

**Міністерство освіти і науки України
Київський національний торговельно-економічний університет
Чернівецький торговельно-економічний інститут
Кафедра сучасних європейських мов**

**ENGLISH FOR TOURISM
Part I
(Англійська мова за професійним спрямуванням)**

НАВЧАЛЬНИЙ ПОСІБНИК

Освітньо-кваліфікаційний рівень	«бакалавр»
галузь знань	1401 «Сфера обслуговування» 0306 «Менеджмент і адміністрування»
напрями підготовки	140103 «Туризм» 030601 «Менеджмент»

**Розповсюдження і тиражування без офіційного дозволу
ЧТЕІ КНТЕУ заборонено**

Автор: Гільдебрант К. Й., канд. філол. наук, доцент кафедри сучасних європейських мов ЧТЕІ КНТЕУ

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Рецензенти: Романова Т.О., кандидат філологічних наук, доцент, завідувач кафедри сучасних європейських мов ЧТЕІ КНТЕУ

Навчально-методичне видання

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Автор: Гільдебрант Катерина Йосипівна

Комп'ютерна верстка: Гільдебрант К. Й.

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Передмова

Навчальний посібник «English for Tourism. Part I» призначений для студентів першого та другого курсів, які вивчають спеціальності «Туризм», «Менеджмент туристичної індустрії» та «Менеджмент готельного, курортного та туристичного сервісу».

Посібник складається із 14 уроків, які охоплюють широке коло тем фахового спілкування сфери туризму та готельно-ресторанного бізнесу, і спрямований на поступове формування й вдосконалення професійної комунікативної компетенції у студентів шляхом їхнього залучення у значимі, реалістичні, змістовні та потрібні для студентів вказаних спеціальностей теми та види діяльності.

Структура уроків уніфікована: кожен урок складається з лексичної теми, що супроводжується тематичним словником; вправ фонетичного, лексичного, комунікативного і граматичного характеру. Завершуються уроки вправами, націленими на розвиток навичок читання неадаптованих текстів із завданнями для перевірки ступеня їх розуміння.

Даний посібник відповідає програмним вимогам до курсу та є складовою частиною навчально-методичного комплексу дисципліни «Іноземна мова професійного спрямування» для студентів вищих навчальних закладів, які готують фахівців для роботи у сфері туризму, готельного та ресторанного сервісу. Посібник також може бути використано на курсах професійної підготовки, підвищення кваліфікації та для самостійної роботи.

Unit 1. MY FUTURE PROFESSION



I. Read and learn the following words and word combinations:

to major in smth. – спеціалізуватися в чомусь

auditing - аудит

cybernetics - кібернетика

accommodation – номер, приміщення, розміщення

to satisfy the needs } задовольняти потреби,

to meet all requirements } відповідати вимогам

to deal with – мати справу

means – засіб

to reserve seats, cabins and berths – замовляти заздалегідь місця, каюти, полиці (у вагоні)

to obtain a visa –отримати візу

luggage registration – реєстрація багажу

customs formalities – митні формальності

to make an arrangement – влаштувати

sightseeing – огляд визначних місць

accustomed – звичний, звичайний; *syn.* usual, habitual

widespread - поширений

powerful - потужний

beneficial – благотворний, корисний, прибутковий

investment – інвестиція, інвестування

terra incognita – невідома країна, невідома область(напр. знань)

tremendous – величезний, гігантський

experience – досвід

employment – зайнятість, робота

tourist business employee – працівники туристичної сфери

balance of payments – платіжний баланс

staff – штат, службовий персонал, кадри, особовий склад



II. Read and translate the following text:

MY FUTURE PROFESSION

I am a student of Chernivtsi Trade and Economics Institute. Our students major in many subjects such as: economics, trade, accounting and auditing, finance and crediting, marketing, management, international economics, economic cybernetics.

I study at the Faculty of Management, Tourism and Hospitality Industry majoring in **Tourism Business**.

Every person likes to travel. Many people travel “for pleasure”, because they are fond of sightseeing, they want to meet new friends, to take photographs of themselves in different places and to have new experience.

As we know people travel a lot and they need some accommodation during their travelling. That's why there must be people who will provide all kinds of services and satisfy the needs of travellers. Tourist business employees must be ready to meet all sorts of requirements. They deal with all means of transport, reserve seats, cabins and berths on trains, ships and planes, rooms in hotels. They legalize passports, obtain visas. They can deal with luggage registration, customs formalities, make arrangements for sightseeing and excursions. Tourism is no longer the prerogative of a few but is an accepted and accustomed, even expected, part of the lifestyles of a large and growing number of people.

There is a widespread opinion that tourism might be a powerful and beneficial factor of both economic and social change. Indeed, tourism has stimulated employment and investment, modified land use and economic structure, and made a positive contribution to the balance of payments in many countries throughout the world.

Ukraine has become a promising member of the world's tourist community and hopefully will be well-established at the international tourist market. However, Ukraine is terra incognita for foreigners; so it needs to advertise abroad to attract more foreign tourists.

I have chosen this major because I am sure of tremendous potential of Ukrainian tourism and I want to be part of highly competent staff for the tourism industry after graduation from the Institute.

It's a must for a tourism business professional to know foreign languages, as tourism deals with visiting other countries too. So, I would like to perfect my knowledge of English and to learn more about other cultures and countries.

Phonetic Exercises



III. Mind the letters' pronunciation:

1. Буква **A,a** в наголошеному складі читається:
 - як [æ] у закритому складі: plan, man, can;
 - як [ei] у відкритому складі: play, same, plane;
 - буквосполучення **a + r** (+ приголосна) = [a:]: car, mark, large;
 - буквосполучення **a + r** (+ голосна) = [ɛə]: Mary, parents, air, fair;
2. Буквосполучення **ai, au** читаються як [ei], наприклад: Spain, name, day, May;
3. Буквосполучення **ea, ee** читаються як [i:], наприклад: please;
4. Буквосполучення **al** читається як [ɔ:], chalk, talk, walk, wall, also.



IV. Read the following sentences:

Deeds are fruits, words are leaves.

- All large and small airplanes should be safe.
- Sam travels to Spain every year.
- I shall work either in a travel agency or at parents' farm this year.

Vocabulary Exercises



V. Give Ukrainian equivalents of the following:

faculty of Economics and Management; tourist business employee; to legalize passports; the prerogative of a few, accepted and accustomed; even expected, part of the lifestyle; widespread opinion; powerful and beneficial factor; to stimulate employment and investment; to make a positive contribution; balance of payments; terra incognita; tremendous potential.



VI. Give English equivalents of the following:

спеціалізуватися на; навчатися на факультеті; подорожувати для задоволення; захоплюватися чимось; під час подорожі; задовольняти потреби; справді; робити позитивний вклад в; по всьому світу; приваблювати іноземних туристів.



VII. Fill in the correct word from the list, then make sentences using the completed collocations:

_____ opinion accounting and _____
_____ business _____ registration
economic _____ _____ tourist
tremendous _____ _____ market

international, foreign, luggage, potential, cybernetics, auditing, tourism, widespread



VIII. Match and learn the synonyms:

A. pleasure, friend, ready, growing, widespread, powerful, positive

B. increasing, helpful, enjoyment, universal, companion, prepared, strong



IX. Match and learn the antonyms:

A. professional, sure, employment, large, a few, to perfect.

B. to spoil, unemployment, doubtful, amateur, tiny, many



X. Complete the sentences using the words from the list:

sociology, hotel, to stay, guesthouse, tourism, travelling, culture

1. ... all over the world gets easier and easier.
2. ... are usually smaller and cheaper than hotels and are often pleasant and friendly.
3. A popular place ... is 'B&B' – a private house or farm which takes a few guests.
4. ... is increasingly being drawn into global arenas.
5. Tourism can be understood using variety of different perspectives, including geography, ..., ..., ethnicity and politics.
6. The ... industry is an important industry in many countries.



XI. Put questions to the italicized words:

1. This is *Peter's* seat.

2. You can get information *about places to stay and accommodation* from the BTA (British Travel Agency).
3. This hotel is highly recommended for *the standard of its accommodation*.
4. *Tourism* has an important impact on culture and society.
5. Managers must have a good understanding *of the principles of tourism marketing*.
6. When you come to a foreign country, you stay *at a hotel*.
7. Every tourist business employee needs *experience* to become a professional.



XII. Restore the word order:

1. countries Tourism a in profitable is many industry very
2. tourism is perspective very Ukrainian
3. I a student year first am
4. My business tourism is major
5. travel their People during accommodation need
6. lot travelling a like They
7. person Every to travel likes
8. He at studies the of faculty management
9. professional and must Every be friendly social



XIII. Translate into English:

1. Туристична індустрія могла б стати найбільш прибутковою промисловістю в Україні.
2. Необхідно рекламувати Україну закордоном, щоб привабити більше іноземних туристів.
3. Працівнику сфери туризму важливо знати функції та взаємовідносини між різними секторами туристичного бізнесу.
4. Перші подорожі можна прослідкувати ще з часів появи людства.
5. У стародавні часи люди подорожували з різних причин, таких як: задоволення, торгівля, наукові дослідження.

Speaking Exercises



XIV. Answer the following questions to the text:

1. Where do you study?
2. What specialists does your Institute train?
3. What do you major in?
4. What must tourist business employee be ready for?
5. What do they often deal with?
6. Who makes arrangement for sightseeing and excursions?
7. Is it necessary for a tourism manager to know foreign languages?
8. Is Ukraine a well-known tourist site?
9. How can tourism influence the country's economy?
10. What degree will you receive after graduation from the Institute?



XV. Use the prompts to make sentences, as in the example:

I\be\ Student\ Chernivtsi\ Trade\ Economics \ Institute. – e.g. *I am a student of Chernivtsi Trade and Economics Institute.*

Ukraine\ be\ promising\ member\ world's \ tourist \ Community.

My\ major\ be\ tourism \ business.

Tourism\ be\ no\ longer\ prerogative\ few.

They\ be\ part\ highly\ competent \staff.



XVI. Read about four people who work in the tourist industry. Match each person with one of the jobs given below:

- | | |
|------------------------|---------------------------------|
| a). hotel receptionist | c). tour leader |
| b). restaurant manager | d). tourist information officer |

KUKRIT: *I work in the centre of Bangkok, at Hualamphong railway station. My job is to advise tourists about accommodation, transport, and sightseeing. It takes a lot of energy – you need to be patient and friendly. I really like helping people to have a nice time in my city, but it's very tiring.*

MONIKA: *I work six days a week, including evenings. In this job you need to be well organized and efficient. I plan the menus with the chef, handle the day-to-day running of the business, do the accounts, and manage a team of ten. The only part of the job I don't like is dealing with customers' complaints.*

RAMON: *What I like about my job is that every day is different. I'm part of a team and we all get on well. I have to check guests in and out of the hotel, take reservations, and sort out problems. I enjoy dealing with people – except the ones who are rude. For a job like this, you need to be a sociable person and to be diplomatic.*

ALEX: *When I'm on tour, I'm my own boss, and I really enjoy that. You need to be calm and resourceful for this job. Basically, I'm responsible for making sure that the tour goes smoothly and that people enjoy their holiday. I check the transport arrangements, organize the accommodation, tell people what's happening each day, and deal with any problems. The only negative thing is that it's a big responsibility.*

Find two words in every text that describe the personal qualities you need for each job. Then add one of your own.

Job

Qualities

1. tourist information officer: patient _____
2. restaurant manager: _____
3. hotel receptionist: _____
4. tour leader: _____



XVII. Work in pairs. Choose a job from the list above.

Imagine it's your job. Think about:

- what you do every day
- the personal qualities you need.

Describe the job to your partner and ask him/her to guess which it is.



XVIII. Discussion of the text:

- ✓ Explain the peculiarities of your future profession to your friend.

- ✓ Is hospitality and tourism management a promising trend in Ukraine's economy?
- ✓ Why have you chosen this profession? Give reasons.

Grammar Exercises

The Noun: Plural Form, Possessive Case

The Adjective: Degrees of Comparison (pp. 201,202, 211)

XIX. Write the plural forms of these nouns:

need, requirement, child, half, community, room, faculty, photo, person, service, berth, radio, ship, housewife, university, man, visa, excursion, country, tourist, major, language, culture, employee, industry, business, lady, student, proof, friend, woman, foot, train, plane, trolleybus, glass

Then put the plural nouns in the correct column:

-s	-es	-ies	-ves	irregular plural

XX. Put the nouns in the correct column in the plural and read them out:

[s] – after [f], [k], [p], [t], [θ]	[iz] – after [s], [ʃ], [tʃ], [dʒ], [z], [ʒ]	[z] – after other sounds

church, berth, ship, excursion, language, book, boy, employee, roof, student, half, business, housewife, bus, radio, pen, visa, tourist, agent, plan, teacher, friend, traveller, ticket, photo, sight, guide, economy, tour

XXI. Correct the following:

1. **Childs** like stories about foreign **countrys**. 2. **Traines** and **plaines** are popular means of transport. 3. Tourist business **employeees** must be highly competent **professionales**. 4. Chernivtsi Institute has four **facultys**. 5. Tourist **businesss** are important for Ukrainian economy.

XXII. Underline the correct word, and then explain your choice:

1. My (friend's, friends') majors are tourism and economic cybernetics.

2. This (traveller's, travellers') needs were fully satisfied.
3. My (brother's, brothers') visa will be ready on Monday.
4. This (lady's, ladies') passport cannot be found.
5. Look at these (tourist's, tourists') seats.
6. Our (friend's, friends') hotel rooms have been booked.
7. The (travel agent's, travel agents') name is Peter.
8. The tourism business (employee's, employees') passports are here.

XXIII. Combine the words using the Possessive Case or an 'of phrase' as in the example:

e.g. Nick – tickets → Nick's tickets

1. Students – problems
2. His friend – visas
3. Our classroom – computer
4. Women – needs
5. Children – requirements
6. These guests – hotel room
7. Travellers – luggage
8. Tourist – photographs
9. Tourist business employee – knowledge
10. Her sister – major
11. Institute – buildings
12. Government – investment
13. This company – staff
14. Travel agent – experience
15. Tourists – accommodation
16. Guest – service

XXIV. Paraphrase the following using the Possessive Case where possible:

e.g. The luggage of my friend is in the airport. → My friend's luggage is in the airport.

1. International Economics was the major of my father.
2. The seats of Nadia and Tom are over there.
3. The hotel room of their brother is on the third floor.
4. The Institute of Tanya is located in Chernivtsi.
5. The responsibilities of this employee include luggage registration and customs formalities.
6. Requirements of all travellers must be met.
7. The needs of tourists were not satisfied.
8. Tourist business employees provide all kinds of services.
9. Tourism has become part of the lifestyle of many people.
10. We all were satisfied with the positive contribution of our manager.
11. They learned more about the tremendous potential of Ukrainian tourism.
12. Ukraine is a promising member of the world tourist community.

XXV. Write the comparative and the superlative degrees of the following adjectives and adverbs:

easy, different, similar, new, long, few, large, healthy, powerful, big, beneficial, small, clever, positive, thin, promising, much, sure, tremendous, high, competent, formal, active, quick, slow, friendly

XXVI. Make up questions about your group mate's native town/ village by putting the adjective in the necessary form:

1. What's (famous) place to see?
2. What's (interesting) thing to do?
3. What's (dangerous) area?
4. Where's (good) place to take a photo of the town/ village?
5. What's (easy) way to get around?
6. What's (exciting) local event?
7. What's (typical) thing to eat and drink?
8. What's (old) building?
9. What's (good) hotel there?
10. What's (popular) area to go out at night?
11. What's (beautiful) place there to go for an excursion?
12. What's (memorable) souvenir to buy?

XXVII. Fill in the adjective in the necessary form:

1. All tourist business employees try to attract as _____ (many) foreign tourists as possible.
2. Tourism has become _____ (popular) leisure activity of all possible.
3. He is _____ (sure) of the tremendous potential of Ukrainian tourism than I am.
4. _____ (active) you are, the more you travel.
5. Ukrainians are _____ (friendly) nation in the world.
6. He is _____ (big) patriot of his Management and Tourism Faculty.
7. Ukraine will become _____ (well-established) at the international tourist market if we start promoting it.
8. She is _____ (clever) student in the Chernivtsi Trade and Economics Institute.
9. _____ and _____ (many) people choose Tourism as their future career.
- 10.

Tourism might become _____ (powerful) industry in the world very soon. 11.
Tourism is no _____ (long) the prerogative of a few. 12. _____ I study, _____
(much) I know.



Reading Exercises

XXVIII. 'Travel Tips' is a website where people can get information or advice about travel and holidays from travel experts. Match the questions (1-3) with the answers (a-c).

1. I'd like to work in the travel industry when I leave school. What can you advise?
2. I'm doing research on popular tourist destinations. Do you have any information?
3. My friends are going on a package holiday to Greece, but I don't want to spend two weeks sunbathing on the beach. I'm eighteen, and I want a different kind of holiday. Please help!

TRAVEL TIPS

a). Cities like London, Paris, and Venice are very popular places for sightseeing. The pyramids in Egypt and the Great Wall of China are important tourist attractions. They receive thousands of visitors each year. However, tourists today are always looking for new destinations. It is now possible to visit Antarctica or go on a holiday in space.

b). Lots of companies offer organized tours with tour leaders. These are often to places famous for their art and history, like Italy or Egypt. Or what about an adventure holiday - trekking or scuba-diving? Wildlife holidays, with activities from bird-watching to whale-watching, are popular but can be expensive. Or you could choose independent travel. A lot of young people go backpacking around the world after they finish their education.

c). You need to decide which part of the travel industry you want to work in. If you like people, you could work for an airline, looking after passengers in the air or on the ground. Or you could work in a hotel, where you would meet and talk to guests every day. If you like the business side more, think about working for a tour operator (the people who organize holidays) or a travel agent (the people who sell them to customers). If you want to travel, you can become a tour leader.

Unit 2. WHAT IS TOURISM?



I. Read and learn the following words and word combinations:

recreation – відпочинок *syn. leisure*

purpose – мета

to refer to – стосуватись, відноситись до

to provide services – надавати послуги

in support of – у підтримку

to define - визначати

the World Tourism Organization – Світова організація туризму

according to – згідно з

outside – за межами

environment – оточення

tangible elements – видимі елементи (компоненти)

intangible – невидимі

transportation – перевезення

hospitality industry – готельний бізнес

spare time – вільний час

to encompass – охоплювати

outbound tourism – виїзний туризм

inbound tourism – в'їзний туризм

to be familiar with – знати, бути ознайомленим з

to involve – включати, містити в собі

to be considered - вважатись

to compete - конкурувати

to attract tourists – приваблювати туристів

vital – життєво необхідний

taxes - податки

to develop – створювати, розробляти

to maintain/ support – підтримувати

health care system – система охорони здоров'я

government – уряд

to protect culture – захищати культуру

heritage – спадщина (напр. культурна)

to gain – отримувати (користь)

directly – безпосередньо; *ant. indirectly* – опосередковано

to be aware of – розуміти

to give due attention – приділяти належну увагу



II. Read and translate the following text:

WHAT IS TOURISM?

Tourism is the act of travel for mostly recreational or leisure purposes, and also refers to the services provided in support of this act.

The terms *tourist* and *tourism* were first used as official terms in 1937 by the League of Nations. Tourism was defined as travelling abroad for periods of over 24 hours. The term *tourist* was best defined by the World Tourism Organization. According to it tourists are people who “travel to and stay in places outside their usual environment for leisure, business and other purposes...”

Nowadays tourism is a service industry and has numerous tangible and intangible elements. Major tangible elements include transportation, accommodation, and other components of a hospitality industry. Main part of intangible elements refer to the purpose or motivation for becoming a tourist, such as rest, relaxation, the opportunity to meet new people and understand other cultures, or simply to do something different in one's spare time and have an adventure.

The industry encompasses two areas: outbound and inbound tourism. Outbound tourism is what nearly every person is most familiar with. It involves travelling of people from their home city/ village to other provinces, territories or countries. For example, going to Hawaii is considered outbound tourism. At the same time, every country competes in a global market to attract tourists from Europe, Japan, the United States and plenty of other countries as well as from within its own country too. The tourists coming to your area from other places are called inbound tourists.

Tourism is vital for many countries because tourism dollars help to support the economy. Through taxes, for example, this money helps to develop and maintain countries' infrastructure (highways and bridges), their education and health care systems, and other initiatives for which governments spend money. Some tourism dollars are used to help support and protect culture, art and heritage of a country. Many people are supported directly by tourism, but many more gain indirectly from the dollars spent. That is why every country should be aware of its power and give it due attention.

Phonetic Exercises



III. Mind the letters *a + r* and *a + re* pronunciation :

a + r – [ɑ:]

a + re – [ɛə]

art

area

part

care

marketing

aware

start

spare

large

parents



IV. Read the following sentences:

- Be aware of his care!
- Mark started marketing campaigns.
- A large part of this area is mine.
- His parents take care of park gardens every spare moment.

Vocabulary Exercises



V. Give Ukrainian equivalents of the following:

the League of Nations; the World Tourism Organization; usual environment; transportation; accommodation; to encompass; outbound and inbound tourism; to compete in a global market; to support the economy; highways and bridges; to be supported directly; to gain indirectly; tourism profits; to be aware of



VI. Give English equivalents of the following:

відноситися до; заради відпочинку; численні видимі та невидимі

компоненти; готельний бізнес; можливість зустрітися з новими людьми; у вільний час; приваблювати туристів; розвивати та підтримувати інфраструктуру країни; починання урядів; розуміти силу; приділяти належну увагу



VII. Fill in the correct word from the list, then make sentences using the completed collocations:

_____term	service _____
intangible _____	_____industry
spare _____	_____tourism
global_____	inbound _____
_____care	_____travellers

tourists to attract time industry market health outbound element official hospitality



VIII. Match and learn the synonyms:

A: spare, abroad, recreation, vital, due, global, purpose, to attract

B: crucial, universal, to draw, aim, appropriate, leisure, free, oversees



IX. Match and learn the antonyms:

A: directly, tangible, major, inbound, outside, familiar, different, profit, usual

B: minor, unfamiliar, unusual, loss, similar, inside, outbound, intangible, indirectly



X. Complete the sentences using the words from the previous exercise (the first letter is given):

1. There are two areas in the travel industry: i..... and o..... tourism. 2. Our organization is d..... supported by the hospitality industry, but there are thousands of people who gain i..... from the money received. 3. Both t..... and i..... elements are vital for any segment of tourism. 4. He is u..... with m..... tourist destinations of the world. 5. Any new tourism business involves the possibility of p..... or l.....6. It is u..... for her to travel o..... her country.

7. Those elements are s..... and d..... at the same time.



XI. Put questions to the italicized words:

1. The terms *tourism and travel* are sometimes used interchangeably.
2. Hermann Von Schullard provided one of the earliest tourism definitions *in 1910*.
3. Tourism means *something different* for every person nowadays.
4. Wealthy people have always travelled to *distant parts of the world*.
5. They travelled mostly for *leisure or recreational purposes*.
6. People wanted *to experience new cultures, to see great building or to taste new cuisine*.
7. *As long as the Roman Empire* there were lots of popular coastal resorts for the

rich.



XII. Restore the word order:

1. environment travel usual outside tourists their.
2. service tourism a is industry.
3. are plenty hospitality components a in of there industry.
4. Europe tourists States every and to from countries Japan country the attract tries United other.
5. support the many tourism economy dollars of countries.



XIII. Translate into English:

1. Туризм, як галузь сфери послуг, складається з багатьох видимих і невидимих компонентів.
2. Люди подорожують переважно заради відпочинку (з ціллю відпочити). Дехто їде за кордон у справах, щоб зустріти нових людей, пізнати нову культуру та з іншими цілями.
3. Кожна країна, конкуруючи на світовому ринку, робить все можливе, щоб привабити якнайбільше туристів.
4. Прибутки від туристичної індустрії постійно зростають.
5. Туристична індустрія скоро стане світовим економічним лідером.

Speaking Exercises



XIV. Answer the following questions to the text:

1. What is tourism according to the League of Nations?
2. What is the definition of the word *tourist*?
3. What elements does tourism have nowadays?
4. What tangible elements do you know?
5. What intangible elements are there in the industry?
6. What are the two areas that the industry encompasses?
7. How can you explain the term *outbound tourism*?
8. What tourists are called *inbound*?
9. Why is tourism so vital for every country?

XV. Here are the answers of some tourists as to why they start a travel and what they find important in travelling:



Sue

I like to discover something new: new cities, towns, new countries!

I enjoy communicating with people from other cultures.



Tom



Lulu

I love lying in the sun and admiring the sunset on the beach!



Sam

I get experience and knowledge while travelling.

Travelling is good as you are your own boss: nobody tells you what to do when you travel.



Sandra

I hate the routine. Travelling helps me not to get bored.



Mike



Travelling is fun and rest at the same time.



Visiting a new country means discovering another world for me!

Speak about three things which are important for you. What do you find worth (not worth) starting an adventure? Why?



XVI. Discussion of the text:

- ❖ Speak about the terms *tourist* and *tourism*.
- ❖ Discuss the difference between tangible and intangible elements in tourism.
- ❖ Explain the two areas: outbound and inbound tourism.
- ❖ Discuss the economic importance and growth of tourism.

