complete these sentences about your town or a town that you know.

- A good place to stay is .... It has a view of ....
- The best place to eat is .... You should try the ....
- An interesting place to visit is .... The best time to go is ....
- A good way to travel around is by .... or ....

TEXT BANK

LIVEWORKSHEETS

FAST FOOD

Before you read

Answer these questions.

a) What is the most important meal of the day in your country?

b) Can you name three examples of fast food?

c) What dishes can you think of from these countries?

  • China   • the USA   • India

Reading

Read this article adapted from the *Financial Times* and answer the questions on the next page.

FT

LEVEL OF DIFFICULTY ● ● ○

Yum plans to be the McDonald's of China

by Alan Rappeport

Yum! Brands, the operator of KFC, Pizza Hut and Taco Bell, plans to become the McDonald's of China. It is opening many fast-
5 food restaurants over the next decade.

Its chief executive, David Novak, says that Yum plans to more than double its restaurants
10 in China by 2020. It hopes to have 9,000 across the country in the best locations.

Yum is likely to earn about $900m in net income from its
15 China business this year. It plans to build small restaurants in rail stations and airports.

It is already the leading international restaurant company
20 in China, which is Yum's most successful market. But the company is trying to copy that success in India and other parts of Asia with more local dishes,
25 extended hours and breakfast.

In two years, it expects to own 70 per cent of its restaurants in emerging markets and just 30 per cent in developed markets.
30 Currently, it owns 53 per cent of its restaurants in emerging market and 47 per cent in developed markets.

Executives call the brand's
35 performance in the USA "disappointing" and "terrible". "It's been a big challenge in the US," Mr Novak said.

LIVEWORKSHEETS

1 Decide whether these sentences are true (T) or false (F).

a) Yum wants to sell KFC and Taco Bell. F

b) In the next 10 years, Yum plans to increase its number of restaurants in China.

c) It wants to build large restaurants in city centres.

d) India is currently the company's most successful market.

e) In Asia, Yum plans to increase the opening hours of its restaurants.

f) The company's sales in the USA are very successful.

2 Complete the sentences below using the figures in the box.

> 2020   ~~9,000~~ $900 million   53%   47%

a) Yum wants to have .9,000. new restaurants in good locations.

b) At the moment, ... of its restaurants are in emerging markets.

c) By .... , it plans to double the number of restaurants.

d) The amount of restaurants in developed markets is currently ....

e) It is likely to earn .... from China this year.

3 Complete the sentences below using the words in the box.

> decade   developed   dishes   double   earn   ~~emerging~~   executives

a) Brazil, Russia, India and China are examples of .emerging. markets.

b) In the next .... , we plan to open 12 more restaurants in Asia.

c) How much does a chef .... ?

d) There are some interesting .... on the menu.

e) We invest money in the tourist industry in traditional .... markets.

f) Next week, there is a meeting for all the company ....

g) The price of food is .... what it was in the past.

Over to you

Discuss in pairs or small groups.

- Do you think more fast-food restaurants are a good idea? Why? / Why not?
- What type of restaurant would you go to for these occasions?
    - an important business lunch
    - dinner with a friend
    - a family celebration

TEXT BANK

LIVEWORKSHEETS

BUYING LUXURY BRANDS

Before you read

Answer these questions.

a) Think of the names of two luxury brands.

b) What are their products?

Reading

Read this article adapted from the *Financial Times* and answer the questions on the next page.

FT

LEVEL OF DIFFICULTY ● ● ○

TEXT BANK

Luxury brands and wealthy Chinese tourists

by Barney Jopson in New York

Ms Li is on a trip to New York. She is travelling with Affinity China, a luxury club that organises tours of New York.

But this isn't a business trip or a holiday. Ms Li and more than 80 other wealthy Chinese tourists are here to learn about luxury brands. Many Chinese consumers come to the US and Europe to buy luxury goods. Prices are up to 50% lower than the price of some luxury goods at home.

Companies organise events to show their products to Ms Li and the others in her group. Bergdorf Goodman, a department store, puts on a fashion show in their honour. "I liked it a lot. It was my first fashion show," said Ms Li. She is the kind of person that luxury retailers want to meet. She is the co-founder of a recruitment agency in Shanghai.

Another luxury company that organises an event for the group is Mont Blanc, the pen maker. It puts a piano in the store and Lang Lang, the Chinese pianist, plays for the group. Estée Lauder, the cosmetics brand, gives people in the Affinity China group samples of an expensive new eye cream.

Chinese travellers took 70 million overseas trips in 2011 and spent a total of $69bn, an increase of 25 per cent from the previous year. Coach, the handbag brand, says that sometimes 15–20 per cent of its sales in New York, Las Vegas and Hawaii are from Chinese tourists.

1 **Decide whether these sentences are true (T) or false (F).**

   a) Ms Li works for Affinity China. F
   b) She is in New York on a business trip.
   c) Some luxury products cost less in the US and Europe than in China.
   d) Ms Li has been to a lot of fashion shows.
   e) Mont Blanc is a company that makes pianos.
   f) Chinese travellers spent 25% more in 2011 than in 2010.
   g) Coach is a company that sells trips to Hawaii.

2 **Complete the sentences below using the words in the box.**

brand ~~fashion~~ goods price retailers sample

   a) The designers have a *fashion* show every year, to show buyers their new clothing range.
   b) What .... of perfume would you like to buy?
   c) Could you tell me the .... of this jacket, please?
   d) Try a free .... of our new chocolate before you buy.
   e) Some customers buy luxury .... on the Internet.
   f) They sell the magazine at supermarkets, newsagents and other ....

Over to you

Discuss in pairs or small groups.

   • Why do you think the companies in the article organise such events?
   • Would you like to go to any of the events? Why? / Why not?