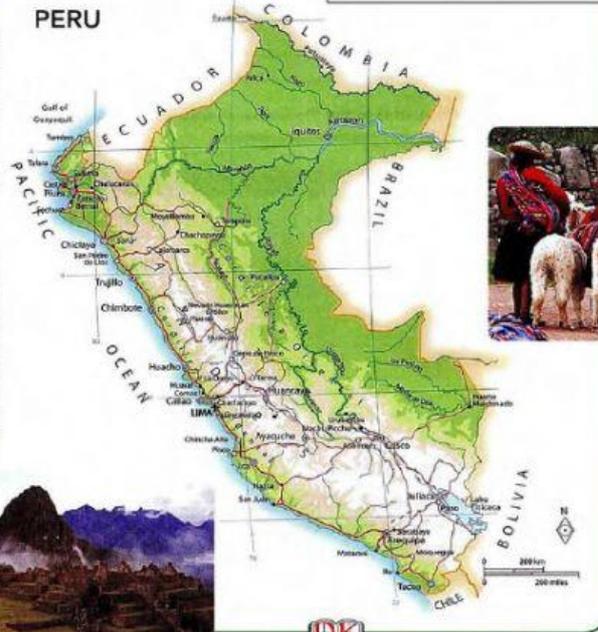


# CASE STUDY MAKE THE RIGHT BOOKING

## 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.

<b>Population</b>	nearly 28 million
<b>Located</b>	tropical Andes
<b>Capital</b>	Lima
<b>Official language(s)</b>	Spanish and Quechua
<b>Places of interest</b>	Lima, Machu Picchu, Cusco, trekking on the Inca trail, ancient lines at Nazca, Lake Titicaca and the Amazon jungle
<b>Best time to go</b>	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 <sup>1</sup> \_\_\_\_\_  
 Destination: <sup>2</sup> \_\_\_\_\_  
 Interests: trekking and local culture  
 Places to visit: <sup>3</sup> \_\_\_\_\_, the Amazon and  
<sup>4</sup> \_\_\_\_\_ Titicaca

Travelling with: <sup>5</sup> \_\_\_\_\_  
 Travel dates: <sup>6</sup> \_\_\_\_\_  
 10-day package: US\$ \_\_\_\_\_  
 Email: mark.bradford@leeds. <sup>8</sup> \_\_\_\_\_



### 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