Grammar Exercises

The Pronoun (pp. 203-210)

XVII. Fill in the necessary Subject / Object Pronoun as in the example:

1. Look at her (Mary). She is buying a ticket to Poland.
2. Look at ___ (Jack). ___ is our travel agent.
3. Look at ___ (ticket). ___ is my ticket to Paris.
4. Look at ___ (Sandra and Paul). ___ are our foreign friends.
5. Look at ___. We are outbound tourists.
6. Look at ___. I am a tourist business employee.

XVIII. Fill in *he/ she/ they/ I/ it/ them/ her/ him/ his*:

1. Can you define tourism? – Yes, ___ can. ___ is travelling abroad for periods of over 24 hours.
2. Does Alan know something about tangible and intangible elements of tourism?
– No, ___ doesn't. He didn't read about _____.
3. Is this your hotel room? – No, ___ isn't. ___ haven't reserved a room yet.

4. Who is that? – ___ name is Mr Brown. ___ is our new employee.
5. Is that Peter's berth? – No, it isn't ___. It's Mary's.
6. Does Mary like travelling? – Yes, ___ is her favourite activity.
7. Is your sister a travel agent? – Yes, ___ is. ___ works at the local travel agency.
8. Does Alex study at The Trade and Economics Institute? –Yes, we saw ___ there.
9. Do foreign tourists come to your city? – Yes, ___ do.

XIX. Fill in the necessary possessive pronoun:

1. Are those Peter's tickets? – Yes, they are ___. They're ___ tickets.
2. Is that your passport? – Yes, it's ___. This is ___ passport.
3. Is that Lucy's visa? – Yes, it's ___. It's ___ visa.
4. Is that Bill and Laura's hotel room? – No, it isn't ___. It's ___ room.
5. Is that your flight? – No, it isn't ___. It's ___.
6. Is that Katia's book? – Yes, it's ___. It's ___ book.

XX. Underline the correct word:

1. Tourism is (their, theirs) major.
2. This is our country. This country is (our, ours).
3. These are Mary's requirements. They're (her, hers).
4. I'm fond of sightseeing. This is (my, mine) hobby.
5. That is (your, yours) hotel room. It's (your, yours).
6. This is my father's tourism business. It's (his, hers).
7. (Their, theirs) dream is to become tourist business professionals.
8. Visiting other countries is (our, ours) favourite activity.
9. This is (our, ours) plan. It's (our, ours).
10. This is (their, theirs) transport. It's (their, theirs).
11. Whose need is it? – it's (her, hers).
12. This luggage is (your, yours).

XXI. Underline the correct word:

1. Steve studies at the Management, Tourism and Hospitality Faculty. (His/ her) major is Tourism Business.
2. (He / him) is our tour operator.
3. (We / us) always ask (she / her) questions about travelling and travellers and (she/ her) tries to answer (they / them).
4. Where is (your/ yours) hotel room?
5. Take (your / yours) seat and give me (your / yours) ticket.
6. Whose berth is it? – It's (my /mine).
7. All (us / our) students are present. You can see (they / them) in the classroom.
- 8.

Tourists spend (them / their) money and support the economy. 9. He told (we / us) about the country's infrastructure. 10. (They / them) satisfied all needs of travellers. 11. Tourists are people who travel outside (them / their) usual environment. 12. (I / me) know about inbound and outbound tourism because the teacher explained it to (I / me). 13. I saw (he / him) at the airport. (He / him) was going to Hawaii. 14. People travelling from (them / their) home city / village to other territories or countries are called outbound tourists.

XXII. Fill in the proper self-form:

1. They like to photograph _____ in different places. 2. He is a customs officer and can solve all customs formalities _____. 3. She doesn't know English and cannot serve these foreign customers _____. 4. Tourism _____ might be a powerful factor of economic growth. 5. I cannot satisfy all needs of travellers _____. 6. You should arrange this excursion _____.

XXIII. Underline the correct word:

1. (This / these) are our foreign customers. 2. (That / those) is his plane. 3. We have discussed (this / these) travel motivations. 4. (That / those) tangible and intangible elements are very important. 5. (That / those) student studies at the Tourism, Management and Hospitality Faculty. 6. I have never thought of outbound and inbound tourism. (This / these) are two areas that tourism industry encompasses. 7. (That / those) countries compete in a global market and try to attract tourists from the whole world. 8. Tourism dollars help to support the economy. (This / these) money is spent on the infrastructure, education and health care system of the country.

Reading Exercises



XXIV. Read and translate the following text:

Travel and tourism provide services of all types for both inbound and outbound travellers, and have become one of the world's fastest growing industries. International travel and tourism is the world's largest export earner and an important factor in the balance of payments of most nations.

The market is increasingly diverse, covering not only traditional sunshine tourism and business trips but also many new types of travel that have developed in recent years. Tourism has become one of the world's most important sources of employment. It covers a wide range of jobs, including all branches of the travel industry, hospitality in hotels and restaurants, entertainment and recreation, as well as the tourist attractions in a particular region. Areas of work include Tour Operators, Travel Agencies, Tourist Boards and Tourist Information Centres, Transport Companies, Tour Guides, Tourist Attractions.



XXV. Choose the correct answer:

- 1.** a. For many countries tourism is an important source of income.
b. Tourism is not an important factor in the economy of most countries.
c. The travel and tourism industry is no longer growing.
- 2.** a. Travel and tourism means sunshine tourism and business trips.
b. Travel and tourism means more than sunshine tourism and business trips.
c. No new types of tourism have developed in recent years.
- 3.** a. There are not many jobs in travel and tourism.
b. There are a lot of jobs in tourism but they are the same.
c. There are a lot of jobs in travel and tourism and of many types.

Unit 3. TOURISM – A WORLD OF OPPORTUNITIES



I. Read and learn the following words and word combinations:

currently – на теперішній момент

to account for – відповідати

global consumer spending – світові витрати споживачів

promotion – підвищення; кар'єрний ріст; *syn. advancement*

boundless – безмежний

occupation – робота, посада, рід занять; *syn. job, work, profession, business, career; (додаткова робота) - sideline, moonlight*

to have a job – мати роботу; *syn. to be employed, to be in work, to hold a job; ant. to be out of work, to be unemployed, to be jobless, to be without a job*

position – посада (у компанії, організації); *syn. post*

vacancy – вакансія, вільне місце; *syn. opening*

executive jobs – керівні посади

to employ – приймати на роботу; *syn. to engage; to give a job; to appoint; to recruit*

predictable - передбачуваний

expectations - очікування

people-oriented industry – промисловість, спрямована на споживача

varied – різноманітний

career path – кар'єрний ріст

to oversee business operations – наглядати за діловими операціями

to forecast – прогнозувати, передбачати

to work in a team environment – працювати в команді

service attitude – готовність надавати послуги

co-worker – співробітник

positive outlook – позитивне світосприйняття

gratuity – грошова винагорода

discounted products – товари за знижкою

complimentary products – товари в подарунок, безкоштовні



II. Read and translate the following text:

TOURISM – A WORLD OF OPPORTUNITIES



Many people think of tourism as something that touches their lives only when they travel away from home. In reality, tourism is much broader, and influences many people's life every day.

Tourism is big business. This industry is one of the largest in the world today and continues to grow! Currently, tourism accounts for more than 13% of global consumer spending, and there is no end in sight.

When there is growth in an industry there is also greater potential: more room for skilled people, for new ideas, for promotion, for starting new business. The careers and opportunities are boundless. There are over 400 different occupations in tourism industry. Positions range from working directly with customers to executive jobs. No matter where you work, tourism careers are rarely routine or predictable.

In a basically people-oriented industry, there are ideal positions for those who prefer active and varied jobs. Later as you learn and gain experience, you can move along the career path to positions that may require overseeing business operations or forecasting sales and marketing plans. Many move on to own and operate their own tourism businesses. This doesn't differ from any other industry, but the time needed in the tourism sector is often shorter for hardworking individuals.

Successful work in some of the tourism occupations requires a set of main skills that include excellent communication skills, ability to work with people in a

team environment, service attitude and focusing on the task at hand. You need to be cheerful, show enthusiasm, do your best to help customers and co-workers, be ready to learn and to work hard. You will require a good attitude, a professional behaviour and a positive outlook.

Tourism positions often pay well. Since most tourism jobs are service related, many employees also receive gratuities, commissions and/or discounted or complimentary products. Remember, that a combination of education and experience can often increase the rewards received.

Phonetic exercises



III. Mind the vowel *E, e* pronunciation in the open and closed syllables:

[i:]	[e]
employee	essential
degree	well
need	service
career	set



IV. Read the following sentences:

- Service employees need a certain degree of career experience.
- She needs to be cheerful and enthusiastic in her career.
- Remember to increase rewards received.
- He gets excellent experience and education in marketing.

Vocabulary exercises



V. Give Ukrainian equivalents of the following:

to touch somebody's lives, in reality, to account for, global consumer spending, great potential, room for skilled people, promotion, starting new business, boundless, occupation, to work directly with customers, executive jobs, routine, predictable, to gain experience, excellent communication skill, to focus on the task at hand, co-workers, positive outlook, gratuity, commission, discounted product



VI. Give English equivalents of the following:

насправді, продовжувати зростати, різноманітні потреби та очікування, туристична промисловість, не видно кінця, робота рідко рутинна чи передбачувана, володіти та керувати власним бізнесом, сектор туризму, успішна робота, працювати в команді, веселий, виявляти ентузіазм, робити все можливе, гарне відношення, позитивне світосприйняття, добре оплачуватися, поєднання освіти та досвіду, збільшувати отримувані винагороди



VII. Fill in the correct word from the list, then make sentences using the completed collocations:

_____ spending	complimentary_____
skilled_____	_____industry
_____oriented	_____experience
career_____	marketing_____
_____skills	to work_____
_____behaviour	positive_____

products, hard, people, consumer, tourism, communication, people, outlook, plan, path, professional, to gain



VIII. Find words in the text to match the following definitions:

1. The type of work that someone usually does - used especially on official forms – o.....
2. The type of work that you do for most of your working life, which involves several similar jobs over a long period of time – c.....
3. A move to a more important job or position in a company or organization – p.....
4. Knowledge or skill that you gain from doing a job or activity, or the process of doing this – e.....
5. The activity of making money by producing or buying and selling goods, or providing services – b.....



IX. Find synonyms for the following categories and learn them:

job:

- _____
- _____
- _____
- _____
- _____

a job in a company or organization:

- _____
- _____

a job that is available:

- _____
- _____

to have a job:

- _____
- _____
- _____

not to have a job:

- _____
- _____
- _____
- _____

to give someone a job:

- _____
- _____
- _____

moving to a more important job:

- _____
- _____

a job that you have in addition to your main job:

- _____
- _____

to engage, to be employed, post, vacancy, work, to be jobless, advancement, moonlight, opening, occupation, to be in work, position, to recruit, sideline, to be unemployed, business, to be without a job, profession, to employ, to hold a job, career, to be out of work, promotion, to appoint



X. Complete the sentences using the words and word combinations from the previous exercise:

1. Tracy intended to own a tourism business as a _____, but it soon became her full-time job. (additional job)
2. Curtis was _____ by a travel agency. (given a job)
3. What are my chances of _____ if I stay here? (moving to a more important job)
4. _____ people should find positions in tourism. (without a job)
5. There might be some _____ at the hotel. (available jobs)

6. We have decided to offer you the _____ of a tour operator starting next Monday. (a job in a company)

7. Please write your name, address, and _____ in the spaces below. (job, official form)

Speaking exercises



XI. Answer the following questions to the text:

1. What industry is one of the largest in the world today and why?
2. What great potential is there in a tourism industry?
3. How many occupations are there in this industry?
4. Can you name any of them?
5. How can you characterize tourism careers? Explain your answer.
6. Why is tourism a people-oriented industry?
7. How can you move along the career path in tourism?
8. What main skills are required to work successfully in tourism?
9. Why do tourism positions pay well?



XII. Although professionalism is defined in slightly different ways by different occupations, the general assumption is that professionals are:

- ✓ accountable
- ✓ accurate
- ✓ confident
- ✓ conscientious
- ✓ consistent
- ✓ courteous
- ✓ enthusiastic
- ✓ ethical
- ✓ flexible
- ✓ friendly
- ✓ helpful



- ✓ honest
- ✓ knowledgeable
- ✓ loyal
- ✓ moral
- ✓ patient
- ✓ punctual
- ✓ reliable
- ✓ resourceful
- ✓ respectful
- ✓ tactful
- ✓ willing

Speak about these qualities with your partner, find out:

- ❖ which of them s/he thinks the most important and why;
- ❖ which s/he considers essential to become a professional in tourism;
- ❖ which of them are his/her strong/weak points.
- ❖ which should be developed over time.



XIII. Role-play: imagine that you are a group of job-seekers and you have the opportunity to ask the tourism industry employer all the things that interest you.

In pairs prepare a set of at least six questions. Either your teacher or another member of the class will try to respond to your questions as they feel the tourism industry employer might do.

Grammar exercises

The Present Simple Tense

Affirmative		Negative		Interrogative
Long form	Short form	Long form	Short form	
I am	I'm	I am not	I'm not	Am I?
You are	You're	You are not	You aren't	Are you?
He is	He's	He is not	He isn't	Is he?
She is	She's	She is not	She isn't	Is she?
It is	It's	It is not	It isn't	Is it?
We are	We're	We are not	We aren't	Are we?
You are	You're	You are not	You aren't	Are you?
They are	They're	They are not	They aren't	Are they?
Short answers:				
Yes, I am		No, I'm not		
Yes, s/he/ it is		No, s/he/ it isn't		
Yes, we/you/they are		No, we/you/they aren't		
Affirmative	Negative		Interrogative	
	(short form)	(long form)		
I travel	I do not travel	I don't travel	Do I travel?	
You travel	You do not travel	You don't travel	Do you travel?	
He travels	He does not travel	He doesn't travel	Does he travel?	

She travels	She does not travel	She doesn't travel	Does she travel?
It travels	It does not travel	It doesn't travel	Does it travel?
We travel	We do not travel	We don't travel	Do we travel?
You travel	You do not travel	You don't travel	Do you travel?
They travel	They do not travel	They don't travel	Do they travel?

Time expressions used with Present Simple:

once a week twice a week every morning every year always
 sometimes never at noon every day usually seldom (rarely)
 in the evening etc.

Spelling

Verbs ending in ss, sh, ch, x, o → es	Verbs ending in consonant + y → ies
I wash - he washes I go - he goes	I cry - he cries BUT I play - he plays

XIV. Ask and answer as in the example:

e.g. A: Is the Eiffel Tower in Spain?

B: No, it isn't. It is in France.

The Taj Mahal – Hungary?

St Paul's Cathedral – England?

Big Ben – Canada?

The Statue of Liberty – Poland?

The Pyramids – India?

The Sydney Opera House – Egypt?

The Parthenon – Germany?

Louvre Museum – Spain?

The Dresden Gallery – Italy?

Notre Dame Cathedral – Sweden?

XV. Write full sentences. Use *am/ is/ are*, then make them negative and interrogative:

1. My brother/ a travel agent – *e.g. My brother is a travel agent. My brother isn't a travel agent. Is my brother a travel agent?*

2. Tourism/ big business. 3. Careers in tourism/ boundless. 4. Tourism/ a people-oriented industry. 5. We/ tourists. 6. She/ tour operator. 7. Tourism jobs/ service related. 8. My friend / a small tourism business owner. 9. Tourism careers/ rarely routine or predictable. 10. Tourism occupations/ interesting and rewarding. 11. I/ a

hardworking individual. 12. These jobs/ active and varied. 13. They/ very cheerful. 14. You/ a tourism business employee. 15. This tourism business/ the largest in our country.

XVI. Write the third person singular:

1. I think – he _____. 2. We study – she _____. 3. They work – it _____. 4. You prefer – she _____. 5. They start – he _____. 6. We touch – he _____. 7. You operate – it _____. 8. They receive – he _____. 9. I increase – it _____.

XVII. Complete the sentences as in the example:

Long form	Short form
1. They <u>do not</u> travel abroad.	They <u>don't</u> travel abroad.
2. She _____ study German.	She _____ study German.
3. Tourism _____ decrease.	Tourism _____ decrease.
4. He _____ prefer active jobs.	He _____ prefer active jobs.
5. We _____ like routine tasks.	We _____ like routine tasks.
6. You _____ hate serving customers.	You _____ hate serving customers.
7. Tourism jobs _____ pay well.	Tourism jobs _____ pay well.

XVIII. Write what these people do or don't do:

	work directly with customers	oversee business operations	forecast sales	make marketing plans
Samantha	✓			
John			✓	✓
Sally and Fred		✓	✓	✓
Mrs. Brown		✓		

e.g. *Samantha works directly with customers. She doesn't oversee business operations, forecast sales or make marketing plans.*

XIX. Fill in the blanks with the verbs from the box below:

account for, continue, create, need, be, range from, include, require,

Tourism ____ big business. It _____ more than 13% of global consumer spending and _____ to grow. Such growth in the industry _____ more room for skilled people, for new ideas, for promotion, for starting new business. Positions in tourism _____ working directly with customers to executive jobs. Successful work in this industry _____ a set of main skills. These skills _____ communication skills, service attitude and focusing on the task at hand. Besides you _____ to be cheerful and ready to learn as well as to work hard.

Short answers

Do	you they	work?	Yes,	I / we they	do.	No,	I / we they	don't.
Does	he / she it	work?	Yes,	he / she it	does.	No,	he / she it	doesn't.

XX. Complete the questions, then give short answers as in the example:

1. Do thousands of tourists come to Italy every year? Yes, they do.
2. ___ he study tourism at the Institute? Yes, _____.
3. ___ tourism touch our life every day? Yes, _____.
4. ___ we travel abroad every year? No, _____.
5. ___ all tourism employees work directly with customers? No, ___.
6. ___ tourism continue to grow? Yes, _____.
7. ___ they always reserve the same hotel room? Yes, _____.
8. ___ tourism employees deal with luggage registration? Yes, _____.
9. ___ I hate travelling? No, _____.
10. ___ Mary prefer active and varied jobs? Yes, _____.
11. ___ John love routine and predictable careers? No, _____.
12. ___ you need excellent communication skills? Yes, _____.

XXI. Make sentences as in the example:

1. John works in a travel agency. (at home) He doesn't work at home.
2. Tourism encompasses over 400 occupations. (600 occupations)
3. Hardworking individuals earn more money. (less)

4. Tourism influences many people's life every day. (only sometimes)
5. Mary forecasts sales of a local travel agency. (tourism in Ukraine)
6. Every professional needs to be cheerful. (sad)
7. Many employees receive gratuities and commissions. (free tours)
8. Sandra prefers an active job. (routine job)
9. Peter requires good attitude and professional behavior. (pessimism)
10. We think that tourism is very profitable. (unprofitable)

XXII. Write sentences about Peter, then about yourself and any of your friends:

	always	usually	often	sometimes	seldom	never
serve/ customers			✓			
make/plans				✓		
learn/ English	✓					
do/ homework					✓	
operate/ a tourism business						✓

e.g. *Peter often serves customers. He sometimes...*

XXIII. Look at the table again. Make up questions and answer them as in the example:

1. *Does Peter seldom serve customers? – No, he doesn't.*
2. *Does Peter often serve customers? – Yes, he does.*

XXIV. Open the brackets and put the verb into the correct Present Simple form:

1. How many occupations (be) there in tourism?
2. What skills ... people (need) to become tourism business employees?
3. He ... (require) excellent communication skills.
4. Our friend (not / have) a professional attitude.
5. There ... (be) a lot of room for skilled people and for new ideas in tourism.
6. Who (prefer) active and varied jobs?
7. They (not / agree) that tourism is big business and (continue) to grow.
8. A profession of a bungee jumping instructor (be) rarely routine or predictable.
9. A combination of education and experience

(increase) the rewards received. 10. Tourism (touch) our lives only when we (travel) away from home. 11. Tourism (be) a people-oriented industry.

Reading exercises



XXV. Read and translate the following text:

1. It's important Did you know that tourism is the world's largest industry and biggest employer? In British Columbia tourism is the second biggest industry and adds \$26 million to the economy every day. That's over \$1 million dollars every hour!

2. It's growing Tourism is the world's fastest growing industry. In BC, 84,000 new jobs will be created by 2010—many in hospitality management positions and skilled trades such as chefs and cooks. Sectors like accommodation, adventure tourism, attractions and food and beverage are all expecting rapid growth in the upcoming years as well.

3. It's diverse Tourism consists of 5 main sectors—accommodation, food and beverage services, recreation and entertainment, transportation and travel services—and over 400 occupations. This means that no matter what your interests and preferences are, you can be sure to find a job in tourism that suits you. And you can easily move between the different sectors to ensure an exciting career.

4. It's fun Working in tourism means that you are dealing with people who are on holiday or enjoying some leisure time. This means they are interested in having a good time. What could be better than a career that deals with the good things in life?

5. It's global With tourism you get to interact every day with people from different places and cultures. And if your passion is travelling, tourism gives you an opportunity to work around the world, then come back and continue your tourism career right here in BC.

6. It's home British Columbia is one of the most beautiful places on earth which makes it a popular place to visit. Tourism professionals love our spectacular province and consider themselves lucky to spend their time showing it off to visitors from all over the world.

Now shouldn't you consider tourism?



XXVI. Choose the correct answer:

- 1. The world's largest industry is:**
 - machine building
 - textile industry
 - tourism
- 2. Tourism brings revenue of:**
 - \$1 million dollars every hour
 - \$2 million dollars every hour
 - \$1 million dollars every month
- 3. Tourism consists of :**
 - a great number of sectors
 - 5 main sectors
 - about 7 sectors
- 4. People move between the different sectors:**
 - not to get bored
 - for a change
 - to ensure an exciting career
- 5. Tourism careers deal with:**
 - haunted houses
 - tired and exhausted people
 - good things in life
- 6. With tourism you interact with:**
 - people from different places and cultures
 - highly qualified accountants
 - experienced drivers

Unit 4. FROM THE HISTORY OF TOURISM



I. Read and learn the following words and word combinations:

to notice – помічати

antiquities – пам'ятки старовини

BC (Before Christ) – до нашої ери

to hold (festivals) – проводити (фестивалі)

to attract – приваблювати

believer – віруючий

to find accommodation – знайти помешкання

services – послуги

vendor – продавець, крамар, постачальник

guide - екскурсовод

seller – торговець, продавець

site of healing gods – місця, де відбувалось зцілення людей богами

ancient – стародавній

independent city-state – незалежне місто-держава

the Mediterranean Sea – Середземне море

trade – торгівля

medical treatment – медичне лікування

foreign – іноземний, закордонний

border – кордон

to arrive – прибувати, наставати

coinage – монети, карбування (монет)

acceptable – прийнятний

decline – занепад

the Middle Ages – Середньовіччя

the age of exploration – епоха відкриттів

pilgrimage – паломництво

society – суспільство

to testify – підтвердити, засвідчити

position at court – посада при дворі

invention – винахід

steam engine – паровий двигун



II. Read and translate the following text:

FROM THE HISTORY OF TOURISM

The earliest forms of leisure tourism can be noticed as far back as the Babylonian and Egyptian empires. A museum of “historic antiquities” was open to the public in the sixth century BC in Babylon, while the Egyptians held many religious festivals. They attracted not only the believers, but also those who came to see famous buildings and works of art in the cities. At that time tourists could find accommodation in towns. Besides, there were such services as: vendors of food and drink, guides and sellers of souvenirs.

From around the same date, Greek tourists travelled to visit the sites of healing gods. Most of these tourists travelled by water as the independent city-states of ancient Greece had no central ruler to order the construction of roads. The lands of the Mediterranean Sea were very active in travel. People travelled for trade, commerce, religious purposes, festivals, medical treatment or education.

However, international travel became first important under the Romans’ rule. With no foreign borders between England and Syria, and with the seas safe from piracy (due to the Roman patrols), conditions favouring travel arrived. Roman coinage was acceptable everywhere, and Latin was the common language. Romans travelled to Sicily, Greece, Rhodes, and Troy, Egypt and from the third century AD, to the Holy Land.

After the decline of the Roman Empire, Europe fell into dark times of the Middle Ages. Travel became difficult and dangerous as roads were in bad condition and bandits attacked more frequently. Religious pilgrimage was the dominant travel motivation since religion was the leading power in society.

As Europe grew out of the Middle Ages, the desire to explore, discover, and understand other places and peoples drove many explorers and scientists to travel in

many directions. The sailing of Christopher Columbus in 1492 testified the beginning of the great age of exploration as well as opening of sea travel.

From the early seventeenth century, a new form of tourism developed as a result of the Renaissance freedom and desire for learning. Young men who wanted positions at court travelled to the Continent to finish their education. Such travels quickly became very popular in the upper class. It was normal to complete the education of a gentleman by a “Grand tour” of major cultural centers of Europe that lasted three years or more. Later leisure seeking young men travelled not only for education, but to enjoy the unknown cultures and social life of cities such as Paris, Venice, or Florence.

Soon tourism was still intensified by the Industrial Revolution, beginning with the invention of the steam engine by James Watt in 1765. The technological development together with economic and social changes created rapid increase in the travel industry that continues to grow nowadays.

Phonetic Exercises



III. Mind the sounds [æ] and [e] pronunciation:

[æ]		[e]	
can	practice	men	leisure
back	antiquities	centre	vendor
danger	Paris	central	invention
bad	rapid	empire	seller
attract	travel	engine	Western
land	active	Venice	help
ancient	Latin	seven	



IV. Read the following sentences:

- This is a cat that ate a fat rat.
- Seven men can travel to that land.
- Go back to the seller of ancient engines.
- Many men travel to Paris and Venice every year.

