

However, this is not the case with our ocean weather forecasting. Because we know from the floats what the prevailing weather conditions will be in certain parts of the ocean, we can advise the navy on search and rescue missions. That's happening right now and many yachtsmen owe their lives to the success of this project. In addition, the float data can help us to look at the biological implications of ocean processes.

Q28

STUDENT 1: Would that help with preserving fish stocks?

Q29

SIMON: Yes, and advising governments on fisheries legislation. We're well on the way to completing a project on this. We hope it will help to bring about more sustainable fishing practices. We'll be seeing the results of that quite soon.

STUDENT 2: It sounds like the data from floats has lots of applications.

SIMON: Yes it does. It's also a powerful agricultural tool. If we were aware of what the weather would be like, say, next year, we could make sure that the farmers planted appropriate grain varieties to produce the best yield from the available rainfall.

STUDENT 1: That sounds a bit like science fiction, especially when now we can't even tell them when a drought will break.

SIMON: I agree that this concept is still a long way in the future, but it will come eventually and the float data will have made a contribution.

Q30

## SECTION 4

Good morning everyone. Today's lecture forms part of the Hospitality and Tourism module. Last week I looked at the economy end of the hotel business; this week I'm going to discuss the luxury end of the market. Let's consider the following scenario . . .

You wake up in the middle of the night in a strange hotel miles away from home, disoriented most probably from jet lag, when even the most expensive surroundings can seem empty and dispiriting. You have paid a great deal of money to stay in this first-class hotel with its contemporary technology, but according to recent research carried out by an international travel and public relations company, all is not well. The research suggests that even the most opulent, luxurious hotels seem to have underestimated the most basic needs of their customers – be they travelling for work or pleasure: the need to feel at home in surroundings which are both familiar and inviting.

Q31

Q32

Do these findings, however, apply only to hotels situated in particular areas? Is it possible that the external environment can affect a guest's well-being? The company's research covered a whole range of different hotel types, both independent hotels and those which are part of large chains. They investigated chic so-called boutique hotels in the heart of downtown business districts, stately mansions located in the depths of beautiful countryside, and plush hotels built at the edge of tropical beaches surrounded by palm trees and idyllic blue ocean. And the research concluded that what was outside the hotel building simply didn't matter. This is a fascinating revelation and those of you hoping to move into careers in the travel and leisure industry would be well advised to look at the findings in more detail.

Q33

Q34