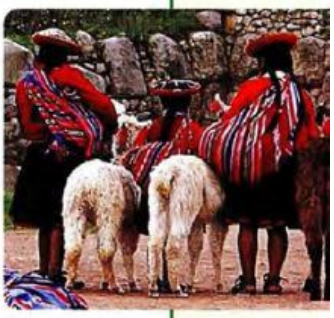
# CASE STUDY
# MAKE THE RIGHT BOOKING

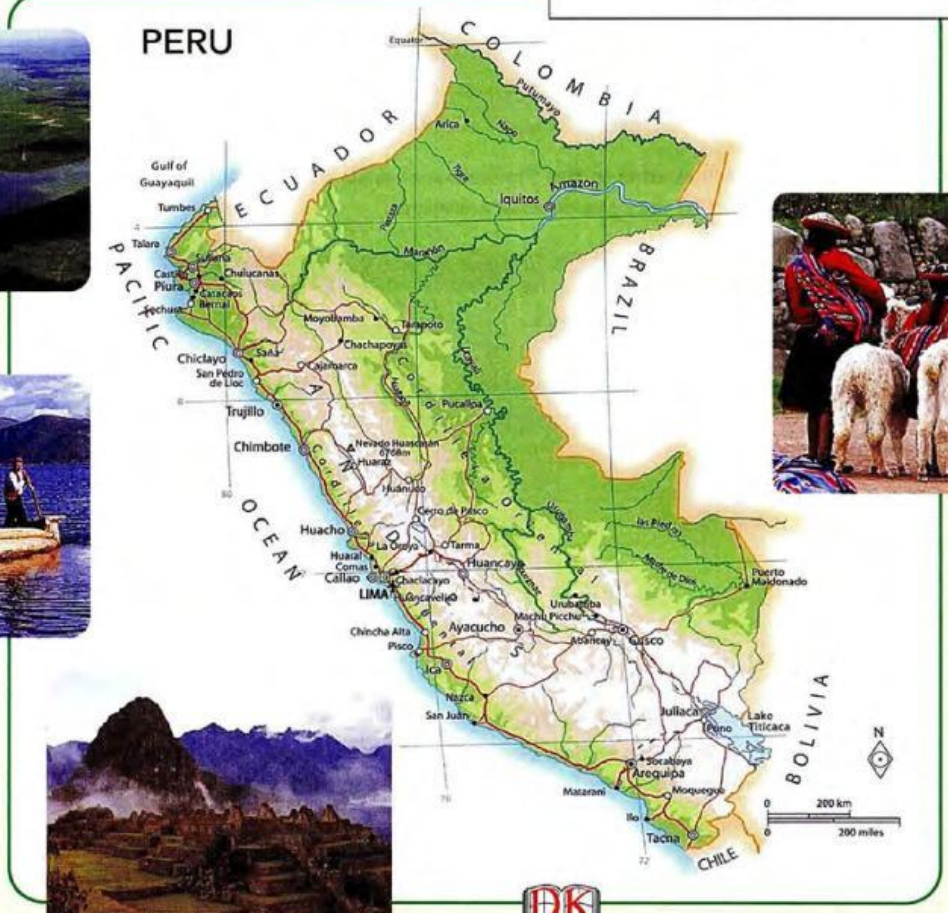
## CASE STUDY MENU

Aim: To design and confirm a vacation package for a customer.

1 Listen to a telephone call and complete the customer's profile.
2 Read about and discuss the best holiday package choices.
3 Read messages and listen to changes to the customer's needs.
4 Make changes to the booking and confirm with the customer.
5 Confirm the booking and cost in writing.

| | |
|---|---|
| **Population** | nearly 28 million |
| **Located** | tropical Andes |
| **Capital** | Lima |
| **Official language(s)** | Spanish and Quechua |
| **Places of interest** | Lima, Machu Picchu, Cusco, trekking on the Inca trail, ancient lines at Nazca, Lake Titicaca and the Amazon jungle |
| **Best time to go** | in winter from June to August when it's dry and sunny in the mountains and jungle |






1 **Look at the information and photos of Peru. What is unusual about the country?**

## Customer profile

2 ))) 1.9 **Gabi Werner works for CSAM Travel in Mexico City. Listen to a telephone call and complete the customer profile.**

### Customer profile

**Name:** Mark [1]_____
**Destination:** [2]_____
**Interests:** trekking and local culture
**Places to visit:** [3]_____, the Amazon and [4]_____ Titicaca

**Travelling with:** [5]_____
**Travel dates:** [6]_____
**10-day package:** US [7]$_____
**Email:** mark.bradford@leeds. [8]_____

LIVEWORKSHEETS

## Choosing a package

3 **Work in pairs. Look at the holiday packages and choose the best package for Mark. Write down the important details of the booking: the package choice, travel dates and total cost.**

### A Incan Wonders

(15 days/14 nights)
Arrival to Lima & Lima Tour – Paracas & Nazca Lines Tour – Return to Lima – Flight to Cusco and tour of Cusco, the Incan capital – Sacred Valley Tour – Trekking on the Inca Trail (five days) – Tour of Machu Picchu, one of the seven wonders of the world – Arrival to Puerto Maldonado – Amazon Tour (five days) – Departure from Puerto Maldonado – US $1,700 pp.

### B The Land of the Incas

(Seven days/six nights)
Go on the Inca Trail and see Machu Picchu, the most famous archaeological site in South America – Arrival to Cusco and Cusco Tour – Sacred Valley Tour – Begin the Inca Trail Trek (three days) – Machu Picchu Tour and return to Cusco – Departure from Cusco – US $1,050 pp.

### C Andean Adventures

(Four days/three nights)
Can be combined with other tours (add one extra day for travel) – Arrival to Cusco – Home stay accommodation at Lake Titicaca, the highest lake in the world (three days) – Cusco and Tour of Cusco – Departure from Cusco – US $500 pp.

### D Peru Special

(Ten days/nine nights)
From ancient Incan ruins to the Amazon jungle – Arrival in Lima and Lima Tour – Flight to Cusco – Sacred Valley Tour – Trekking on the Inca Trail (three days) – Machu Picchu, the lost city of the Incas – Puerto Maldonado – Amazon tour with guided walks (three days) – Departure from Puerto Maldonado – US $1,200 pp.

**TASK**

4 **1.10 Listen to Gabi calling Mark and make a note of any changes to his booking.**

5 **Look at these optional tours. Listen again and choose one for Mark's Peru package.**

6 **Work in pairs. Student A turn to File 5, page 102. Student B turn to File 14, page 105.**

### Optional tours

**1** Mountain train journey from Huancayo to Lima – 12-hour ride – Weekends only, June to September – US $40 pp.
**2** (One day) Sand-boarding on the sand dunes in Huacachina – Four hours from Lima – US $55 pp.
**3** (One day) Ancient Nazca lines in the desert – Tour from Paracas – US $125 pp.

## Confirming a booking

7 **Write an email to Mark to confirm his booking (100–120 words). Use the expressions in the box and the model in the Writing bank on page 99 to help you.**

Here is/are … I would also like to confirm …
Thank you for booking with … Please see the attached details.
Your booking includes …

**UNIT 1: KEY WORDS**

accommodation booking
domestic tourism
inbound/outbound tourism
include leisure lower case
package recreation
shopping spend theme park
trekking trip
See DVD-ROM Mini-dictionary



LIVEWORKSHEETS