Vocabulary Exercises



V. Give Ukrainian equivalents of the following:

leisure tourism; to find accommodation; guide; sites of healing gods; independent city-states of ancient Greece; under Romans' rule; the Holy Land; decline of the Roman Empire; religious pilgrimage; to testify the beginning; the age of exploration; a direct result; leisure seeking young men; economic and social changes



VI. Give English equivalents of the following:

відкритий для громадськості; приваблювати не лише віруючих; шосте століття до н.е.; окрім того; постачальники їжі та напоїв; продавці сувенірів; центральний правитель; сприятливі умови для подорожей; з третього століття н.е.; важкий та небезпечний; основна причина для подорожей; нова форма туризму; жага знань; посади при дворі; невідома культура; суспільне життя; винахід парової машини



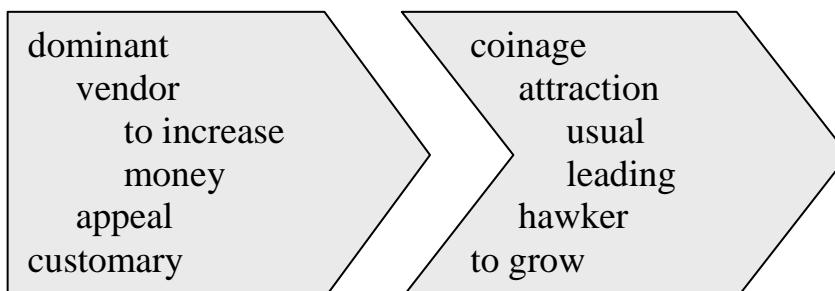
VII. Fill in the correct word from the list, then make sentences using the completed collocations:

leisure _____	rapid _____
cultural _____	_____ life
medical _____	_____ gods
_____ Ages	religious _____
_____ class	Grand _____
steam _____	_____ motivation

tourism, tour, healing, treatment, pilgrimage, upper, centre, social, engine, increase, travel, Middle



VIII. Match and learn the synonyms:





IX. Divide the following words into the pairs of antonyms:

e.g. good – bad

1. major; bad; upper class; frequently; ancient; open; early; international; foreign; dangerous; easy; exceptional; end;
2. beginning; domestic; good; minor; native; closed; rarely; lower class; customary; difficult; late; safe; modern.



X. Find words in the text to match the following definitions:

1. A person who shows other people the way to a place, especially somebody employed to show tourists around interesting places – g.....
2. A person who sells something – s.....
3. Someone who sells things, especially on the street – v.....
4. A place to live, work or stay in – a.....
5. A journey to a holy place for religious reasons – p.....



XI. Put questions to the italicized words:

- A museum of “historic antiquities” was open *in the sixth century BC* in Babylon.
- *International* travel became first important under Romans’ rule.
- There were no borders *between England and Syria* at that time.
- *Different people* travel for trade, commerce, religious purposes, medical treatment, or education.
- A gentleman had to finish his education at the Continent *if he wanted a position at court*.
- He completed a “Grand tour” of major cultural centres of Europe *thanks to his father’s help*.



XII. Restore the word order:

1. and history is of long the tourism interesting.
2. was travel fast in and times Europe in easy Roman.
3. most and ancient the travellers Romans were the Greeks famous.

4. Columbus the with great started Christopher age the of sailing exploration of.
5. the visit centers artistic upper cultural it to became and classes fashionable European for the musical.



Speaking Exercises

XIII. Answer the following questions to the text:

1. What do you know about the earliest forms of leisure tourism?
2. What services did the Babylonians and Egyptians provide?
3. Where did the Greek tourists travel at the time of the Babylonian and Egyptian empires?
4. When did the conditions favouring international travel arrive?
5. What can you say about travel in *the dark times* of the Middle Ages?
6. When did the great age of exploration begin?
7. What was the outcome of the Renaissance freedom and desire for learning?
8. Who went on a “Grand Tour” and why?
9. With what purpose did the leisure seeking young men travel to different countries?
10. How did the Industrial Revolution influence tourism development?



XIV. Make up dialogues following the prompts as in the example:

1. Go/ library/ really/ the earliest forms of leisure tourism/ appear/ as far back as the Babylonian and Egyptian empires/ fascinating/ the book
2. Read/ the newspaper “Tourism and Recreation”/ indeed/ international travel/ become important/ under the Romans’ rule/ interesting/ the article
3. Order/ a medieval manuscript/ truly/ Christopher Columbus / start the age of exploration / in 1492 / exciting/ the chapter

4. Buy/ the magazine “All about Tourism” / is it/ young men / be encouraged to finish education at the Continent/ as far back as the early seventeenth century / remarkable/ the report

e.g. A: *Hi, nice to meet you!*

B: *Hello, nice to meet you too!*

A: *You **are going to the library**, aren't you?*

B: *Yeah, I learned lots of things there last time!*

A: ***Really?***

B: *When do you think **the earliest forms of leisure tourism** first appeared?*

A: *I've got no idea.*

B: *As far back as **the Babylonian and Egyptian empires**.*

A: *How **fascinating!** Where did you find such facts?*

B: *I recommend you to read the **book** “From the History of Tourism”. It's informative with many pictures in it.*



XV. Discussion of the text:

- Speak about the earliest forms of leisure tourism.
- Discuss the difference between ancient Roman and Greek tourists.
- Explain the phrase ‘*dark times* in the world tourism history’.
- Speak about the Middle Ages and the age of exploration.
- Discuss the outcomes of the Renaissance and the Industrial Revolution.

Grammar Exercises

The Past Simple Tense

Affirmative	Negative	Interrogative
I said	I did not/ didn't say	Did I say?
You said	You did not/ didn't say	Did you say?
He said	He did not/ didn't say	Did he say?
She said	She did not/ didn't say	Did she say?

It said	It did not/ didn't say	Did it say?
We said	We did not/ didn't say	Did we say?
You said	You did not/ didn't say	Did you say?
They said	They did not/ didn't say	Did they say?
Short answers: Yes, I/he/she/it did No, I/he/she/it didn't you/we/they you/we/they		
Affirmative	Negative	Interrogative
I was	I was not/ wasn't	Was I?
You were	You were not/ weren't	Were you?
He was	He was not/ wasn't	Was he?
She was	She was not/ wasn't	Was she?
It was	It was not/ wasn't	Was it?
We were	We were not/ weren't	Were we?
You were	You were not/ weren't	Were you?
They were	They were not/ weren't	Were they?
Short answers: Yes, I/he/she/it was No, I/he/she/it wasn't Yes, you/we/they were No, you/we/they weren't		

Time expressions used with Past Simple:

**yesterday, the day before yesterday, last (week, month),
in 1998, two days (weeks) ago**

XVI. Write the Past Simple of the following verbs and make up your own sentences with them:

be – _____

fall – _____

become – _____

have – _____

begin – _____

grow – _____

can – _____

testify – _____

come – _____

travel – _____

drive – _____

understand – _____

XVII. Write sentences as in the example:

	visit the museum of historic antiquities	see works of art	go on a guided tour	try local food
Mike	✓		✓	
Simon		✓	✓	
Mr & Mrs Smith	✓			✓
Linda		✓	✓	✓

1. Mike visited the museum of historic antiquities and went on a guided tour yesterday. He didn't see works of art or try local food.
2. Simon_____.
3. Mr & Mrs Smith_____.
4. Linda_____.

XVIII. Look again at the previous exercise, then ask and answer:

1. Mike / visit the museum of historic antiquities? – *Did Mike visit the museum of historic antiquities? Yes, he did.*
2. Mike/ see works of art?
3. Mike/ go on a guided tour?
4. Simon/ try local food?
5. Simon/ go on a guided tour?
6. Simon/ see works of art?
7. Mr & Mrs Smith/ visit the museum of historic antiquities?
8. Mr & Mrs Smith / see works of art?
9. Mr & Mrs Smith/ try local food?
10. Linda/ go on a guided tour?
11. Linda/ see works of art?
12. Linda/ try local food?

XIX. Fill in was/were:

1. A museum of “historic antiquities” open to the public in the sixth century BC. 2. Last year we in Egypt. 3. There a lot of religious festivals in ancient Egypt. 4. He a hawker of souvenirs many years ago. 5. Vendors of food and drink so kind to give some food to pilgrims. 6. Travel difficult and dangerous during the Middle Ages. 7. Religious pilgrimage the dominant travel motivation then. 8. Roman coinage acceptable everywhere. 9. Latin the common language. 10. There no foreign borders between ancient England and Syria.

XX. Fill in was/were and answer the questions:

- When a museum of “historic antiquities” first open?
- Who Christopher Columbus?
- Why religious pilgrimage the dominant travel motivation in the Middle Ages?
- Who James Watt?
- Who encouraged to travel to the continent?

XXI. Work in pairs. Ask each other questions about the last time you did these things, e.g.:

A: When did you last open a visa?

B: The last time I opened a visa was two months ago.

travel by boat, reserve a hotel room, send an e-mail, make a plan, answer questions, travel by train, go on a guided tour, visit a museum, go by bus, take photographs, go sightseeing, speak with a travel agent, talk to a tour guide, reserve tickets, buy souvenirs, swim in the sea, be in an airport

XXII. In pairs put these phrases in the past and arrange them in a reasonable order to talk about Sandra’s day. Join them using *and*, *then* and *after that*, plus any other words you think are necessary:

drive to a travel agency, take a shower, decide to have a vacation, get up, choose a foreign country, reserve a hotel room, get in car, buy tickets, go outside, reserve a guided tour, pack luggage, go on a vacation

XXIII. Open the brackets:

1. Tourism (to become) extremely popular leisure activity. 2. Egyptians (to hold) many religious festivals. 3. Egyptian towns (to accommodate) many tourists. 4. Greek tourists (to travel) to the sites of healing gods. 5. Most Greek tourists (can) travel only by water. 6. Ancient Greece (no, to have) any central ruler. 7. Conditions favouring travel (to arrive) under the Romans' rule. 8. After the decline of the Roman Empire, Europe (to fall) into dark times of the Middle Ages. 9. Soon Europe (to grow) out of the Middle Ages and the age of the Renaissance freedom (to arrive).

XXIV. Make the following negative and interrogative:

1. Renaissance arrived just after the Middle Ages. 2. Many tourists travelled only by sea. 3. Roads were in a very bad condition. 3. Egyptians held many religious festivals. 4. James Watt invented the steam engine. 5. Technology created rapid increase in the travel industry. 6. Tourists found accommodation in towns. 7. Bandits and pirates attacked many travellers in ancient times. 8. Roman patrols protected a lot of ships from pirates. 9. Religion was the dominant travel motivation in the Middle Ages. 10. Young men travelled to the continent. 11. They wanted to complete their education. 12. Young travellers discovered cultures and social life of cities such as Paris, Venice, or Florence. 13. International travel became first important under the Romans' rule. 14. Soon conditions favouring travel arrived.

XXV. Fill in the blanks:

- a. – you about the history of tourism? (to read)
– Yes, I I (to learn) a lot about it. I (to read) many books and articles last summer.
- b. – international travel (to become) first important under the Romans' rule?

- Yes, it There (to be) no foreign borders between ancient England and Syria. Besides, the sea (to be) safe from piracy. That is why good conditions for tourism ... (to arrive).
- c. – What (to happen) when Europe (to grow) out of the Middle Ages?
– Well, at that time many explorers and scientists (to travel) in many directions. The most fascinating (to be) the sailing of Christopher Columbus in 1492 which (to testify) the beginning of the great age of exploration.
- d. – When young men (to travel) to the Continent to finish their education?
– It (to happen) in the early seventeenth century. Those who (to want) positions at court (to travel) around Europe and (to visit) such cultural centers as Paris, Venice, or Florence.



Reading Exercises

XXVI. Read the following interesting facts about some well-known items in tourism:

Passports have their origins in the medieval testimonial. A letter from an ecclesiastical superior was given to a pilgrim to avoid the latter's possible arrest on charges of vagrancy. Later, papers of authority to travel were more widely issued by the state, particularly during periods of warfare with neighbouring European countries.

Guidebooks became available as early as the fourth century BC, covering a vast area of destinations, i.e. Athens, Sparta and Troy. Pausanias, a Greek travel writer, produced a noted "description of Greece" between AD 160 and 180 which, in its critical evaluation of facilities and destinations, acted as a model for later writers. Advertisements, in the form of signs directing visitors to wayside inns, are also known from this period.

Spas were already well-known during the time of the Roman Empire, but their popularity, based on the supposed medical benefits of the waters, came to end in the following centuries. Renewed interest in the therapeutic qualities of mineral waters has been ascribed to the influence of the Renaissance in Britain, and elsewhere in Europe.



XXVII. Choose the expression, A or B that is the closest in meaning to the word as used in the texts:

1. PASSPORT
 - a. something that makes it easy for you to achieve success, good health etc
 - b. a small official document that you get from your government, that proves who you are, and which you need in order to leave your country and enter other countries
2. TESTIMONIAL
 - a. a formal written statement describing someone's character and abilities
 - b. something that is given or done to someone to thank or praise them, or show admiration for them
3. AUTHORITY
 - a. the power you have because of your official position
 - b. official permission to do something
4. ADVERTISEMENT
 - a. a picture, set of words, or a short film, which is intended to persuade people to buy a product or use a service
 - b. a good example of something
5. PERIOD
 - a. the mark (.) used in writing to show the end of a sentence or of an abbreviation
 - b. a particular length of time with a beginning and an end
6. BENEFIT
 - a. an advantage, improvement, or help that you get from something
 - b. money provided by the government to people who are sick, unemployed, or have little money

Unit 5. FORMS OF TOURIST TRAVEL



I. Read and learn the following words and word combinations:

domestic tourism – внутрішній туризм

abroad – за кордоном, *syn. overseas*

in search of – у пошуках

battlefield – поле бою

to get acquainted with – познайомитись

to describe – описувати

rapidly-growing – швидко зростаючий

to obtain – отримувати, *syn. get, receive, gain, acquire*

ecologically conscious – той, хто розуміє важливість екологічно чистої природи

primary – основний, *syn. main, chief, major, key*

attraction – привабливість

learning-oriented – орієнтований на навчання, освіти

people of faith – віруючі

means of transport – транспортний засіб

advantage/ disadvantage – перевага/ недолік

ancestry tourism – туризм, націлений на встановлення історії походження, родоводу

convenient – зручний, *syn. comfortable, cozy*

itinerary – маршрут, *syn. route*

cheap – дешевий

throughout – впродовж

sea sickness – морська хвороба

drawback – недолік, *syn. disadvantage, downside, negative aspect*

encouraging – підбадьорюючий



II. Read and translate the following text:

FORMS OF TOURIST TRAVEL

People travel a lot in their own country (domestic tourism) and abroad (international tourism). They may travel on business, for pleasure, in search of health or for some other reasons. Thus, according to the purpose of trip tourism may be historical, cultural, medical, ecological, educational or religious.

Historical tourism includes visits to different ancient monuments, museums, battlefields. **Cultural tourism** means getting acquainted with people, their lifestyles, customs, traditions, religions, clothes and food. **Medical or health tourism** describes the rapidly-growing practice of travelling to another country to obtain health care. **Ecotourism** (or **ecological tourism**) is a form of tourism for the



ecologically conscious. It involves travel to countries where flora, fauna, and cultural heritage are the primary attractions.

Learning-oriented (educational) tourism includes audio and video walking tours; educational tourism for classes. **Religious tourism** suggests that people of faith travel individually or in groups for pilgrimage, missionary, or leisure purposes.

According to the means of transport there are such types of tourism as: on foot, by car, by bus, by train, by air or by sea. Each of them has its advantages and disadvantages. Let's take **travelling by car**. It is convenient as you are free to choose your own itinerary and stop wherever you want. You don't have to buy tickets; you will never be late for train or bus. You are your own boss all the time. Still, it is rather expensive and when the car breaks down your trip is spoiled anyway.

Travelling by bus is cheap and good especially for those who like to see the landscape outside throughout their travel. However, it is not comfortable to sleep on your seat at night and you can stop only at the bus stop.

Travelling on foot (walking) is romantic and fun as you see the real country, feel the nature around, enjoy its sounds and spend practically no money at all! But it

is not safe to walk alone – only in a group. In addition, walking is not good for home-lovers as they prefer a cozy sofa, a TV and a cup of good coffee.

For many people there is nothing like **travelling by train** as you have speed and comfort combined. However, dirty cabins and births make many travellers look for something else.

When you travel **by sea** you enjoy marine views and feel the freshness of sea breeze all the time. Still you must not forget about the sea sickness and you cannot leave the ship wherever you want!

Travelling by air is fast and pleasant. You have so many advantages: you can watch TV, listen to music, eat or drink while travelling. There are many drawbacks as well. You are not allowed to use your mobile phone, you must follow instructions and rules, and you may have air sickness after all! More and more people refuse flying as there are so many air crashes every year.

The most encouraging in any situation is that it is you who decides how to travel.

Phonetic Exercises



III. Mind the letters *ai + r* and *ei + r* pronunciation:

ai + r [ɛə]
ei + r /

their	fairy
air	hair
lair	chair
fair	pair



IV. Read the following sentences:

- Her hair is fair.
- Their pair sits on those chairs.
- This hairdresser hurries to the airport.
- He has airy fairy ideas.

Vocabulary Exercises



V. Give Ukrainian equivalents of the following:

domestic tourism; according to the purpose of trip; historical, cultural, medical, ecological, educational or religious tourism; to obtain health care; primary attractions; to travel for pilgrimage, missionary, or leisure purposes; to travel on foot, by car, by bus, by train, by air or by sea; dirty cabins and births



VI. Give English equivalents of the following:

подорожувати за кордон; старовинні пам'ятники; поля бою; познайомитися; стиль життя; швидко зростаючий; аудіо та відео подорожі; віруючі; мати свої переваги та недоліки; обирати власний маршрут; запізнитися на автобус чи потяг; бачити краєвид за вікном; поєднання швидкості і комфорту; морські пейзажі



VII. Fill in the correct word from the list, then make sentences using the completed collocations:

_____ care	_____ stop
learning _____	_____ breeze
domestic _____	_____ crash
air _____	mobile _____
to follow _____	_____ heritage

air; instructions; cultural; phone; oriented; bus; sickness; health; sea; tourism



VIII. Choose synonyms for the following words:

comfortable	disadvantage	obtain	primary

chief, get, weakness, cozy, drawback, key, convenient, major, receive, negative

aspect, gain, downside, acquire, main



IX. Find words in the text to match the following definitions:

1. Relating to or happening in one particular country and not involving any other countries – d.....

2. Travelling to a foreign country in order to receive cheap or free medical treatment – h.....
3. The business of organizing holidays to natural areas, especially areas that are far away such as the rain forest, where people can visit and learn about the area in a way that will not hurt the environment – e.....
4. Relating to or involving more than one nation – i.....
5. The activity or sport of going for walks, especially in the countryside or mountains – w.....



X. Fill in the gaps with the word, defining a proper type of tourism:

cultural; ecotourism; health; heritage; language; rural; sport

1. Jeff and his wife spent a week at a farmhouse in France and rode bicycles round the countryside. tourism
2. We're interested in history and art so for our last holiday we went to Vilnius. tourism
3. More and more young people spend a month in Canada to practice their English. tourism
4. Jack and Jill went skiing in Austria last winter. tourism
5. Robert has rheumatism and he needs to lose some weight, so he's going to a spa for a month. tourism
6. I thought the Railway Museum and Mining Museum were fascinating. tourism
7. Elena and her husband went on a trip to the Danube Delta to look at the flora and fauna.



XI. Put questions to the italicized words:

1. *Peter* likes to travel by bus.
2. *His* friend advised me to go to the Crimea to improve my health.

3. We were discussing *our plans for the future* when she called us from Hawaii.
4. They travelled to Germany *by car*, and then took a train *to Vienna*.
5. We will enjoy *our trip to Moscow* as we are going there by plane.



XII. Translate into English:

- Які види туризму ти знаєш?
- Існує багато класифікацій!
- Ну, наприклад, відповідно до мети подорожі...
- Відповідно до мети подорожі розрізняють історичний, культурний, оздоровчий, релігійний та багато інших видів.
- Добре, а як іще можна класифікувати туризм?
- По-перше, існує внутрішній та міжнародний туризм; по-друге, в'їзний та виїзний; по-третє, чоловічий та жіночий. Існує класифікація за засобом пересування: машиною, автобусом, літаком... А який тобі найбільше до вподоби?
- Обоюдно подорожувати літаком! Швидко і зручно, до того ж це так приємно!

Speaking Exercises



XIII. Answer the following questions to the text:

1. How is tourism classified according to the purpose of trip?
2. What is historical tourism?
3. What do you know about cultural tourism?
4. What is health tourism?
5. What are the main characteristics of ecotourism?
6. Are you an ecotourist?
7. What is religious tourism?
8. What tourism types are there according to the means of transport?
9. Why so many people prefer travelling by car?
10. Do you like travelling on foot? Why?
11. What is travelling by train?

12. What can you say about travelling by sea?
13. What is good in travelling by air?
14. What travel type is your favourite?



XIV. Think about all possible strong and weak points of each type of travelling and complete the following table:

	advantages	disadvantages
travelling by car		
travelling on foot		
travelling by bus		
travelling by train		
travelling by sea		
travelling by air		

Persuade your friend that your favourite type of travelling is the best one.



XV. Discussion of the text:

- Speak about tourism types according to the purpose of trip.
- Discuss the existing types of tourism according to the means of transport.
- Think about possible types of tourism in the future. Will they be different in 200 years or not?



XVI. Interview your group mates until you find three people who do one of the things listed below:

Use the following: *Do you...? How often do you...? Where do you...?*

	Find three people who usually travel to the sea		Find three people who become tourists twice a year
	Find three people who spend their holidays at home		Find three people who think that climbing a mountain is fun
	Find three people who lie in the sun 12 hours a day while on holiday		Find three people who always buy souvenirs for friends
	Find three people who often travel by bus		Find three people who travelled only with their family
	Find three people who prefer going sightseeing to shopping		Find three people who travelled only in Ukraine
	Find three people who are going abroad next year		Find three people who believe life is boring without tourism

Grammar Exercises

The Future Simple Tense

Affirmative		Negative		Interrogative
Long form Short form		Long form Short form		
I will pay	I'll pay	I will not pay	I won't pay	Shall I pay?
You will pay	You'll pay	You will not pay	You won't pay	Will you pay?
He will pay	He'll pay	He will not pay	He won't pay	Will he pay?
She will pay	She'll pay	She will not pay	She won't pay	Will she pay?
It will pay	It'll pay	It will not pay	It won't pay	Will it pay?
We will pay	We'll pay	We will not pay	We won't pay	Shall we pay?
You will pay	You'll pay	You will not pay	You won't pay	Will you pay?
They will pay	They'll pay	They will not pay	They won't pay	Will they pay?

Time expressions used with Future Simple:

tomorrow, tonight, soon, next (week/ month/ year etc.) in a (week/month etc.), in (two) days etc.

XVII. Fill in "will" or "won't":

Tourist: ... you organize a tour to Poland?

Travel agent: Yes, we ... A group of tourists ... go there next June.

Tourist: When ... the tour start?

Travel agent: We think it ... start on the 1st and finish on the 25th.

Tourist: What cities ... the travellers visit?

Travel agent: The tour ... include sightseeing in Krakiv and Warsaw, as well as hiking in Zakopane.

Tourist: How many days ... the travellers spend in every city?

Travel agent: We plan to spend 6 days in Krakiv, 7 days in Warsaw and 10 days in Zakopane.

Tourist: ... it be boring – so many days in one place?

Travel agent: No, it ... There is a plan of activities such as guided tours, shopping or hiking for every day.

Tourist: I need to buy tickets or reserve a hotel room?

Travel agent: No, you ... This is a package tour, so everything is included.

Tourist: How much ... it cost?

Travel agent: It ... cost too much. Approximately \$300 a person.

Tourist: This sounds perfect to me! I want to go there!

XVIII. Say what you think you will do

tomorrow, soon, next week, next month, next year, in 6 months, in five years, in ten years

e.g. *I think I will go on a guided tour next month.*

Use the following:

go to a restaurant, reserve a hotel room, organize a guided tour, go to some museum, take photographs, buy tickets, travel by car (on foot, by bus, by train, by air or by sea), go hiking in the mountains, go sightseeing, operate my own business, work directly with customers, enjoy the marine views, sleep in a bus

XIX. Say what you will do or won't do when you become a travel agent:

Cues: reserve hotel rooms, travel to different countries for free, often travel abroad, book seats (cabins and berths) on planes (ships or trains), travel by plane, obtain visas, drive a car, organize guided tours, work directly with customers, satisfy travellers' needs, operate my own business, meet all customers' requirements, photograph customers in different places, sing songs with customers, buy tickets, sell hotels, issue international passports, buy souvenirs for clients.

e.g. Student A: *When I am a travel agent I will reserve hotel rooms.*

Student B: *When I am a travel agent I won't...*

XX. Make the sentences complete using the prompts below as in the example:

1. If you travel by bus, you ... (see the landscape outside throughout your travel/ but/ have to sleep on your seat).

If you travel by bus, you will see the landscape outside throughout your travel but you will have to sleep on your seat.

2. If you travel by car, you ... (not have to buy tickets / never be late for train or bus).
3. If you travel by train, you ... (have speed and comfort combined/ but/ sometimes have to sleep on dirty births).
4. If you travel on foot, you ... (see the real country, feel the nature around/ but/ not be safe if you walk alone).
5. If you travel by sea, you ... (enjoy marine views/ but/ not leave the ship wherever you want).
6. If you travel by air, you ... (have many advantages/ but/ not use your mobile phone).

XXI. Say what you will be like in twenty years (as you think) by answering these questions:

1. How old will you be?
2. Where will you work?
3. What will you do?
4. What responsibilities will you have?
5. Where will you live?
6. How will you look?

XXII. Write sentences beginning with *I think* / *I don't think*...

1. Nick will go to Poland by car. – *I think Nick will go to Poland by car.*
2. She won't go there by bus. – *I don't think she will go there by bus.*
3. Sarah will try ecological tourism. 4. My parents will practice health tourism. 5. They won't have seasickness. 6. He will enjoy a walking tour. 7. He won't choose his itinerary by himself. 8. Mary won't buy tickets in advance. 9. They will be late for train. 10. Our car won't break during the trip. 11. We won't use our mobile phones during the flight. 12. Passengers will eat and drink aboard a plane. 13. He will enjoy the marine views. 14. They will like the freshness of the sea breeze. 15. We won't leave the ship wherever we want. 16. They won't spend much money while travelling on foot.

XXIII. Peter is travelling in Europe. Complete the sentences with *is / was/ will be*:

1. Last week he in London. 2. Yesterday he ... in Rome. 3. Three days ago he ... in Florence. 4. Today he ... in Budapest. 5. Next Monday he ... in Berlin. 6. Tomorrow he ... in Munich. 7. The day after tomorrow he ... in Amsterdam. 8. Four days ago he ... in Madrid. 9. In a week he ... in Paris. 10. The day before yesterday he ... in Warsaw. 11. Next month he ... back home.

XXIV. Invent a story by continuing the sentence as in the example:

Student A: If I have free time, I will go to Italy by bus.

Student B: If I go to Italy by bus, I won't pay much money for my ticket.

Student C: If I don't pay much money for my ticket, I will have a lot of it left.

Student D: If I have a lot of money left, I will...

You may choose one of the following beginnings:

If I go to Paris by plane... / If we buy tickets to the USA... / If I get a visa to Europe... /
If we are late for train... / If we go on a walking tour... / If I spend the summer abroad...

XXV. Make the following sentences in present, past or future negative and interrogative:

1. We like travelling by ship. 2. Walking is very romantic. 3. She went to Italy by plane. 4. They will choose medical tourism in the future. 5. Sandra is an ecotourist. 6. He was our tour guide. 7. He speaks five foreign languages. 8. We saw them aboard a plane last week. 9. They bought our tickets yesterday. 10. She says she likes travelling on foot. 11. You travelled abroad by train. 12. It was his first business trip to Paris. 13. Rome is my favourite foreign city. 14. I will visit Switzerland next month. 15. They will go to Spain by ship. 16. We hate walking. 17. She looks forward to going to Russia by car. 18. Our car is broken. 19. You can do many things aboard a plane. 20. Walking has so many advantages. 21. They enjoyed marine views throughout their voyage. 22. I will feel the freshness of sea breeze in a week. 23. I have to buy tickets to Ternopil. 24. We will see the real country and feel the nature around while walking. 25. Learning-oriented (educational) tourism includes audio

and video walking tours; educational tourism for classes. 26. Religious tourism suggests that people of faith travel individually or in groups for pilgrimage, missionary, or leisure purposes. 27. When travelling by car you are free to choose your own itinerary and stop wherever you want.

XXVI. Choose the correct variant (present, past or future):

1. Mary a tour operator in five years.
a. became b. becomes c. will become
2. He a hotel room last week.
a. reserves b. reserved c. will reserve
3. They usually the customers in the morning.
a. serve b. will serve c. served
4. he arrive next Friday?
a. will b. did c. does
5. She like travelling.
a. don't b. doesn't c. willn't
6. Only hardworking individuals high salary.
a. receive b. receives c. doesn't receive
7. Travelling on foot very romantic.
a. am b. is c. are
8. Tourists sightseeing an hour ago.
a. went b. go c. will go
9. Tour guides many responsibilities.
a. had b. has c. have
10. I a good specialist in the future.
a. am b. will be c. was



Reading Exercises

XXVII. Read and translate the following text about forms of tourism in Greece:



In recent years special forms of tourism, offering travellers the opportunity to enrich their activities by attending specialised programmes such as therapeutic–spa tourism, religious tourism, ecological tourism, agrotourism etc, have been developing more and more systematically in Greece. Thus, the

country has become a popular tourist destination not only for holidays of the “classical type” but also for people interested in alternative holidays who, apart from relaxing and sightseeing, wish to enjoy the unique experience offered by the country’s nature and its “products”, its religious culture and the specialised infrastructure of the Greek tourist industry.

Greece has a very important **cultural heritage** that can attract a large share of international tourists. Traditional architecture, traditional settlements and the historic centres of cities and towns are key elements of Greek cultural heritage and image. **Eco-tourism** is also well developed as Greece has a wealth of ecological resources. As for **religious tourism** which includes churches, monasteries, religious festivals etc., this kind of tourism is still in the initial stage of development, but with great potential here. Greek monasteries are wonderful monuments of art and technique, some of them dating back to the 10th century. **Conference tourism** leaves much to be desired as the country is at the bottom of the international conference market in terms of the number of conferences hosted annually. **Sports tourism** has high potential for development in Greece as there are lots of sports centres there.

XXIV. On the basis of the text prepare a short report about existing tourism types in Ukraine. Characterize our cultural, historical, religious, health, ecological and sports tourism.

Unit 6. THE EIGHT SECTORS OF TOURISM



I. Read and learn the following words and word combinations:

divide – розділювати

adventure tourism and recreation sector – сектор пригодницького туризму та розваг

attractions sector – сектор атракціонів

events and conferences sector – сектор культурно-масових заходів та конференцій

food and beverage – харчування

tourism services sector – сектор туристичних послуг

travel trade sector – сектор туристичного продажу

to deal with – займатися, мати справу з

types of businesses – типи комерційних підприємств

to range – варіюватися в певних межах

out-of-the-way motel – мотель, віддалений від дороги

fishing camp – табір рибалок

world class resort – курорт світового класу

facilities – зручності

bed and breakfast (B &B) – приватний будинок/ готель, де пропонується проживання та сніданок

hiking – подорожування пішки, піша екскурсія

canoeing – гребля, перегони на каное

wilderness education tour – пізнавальна подорож по дикій місцевості

bird/ whale watching – спостереження за птахами/ китами

amusement park – парк атракціонів, парк розваг

waterslides – водні гірки, аквапарк

revenue – прибуток

convention – з'їзд, зустріч, конференція

execution – проведення, виконання

to occur – відбуватися, траплятися

annual – щорічний

fast food outlet – заклад швидкого харчування

tourism-related occupation – пов'язана з туризмом посада

low fare – низький тариф

to book – замовляти наперед, *syn. to reserve*

to arrange a tour – організувати тур

complete package of services – повний комплект послуг



II. Read and translate the following text:

THE EIGHT SECTORS OF TOURISM

The tourism industry is divided into eight different sectors or areas. They are:

Accommodation

Adventure Tourism and Recreation

Attractions

Events and Conferences

Food and Beverage

Tourism Services

Transportation

Travel Trade

Accommodation sector is one of the largest sectors in the tourism industry. It deals with all possible means of accommodation of tourists and travellers. The types of businesses in this sector range from large, deluxe hotels in major cities to small, out-of-the-way motels; from small fishing camps to huge world class resorts. Facilities may include meeting rooms, restaurants and bars, entertainment and fitness outlets, or may be as simple as bed and breakfast services.

Adventure tourism and recreation is one of the fastest growing sectors. Careers in adventure tourism and recreation often center around sports such as skiing, tennis, golf, hiking, canoeing, mountain climbing, fishing, hunting and sailing. Park services, wilderness education tours and special interest (learning) adventures, such as bird watching or whale watching, are also included.

Attractions sector focuses on tourism that entertains or educates. The sector includes casinos, amusement parks, waterslides, museums, zoos, and aquariums. Many attractions are important sources of revenue to their communities. They often

attract visitors from other regions of the country and the world, as well as people from the surrounding area.

Events and Conferences. This sector focuses on meetings, conventions, festivals, fairs, trade shows, cultural and sporting events, and all the planning and details surrounding their execution. Events may occur only once. These events offer interesting short-term positions. Other events are annual and provide long-term career opportunities. Conferences happen all the time. Again, some are annual and others occur less often or only once.

Food and Beverage. Tourists spend approximately 20-25% of their travel money on food and drink. It is therefore no wonder that this sector employs millions of people throughout the world. Types of businesses in this sector are numerous and diverse, ranging from fast food outlets to huge dining establishments; from pubs and nightclubs to private clubs.

Tourism services. Besides businesses that provide direct services to travellers, there are organizations that specialize in serving the needs of the tourism industry. These include government agencies, auto clubs, tourism education associations, trainers and consultants.

Transportation sector includes those who help travellers get to and from their destinations. They work on planes, trains, automobiles and ships. Travel by air is the largest employer in this sector, with more than 30 tourism-related occupations.

Travel trade sector supports other sectors. Those working in this sector make arrangements, mostly for travel and accommodation, for those travelling for business or leisure. They may book airplane flights, reserve hotel rooms, arrange tours or provide complete package of services that includes transportation, accommodation, food and beverage, attractions and special events.



Phonetic Exercises

III. Mind the vowels *I, I (Y,y)* pronunciation in the open and closed syllables:

	[aɪ]		[ɪ]	
nine	dining		is	syllable
five	private		in	possible
time	exciting		this	tourism
besides	provide		with	industry
type	divide		skill	include
diverse	hiking		drink	winter



IV. Read the following sentences:

- Tourism industry is divided into sectors.
- Diversity in the tourism industry is interesting.
- This mister is dining in his private bar.
- This is an exciting film.

Vocabulary Exercises



V. Give Ukrainian equivalents of the following:

to divide into, adventure tourism and recreation, events and conferences, tourism services, to suggest, to deal with, types of businesses, to range from...to..., deluxe hotel, world class resort, to center around smth, skiing, tennis, golf, hiking, canoeing, kayaking, mountain climbing, wilderness education tour, bird/whale watching, amusement park, waterslide, source of revenue, surrounding area, convention, numerous and diverse, a steady demand for stuff, tourism-related occupation, travelling for business or leisure



VI. Give English equivalents of the following:

сектор культурно-масових заходів та конференцій, розміщення, транспортування, сектор пригодницького туризму та розваг, харчування, готель люкс, курорт світового класу, пізнавальна подорож по дикій місцевості, аквапарк, зоопарк, акваріум, важливе джерело прибутку, люди з навколишньої місцевості, заклади швидкого харчування, величезні ресторани заклади, культурні та спортивні події, ярмарки, місце призначення, постійно зростати

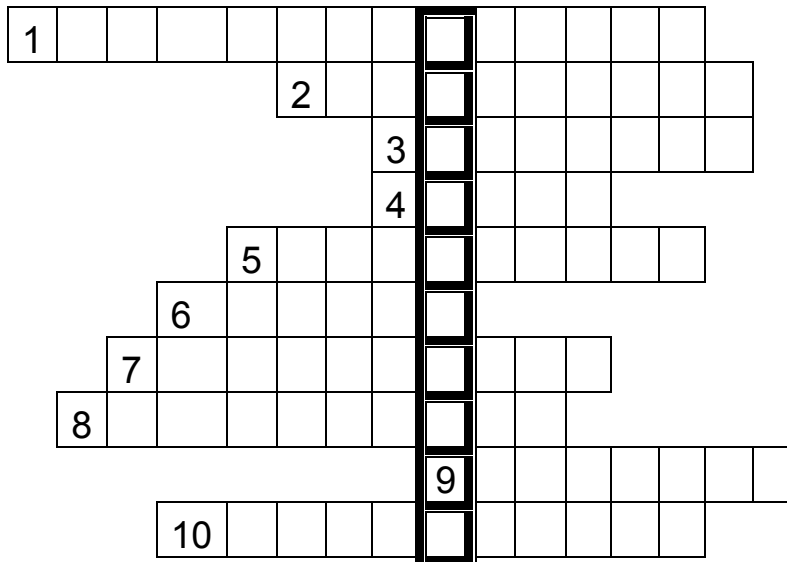


VII. Replace the underlined words with corresponding synonyms from the text:

- I will book you a flight on Saturday. (r_ _ _ _ _)
- The government is making a great effort to provide cheap housing and more public facilities. (a_ _ _ _ _)
- It should cost about \$1500. (a_ _ _ _ _)
- Tourism industry is divided into eight different sectors. (a_ _ _)
- You have multiple career choices in tourism. (n_ _ _ _ _)
- He is a constant traveller. (t_ _ _ _ _)

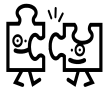


VIII. Solve the crossword puzzle with the help of the following definitions:



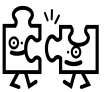
- a system or method for carrying passengers or goods from one place to another;
- something interesting or enjoyable to see or do;
- the sport of travelling in a canoe;
- something that happens, especially something important, interesting or unusual;
- a large formal meeting where a lot of people discuss important matters such as business, politics, or science, especially for several days;
- happening once a year;
- a slide that goes down into a swimming pool, usually with water running down it;
- an activity that you do for pleasure or amusement;
- many, a large number of things or people;

10. agreement, something that has been organized or agreed on.



IX. Provide prepositions that are used with the following words in the text:

to range.....	travel...air
to divide.....	to travelbusiness/ leisure
to deal	to focus.....
career	to depend.....
to center.....	to spend.....
to specialize.....	demand



X. Complete the following sentences with the necessary preposition:

1. This sector specializes ___ entertainment and fun. 2. Some tourists travel ___ business, other ___ leisure. 3. A demand ___ world class resorts increases steadily in Ukraine. 4. Many people spend money ___ tourism every year. 5. There are lots of adventure tourism opportunities ___ winter and ___ summer. 6. This text is centered ___ the sectors of tourism. 7. The accommodation sector focuses ___ the housing of tourists and travellers. 8. Travel ___ air is my favourite type of travel. 9. Tourism deals ___ all services provided to tourists. 10. Our economy depends ___ the revenue received from tourism very much, indeed. 11. I'd like to start a career ___ travel trade. 12. Accommodation businesses range ___ country inns to luxury hotels. 13. What sectors is tourism divided ___?



XI. Correct the mistakes:

1. I don't depend from career opportunities in tourism.
2. This science specializes on goods and services production.
3. Thousands of tourists spend money for entertainment.
4. This is not a career of tourism I desire.
5. He hates travel on air, as he gets airsick.
6. The work of a food and beverage manager focuses around organization of services.

7. Who deals in transportation?



XII. Practice the construction *such.....as.....*, make sentences as in the example:

1. Accommodation sector/ include/ types/ businesses/ hotels/ motels/ inns/ camps/ resorts...

The accommodation sector includes such types of businesses as hotels, motels, inns, camps, resorts, etc.

2. Attractions sector/ focus on/ types/ businesses/ casinos/ amusement parks/ waterslides/ museums/ zoos...

3. Adventure tourism/ recreation sector/ center around/ sports/ skiing/ tennis/ golf/ hiking...

4. Events/ conferences sector/ focus on/ events/ conferences/ meetings/ conventions/ festivals/ fairs...

5. Tourism services sector/ provide/ services/ tourism education/ training/ consulting...

Speaking Exercises



XIII. Answer the following questions to the text:

1. Into how many sectors is the tourism industry divided? What are they?
2. What types of businesses can you name in the accommodation sector?
3. What facilities are provided in it?
4. What do you know about the adventure tourism and recreation sector?
5. Do you consider yourself fit for an extreme job in this sector?
6. What is the attractions sector in tourism industry?
7. What attraction businesses can you name in your city?
8. Does your city receive much revenue from attractions?
9. What world famous attractions would you like to visit and why?
10. What can you say about events and conferences sector?
11. Have you ever taken part in a real conference? If not, would you like to? Explain why.
12. What do you think about the food and beverage sector? Why is it so diverse?
13. How does the tourism services sector differ from all the other sectors?

14. What is a transportation sector?
15. How does the travel trade sector support all other sectors?
16. Why are career options in the tourism industry unlimited?



XIV. Decide which tourism sector is the most appealing to you with the help of the following exercise. Match the left part with the corresponding right one, make up sentences as in the example, and choose what suits you most:

e.g. If you enjoy making people “feel at home”, you should work in the accommodation sector.

- You take pleasure in making eating and drinking a memorable experience....
- You take pleasure in organizing people and activities.....
- You like to be outdoors and active...
- You enjoy making people “feel at home”...
- You like to share your knowledge and culture...
- You enjoy promoting, marketing and research....
- You are interested in ensuring that people have a pleasant journey....
- You like to help people get to where they want to.....

ACCOMMODATION

ADVENTURE TOURISM

ATTRACTIONS & CULTURAL TOURISM

TRAVEL TRADE

TRANSPORTATION

TOURISM SERVICES

EVENTS & CONFERENCES

ATTRACTIONS & CULTURAL TOURISM

FOOD & BEVERAGE



XV. Complete the following table and decide which tourism sector needs improvement in your city:

	examples	well/badly organized	fully/partly satisfies needs of customers	other positive/negative sides	needs/doesn't need improvement
Accommodation					
Adventure Tourism and Recreation					
Attractions					
Events and Conferences					
Food and Beverage					
Tourism Services					
Transportation					
Travel Trade					

Use the following expressions:

To my mind....If I remember rightly.....I'm positive that...I (really) feel that...In my opinion...The way I see things...I'd suggest, that.....I'd rather say that.... I dare say that....



XVI. In pairs use the prompts to ask and answer, as in the example:

1. Jane – tourism accommodation sector – front desk agent – handle guest arrivals and departures (♥)
2. Nick and Peter – tourism food and beverage sector – bartenders – prepare beverages (☺)
3. Anna – tourism attractions sector – museum curator – set up displays and exhibitions (O)
4. Jack – travel trade sector – local tour guide – provide general knowledge of an attraction (♥)

5. Michael - adventure tourism sector – hunting guide – guide individuals or groups (♡♡)

A: *Where does Jane work?*

B: *She works in the tourism accommodation sector.*

A: *What's her job?*

B: *She is a front desk agent.*

A: *What does she do at work?*

B: *She handles guest arrivals and departures.*

A: *Does she like her job?*

B: *Yes, she does.*

Note:

(♡♡) - love

(♡) - like

(☺) - not

mind

(O) - hate

Grammar Exercises

The Present Continuous Tense

Affirmative	Negative	Interrogative
Long form Short form	Long form Short form	
I am working I'm ...	I am not working I'm not...	Am I working?
You are working You're ...	You are not working You aren't...	Are you working?
He is working He's...	He is not working He isn't...	Is he working?
She is working She's...	She is not working She isn't...	Is she working?
It is working It's...	It is not working It isn't...	Is it working?
We are working We're...	We are not working We aren't...	Are we working?
You are working You're...	You are not working You aren't...	Are you working?
They are working They're...	They are not working They aren't...	Are they working?

Time expressions used with Present Continuous:

now	at the moment	at present
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XVII. Write short answers as in the example:

1. Are they planning a trip to Egypt? – No, they aren't.
2. Is the travel agent reserving the hotel room? – Yes, he is.

3. Are you accommodating tourists? – Yes,_____.
4. Is she discussing the eight sectors of tourism? – No, _____.
5. Am I booking a flight to Paris? –Yes,_____.
6. Are we staying at a local bed and breakfast? – Yes,_____.
7. Is our guide answering this question now? – No, _____.
8. Is he staying at a deluxe hotel? – No, _____.
9. Are employees serving the needs of customers? – Yes,_____.
10. Is she arranging a trip to Moscow? – Yes,_____.

XVIII. Make sentences as in the example:

1. The girl/ spend money on food and drink.
 Long form: *The girl is spending money on food and drink.*
 Short form: *She is spending money on food and drink.*
2. Travel agents/ arrange a tour package.
3. Mike/ book airplane flights.
4. Tourists / dine in a fast food outlet.
5. Travellers / stay at a small, out-of-the-way motel.
6. A tour operator / reserve hotel rooms.
7. A tour guide / tell us about the city sights.
8. Our friend Fred / arrange a huge annual event.
9. The man/ deal with our accommodation.
10. A tour operator / inform them about the city attractions.

XIX. Complete the sentences using Present Continuous:

1. Don't call him now! He(to book) an airplane flight.
2. Don't disturb her! She ... (to canoe) right now.
3. Look at that man! He ... (to entertain) his visitors.
4. Don't listen to him! He ... (to tell) lies!
5. Listen! They ... (to plan) an international convention.
6. Look at her! She ... (to search for) an interesting short-term position in the events and conferences sector.
7. Don't bother them! They ... (to dine) at the restaurant now.
8. Do you hear? They... (to discuss) our accommodation now!

XX. Write questions as in the example:

1. *Are students staying at a deluxe hotel?* – Yes, students are staying at a deluxe hotel.
2. _____? – Yes, our tour guide is answering the phone.
3. _____? – Yes, she is providing services to travellers.
4. _____? – Yes, they are serving the needs of tourists.
5. _____? – Yes, he is booking a flight to Tokyo.
6. _____? – Yes, she is discussing execution of the event.
7. _____? – Yes, the travel agent is reserving this tour.

XXI. Write negative sentences as in the example:

1. He is reading about accommodation. (events and conferences) – *He isn't reading about events and conferences.*
2. They are booking a flight to Italy (Spain).
3. She is arranging a trip to the Carpathian Mountains (The Alps).
4. We are staying at a small, out-of-the-way motel (deluxe hotel).
5. I am reserving a hotel room (a guided tour).
6. He is answering the phone (this question).
7. They are hiking in the mountings (sailing).
8. She is mountain climbing (fishing).
9. I am sailing (canoeing).
10. They are asking about a huge world class resort (small motel).
11. He is dining in a fast food outlet (huge establishment).
12. They are spending their money on food and drink (souvenirs).

XXII. Ask and answer as in the example:

1. Mike / a bartender / prepare beverages / watch TV.
 - *Mike is a bartender. What does he do at work?*
 - *He prepares beverages.*
 - *Is he preparing beverages now?*
 - *No, he isn't. He is watching TV.*
2. Jane / museum curator / set up displays and exhibitions / serve visitors.
3. Peter and Sam / hunting guides / guide individuals or groups / have a rest.

4. Tamara / local tour guide/ arrange guided tours / do the shopping.
5. Karen / receptionist / serve travellers / play with her kids.
6. John / pilot / fly a plane / play the guitar.
7. Bobby and Bill / canoeing instructors/ instruct customers / dine.

XXIII. Open the brackets, put the verbs into Present Simple or Present Continuous:

1. Tommy Hanks (to work) at a huge deluxe hotel in one of the most famous resorts. He (to be) a receptionist and usually (to deal) with guests' arrivals and departures. He usually (to work) directly with customers and sometimes (to take) reservations per telephone. Right now he (to discuss) an order with a visitor. The visitor (to want) a double room, but all double rooms (to be) occupied. So, Tom (to tell) him to take two single rooms or to choose some other hotel. 2. Sandra (not, work) in transportation. She (to work) in travel trade. She (to be) a travel agent and (to sell) tours. At the moment she (to serve) a customer. She (to reserve) a flight and (to book) a hotel room. 3. Look! What he (to do)? He (to buy) tickets. He (to want) to go to Warsaw. 4. Hue Thompson (to like) his job very much. He (to be) a tour guide. Every day he (to conduct) a tour about the city. He (to do) it now as well. He (tell) visitors about the City Hall at the moment.

XXIV. Open the brackets, put the verbs into Present Simple or Present Continuous:

1. He usually (deal with) all possible means of tourists' accommodation. 2. Mountain climbing (to be) her hobby. 3. He (not, to ski) now. He (to hike) in the mountains. 4. They (to want) to have an adventure and (to plan) bird watching in Africa next week. 5. Our out-of-the-way motel (not, to include) such facilities as meeting rooms, entertainment or fitness outlets. 6. Where (to be) they? - They (to have) fun at the local amusement park! 7. She (to book) a meeting room for the international business convention in Yalta deluxe hotel right now. 8. Where (to go) you? - I (to go) to a government agency. 9. Where (to work) he? - He (to work) at a local auto club. 10. This (not, to be) an annual conference. 11. We usually (to spend) approximately 30 %

of our travel money on food and drink. 12. He (not, to dine) usually at huge dining establishments, but today he (to celebrate) his birthday at a deluxe restaurant. 13. Those working in the transportation sector (to help) tourists get to and from their destinations. 14. Food and beverage sector (to employ) millions of people throughout the world. 15. Where (to be) Peter? – He (to serve) the needs of customers.

XXV. Open the brackets, put the verbs into Present Simple or Present Continuous:

1. Adventure tourism and recreation (to grow) fast these years. 2. Huge world class resorts (to be) important sources of revenue to their country. 3. Look! They (to plan) to organize a huge cultural event! 4. This event (not, to occur) only once. It (to be) annual and (to happen) every year. 5. This attraction (to offer) some interesting short-term positions these days. 6. Look at this photo! They (to entertain) visitors in a nightclub on it! 7. Those working in transportation (to serve) travellers on planes, trains, automobiles and ships. 8. There (to be) so many tourism-related occupations! And where (to work) you? – I (to think) still what tourism profession to choose. 9. What (to be) they busy with these weeks? – They (to attract) visitors to their resort. They (to want) to attract people not only from the surrounding area, but from other regions as well!

XXVI. Choose the correct variant:

1. Listen,... they a flight to Tokyo?
a. do book b. are booking c. is booking
2. He ... customers.
a. serve b. is serving c. am serving
3. They always ... in a huge resort.
a. rests b. are resting c. rest
4. Sandra her job.
a. don't like b. isn't liking c. doesn't like
5. Josh ... to divide tourism into more than eight sectors.
a. wants b. is wanting c. don't want
6. Mary always her clients about their preferences.

a. is asking b. asks c. ask

7. I ... a trip to Thailand right now.

a. plans b. are planning c. am planning

8. you ... a reservation per telephone?

a. does take b. are taking c. do takes

9. She me about most beneficial tours.

a. inform b. is informing c. are informing



Reading Exercise

XXVII. Read the following travel anecdotes and decide which two refer to the attractions sector, which refers to the transportation sector, and which refers to the accommodation sector:

Following his trip to Greece, O’Neal was asked whether he had visited Parthenon. “I can’t really remember”, O’Neal replied, “the names of the clubs that we went to.”

Dr. Johnson hated all the things Scottish. On an excursion to Bristol, Johnson stayed at an inn which was far from his expectations. Later, when he was asked to describe it, he said, “Describe it? Why, it was so bad that I wished to be in Scotland.”

Upon his return home after a visit to Paris one year, Nick Davy was asked what he had thought of the Louvre and the city’s other art galleries. Davy’s verdict? “The finest collection of frames I’ve ever seen.”

Making his way towards Paris one day Rabelais found himself at a country inn with no means to continue his journey. He prepared three small packets – “Poison for the King”, “Poison for the Monsieur” and “Poison for the Dauphin” and left them where the inn keeper was sure to find them. When the man duly informed the police, Rabelais was promptly arrested and brought to Paris for questioning. The packets were soon found empty, Rabelais released, having completed his journey at no expense.

Unit 7. THE ATTRACTIONS TOURISM SECTOR



I. Read and learn the following words and word combinations:

major – основний

minor – менш важливий

attraction – привабливість, атракціон, визначне місце

to appeal to – приваблювати

resident – мешканець

to generate – накопичувати, збирати

tourism revenue – прибуток від туризму

historic site – історичне місце

hall of fame – зал (бойової) слави

art gallery – картинна галерея

water park – аквапарк

educational in nature - освітнього характеру

entertainment – розваги

a wealth of – багато, велика кількість

standout memories – неймовірні, чудові спогади

to contain – містити

exhibits – експонати

castle – замок

to burst with – бути переповненим чимось

treachery – зрада

torture – тортури

roller coaster – «американські гірки» (атракціон)

experience – досвід

branch – відгалуження; філіал; відділення

artifact – артефакт; пам'ятка матеріальної культури

medieval – середньовічний

painting- картина

wood carving – різьба по дереву

open-air museum – музей під відкритим небом

invaluable – безцінний

source of amusement – джерело розваг

to market the attraction - приваблювати відвідувачів

employment opportunities – можливості працевлаштування

permanent position – постійна посада

rapidly – швидко

pit boss - розпорядник казино

dealer – працівник казино, який здає карти



II. Read and translate the following text:

THE ATTRACTIONS TOURISM SECTOR



Every province and territory in any country has major or minor attractions that appeal to visitors and residents and that generate tourism revenue. Attractions include historic sites,

museums, halls of fame, art galleries, botanical gardens, aquariums, zoos, amusement parks, water parks and casinos. Many attractions are educational in nature, others are solely for entertainment. Some are both -"edutainment."

Great Britain has a wealth of attractions. The Natural History Museum is one of the standout memories of many children; the Science Museum contains more than 10,000 exhibits from the nation's collection; the British Museum is famous for one of the richest libraries in the world. There are castles and palaces like Buckingham Palace and Warwick castle, bursting to the towers with tales of treachery and torture, passion and power and above all fascinating people, times and events. Large amusement parks like Legoland, Chessington and Thrope Park are home to fun, laughter and some of the most exciting roller coaster



experiences in Europe. London Zoo always provides plenty of things to see and so much to learn. This country has a lot to offer.

The same can be said about Ukraine as well. The Historical Museum of Ukraine in Kyiv is the country's largest museum. Its branch, the Museum of Historical Treasures, is noted for its collection of ancient Scythian artifacts. The Museum of Ukrainian Art contains the largest collection of Ukrainian medieval paintings and wood carvings. Ukraine also has a number of open-air museums that preserve native architecture. There are lots of historical and culture monuments such as St. Sophia Cathedral, the Golden Gates, Pechersk Lavra, which attract thousands of visitors all the year round. The fortresses of Kamianets-Podilski, Hotyn, and Galych are invaluable monuments to the history of the Ukrainian people. There are several water parks on the Crimean Peninsula, the source of amusement for children and adults.

All attractions, large or small, need people to sell food and souvenirs, market the attraction, maintain the facility and manage the operation. The attractions sector offers a wide range of employment opportunities, ranging from seasonal to permanent positions. There is also variety in the types of jobs available. Casinos, a rapidly growing area of the attractions sector, add many new positions, such as pit bosses and dealers.

As the sector grows, employment increases every year. In Canada, for example, it was estimated that 120,000 people were employed in the attractions sector in 1997 and by 2005 employment reached 152,000 and continues to grow.

Phonetic Exercises



III. Mind the letters *ea* pronunciation:

[i:] – most cases

increase

reach

seasonal

appeal

[e] – some words

wealth

treachery

learn

treasure



IV. Read the following sentences:

- Leave the treasures!
- This sea coast has seasonal appeal.
- It's not easy to increase your wealth or improve health.
- Please, don't accuse me of treachery.

Vocabulary Exercises



V. Give Ukrainian equivalents of the following:

major or minor attractions; appeal to visitors and residents; to generate tourism revenue; amusement park; educational in nature; a wealth of attractions; fascinating people, times and events; to be home to fun and laughter; plenty of things to see; medieval paintings; wood carvings; to preserve native architecture; invaluable monuments to the history; to market the attraction; to maintain the facility; to manage the operation; jobs available; rapidly growing area



VI. Give English equivalents of the following:

історичне місце; зал слави; картинна галерея; ботанічний сад; акваріуми; аквапарки; тільки для розваг; чудові спогади; більше ніж 10000 експонатів; одна з найбагатших бібліотек світу; переповнені казками про зраду та тортури; найбільш захоплюючі катання на американських гірках в Європі; історичний музей; відомий своєю колекцією; музей під відкритим небом; приваблювати тисячі відвідувачів; джерело розваг для дітей та дорослих; широкий вибір можливостей працевлаштування; сезонні та постійні посадки



VII. Fill in the correct word from the list, then make sentences using the completed collocations:

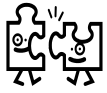
botanical, permanent, site, standout, park, opportunity, wood, jobs, artifact, gallery, open-air, to manage

_____ museums _____ garden
 ancient _____ _____ the operation
 _____ memories art _____

historic_____ employment_____

available_____ amusement_____

_____position _____carving



VIII. Replace the underlined words with corresponding synonyms from the text:

1. So what do you do for amusement in this town? (e_____)
2. This water park draws millions of visitors every year. (a_____)
3. What is this museum noted for? (f_____)
4. Every zoo offers many interesting and exciting things to see. (p_____)
5. If you get lost just ask one of the locals for directions. (r_____)
6. We must encourage the planting of new trees and save our nature. (p_____)



IX. Match and learn the antonyms:

seasonal
valuable
ancient
major
visitor
treachery
large
children

adults
minor
small
resident
invaluable
permanent
modern
loyalty



X. Find words in the text to match the following definitions:

1. A large public garden where many different types of flowers and plants are grown for scientific study – b_____
2. A building where important cultural, historical, or scientific objects are kept and shown to the public – m_____
3. Something interesting or enjoyable to see or do, a place that many tourists visit – a_____
4. A building where paintings are shown to the public – a_____
5. A building where people go to look at fish and other water animals – a_____

6. A large park with many special machines that you can ride on, such as roller coasters and merry-go-rounds – a_____



XI. Complete the sentences with the words from the list below:

• adventure • memories • museum • painting • gardens • historic

1. There is the world of fun and _____ in any amusement park.
2. Children love going to botanical _____.
3. This is the best open-air _____ I have ever seen.
4. I read a frightening story about this medieval _____.
5. We are all eager to visit this _____ site.
6. What are your most standout _____?



XII. Complete the following sentences with the necessary prepositions:

1. The aquarium is famous ___ the finest collection of different fishes and water animals in the world.
2. John was bursting ___ ideas of his own future attraction.
3. This zoo has been home ___ many animals for years.
4. The National Maritime Museum, South London, is noted ___ models and pictures of British ships, and things relating to the sea, sailing, and famous seamen.
5. There is a monument ___ the men who died in the battle there.
6. One may find numerous attractions ___ the Crimean Peninsula.
7. Amusement parks have multiple visitors, ranging ___ children ___ grandparents.
8. Are all attractions educational ___ nature?
9. That castle and its tales appeals not only ___ young children.
10. There is a great variety ___ types of museums in this city.



XIII. Practice the construction *there is/are.....*, make sentences as in the example:

1. Major/ minor/ attractions/ every/ province/ territory.
There are major or minor attractions in every province and territory.
2. Historic sites/ museums/ halls of fame/ art galleries/ botanical gardens/ every/

country.

3. 10,000 exhibits/ nation's collection/ the Science Museum.
4. The richest library/ the British Museum.
5. Castles/ palaces/ amusement parks/ Great Britain.
6. A collection/ ancient Scythian artifacts/ the Museum/ Historical Treasures.
7. Medieval paintings/ wood carvings/ the Museum/ Ukrainian Art.
8. Fortresses/ Kamianets-Podilski/ Hotyn/ Galych.
9. Several/ water parks/ the Crimean Peninsula.
10. Growth/ employment/ attractions/ sector.



XIV. Translate into English:

1. Я би хотіла відвідати музей архітектури під відкритим небом у Львові. 2. Завдяки найбагатшій у світі бібліотеці, цей музей відомий далеко за межами країни. 3. Шкода, що у цьому місті немає ботанічного саду. 4. На цьому атракціоні працює багато працівників. Дехто продає їжу та сувеніри, але більшість приваблює відвідувачів. 5. Тобі слід відвідати музей українського мистецтва у Києві, якщо тебе цікавлять середньовічні картини. 6. Американські гірки, мабуть, будуть завжди джерелом розваг для дітей та дорослих. 7. Давай підемо у парк атракціонів. Там стільки цікавого! 8. Правда, що кількість можливостей працевлаштування у секторі атракціонів постійно зростає? 9. Перед тим, як їхати на екскурсію в іншу країни, слід дізнатися про всі історичні місця, музеї, ботанічні сади, картинні галереї, парки атракціонів, палаци та фортеці цієї країни.

Speaking Exercises



XV. Answer the following questions to the text:

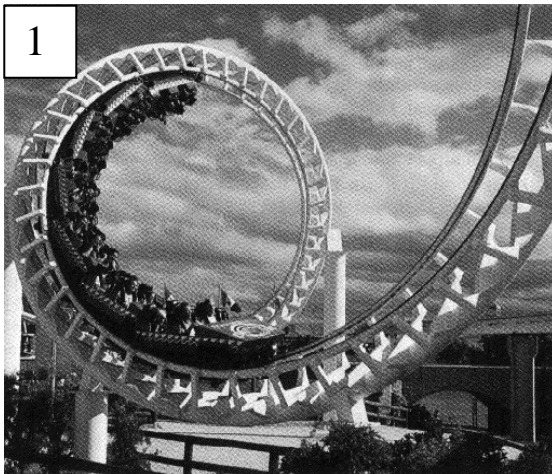
2. What types of attractions do you know?
3. What attractions are educational in nature?
4. Which ones are solely for entertainment?
5. What can you visit in Great Britain?
6. What would you like to see first and why?

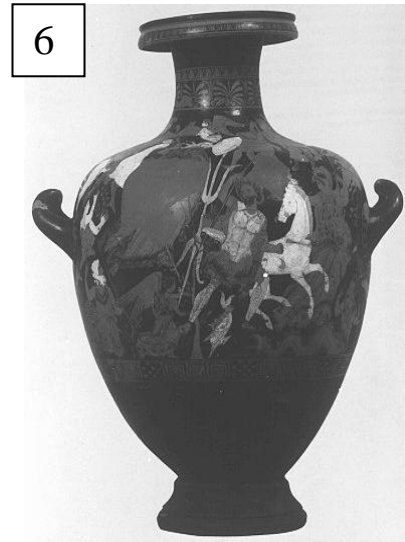
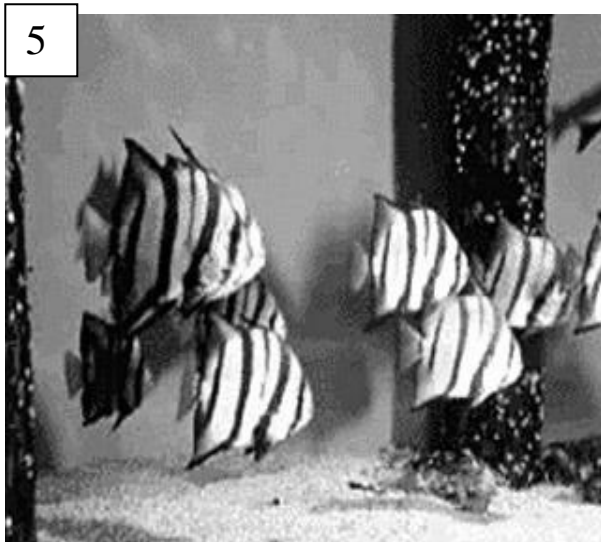
7. Why is Ukraine worth visiting?
8. Which city is the most famous in Ukraine, what for?
9. Why do attractions need people and workers?
10. What can you say about employment opportunities in the attractions sector?
11. Would you like to work in this sector? Why?



XVI. Describe the following pictures. Speak about:

- a) the type of attraction they represent;
- b) your reasons to think so;
- c) what exactly is shown in the pictures;
- d) shape and size of the object(s);
- e) your feelings when you look at the picture.





XVII. In pairs use the prompts to ask and answer as in the example:

1. The USA/ fantastic/ to go on the roller coaster/ California/ amusement park.
2. Great Britain/ marvelous/ to take a picture of Queen Elizabeth II/ (at) the Madame Tussaud's museum, London/ collection of famous people wax models.
3. France/ terrific/ to visit Sleeping Beauty's castle/ Disneyland Paris/ theme park.
4. Poland/ breathtaking/ to ride on an elephant/ Wroclaw/ zoo.
5. The USA/fascinating/ to play poker/ Las Vegas/ casinos.
6. Austria/ fabulous/ to see the original paintings of Rembrandt and Michelangelo/ Vienna/ Art Museum Albertina.
7. Germany/ exciting/ to drink so much beer/ Munich/ Oktoberfest

e.g. A: How was your trip to the USA?

B: It was fantastic. We had a great time, thanks.

A: What was it like?

B: It was out of this world. Here! Take a look at the photos.

A: Wow! Did you really go on the rollercoaster?

B: Yes, it was great.

A: Where was it?

B: In California. There is a wonderful amusement park there. Would you like to visit it as well?

A: *I haven't been on holiday for years.*

B: *So, here's your chance. Get a ticket to the USA as soon as you can.*



XVIII. a) Fill in the grid with your city major and minor attractions:

historic sites	museums	art galleries	botanical gardens	zoos	amusement parks	casinos

b) Find out:

- What attractions are most profitable in your city and why?
- What attractions are privately owned, what are owned and run by the state? Do they differ?
- Which ones do you and tourists visit most/ less and why?

c) Speak about:

- The ways of the attractions' profitability improvement:
 - promotion;
 - investment;
 - effective management;
 - skillful workers;
 - high quality equipment;
 - any other methods.
- An attraction you would like to work in and why.



XIX. Make up a plan and retell the text according to it

Grammar Exercises

The Past Continuous Tense

Affirmative	Interrogative	Negative	
		Long form	Short form
I was helping	Was I helping?	I was not helping	I wasn't ...
You were helping	Were you helping?	You were not helping	You weren't...
He was helping	Was he helping?	He was not helping	He wasn't...
She was helping	Was she helping?	She was not helping	She wasn't...
It was helping	Was it helping?	It was not helping	It wasn't....
We were helping	Were we helping?	We were not helping	We weren't...
You were helping	Were you helping?	You were not helping	You weren't...
They were helping	Were they helping?	They were not helping	They weren't...

Time expressions used with Past Continuous:

at (3) o'clock yesterday, from 5 to 7 yesterday, for 2 hours yesterday, all day/ week/ month, when, while, as

XX. Open the brackets and put the verbs into the Past Continuous form:

1. Sandra (buy) tickets at 7 p.m. yesterday.
2. We (to meet) foreign tourists all day yesterday.
3. Peter (fly) the plane to Rome for 1 hour yesterday.
4. Harry (serve) customers during the whole previous week.
5. She (have) an adventure while we (work).
6. They (go) to the Crimea by bus while we (go) there by train.
7. The travel agent (try) to reserve our hotel rooms the whole yesterday afternoon.
8. We (plan) our trip to the Carpathian Mountains during the whole previous month.
9. What you (do) when I called you yesterday?
10. Stan (gain) experience while we (have) a holiday.
11. She (attract) new tourists to our region for the whole year.

Short answers

Yes, I/he/she/it was Yes, we/you/they were
 No, I/he/she/it wasn't No, we/you/they weren't

XXI. Look at the table and make up sentences as in the example:

Peter	reserve hotel rooms	at 10 o'clock this morning
John	serve customers	from 4 to 8 yesterday afternoon
Diane	make up marketing plans	all day yesterday
Mary	book flights	at 4 o'clock yesterday afternoon
Adam	reserve guided tours	at 9 o'clock yesterday evening
Paul	handle complaints	all previous week
Sarah	visit a museum	two hours ago
Josh	swim in a water park	at 9 o'clock yesterday morning

e.g. *Peter was reserving hotel rooms at 10 o'clock this morning.*

XXII. Look at the table again, then ask and answer questions as in the example:

1. Peter / serve customers / at 10 o'clock this morning –
A: Was Peter serving customers at 10 o'clock this morning?
B: No, he wasn't. He was reserving hotel rooms at 10 o'clock this morning.
2. John / serve customers / all day yesterday.
3. Diane / book flights / all day yesterday.
4. Mary / make up marketing plans / at 4 o'clock yesterday afternoon.
5. Adam / reserve hotel rooms / at 9 o'clock yesterday evening.
6. Paul / reserve guided tours / all previous week.
7. Paul / handle complaints / at 9 o'clock yesterday evening.
8. Sarah / visit a museum / at 9 o'clock yesterday morning.
9. Josh / swim in a water park / two hours ago.

XXIII. In pairs ask and answer questions as in the example:

A: What were you doing at 5 o'clock yesterday evening?

B: I was reading a book.

➤ at 5 o'clock yesterday evening?

- at half past eight last Tuesday morning?
- at 7 o'clock yesterday morning?
- from 6 to 8 yesterday evening?
- at noon yesterday?
- at midnight last Saturday?
- when the teacher came into the classroom this morning?

XXIV. Discuss with a partner what was happening when...

- | | |
|---------------------------------------|-------------------------------------------|
| ... you arrived at the Institute; | ... you went out this morning; |
| ... you last visited a travel agency; | ... your parents called you yesterday; |
| ... you last turned on the TV; | ... you last visited your favourite café; |
| ... you last bought tickets somewhere | ... you got home yesterday. |

XXV. Put the verbs in brackets into the Past Simple or Past Continuous:

1. She (to admire) exhibits of the British Museum when someone (to phone) her.
2. They (to wander) about the National botanical garden while the guide (to interpret) them its beauty.
3. He (to restore) medieval paintings while his wife (to organize) a display of medieval wood carvings.
4. We (to photograph) a collection of ancient Scythian artifacts when the museum curator (to tell) us not to do that as it (be) forbidden.
5. Last time when I (to be) in England I (to visit) one of its most famous sights – the Buckingham Palace and Warwick Castle.
6. He (to market) and (to advertise) his casino all January. This (to lead) to good results in February.
7. When I (to be) small I (to love) going to amusement parks like Legoland or Chessington, where I (can) ride on a rollercoaster.
8. When he (to ride) on a rollercoaster, he (to hear) screams of fun and laughter all the time.
9. When we (to be) in the Lviv open-air museum, we (to join) a group of students for a guided tour and (to be) dissatisfied as they (to ask) all sorts of questions all the time.

XXVI. Fill in did/didn't, was/wasn't, were/weren't:

1. A: Where you at 6 o'clock yesterday evening?

B: I ... still at work. I ... writing an annual report.

2. A: you reserve three tickets to that amusement park?

B: No, I I ... so busy that I ... have time.

3. A: What ... you doing all yesterday afternoon? I ... calling you all the time, but you ... respond.

B: I ... taking different reservations per telephone and ... have a minute to call you back.

4. A: you exhausted after the tour?

B: Yes, I ..., but only a bit. I ... expect it to be so fascinating!

5. A: Tom fail his first guided tour?

B: Yes, he ... He ... answer any question and all tourists ... disappointed.

6. A: they spend all day in Paris yesterday?

B: Yes, they They ... admiring its historic sites, museums, art galleries and botanical gardens from morning till night.

7. A: you playing cards in casino all yesterday evening?

B: No, of course not, mum! I ... walking in a botanical garden with friends.

8. A: What ... tourists do at the weekend? ... they go on a guided tour?

B: No, they ... because our guide ... feeling unwell.

XXVII. Put the verbs in brackets into the Past Simple or Past Continuous:

1. We (to discuss) the fortresses of Khotyn and Kamianets-Podilsky at the previous conference in Lviv. 2. Both children and adults (to have) fun in Ternopil water park all day yesterday. 3. In the Science Museum we (can) admire more than 10,000 exhibits last year. 4. We (not/ to visit) all the attractions of Italy as we (to stay) there for one week only. 5. You (to see) the famous Buckingham Palace two years ago when you (to be) in Great Britain? 6. While my mum (to inspect) landmarks I (to sunbathe). 7. During our visit to Poland we (to get) acquainted with lots of its historical and cultural monuments. 8. When she (to call) me, I (to buy) souvenirs. 9.

All day yesterday he (to try) to sell some food and souvenirs to visitors of the zoo. 10. While we (to walk) in the park, they (to ride) on a rollercoaster. 11. She (to burst) with laughter when I (to come) up to her. 12. While I (not, know) what to do, she (look) for the answer in the local library.

XXVIII. Choose the correct variant:

1. He ... a rest at the moment.
a. is having b. had c. was having
2. Sheila was talking on the phone when Tom ... home.
a. was coming b. came c. is coming
3. We were answering questions when suddenly the bell ...
a. ring b. rang c. was ringing
4. She ... a car when he called her.
a. drove b. drives c. was driving
5. Where's Peter? – I don't know. He ... here a minute ago.
a. be b. were c. was
6. Sarah was listening attentively while her teacher ... the exercise.
a. explained b. explains c. was explaining
7. He seldom Museums.
a. visits b. is visiting c. was visiting
8. What ... he ... now?
a. was reserving b. are reserving c. is reserving
9. He ... a flight to Moscow at 7 o'clock yesterday evening.
a. booked b. was booking c. is booking
10. Employment in the attractions tourism sector ... every year.
a. was increasing b. increases c. increase
11. Casinos ... new customers offering bonuses and discounts for 2 weeks in January.
a. attracted b. was attracting c. were attracting

12. Travel agents ... a lunch break when we arrived at the travel agency.

- a. had b. was having c. were having

Reading Exercises



XXIX. Read the following advertisements:

LEGOLAND

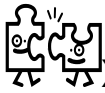
For fun and adventure, come to Legoland, Windsor. Set in 150 acres of beautiful countryside, there is something for all the family. At Legoland, Windsor, there are seven themed activity areas with over fifty rides, live shows and attractions. Visit Castleland and try the amazing Dragon Ride, or take a trip to the Duplo Gardens, where younger children can have a wonderful time. Don't forget My Town, Wild Wood or Miniland. There's just so much to see! Come to Legoland, Windsor for more fun than you've ever dreamed of. It's a great way to spend a day!

ASTERIX PARK

35km north of Paris, the Asterix amusement park, set in about 400 acres, is wailing to thrill and entertain you. Based on the famous cartoon character, Asterix, the park has six themed areas allowing you to travel back in time through twenty centuries. There is plenty to do at Asterix park, with rides and shows to suit all ages and tastes, from the entertaining Dolphin Theatre to the most exciting roller coasters you've ever been on. Asterix park is the perfect place for all the family to enjoy a fabulous day out. Come and share the fun!

DISNEYLAND PARIS

Whatever your age, you're sure to have the trip of a lifetime when you visit the magical world of Disneyland Paris set in almost 5,000 acres. There are five fantastic themed areas, each with its own fabulous rides and attractions. Enter a fairy-tale kingdom in Fantasyland, where Sleeping Beauty's elegant castle will take your breath away. Have you ever wanted to experience the wild, wild west? Visit Frontier land and ride on an old-fashioned riverboat. There's a world of fun and adventure waiting for you at Disneyland, Paris. Come and visit the wonderful world of Disney today!



XXX. Mark the pictures. Write L (for Legoland), D (for Disneyland Paris) or A (for Asterix Park). Explain your choice:

1



2



3



4



5



XXXI. Answer the following questions:

Which theme park(s).....

1. isn't in the same country as the other two?
2. is the biggest of all?
3. have themes based on cartoon characters?
4. has themes from 2,000 years ago?
5. has the most themed activity areas?



XXXII. Read the advertisements again and make notes under the headings, then talk about each theme park:

- name • location/ size • what to do/ see there



XXXIII. Choose any attraction in your city and write an advertisement to it. Make sure it:

- ✓ is interesting;
- ✓ is logical and concise;
- ✓ invites visitors;
- ✓ describes the attraction in full: tells about its advantages and the things to do/ see there.

Unit 8. EMPLOYMENT OPPORTUNITIES IN THE ATTRACTIONS SECTOR



I. Read and learn the following words and word combinations:

employment opportunities – можливості працевлаштування

whenever – коли-небудь

to maintain order - підтримувати порядок

proper operation – відповідне управління

entrance tickets – квитки

to market – впроваджувати на ринок; просувати; знаходити ринок збуту *syn. to advertise, promote, sell*

to interpret – (тут) розповідати про; пояснювати

in general – в цілому, взагалі

peculiarity – особливість; характерна риса

mass media – засоби масової інформації

to surf the Internet – “лазити” в Інтернеті; шукати необхідну інформацію

to become familiar with – ознайомитись

public relations assistants – асистенти по зв'язкам з громадськістю

spokesman – представник

at the gate – на вході

cash operator – касир

price of admission – вартість входу

heritage interpreter – екскурсовод

to appreciate – оцінювати *syn. to value, understand, know, realize*

subject matter – предметна сфера

to share interest and knowledge – ділитися зацікавленістю та знаннями

to adapt – пристосовуватись

museum curator – хранитель музею

purchase – придбання *syn. acquirement, acquisition; ant. loss*

specimen – екземпляр *syn. example, sample*

to authenticate – встановлювати справжність, автентичність *syn. to confirm, verify, validate*

promotional plan – план просування товару на ринок

advertising – реклама

progress report – доповідь про хід роботи; про стан справ

annual sales report – щорічний звіт продажу

chief executive officer (CEO) – головний виконавчий директор

board of directors – рада директорів

challenging position – робота, що вимагає повної віддачі *syn. demanding, testing, difficult; ant. Easy*

department – відділ, відділення

negotiation – переговори

announcement – заява *syn. statement, declaration*



II. Read and translate the following text:

EMPLOYMENT OPPORTUNITIES IN THE ATTRACTIONS SECTOR

The attractions sector definitely offers a wide range of employment opportunities, as the number of attractions in each city or town continues to grow. And whenever a new attraction is organized it needs people to maintain order and proper operation, to sell the entrance tickets, to market the attraction, to interpret its cultural or natural value.

Even if you haven't visited the attraction yet, you may learn some peculiarities about it from the mass media, surf the corresponding site on the Internet, read beautifully designed brochures and booklets. Thus, you become familiar with the work of the public relations assistants whose goal is to promote the attraction and describe it so that you want to come and see it with your own eyes as soon as possible. Of course, they are responsible not only for the production and distribution of print and electronic materials. They maintain positive relationships with media personnel; write copies for media reports; assist in developing public relations plans

or programs as well as arrange and conduct interviews. In a word, they act as spokesmen for the attraction.

At the gate you are faced with the cash operator who identifies the price of admission to an attraction or the cost of related goods and services. He provides customers with tickets, answers questions, offers directions and shares knowledge of attraction with customers.

Some more specific information, however, can be received from the heritage interpreters who help others understand and appreciate cultural or natural heritage of the attraction. They work in many different places from parks, museums and aquariums to botanical gardens. Interpreters do not simply lecture - they have a complete understanding of their subject matter and share their interest and knowledge with others. The different audiences make this position interesting and stimulating as they have to adapt to different styles and needs of participants.

A little bit similar to this occupation is the position of museum curators. They interpret materials or artifacts for the public as well, but not only that. Curators are specialists in a particular academic discipline relevant to a historic site/museum/gallery's collections. They research and recommend purchase of artifacts and are responsible for the care of objects, materials and specimens. They have highly specialized skills and knowledge in their areas of study and may research or authenticate history of artifacts as well as co-ordinate the storage of collections using proper conservation methods.

Mostly unseen to the public, but significant in its value is the work of the sales and marketing director and his assistants. They develop and conduct sales campaigns, advertising and public relations, write marketing and promotional plans, prepare budgets, progress reports and annual sales reports.

All of the employees mentioned above report to the president or chief executive officer who has the ultimate responsibility for management of a business, and may report to a board of directors, to an owner, or be the owner. This challenging position requires skills and abilities learned through extensive experience, as he plans, organizes, directs and controls the activities of the business; co-ordinates the work of

divisions or departments and represents the organization in negotiations or when making key announcements.

Phonetic Exercises



III. Mind the letters oo pronunciation:

[u] – before the sounds [k];	[u:]	[ʌ] – some
[d] (some words)		words
good	soon	
neighbourhood	noon	blood
look	room	flood
booklet	doom	
cook	proof	



IV. Read the following sentences:

- Look at the blood proofs!
- What a good roof!
- Don't wear this boot on your foot!
- Is there any good food in the neighborhood?

Vocabulary Exercises



V. Give Ukrainian equivalents of the following:

a wide range of employment opportunities; to maintain order and proper operation; cultural or natural value; beautifully designed brochures and booklets; to promote the attraction; production and distribution; positive relationships with media personnel; to offer directions; to share interest and knowledge with others; to interpret materials or artifacts for the public; to adapt to different styles; to authenticate history of artifacts; budgets; progress reports; annual sales reports; to report to the president or chief executive officer



VI. Give English equivalents of the following:

можливості працевлаштування; просувати атракціон; дізнатись про особливості; пошукати відповідний сайт в Інтернеті; ознайомитися з роботою;

якнайшвидше; друковані та електронні матеріали; плани чи програми зв'язків із громадськістю; виступати представником; касир; визначати ціну; вказувати дорогу; екскурсивод; читати лекцію; хранитель музею; правильні методи збереження; директор з продажу і маркетингу; доповідати раді директорів; представляти організацію



VII. Replace the underlined words with corresponding synonyms from the text:

1. This person supervises the whole chain of restaurants in the country. (o_ _ _ _ _)
2. The declaration of our company's spokesman came as no great surprise. (a_ _ _ _ _)
3. She's got a very demanding job. (c_ _ _ _ _)
4. The painting has been verified by experts. (a_ _ _ _ _)
5. Do you fully realize the significance of this 19th century vase? (a_ _ _ _ _)
6. I am not ready with my yearly sales report. (a_ _ _ _ _)
7. That was a very fine example of 12th century glass. (s_ _ _ _ _)
8. They plan to promote this attraction first. (m_ _ _ _ _)



VIII. Write the opposites:

1. This position is far from being challenging at all! (e_ _ _)
2. The specimen is not a good purchase. (l_ _ _)
3. Those participants have different styles and needs. (s_ _ _ _ _)
4. We tried to sell all the entrance tickets to the zoo. (b_ _)



IX. Match the words in column A to the words in column B to form phrases:

entrance	questions
public	direction
cash	relations
answer	operator
offer	ticket

share	curator
heritage	plan
museum	knowledge
promotional	interpreter



X. Complete the following sentences with phrases from the previous exercise:

1. Please, ask the operator to us directions.
2. I've been working as a interpreter all my life.
3. This museum is never tired of answering
4. They asked the students to offer a plan for the company.
5. Who is the relations manager for your attraction?
6. He wanted to share his about the film, but we decided to watch it ourselves.
7. Have you bought the ticket to the zoo yet?



XI. Complete the sentences with a derivative of the word in bold:

A new garden has recently been organized in our city. It is huge and designed, open for everyone wishing to appreciate its value.

Certainly, it offered some opportunities, especially for the heritage, cash and many, many more. Significant for the attraction were the sales and marketing director and his They managed to organize a substantial campaign, so that not only visitors from our city come to it today.

It may become a attraction soon, who knows?

employ
interpret
assist
operate
nation
promotion
beautiful
botany
nature



XII. Find out which prepositions are used with the following words and phrases in the text:

to learn smth ____ the mass media to be responsible ____

a site____ the Internet

to become familiar _____

to see smth____ one's own eyes

to report_____

to assist _____

_____the gate

to provide_____

to be involved ____



XIII. Correct the mistakes:

- Where did you find this information, from the Internet or at the mass media?
- He is involved with human resources functions.
- We have become familiar to the advertisements of some attractions.
- I want to assist you to managing this operation.
- Did you see that zoo by your own eyes?
- We saw the cash operator in the gate.
- Does everyone report for the board of directors?
- We are responsible with providing visitors for print and electronic materials.



XIV. Translate into English:

1. Тут незабаром відкриється новий атракціон. Мою маму запросили на посаду екскурсовода, адже вона досить досвідчений спеціаліст у цій сфері. 2. Як ти вважаєш, нам слід придбати квитки у зоопарк заздалегідь, чи можемо купити у касира одразу перед входом? 3. Похід у місцевий ботанічний сад виявився не дуже захопливим. Екскурсовод практично не звертав на нас уваги, не намагався врахувати наші потреби, та взагалі, розповідав, здається, сам для себе. 4. Він хоче надати нам всі електронні та друковані матеріали якнайшвидше. Тому і працює день і ніч. 5. Вона відповідає за успішний маркетинг та просування атракціону на ринок: майже щодня вона проводить компанії продажу та висуває нові плани просування. Завдяки її роботі у нас завжди багато відвідувачів.

Speaking Exercises



XV. Answer the following questions to the text:

1. What does a new attraction need people for?
2. How can you learn some info about the attraction before the visit?
3. Whose duty is to promote the attraction?

4. What else do the public relations assistants do?
5. What are the heritage interpreters responsible for?
6. Why can this position be interesting and stimulating?
7. How do heritage interpreters differ from museum curators?
8. What responsibilities does the sales and marketing director perform?
9. What functions does the president or chief executive officer of the attraction perform?
10. Do you remember your last visit to the museum/ gallery/ park/ zoo...any other attraction? What was it like?



XVI. John is on a day trip to London. He needs some information. Help him to ask the questions, as

in the example:

1. Why is the museum closed today?	2. What does the heritage interpreter say?	3. Where is the Hyde Park?
4. How much is the entrance to the zoo?	5. Where can I buy some souvenirs?	6. What specimen can I find here?

1. Could you tell me *why the museum is closed today please?*
2. Do you know.....?
3. Could you tell.....?
4. Do you know.....?
5. Could you tell.....?
6. Do you know.....?



XVII. Speak about the following quotations:

Don't rely on others to show you the way, carry your own map."

"The path must be visited regularly for unused paths soon become choked up with weeds."

"Walk too fast or be too impatient and you will miss much."

"You might not be able to change the world itself on your own, but you can play an important part in changing how we treat it."

Find:

1. Three quotations that refer to the travellers, one that refers to the person who organizes a travel.
2. A quotation that characterizes one's proper behaviour during the trip/excursion.
3. A quotation about the heritage interpreters/ museum curators.
4. A quotation that advises to show initiative in travelling.



XVIII. Act out the following scenario in your group:

Your friend is a heritage interpreter/ museum curator at a local botanical garden (theme park; aquarium; zoo, castle, etc.)/ Museum (History Museum; Science Museum; Art Museum, etc.)

One day s/he needs your help to substitute for him/her at work as s/he has really important things to be done (e.g. an urgent visit to a doctor). Really, "A friend in need is a friend indeed", as the famous proverb goes!!!

Prepare a 15-20 minutes excursion covering the most important sites (artifacts, specimen) of the attraction you're going to present.

Be careful to make your speech:

- informative (you should try to find as many important facts about the subject matter as possible);

- interesting (preferably with jokes and anecdotes, funny facts and additional information),
- concise (try to cut a long story short whenever you see that the visitors are getting bored);
- listener-oriented (your audience may be 9-year-olds to middle-aged people)

The following words and expressions may help you:

Opening Good morning/afternoon everyone. Let me first introduce myself. I'm/ My name is....

Objective I'd like to tell you about.../ I shall inform you of.../ I am going to present to you/ I am glad to give you an overview of...

I'd be glad to answer your questions while I'm speaking/at the end of my talk.

Body Let me first pay your attention to... / I'd like to start with.....

Firstly.../ Secondly.../ Then...../ Next.....

I'm glad to bring... to your attention/notice.

Look at.../Take a look at.../Have a look at.../View this... (garden, exhibition, display...)/ Pay attention to.../ Admire....(the view, the beauty of...)

Turn to the right (to the left)/ Turn around.

Now let us focus on.../ I'd like you to focus on...

Now let me turn to .../ Allow me to turn your attention to...

There is no question that.../ It is obvious that...

It used to be.../ It was meant to ...

Lastly...../ To finish with I'd like to say that.../ let me...

Conclusion Thank you for your attention. / Thank you for taking the time to listen about.../ If you've got questions I'll be happy to answer them.

XIX. Discussion of the text:

1. Speak about the wide range of employment opportunities at the attractions tourism sector.
2. Explain the tasks and responsibilities of the public relations assistants and cash operators.

3. Discuss the positions of the heritage interpreter and the museum curator. Explain their similarity and difference.
4. Speak about two more positions which are unseen to the public, but are vitally important for the attraction.
5. Which occupation would you choose for yourself and why?

Grammar Exercises

The Future Continuous Tense

Affirmative	Negative	Interrogative
I will be working	I won't be working	Will I be working?
You will be working	You won't be working	Will you be working?
He will be working	He won't be working	Will he be working?
She will be working	She won't be working	Will she be working?
It will be working	It won't be working	Will it be working?
We will be working	We won't be working	Will we be working?
You will be working	You won't be working	Will you be working?
They will be working	They won't be working	Will they be working?

Time expressions used with Future Continuous:

at (6) am (pm) tomorrow, from 5 to 7 tomorrow, for 2 hours tomorrow, all day/
week/ month, this time next week, when, while, as

XX. Make sentences as in the example:

1. Tour operators / attract tourists to the attraction / all day tomorrow.
e.g. Tour operators will be attracting tourists to the attraction all day tomorrow.
2. Cash operator/ sell tickets/ from 9 am till 6 pm tomorrow.
3. Heritage interpreter/ answer tourists' questions/ during the excursion on Monday.
4. Museum curator/ take care of the specimen/ all tomorrow afternoon.
5. Sales and marketing director/ develop sales campaign/ at 9 am on Friday.
6. Our marketing assistant/ report to a board of directors/ at 1 pm next Tuesday.

7. The public relations assistant/ write copies for media reports/ all day tomorrow.
8. This PR specialist/ conduct interviews/ all tomorrow afternoon.
9. We/ act as spokesmen for the attraction/ during the interview tomorrow.
10. This heritage interpreter/ share knowledge of the attraction/ all Saturday.

XXI. Write short answers:

1. Will they be maintaining positive relationships with media personnel all day tomorrow? – Yes, they will.
2. Will this heritage interpreter be helping customers all afternoon? – No, _____.
3. Will she be distributing print and electronic materials all tomorrow morning? – Yes, _____.
4. Will they be writing copies for media reports all tomorrow evening? – No, _____.
5. Will our PR manager be assisting us in developing PR plans at 7 pm tomorrow? – Yes, _____.
6. Will museum curators be interpreting artifacts for the public all Sunday? - Yes, ___.
7. Will we be surfing sites on the Internet all tomorrow evening? – Yes, _____.
8. Will they be adapting to different needs of customers during tomorrow’s guided tour? – Yes, _____.

XXII. Write questions as in the example:

1. *Will these tourists be visiting our botanical garden at 11 am tomorrow?* – Yes, these tourists will be visiting our botanical garden at 11 am tomorrow.
2. _____? – Yes, he will be maintaining order in that museum all next day. 3. _____? – Yes, our heritage interpreter will be sharing his knowledge with us all tomorrow afternoon. 4. _____? – Yes, this curator will be researching artifacts at 7 pm next Thursday. 5. _____? – Yes, he will be providing customers with tickets at the gate all day tomorrow. 6. _____? – Yes, they will be offering directions to tourists in this botanical garden from 9 till noon tomorrow. 7. _____? – Yes, she will be working in that aquarium all tomorrow morning. 8. _____? – Yes, I will be sharing my knowledge and interest with tourists all Friday next week.

XXIII. Say what you will be doing at these times in the

future:

e.g. I will be flying to Kiev this time next week.

- this time next week - from Monday to Friday next week
- at 6 am tomorrow - during the next weekend
- from 7 to 8 next Saturday - all day tomorrow
- at noon tomorrow - all tomorrow afternoon
- this time next Tuesday - at midnight next Friday
- this time next month - all next February

XXIV. Open the brackets, put the verbs into the Present Simple, Future Simple or Future Continuous:

1. At the gate you (to be) faced with the cash operator who (to sell) tickets to customers. 2. Public relations assistants (to promote) the attraction until you (not, to come and to see) it with your own eyes. 3. They (to conduct) this interview all tomorrow afternoon. 4. These PR managers (to arrange) an interview with media representatives next month. 5. Our sales and marketing department (to market) our attraction during the next 6 months. 6. The position of a heritage interpreter (to be) interesting and stimulating. 7. You (not, to understand) the tour guide if you (not, to listen). 8. Spokesmen for this attraction (not, to take part) in promoting it as they (to conduct) negotiations with our foreign partners in France during the whole next month. 9. They (to research) these artifacts as much time as it (to be) necessary. 10. They (to authenticate) history of artifacts all February. 11. Our accountants (to prepare) next year budget till the end of the month. 12. This progress report (to be) ready on Monday. 13. He (to report) to the chief executive officer during the meeting next Saturday. 14. They (to be) responsible for promotional plans, advertising and public relations. 15. This CEO (to co-ordinate) the work of divisions and departments during the whole next week.

XXV. Play a game. Split into two teams, make your own Future Continuous sentences using the following phrases.

Each correct sentence wins a point!

to offer employment opportunities, to maintain order and proper operation, to surf the site on the Internet, to promote the attraction, to be responsible for, to maintain positive relationships with, to assist in developing PR plans, to adapt to different styles and needs, to authenticate history of artifacts, to coordinate storage of collections, to develop and conduct sales campaigns, to advertise to the public, to prepare budgets and progress reports, to report to a board of directors

XXVI. Choose the correct variant:

1. He _____ representing our organization during the next month.
a. shall b. will c. will be
2. The work of these divisions _____ be coordinated next month.
a. will b. did c. is
3. Developing and conducting sales campaigns _____ a difficult task.
a. shall be b. will c. is
4. Who _____ our next budget?
a. prepared b. will prepare c. will be preparing
5. _____ necessary skills and abilities to work as a heritage interpreter?
a. Did he had b. Will he be having c. Will he have
6. This employee _____ copies for media reports all day tomorrow.
a. shall write b. will writing c. will be writing
7. They _____ print and electronic materials all summer.
a. will distributing b. will distribute c. will be distributing
8. PR assistants _____ positive relationships with media personnel during the next interview.
a. be maintaining b. will maintain c. will be maintaining
9. _____ familiar with the work of PR assistants if you look through brochures and booklets?

- a. Will you become b. Will you becoming c. Be you becoming
10. They _____ entrance tickets at noon tomorrow.
- a. will sell b. will selling c. will be selling

Reading Exercises



XXVII. Read and translate the following text:

Donna Waldorf

MANAGER, MARKETING AND COMMUNITY RELATIONS

“I like the diversity and change in marketing an attraction. It's physically and mentally challenging and very people oriented. You need lots of energy but it's very rewarding.”

Energy is something Donna is rarely short of. You'd have to have a lasso to pin this Calgarian down - she's always in motion. Besides her demanding job in marketing and community relations, Donna teaches, takes courses and serves as a volunteer.

“My mother tells me not to work so hard, but I tell her that's what I enjoy. It's hard to tell the difference between work and play in this kind of job.”

In high school Donna was 'always organizing things' as well as working part time. She majored in Recreation Administration at university and then worked with the Parks Department. When the Olympics came to Calgary, she moved into sports marketing. She has since had marketing positions with the Calgary Stampede, a large hotel, and the Alberta Tourism Education Council. A few years ago, she was hired to head the marketing program at the Calgary Zoo.

“Careers are like sailing. You tack one way, then back the other. At the beginning, you don't always know where you're heading but that's okay.”

In addition to her varied career positions, Donna has done many hours of volunteer work, and she urges all people starting a career to volunteer as an excellent way to gain experience and contacts. Donna has also completed many education programs, including her certification as a Special Events Manager, and several business administration programs. She is currently working towards a Masters in Tourism

Marketing. *“I'm hooked on learning. No matter how much you know, there's always more to learn!”*



XXVIII. Choose the correct answer:

1. Donna Waldorf is:
 - a heritage interpreter
 - a museum curator
 - a manager
2. Donna's job is:
 - challenging and very people oriented
 - boring and difficult
 - exciting, but too demanding
3. Donna's involved in:
 - just her job in marketing and community relations
 - teaching, taking courses and volunteer work
 - both variants are correct
4. Her mother tells her:
 - to work harder
 - to leave the job
 - to work a little less
5. Donna advises everyone:
 - to earn much
 - to volunteer
 - to enjoy one's time at work



XXIX. Think about the following:

1. Which of Donna's character traits would you find the most important for any career path/ necessary only for marketing and community relations?
2. Which are especially appealing to you? Which do you lack right now?
3. Do you agree with the statement “No matter how much you know, there's always more to learn”?

Unit 9. TOURISM ACCOMMODATION SECTOR



I. Read and learn the following words and word combinations:

growth – ріст, зростання

to accelerate - пришвидшувати

to increase – збільшувати

types of businesses – типи підприємств

establishment – заклад *syn. property, operation*

farm/ranch vacation site – місце проведення відпустки на фермі/ ранчо

houseboat – дім на плаву

campground – кемпінг

to cater for – піклуватися про, обслуговувати

deluxe hotel – готель-люкс

to be located – бути розташованим

urban centers – міські центри

convention room – коференц-зал

all-suite hotel – готель тільки з номерами-люкс

apartment – квартира

privately owned – приватний

lodging – розміщення

to contain – містити

resort hotel- курортний готель

recreational site – рекреаційна зона

piano bar – музичний бар

dinner theatre – театр-ресторан

recreation area- зона відпочинку

motor hotel- придорожній готель

to appeal to – приваблювати

overnight or short-stay travellers – подорожуючі, що залишаються на одну ніч чи

ненадовго

amenities – зручності, *syn. facilities*

fishing rental- прокат устаткування для рибальництва

destination site – місце призначення

tent – палатка

motor home – автофургон, дім на колесах

inexpensive outdoor experience – недорогий відпочинок на свіжому повітрі



II. Read and translate the following text:

TOURISM ACCOMMODATION SECTOR

Accommodation is one of the largest and fastest growing sectors in the tourism industry. Growth in the sector creates new jobs, accelerates movement along one's career path, and increases opportunities for positions in different regions and types of businesses.

The most common kinds of establishments in this sector are, of course, hotels of all possible types, bed and breakfast and farm/ranch vacation sites, cottages, houseboats and campgrounds.

Hotel properties usually cater for both business and pleasure travellers and offer a wide range of accommodation types.

Deluxe and airport hotels are generally located in urban centers or near airports. They are often large (over 160 rooms) and have a wide range of facilities and services (e.g. convention rooms, restaurants, shops, fitness centers). *All-suite hotels* are increasingly popular. Each unit contains the same facilities as an apartment, meaning the traveller has a private place for meetings (i.e. the dining room table) and a kitchen for cooking meals.

Smaller, privately owned hotels offer lodging and many also contain a cafe or a restaurant. *Resort hotels* are usually located in or near recreational sites. Many offer guests a wide range of activities, such as golf, skiing, tennis, riding or water sports. They may also offer entertainment (e.g. nightclubs, shops, piano bars, casinos, dinner theatre) and have convention facilities. *Motels, motor hotels and inns* are often

smaller (less than 160 rooms), less expensive facilities that appeal to overnight or short-stay travellers.

Bed and Breakfasts and Farm/Ranch Vacation Sites cater for people wanting a home-like atmosphere. Few accommodate more than 8-10 people. Prices and amenities vary greatly from operation to operation. There may not be many positions at these sites, as many are owner-operated sites and small enough that just one or two people can manage.

Cottages and houseboats are often located in recreation areas, and offer facilities such as a beach, fishing rentals, playgrounds, etc.; these are often destination sites for travellers. Generally, stays are longer than a night or two there and involve the whole family resting.

Campgrounds cater for travellers who have their own roof, usually a tent or motor home, but require a serviced site for it. Campgrounds range in the services they supply, from 'wilderness sites' with practically no services to such, which provide complete restaurant, laundry, entertainment and washroom facilities. This type of accommodation generally appeals to travellers who want an inexpensive outdoor experience and/or related activities, such as hiking, canoeing, fishing, hunting or boating.

Phonetic Exercises



III. Mind the vowels *U, u* pronunciation in the open and closed syllables:

[ju]	[ʌ]
during	but
unit	such
opportunity	just
usually	nightclub
popular	hunting
huge	industry



IV. Read the following sentences:

- I must use such a huge opportunity.
- Students like summer fun at nightclubs.
- Hunting industry is popular and produces sums of money.
- They usually succeed in music industry production.

Vocabulary Exercises



V. Give Ukrainian equivalents of the following:

to create new jobs, most common kinds of establishments, bed and breakfast, farm/ranch vacation site, to cater for, business and pleasure travellers, airport hotel, urban center, facilities and services, convention rooms, apartment, to offer lodging, recreation site, piano bar, dinner theatre, home-like atmosphere, to vary from operation to operation, owner-operated site, fishing rental, playground, destination site for travelers, wilderness site



VI. Give English equivalents of the following:

розміщення; сектор, що швидко зростає; пришвидшувати кар'єрний ріст; можливості влаштування у різних областях (регіонах); типи установ; готелі всіх можливих видів; котедж; будинок на плаву; кемпінг; пропонувати широкий вибір; готель-люкс; надзвичайно популярні; приватний готель; умови для проведення конференцій; приваблювати подорожуючих, що залишаються ненадовго; зупинятися на одну ніч; бути розташованим у зоні відпочинку; автофургон; місце, що обслуговується



VII. Fill in the correct word from the list, then make sentences using the completed collocations:

accommodation_____

business_____

career _____

_____range of

vacation_____

privately_____

_____traveller

cook_____

owned, sector, meals, wide, traveller, path, pleasure, site



VIII. Replace the underlined words with corresponding synonyms from the text:

1. This is a top quality hotel.
2. Our establishment provides various facilities for travellers.
3. We have to find some accommodation now.
4. He has found a wonderful place for vacation.
5. Many hotels are situated in our city.



IX. Study the following definitions:

HOTEL a building where people pay to stay and eat meals

MOTEL a hotel for people who are travelling by car, where you can park your car outside your room

INN a small hotel or pub, especially an old one in the countryside

BED AND BREAKFAST a private house or small hotel where you can sleep and have breakfast

CAMPGROUND an area where people can camp, often with a water supply and toilets

COTTAGE a small house in the country

HOUSEBOAT a river boat that you can live in



X. Fill in the definition gaps, decide which word they define without looking at the previous exercise:

- ✓ a _____ house or small _____ where you can sleep and have _____
- ✓ a river _____ that you can _____ in
- ✓ a building where people _____ to stay and eat _____
- ✓ a small _____ or pub, especially an _____ one in the _____
- ✓ a hotel for people who are travelling by _____, where you can _____ your car outside your _____
- ✓ an area where people can _____, often with a water _____ and toilets
- ✓ a small _____ in the country



XI. Fill in the necessary prepositions into the sentences:

1. This sector provides opportunities ___ positions ___ different cities.
2. Campgrounds usually cater ___ money conscious travellers.
3. Nearly all business

travellers need to have private place ___ meetings. 4. Accommodation is the fastest growing sector ___ the tourism industry. 5. Types ___ businesses ___ this sector are ___ varied ___ the demands ___ travellers. 6. It is not easy to move ___ the career path. 7. This family is happy to have a kitchen ___ cooking meals. 8. Hotels usually range ___ type, size, ___ well as ___ facilities they provide. 9. I am looking ___ a career ___ the accommodation sector. 10. Recreation sites offer a wide range ___ activities, such ___ golf, skiing, tennis, riding and water sports. 11. Different types ___ accommodation appeal ___ various travellers.



XII. Correct the following:

look about a career

cater to people

so varied so

range at form

appeal for customers

move around path



XIII. Make the sentences complete by translating the phrases into English:

1. Students are looking for

нові можливості; цікаві посади; зростаючі переваги промисловості; місце проведення канікул; недорогий відпочинок на свіжому повітрі

2. This hotel appeals to

подорожуючих, що залишаються ненадовго; туристів, що зупиняються на одну ніч; подорожуючих заради задоволення та у справах

3. His establishment caters for

людей, які бажають домашньої атмосфери; тих, кому необхідно мати приватне місце для зустрічей; подорожуючих, які мають власний дах над головою

4. Hotels offer a wide range of

номерів; кафе і ресторанів; послуг та зручностей; магазинів і бізнес центрів



XIV. Translate into English:

1. Сектор розміщення постійно зростає. 2. Внаслідок цього зростає кількість робочих місць та можливостей для бажаючих працювати в цьому

секторі. 3. Готелі усіх можливих видів є найбільш звичними типами підприємств у секторі розміщення. 4. Можна поїхати на обслуговувані кемпінги, але для цього необхідно мати власну палатку чи автофургон. 5. Цей курортний готель приваблює багато подорожуючих, оскільки він пропонує широкий вибір зручностей (ресторан, магазини, фітнес центр, конференц-зали) та розваг (нічний клуб, казино, театр-ресторан). 6. Ви можете зупинитися у приватному будинку, де пропонується проживання і сніданок. 7. У цій зоні відпочинку немає будинків на плаву, у яких можна би було зупинитись більше ніж на одну ніч. 8. Це чудовий котедж, де може відпочивати ціла сім'я. 9. Це невеликий приватний готель, управляти яким можуть навіть один чи два працівника.

Speaking exercises



XV. Answer the following questions to the text:

1. What are the benefits of growth in the accommodation sector?
2. What are the common kinds of establishments in this sector?
3. What do you know about deluxe/ airport hotels?
4. What is an all-suite hotel?
5. How do motels and motor hotels differ from deluxe hotels?
6. What are the prices and amenities at bed and breakfasts and farm/ranch vacation sites?
7. Who do they cater for?
8. Where are cottages and houseboats situated?
9. What do they offer?
10. What is a campground?
11. What types of campgrounds do you know?



XVI. Discuss the following items:

- Which type of accommodation do you consider the most popular and prosperous, why?
- Which is the most appealing to your likings/ needs/ possibilities?
 - Young travellers prefer campgrounds and houseboats while middle-aged

tourists like hotels and cottages better, don't they?

- Which type of accommodation business would you like to run/operate? Why?
- Which type must be improved in your country?

OXVII. Role-play. Imagine that you own one of the accommodation establishments. Describe your business (its type, size, location, facilities and services). Prove that your operation is the best and most appealing to travellers.

OXVIII. Make up a plan and retell the text according to it

Grammar exercises

The Present Perfect Tense

Affirmative		Negative	Interrogative
Long form	Short form	Long / Short form	
I have asked	I've asked	I have not /haven't asked	Have I asked?
You have asked	You've asked	You have not/ haven't asked	Have you asked?
He has asked	He's asked	He has / hasn't asked	Has he asked?
She has asked	She's asked	She has / hasn't s asked	Has she asked?
It has asked	It's asked	It has / hasn't asked	Has it asked?
We have asked	We've asked	We have not /haven't asked	Have we asked?
You have asked	You've asked	You have not /haven't asked	Have you asked?
They have asked	They've asked	They have not /haven't asked	Have they asked?

Time expressions used with Present Perfect:

just, ever, never, already, yet, how long, so far, for, since, recently

XIX. Write the past participles of the following verbs:

- | | | | |
|---------------------|-------------|----------------|-------------|
| 1. be – <i>been</i> | 5. mean – | 9. stay – | 13. bring – |
| 2. go – | 6. offer – | 10. provide – | 14. sell – |
| 3. accelerate – | 7. ride – | 11. locate – | 15. buy – |
| 4. have – | 8. appeal – | 12. increase – | 16. take – |

XX. Complete the sentences as in the example:

Long form

Short form

- | | |
|-----------------------------------------|-------------------------------------|
| 1. She <u>has</u> reserved the tickets. | She <u>'s</u> reserved the tickets. |
| 2. He ___ not booked the hotel room. | He ___ booked the hotel room. |
| 3. We ___ not spoken to the guide yet. | We ___ spoken to the guide yet. |
| 4. They ___ increased sales. | They ___ increased sales. |
| 5. I ___ prepared the budget. | I ___ prepared the budget. |
| 6. It ___ accelerated growth. | It ___ accelerated growth. |

XXI. Open the brackets and make sentences using Present Perfect:

1. He (just/ buy) souvenirs for his friends. 2. My friends (recently/ travel) to Egypt. 3. Hotel managers (already/ offer) guests a wide range of facilities and services. 4. All-suite hotels (recently/ become) increasingly popular. 5. This owner-operated vacation site (never/ accommodate) more than 10 guests. 6. They (not/ provide/ yet) us with a kitchen for cooking meals. 7. This airport hotel (already/ cater for) millions of tourists – both business and pleasure travellers. 8. Growth in the accommodation sector (recently/ create) many new jobs. 9. She (never/ stay) at a resort hotel. 10. This farm vacation site (never/ cater for) overnight or short-stay travellers. 11. Hotel owner (just/ offer) us a private place for meetings. 12. They (recently/ be) at the most popular campground in the country.

XXII. Ask and answer as in the example:

	visit Spain	ride a horse	climb a mountain	go on a guided tour	sleep in a tent
John		V	V		V
Sarah		V		V	
Mary and Sam	V			V	
You					

1. *Has John ever visited Spain? No, he hasn't.*

XXIII. Say what Mary has already done and hasn't done yet as in the example:

choose where to go	V	book a flight to London	V
telephone her tour operator	V	reserve a hotel room	V
open a visa	V	book excursions	X
buy all necessary things	X	pack her luggage	X

e.g. Mary has already chosen where to go.

XXIV. Expand the prompts into sentences using *for* or *since*, as in the example:

1. They/ stay in Turkey/ two weeks. – *They have stayed in Turkey for two weeks.*
2. She/ be/ a tour operator/ 1998.
3. I/ not go/ to Italy/ five years.
4. Sandra/ work / in a botanical garden/ two years.
5. They/ not be abroad/ February.
6. Peter/ work/ as a heritage interpreter/ 2006.
7. George/ not be/ in Rome/ ten years.
8. Simon/ not visit/ an art gallery/ January.
9. He / not travel/ by plane / last winter.
10. We / live in Ukraine / all our life.

XXV. Work in pairs. Ask and answer as in the example:

A: Have you ever flown a plane?

B: Yes, I have.

A: When did you do it last?

B: The last time I flew a plane was half a year ago.

fly a plane, reserve a hotel room, buy souvenirs, go sightseeing, buy tickets, go on a guided tour, stay at a hotel (deluxe/airport/resort/motel - any), stay at a bed and breakfast, stay at a farm, go camping, to have an inexpensive tourism experience, to go to a piano bar, to play in a casino, to go to a fitness center, to rent an apartment

Note the answers and report them back to the class:

e.g. Nina has never flown a plane, but she has reserved a hotel room. The last time she reserved a hotel room was last year...

XXVI. Put the verbs into the Present Perfect or Past Simple:

- a) Mary: 1) ...*Did you go*.. (you/ go) on a holiday last summer?
Paul: Yes, I 2) (go) to Paris. 3) (you/ ever/ be) there?
Mary: Yes, I 4) ... (be) there three years ago.
- b) Peter: 5) (you/ ever/ be) to Poland?
Patrick: Yes, 6) I ... (be) there last winter.
Peter: Where 7) (you/ stay)?
Patrick: I 8) ... (stay) at a deluxe hotel.
Peter: 9) (you/ like) it?
Patrick: Yes, the service 10) ... (be) excellent and we 11) (see) so much. We 12) (visit) many museums, churches and other sights in Warsaw and Krakow.
- c) Tony: I 13) ... (recently/ be) to a farm vacation site.
Nick: Really? I 14) ... (never/ see) anything like that. When 15) ... (be) that?
Tony: I 16) ... (go) there last weekend. It 17) ... (be) something incredible. I 18) ... (never/ have) a more intense holiday in my life.
Nick: What 19) ... (you/ do) there?
Tony: I 20) ... (practice) horseback riding, 21) ... (go) fishing and 22) ... (swim) a lot. 23) (you/ ever/ ride) a horse?
Nick: No, I 24)
- d) Ann: 25) (you/ ever/ go) to a museum?
Kate: Yes, I 26) (go) there last week.
Ann: 27)..... (you/ have) a good time?
Kate: Yeah! I 28) (have) a lot of fun!
Ann: What 29) (you/see)?
Kate: I 30) ... (see) lots of ancient artifacts and specimens.
- e) Philip: 31) (you/ visit) the Eifel Tower yet?
John: Yes, I 32) ... (go) there yesterday.
Philip: And 33)(you/ be) to Louvre yet?
John: No, I 34)(not/ do) that yet.
- f) Sarah: 35)(you/ ever/ work) in a travel agency?

Olga: Yes, I 36) ... (work) in "Around the World" last summer.

Sarah: 37) ... (you/ like) it?

Olga: Yes, I 38) ... (enjoy) it a lot!

XXVII. Put the verbs into the Past Simple or Present

Perfect:

1. We (never/ be) to an all-suite hotel. 2. She (not/ stay) at an airport hotel when she (fly) to Italy. 3. They (recently / open) a bed and breakfast and hope to earn a lot of money. 4. He (never / play) tennis in his life. 5. We (play) tennis 6 hours ago. 5. She (go) to a nightclub last week. 6. We (be) to all shops in the city. 7. Many guests say that our hotel (offer) them the best facilities they (ever / experience). 8. These guests (just/ visit) our convention rooms and (say) that they (like) it. 9. Last year this hotel (offer) us less expensive facilities. 10. He (not/ visit) the playground yet. 11. In 1955 there (be) practically no campgrounds at all. 12. Hiking (always / be) his favourite activity. 13. Hunting and boating (be) popular many years ago. 14. Fishing (be) a favourite outdoor activity for many years. 15. We (not / stay) at that expensive deluxe hotel last year. 16. This bed and breakfast (be) operated by just one person for many years. 17. She (be) on holiday since Monday. 18. This is the best out-of-the-way motel they (ever/ see). 19. How long (work) she in that all-suite hotel? 20. Don't pack your luggage. I (just / do) it! 21. Jack (not/ travel) to India yet. 21. (ever / try) you canoeing?

XXVIII. Put the verbs into the Past Simple or Present

Perfect:

Sarah (never/ be) to Egypt. That is why last year she (decide) to go there at last. First of all she (surf) all sites on the Internet and (find) the necessary information. She (can) book the tour to Egypt herself, but she (never/ do) this before, so she (go) to the nearest travel agency. The travel agent (tell) her about their package tours and she (decide) to purchase one. She (choose) a four-star hotel, offering many different facilities such as restaurants, shops and fitness centers just a few minutes from the sea. Besides that she (book) many excursions including a trip through the desert on a

camel. She (never before/ ride) on a camel and that would be an unforgettable experience for her. Have a good trip to Egypt, Sarah!

XXIX. Put the verbs into the Past Simple or Present Perfect:

Dear Mary,

As I (already/ tell) you, I and my family (go) to France last Monday. We (already/ be) here for four days and (see) a lot. We (visit) the Eiffel Tower and the Louvre, but we (not/be) to Notre-Dame Cathedral or to Versailles.

Yesterday (be) a wonderful day. In the morning we (go) shopping, in the afternoon we (visit) the Arch de Triumph and in the evening we (go) to one of the restaurants. The food (be) delicious and the setting (be) exquisite.

I (already/ buy) many interesting things and souvenirs. Two days ago I (find) a present for you – something special, as usual. Let me keep it a secret, though. That's all for now. I'm looking forward to seeing you again! Give my love to your family!

Sincerely yours,

Samuel



Reading Exercises

XXX. Read the following top signs of a bad motel:

You're at a Bad Motel

1. The "complimentary" paper tells you that President Kennedy has died.
2. The mint on the pillow starts moving when you come close to it.
3. The "magic fingers vibration" is supplied by giving 25 cents to the town epileptic.
4. There is still some stuff that they put around crime scenes that is yellow.
5. The pictures are not placed for decoration but to cover up recent bullet holes.
6. You have to wait until the guy next door is done with the towel so you can use it.
7. There's a chalk outline in the bed when you pull back the covers.
8. The desk clerk has to move the body in order to get some ice for you.
9. The only TV station you can get is a "recent crimes" channel.
10. The wake up call comes of police helicopter.



XXX. Choose the correct answer:

I. A “complimentary paper” means:

- an additional service you have to pay for
- a newspaper that is given free by a company

II. An extremely popular US president John Fitzgerald Kennedy died in:

- 2007
- 1963

III. The mint on the pillow is:

- a small plant with green leaves that have a fresh smell
- a sweet that tastes of peppermint

IV. The "magic fingers vibration" in real life means:

- an electrical equipment that produces a small shaking movement, used in massage
- vibrating fingers of someone who has epilepsy

V. The yellow stuff around crime scenes is:

- a police line with “no entry” signs
- yellow fabric used for decoration

VI. A chalk outline in the bed means that:

- children have played with chalk in the bed
- this is a chalk outline of the victim's body

VII. The wake up call at a hotel usually comes from:

- receptionist
- police officer



XXXI. Imagine that you have to stay at such a motel.

Describe your feelings. What is the most horrible for you?

Unit 10.

TYPES OF POSITIONS IN THE ACCOMMODATION SECTOR



I. Read and learn the following words and word combinations:

property – заклад

department – відділ

front office – відділ реєстратури

housekeeping – господарчий відділ

initial contact – перший контакт

reservation – попереднє замовлення

receptionist – портье

reception desk – відділ реєстратури

to operate the switchboard – приймати та розподіляти дзвінки; працювати телефоністом

to set up wake-up calls – організувати пробудження дзвінком

to allocate rooms – розподіляти кімнати

switchboard operator – телефоніст

emergency communication – телефонні дзвінки у надзвичайних ситуаціях

reservation agent – працівник готелю, що приймає замовлення

overbooking – замовлення (продаж) більшої кількості місць, ніж є в наявності

guest services attendant – обслуговуючий персонал

valet parking – паркування машин гостей

bell attendant – коридорний

door attendant – швейцар

to deliver laundry and dry cleaning – доставляти речі з пральні та хімчистки

human resources department – відділ кадрів

to monitor – контролювати

division – відділення



II. Read and translate the following text:

TYPES OF POSITIONS IN THE ACCOMMODATION SECTOR



Positions in the accommodation sector are as varied as the types of businesses. Most properties have a department, or a person, who specializes in such areas as *front office and guest services; administration; housekeeping* as well as *food and beverage*.

Front office and guest services This is usually the most visible department of a property, and is often where a guest has initial contact. Individuals employed in reservations, guest services and front desk reception are all part of this department.

The receptionist is as a rule responsible for welcoming guests on arrival, dealing with questions at the reception desk in a polite and helpful manner, operating the switchboard, setting up wake-up calls, taking hotel/ restaurant reservations, allocating rooms effectively, dealing with guest accounts and all money paid into reception. The ideal candidate will be a polite, friendly and responsible individual who has excellent organizational and customer service skills.

In big properties such as hotels, for example, there might be special switchboard operators, who are responsible for answering and distributing calls. They may also place wake-up calls and coordinate emergency communication. Taking reservations may be the responsibility of reservation agents. They must keep reservation records and make sure there are some rooms available to avoid overbooking.

Guest services attendants provide services to guests at the main door or lobby of an accommodation property. They help with luggage, offer information, assist guests with arrivals and departures, provide valet parking, and generally try to make each and every person's stay a pleasant one.

Sometimes these responsibilities are divided between bell and door attendants. Bell attendants transport guest luggage, provide information on the available services and facilities; deliver mail, guest laundry and dry cleaning. Door attendants' duties include opening doors and assisting guests upon arrival; helping to load and unload

the luggage from vehicles; controlling traffic flow at the entrance. As for the valet parking, it is generally available at hotels offering world-class service. Specially trained employees park and provide security of guest automobiles there.

Administration Administrative staff plans and coordinates all operations. Administration includes the areas of management, human resources, finances, purchasing, sales and marketing.

The staff of marketing department researches the marketplace, guest needs, expectations and future demands while the sales staff is responsible for selling products and services creating as much revenue as possible.

Accounting staff monitors cash, checks, credit cards, receives cash payments, etc. All these financial activities are, of course, performed in close cooperation and coordination with the front office.

Managers are those who represent the interests of the owner of the property. They guide the operation of the property, lead and motivate the staff, identify problems and solve them as well as report the general character of the property financial state to the owner. There may be different managers, such as front office managers, maintenance managers, sales managers, restaurant managers and many others. They all report to the general manager who supervises all property divisions, recruits and trains staff and deals with all aspects of human resources management.

Phonetic Exercises



III. Mind the consonant **C, c** pronunciation:

[k]

call

contact

welcome

allocate

effective

coordinate

secure

[s] – before the vowels *e, i, y*

place

service

office

facility

entrance

resource

emergency



IV. Read the following sentences:

- Catherine, of course, coordinates emergency communication.
- Accountants receive cash, credit cards from the public.
- This accommodation sector specializes in services.
- Financial activities are carried in close coordination and cooperation with the front office.

Vocabulary Exercises



V. Give Ukrainian equivalents of the following:

accommodation sector; administration; food and beverage; the most visible department; initial contact; reservation; guest services; front desk reception; to be responsible for; to welcome guests on arrival; to operate the switchboard; to set up wake-up calls; to deal with guest accounts; answering and distributing calls; to coordinate emergency communication; to avoid overbooking; available services and facilities; vehicle; to control traffic flow; valet parking; world-class service; to research the marketplace; future demands; to create as much revenue as possible; to monitor cash; credit cards; to coordinate activities with the front office; to guide the operation; general manager



VI. Give English equivalents of the following:

типи посад; такі ж різноманітні, як; відділ; відділ реєстратури; господарчий відділ; портъе; ввічливо та з бажанням допомогти; приймати замовлення номерів (столиків) в готелі (ресторані); ефективно розподіляти кімнати; відповідальна особа; відмінні організаційні навички; телефоніст; вести записи попередніх замовлень; наявні номери; біля головних дверей; зробити приємним перебування кожного та всіх; коридорний; швейцар; доставляти одяг з пральні та хімчистки; завантажувати та розвантажувати багаж; припарковувати та охороняти автомобілі відвідувачів; відділ кадрів; відділ продажу і маркетингу; представляти інтереси власника; визначати і вирішувати проблеми; доповідати про загальний фінансовий стан



VII. Fill in the correct word from the list, then make sentences using the completed collocations:

_____ office

dry _____

_____ contact

traffic _____

reception _____

_____ parking

wake-up _____

_____ resources

switchboard _____

credit _____

reservation _____

_____ problems

_____ attendant

general _____

*manager, human, cleaning, record, desk, flow, bell, call, valet, initial, to solve, card,
operator, front*



VIII. Replace the underlined words with corresponding synonyms from the text:

- a) Can I help you with the luggage? (a_ _ _ _ _)
- b) We asked the receptionist to set up a wake-up call for us. (p_ _ _ _)
- c) She works as a guest services attendant quite effectively. (e_ _ _ _ _ _ _ _)
- d) Most accommodation properties have four sections. (d_ _ _ _ _ _ _ _)
- e) Bell boys transport guest luggage at a hotel. (b_ _ _ _ _ _ _ _ _ _)
- f) His responsibilities include opening doors. (d_ _ _ _ _)
- g) Guest services attendants provide information on the hotel. (o_ _ _ _)
- h) A hotel foyer is a place where you can be assisted by the bell boys. (l_ _ _ _)



IX. Find out which prepositions are used with the following words in the text:

responsible _____

_____ a manner

to divide _____

to set _____ wake-up calls

to help _____

to provide information _____

to deal _____

_____ the entrance

to assist _____

to specialize _____

_____ the reception desk

_____ cooperation _____

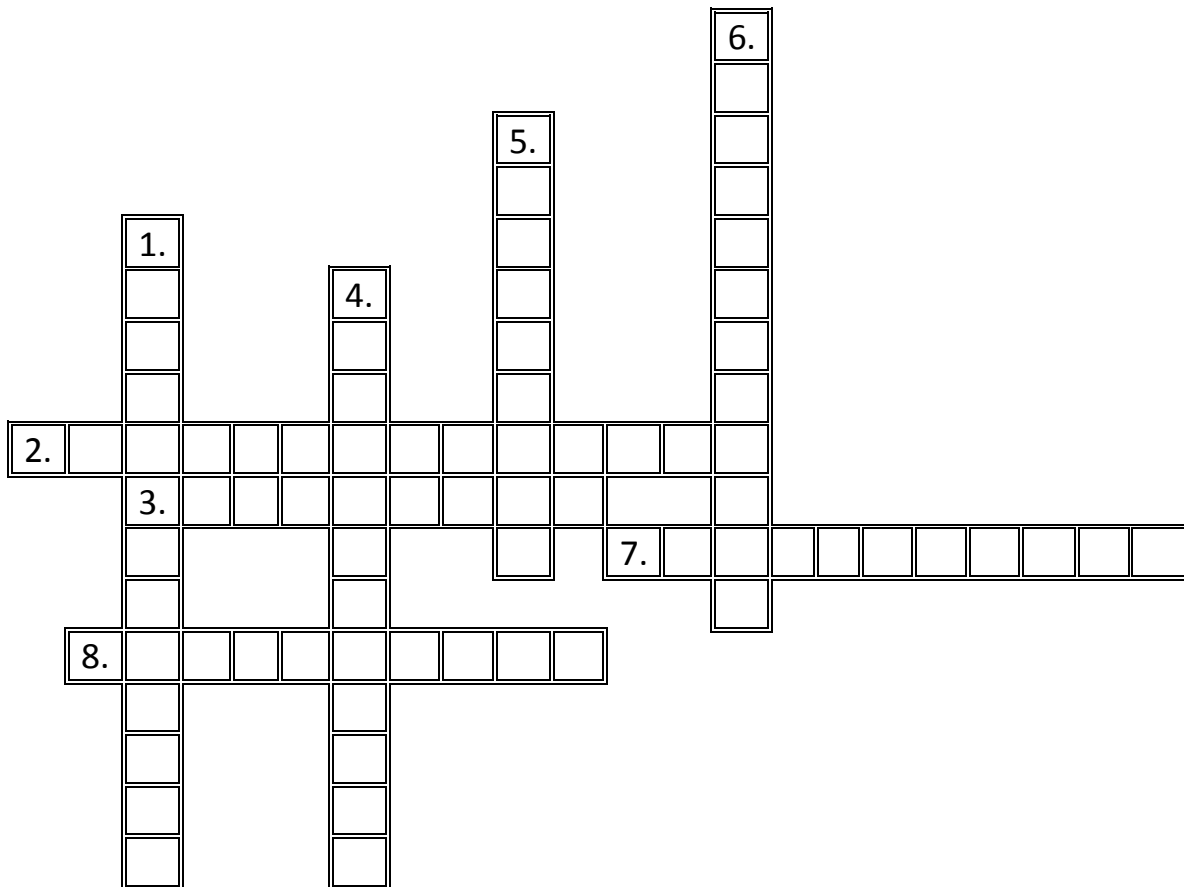


X. Complete the following sentences with the necessary prepositions from the previous exercise:

1. A lot of employees at a hotel are responsible ___ satisfying needs of the customers.
2. We saw the door attendant right ___ the entrance to the hotel.
3. A great number of tourists asked the bell assistant to provide information ___ the hotel services.
4. The receptionist sometimes specializes ___ operating the switchboard.
5. He assisted us ___ the problems, we thanked him for that.
6. Reservation staff works ___ close cooperation ___ the front office.
7. I had hoped the guest services attendants would behave ___ a more respectful manner.
8. The tasks will be divided equally ___ the two attendants.
9. A very attractive young lady assisted me ___ the reception desk.



XI. Solve the crossword puzzle with the help of the following definitions:



1. A place for someone to stay, live, or work.
2. The activities that are involved in managing the work of a company or organization.

3. The activity of deciding how to advertise a product, what price to charge for it etc.
4. The work and organization of things that need to be done in a house, hotel etc., for example cooking and buying food.
5. Someone whose job is to look after or help customers in a public place.
6. Someone whose job is to welcome and deal with people arriving in a hotel.
7. An arrangement which you make so that a place in a hotel, restaurant, plane etc. is kept for you at a particular time in the future.
8. The activity of controlling and organizing the work that a company or organization does.



XII. Translate into English:

1. Будь-який заклад, що спеціалізується на розміщенні туристів, має чотири відділи: відділ реєстрації, адміністрації, господарчий відділ та відділ харчування. 2. Відділ реєстрації є дуже важливим, оскільки справляє найперше враження на гостей. 3. Портє та інші працівники реєстраційного відділу повинні бути завжди ввічливими, доброзичливими та готовими допомогти у всьому. 4. У готелі можна замовити номер наперед, для цього слід тільки подзвонити. 5. Зазвичай приймають замовлення або портє, або агенти з попередніх замовлень. 6. Менеджери не тільки представляють інтереси господаря, а й спрямовують діяльність закладу, визначають проблеми та вирішують їх. 7. Туристам з великим багажем допомагає спочатку швейцар біля входу в готель, а потім коридорний аж до їх власного номеру. 8. Особливо важливим для обслуговуючого персоналу є задоволення всіх потреб та сподівань гостей. 9. Коридорний, швейцар, портє та інші працівники готелю намагаються зробити перебування приємним як для кожного, так і для всіх відвідувачів. 10. Це дуже великий готель, у якому працюють десятки телефоністів, бухгалтерів, менеджерів та інших працівників.

Speaking Exercises



XIII. Answer the following questions to the text:

1. What are the main departments in most accommodation properties?

2. What can you say about the front office and guest services department?
3. What do the responsibilities of the receptionist include?
4. What do the switchboard operators do?
5. What are the reservation agents responsible for?
6. What are the duties of the bell and door attendants?
7. What is the administration department responsible for?
8. What do you know about the sales and marketing staff?
9. Who are managers?
10. What types of managers do you know?
11. Who do they report to?



XIV. Choose an employee to perform these functions, make up sentences as in the example:

e.g. It is the duty of to

- | | |
|------------------------------------------------|------------------------------------------|
| • to provide the security of vehicles | • to deliver laundry and dry cleaning |
| • to research the marketplace | • to open doors |
| • to transport guest luggage | • to answer and distribute calls |
| • to assist guests upon arrival | • to guide the operation of the property |
| • to deal with questions at the reception desk | • to supervise all property divisions |
| • to monitor cash | |



XV. In pairs use the prompts to ask and answer, as in the example:



1. evening/ James Brown/ single room/ one night/ room 242/ \$150 a night/dinner/ from 6 to 7:30 p.m. in the restaurant/ wake-up call/ 8 a.m.
2. morning/ Denis Smith/ suite/ three nights/ room 355/ \$ 300 a night/breakfast/ from 7:30 to 9 a.m. in the second-floor restaurant/ wake-up call next morning/ 8:30 a.m.

3. afternoon/ Mr. and Mrs. Henry/ double room/ two nights/ room 152/ \$200 a night/ dinner/ from 5 to 6:30 p.m. in the Roof Garden/ breakfast/ 8:30 a.m.
4. evening/ Catherine McGregor/ penthouse/ three nights/ room 478/ \$350 a night/ dinner/ from 7 to 8:30 p.m. in the ground-floor restaurant/ spa massage/ 11 a.m.

e.g. **B:** *Good evening. My name is James Brown. I reserved a single room for one night. Can I check in now?*

Receptionist: *Mr. Brown. I'll check your reservation record...Yes, room 242. Would you like to register, please? Just fill in this form.*

B: *Thank you.*

Receptionist: *And could I see your passport, please?... Thank you.*

B: *How much do you charge for a single room?*

Receptionist: *The rate of this room is \$150 a night, which includes a service charge.*

B: *Can I get dinner this evening?*

Receptionist: *Yes, the dinner is from 6 to 7:30 p.m. in our restaurant.*

B: *And could I have a wake-up call in the morning, please?*

Receptionist: *Certainly. What time would you like it?*

B: *8 o'clock, please.*

Receptionist: *Very good, sir. And here's your key. Room 242.*

B: *Thank you.*



XVI. Role-play. Imagine one of the following situations, decide what you can do:

✓The bell attendant has transported your luggage to your room and expects you to tip him, but it turns out that you don't have any money left. What will you do? It is obvious that he won't help you with the luggage when you leave if you don't tip him now!!!!

✓The reservation attendant has offered you an occupied room, as there were no vacant rooms left. This is the only hotel in town and you definitely have to stay overnight. What will you do if your "room mate" isn't a very polite person?

✓The hotel switchboard operator constantly distributes wrong calls to your room. You expect a very important call so you can't switch off your phone, what will you do?

✓You have to leave in five minutes and you find out that the bell attendant hasn't brought your dry cleaning yet. These were your best clothes, you can't leave without them, what will you do?



XVII. Discuss the following recommendations for the guest services attendant, add some more of your own:

- Every time you see a guest, smile and greet the guest before the guest greets you.
- Never say 'no' to a guest.
- Treat all the guests with respect, as you would want to be treated.
- Pay much attention to any of the guest needs, even the most insignificant ones.
- Don't focus on the issue, rather than the guest.



XVIII. Make up a plan and retell the text according to it.

Grammar Exercises

The Past Perfect Tense

Affirmative	Negative	Interrogative
I had asked	I had not /hadn't asked	Had I asked?
You had asked	You had not/ hadn't asked	Had you asked?
He had asked	He had/ hadn't asked	Had he asked?
She had asked	She had / hadn't s asked	Had she asked?
It had asked	It had / hadn't asked	Had it asked?
We had asked	We had not /hadn't asked	Had we asked?
You had asked	You had not /hadn't asked	Had you asked?
They had asked	They had not /hadn't asked	Had they asked?

Time expressions used with Past Perfect:

before, after, yet, already, just, for, since, till/until, when, by, by the time, etc.

XIX. Put the verbs into the Past Perfect:

1. Our restaurant manager (to solve) all problems by Monday. 2. Guest services attendant (to help) us with our luggage before we even asked him to. 3. We (to make) a restaurant reservation by noon. 4. He (to receive) our cash payment by last Friday. 5. Valet (to park) our car before we even looked out of the window. 6. Sales staff (to sell) as many products and services as possible before it was time to report the results. 7. The reservation agent (to take) our reservation by 7 pm yesterday. 8. They (to identify) all problems before the manager solved them.

XX. Write what each person had done using the following verbs: answer, be, reserve, perform, solve, receive

1. Carol _____ the hotel room by last Monday. 2. The receptionist _____ all guests' questions before the manager arrived. 3. He _____ friendly and responsible before the divorce. 4. They _____ the cash payment before the manager asked for it. 5. We _____ all problems before we reported them to the general manager. 6. Tanya _____ all necessary financial activities by 8 pm last Friday.

XXI. Make the following negative and interrogative:

1. Administrative staff had planned all operations by Saturday. 2. We had divided our responsibilities even before it was necessary. 3. They had offered us world-class service, but we refused. 4. We had created as much revenue as possible before the report was due. 5. The front office attendants had received all those guests by noon. 6. Receptionists had allocated all double rooms effectively before the manager arrived at work. 7. Housekeeping had been the biggest department of this hotel by 2004. 8. The receptionist had welcomed us before we welcomed him.

XXII. Match the phrase to make up sentences as in the example:

1. pack our luggage - go on a tour – *e.g. We (he, she, I, etc.) went on a tour after we had packed our luggage.*
2. go sightseeing – check in the hotel. 3. take a taxi – arrive at the airport. 4. identify the problem – solve it. 5. place the wake-up call – wake up. 6. reserve a room – arrive at the hotel.

XXIII. Ask your group mate, what had s/he done:

- before his/her mum came home yesterday;
- by January;
- by 7 pm last Sunday;
- before his/her friend called him/her yesterday;
- by the second lesson yesterday.

And then report his/her answers to the class, e.g. *Masha had done her homework before her mum came home yesterday.*

XXIV. Make answers for the following questions:

1. Why did Jack miss his train? (not arrive on time) – e.g. *Because he hadn't arrived on time.*
2. Why didn't Sarah buy the tickets in advance? (not have enough time)
3. What did we see when we arrived at the hotel? (someone/ transport our luggage)
4. Why was Mike so miserable? (not to set up a wake-up call, oversleep)
5. Why was the guest so angry? (find a mistake on his account).
6. What did we ask? (if they / reserve a room)

XXV. Put the verbs into the Past Simple or Past Perfect:

1. By noon he (to deal) with all questions in a polite and friendly manner.
2. The receptionist (to take) our reservation before we (to decide) to change the hotel.
3. They (to pay) for their hotel room even before they (to arrive) at the hotel.
4. He (to work) as a receptionist before he (to become) our restaurant manager.
5. The receptionist (to set up) the wake-up call before the guests (to discover) they could stay in bed longer.
6. We (to recruit) all necessary employees before this candidate (to apply) for an interview.
7. The bell attendant (to transport) our luggage before we (to tip) him for it.
8. Our accountants (to receive) cash payments before the guests (to find) a mistake in their accounts.
9. They (to solve) all problems before they (to report) the general character of the property financial state to the owner.

XXVI. Put the verbs into the Past Simple or Past Perfect:

Tom and Jane (to be) at the hotel for two weeks already when their cousin Mary (to arrive). It (to be) Monday afternoon when they (to see) her at the lobby. They (to help) her at the front desk reception as she (not, to reserve) a room in advance. She (to be) lucky as there (to be) just one single room left, all the rest already (to be occupied). After the receptionist (to check) her in, the bell attendant (to transport) her

luggage. Mary (not, to come) by car, and she (not, to need) the valet parking service. So she (to go) to her room straight ahead. However, before she (can) have some rest after her trip, she (to tip) the bell attendant for his help. And, of course, as soon as she (to be) ready, Tom, Jane and Mary (to go) on a tour about the city. As Tom and Jane already (to see) all the local sights, they (can) share their knowledge with her. Everyone (to have) a very good time then.

XXVII. Put the verbs into the Past Simple or Past Perfect:

1. When I (to arrive) at the hotel, my friends (to be) already there. 2. The receptionist (to assist) us with departure before the taxi (to arrive). 3. They (to arrive) at the hotel after the travel agent (to reserve) a room for them. 4. The door attendant (to unload) our luggage before he (to show) us to the reception desk. 5. We (to identify) our problems before we (can) solve them. 6. The receptionist (to check) the availability of the rooms before he (can) check us in. 7. The door attendant (to open) the door for us before the bell attendant (to transport) our luggage.

XXVIII. Choose the correct variant:

1. He _____ us in before we decided what room we want.
a. checked b. has checked c. had checked
2. The work of these divisions ___ coordinated by January.
a. had b. had been c. was
3. The bell attendant _____ to transport our luggage two days ago.
a. hadn't wanted b. didn't want c. didn't wanted
4. Who _____ the door for you yesterday?
a. opened b. had opened c. did open
5. He _____ with us in a friendly and polite manner before we started complaining.
a. spoke b. had speak c. had spoken
6. The receptionist _____ all our questions before he checked us in.
a. had answered b. answered c. will answer

7. They _____ a room and then arrived at the hotel.
 a. reserved b. had reserved c. reserve
8. Accommodation of tourists _____ always _____ very important.
 a. had been b. did be c. has been
9. _____ you satisfied with that hotel last month?
 a. Were b. Was c. Had been
10. They _____ entrance tickets by noon last Thursday.
 a. bought b. will buy c. had bought

Reading Exercises



XXIX. Read and translate the following text:

HINTS FOR HOTEL GUESTS

The first thing to do is to book a room in advance either by letter, telephone or fax. Otherwise you may arrive at the hotel and be told that there are no rooms.

On arrival at the hotel go to the reception desk in the lobby and confirm your reservation. The clerk will then give you a registration form to fill in and sign. The form is to be filled in block letters. In smaller hotels you simply sign the visitor's book and give your permanent address.

In large hotels you may ask for any service by phone. Tell the operator if you wish to be called at a certain time. Call room service when you want a meal or drinks sent up to your room. Call the bell boy if you need your suit or dress cleaned or pressed.

Let the hotel management know well in advance the day and time of your departure. Vacate your room before noon. 12 o'clock is the international check-out time. If for some reason you stayed longer, you would have to pay for another night.



XXX. Answer the following questions:

- Do you think that guests should be instructed as to the items above before they arrive at any of the accommodation properties?

- What if they don't follow one of these instructions and still believe that they are right?
- Should one excuse guests who stayed longer than 12 o'clock and not charge them with payment for another night?
- If the guest claims he has booked a room and there is no reservation record about it, what would you do?

Unit 11. HOTEL HOUSEKEEPING AND FOOD AND BEVERAGE DEPARTMENTS



I. Read and learn the following words and word combinations:

to add significantly - значно збільшити

guest satisfaction - задоволення гостя

without any doubt – безсумнівно

highly qualified – висококваліфікований

required – необхідні, які вимагаються

executive housekeeper – адміністратор господарчого відділу, завгосп

assistant housekeeper – помічник адміністратора

room attendant – покоївка, *syn. maid*

house porter – носій

valet – камердинер

laundry and linen keepers – персонал пральні

to establish – встановлювати

to evaluate – оцінювати

assistant (deputy) housekeeper – помічник (заступник) завгоспа

to supervise effective bedroom cleaning – наглядати за ефективним прибиранням номерів

sufficient – достатній

protective clothing – захисний одяг

to meet demands – задовольняти потреби

cleaning materials – миючі засоби

to allocate tasks – розподіляти завдання

to check twice – перевіряти двічі

to report damage – доповідати про збитки

at the required level – на належному рівні

to compile report – скласти доповідь

toiletries – засоби особистої гігієни

to promote a positive image to guests – створювати у відвідувачів позитивний образ готелю

to restock the service room – поповнювати запаси службового приміщення

to do service area cleaning – прибирати у службових приміщеннях

food and beverage outlet – заклад харчування

food and beverage server – офіціант, *syn. waiter*



II. Read and translate the following text:

HOTEL HOUSEKEEPING AND FOOD AND BEVERAGE DEPARTMENTS

Housekeeping The housekeeping department must be the most important in any property. Those working in this department often have little direct contact with guests, however their services add significantly to guest satisfaction. Without any doubt, the housekeeping department is the one the customers notice most when anything is wrong. That is why this department should be given special attention and care. Only highly qualified, responsible employees should perform the required tasks.

The housekeeping department can have the following staff depending on the size of the accommodation property. Executive housekeeper and assistant housekeepers, supervisors, room attendants, house porters, valets, laundry and linen keepers are all employees of this department.

Executive housekeepers direct and control housekeeping operations and staff of the housekeeping department. Their main duties include: establishing operating procedures and standards; planning and coordinating activities of supervisors; evaluating their staff performance as well as hiring and training new employees. They usually have several assistant or deputy housekeepers. Those supervise effective bedroom cleaning; ensuring sufficient rooms are ready to meet daily guests' demands. In addition they assist with ordering, storage and usage of cleaning materials; help to organize cleaning of staff uniforms and protective clothing; assist with staff training as well as allocate tasks, produce work and holiday schedules of employees.

Supervisors control the work of room attendants (maids) and house porters. They generally ensure the standard of cleanliness of between 50 and 100 rooms. Usually, each room is checked twice, the first time as soon as possible after the guest's departure to report damage and lost property, and again, after cleaning to ensure that the condition of the room is at the required level. They are also responsible for compiling the housekeeper's report which shows the departures, occupied and vacant rooms and whether they are single, double or of any other type. The supervisors sign out keys to maids and re-allocate the work if there are any absentees.

Room attendants or maids provide the comfort of guests by cleaning the guest rooms and public areas. Their main duties include vacuum cleaning, dusting and polishing guest rooms; making beds; changing sheets; replacing used towels and toiletries; ensuring security of guest rooms and privacy of guests. They promote a positive image of the property to guests and must be pleasant, friendly and able to address problems or special requests.

House porters are employed to remove rubbish and dirty linen from the floors and may restock the service rooms with clean linen and cleaning materials. They also help to move furniture, hang curtains and may do some of the corridor and service area cleaning.

Laundry and linen keepers control the supply of linen throughout the hotel and may also be responsible for staff uniforms, guests' laundry, the washing of curtains and checking the condition of carpets. Valets are employed mostly in 4- or 5-star hotels. They look after the clothes (press and remove stains) and shoes of guests (polish shoes as required).

Food and Beverage Food and beverage outlets can range from restaurants and bars to nightclubs and posh dining rooms. Kitchen staff, room service staff, food and beverage servers and bartenders are just some of the positions available in this area. The duties and responsibilities of these employees will be described in the "Food and Beverage Sector" unit.

Phonetic Exercises



III. Mind the sound [3:] pronunciation:

[3:] – ir, -er, -ur, -or + consonant

work
first
dirty
service
server

reserve
furniture
curtain

ir, -er, -ur, + vowel: secure ensure direct material



IV. Read the following sentences:

- First purchase some furniture.
- Supervisors observe work.
- Remove dirty curtains!
- His work is ensuring emergency services.



Vocabulary Exercises

V. Give Ukrainian equivalents of the following:

little direct contact with guests; add significantly to guest satisfaction; executive housekeeper; house porters; valets; laundry and linen keepers; to supervise effective bedroom cleaning; to meet daily guests' demands; to organize cleaning of staff uniforms and protective clothing; occupied and vacant rooms; to sign out keys to maids; cleaning the guest rooms and public areas; supply of linen; throughout the hotel; posh dining room; food and beverage servers



VI. Give English equivalents of the following:

господарчий відділ; головний адміністратор господарчого відділу; помічник адміністратора; контролер; покоївка; камердинер; спрямовувати та контролювати господарчу діяльність; планувати та узгоджувати діяльність контролерів; оцінювати роботу персоналу; наймати на роботу та тренувати нових працівників; замовлення, зберігання та використання миючих засобів; розподіляти завдання, складати звіт адміністратора; одномісні, двомісні номери; перерозподіляти роботу; двічі перевіряти; якомога швидше після від'їзду гостей; прибирати номери та

громадські приміщення, чистити пилосом; застеляти ліжка; особливі прохання; виносити сміття та брудну білизну; прибирати службові приміщення; контролювати постачання білизни; прасувати одяг; виводити плями; офіціант; бармен; обов'язки та відповідальності



VII. Fill in the correct word from the list, then make sentences using the completed collocations:

vacuum_____

guest_____

cleaning_____

to polish_____

_____tasks

_____stains

_____keeper

food & beverage_____

_____demands

_____room

staff_____

_____a bed

outlet, to meet, rooms, occupied, to make, shoes, cleaning, to allocate, materials, linen, uniform, to remove



VIII. Cross out the odd word from the list of synonyms:

job, holiday, task,
assignment, errand,
duty, responsibility

manager, boss,
executive, foreman,
supervisor, guest

staff, workforce,
employees, personnel,
producer, manpower

control, check, inspect,
examine, place,
monitor, manage, run,
be in charge

provide, supply,
offer, issue, fix
somebody up with,
continue



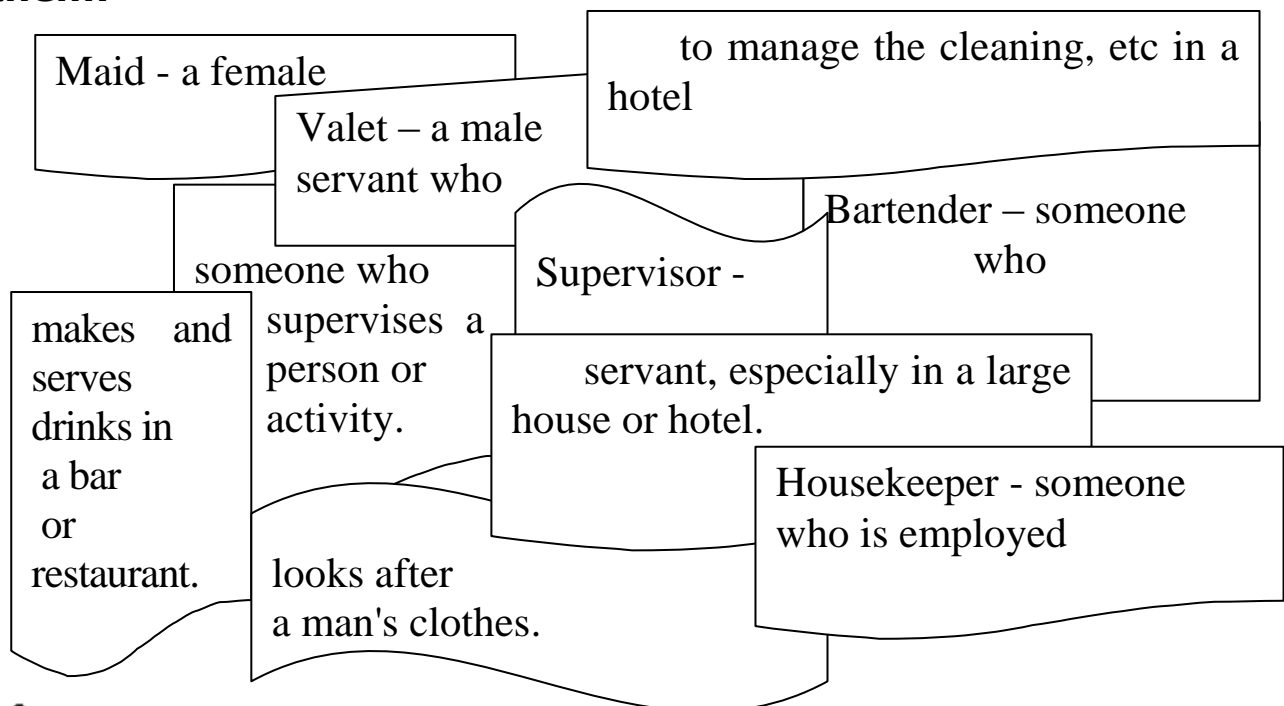
IX. Complete the following sentences with the necessary prepositions:

1. This housekeeper is responsible ___ the first and the second floor. 2. Carpets must be clean ___ all the guest rooms. 3. She looks ___ the service room, mainly cleans it

and restocks ___ clean linen and cleaning materials. 4. The room attendant cleans ___ 8 and 18 rooms per shift. 5. You must assist me ___ this task. 6. The responsibilities of hotel housekeeping employees range ___ cleaning ___ supervision and control. 7. The guests' impressions depend ___ the level of service at the hotel. 8. Don't forget to remove rubbish and dirty linen ___ the third floor. 9. Have you already signed ___ keys ___ maids? 10. Valets serve the customers ___ pressing clothes and polishing shoes.



X. There are definitions which are broken into two pieces each. Try to restore the definitions and memorize them:



XI. Use the prompts to make sentences, as in the example:

1. Room maid/ to vacuum clean/ to dust/ to change sheets

e.g. The duties of the room maid include vacuum cleaning, dusting, changing sheets.

2. Assistant housekeeper/ to supervise bedrooms/ to ensure availability of rooms/ to order, assist, store cleaning materials,

3. Supervisor/ to compile housekeeper's report/ to sign out keys/ to control the work of house porters and maids.
4. Valet/ to look after clothes and shoes/ to remove stains/ to polish shoes.
5. House porter/ to remove rubbish/ to restock the service room.
6. Executive housekeeper/ to plan the supervisors' activities/ to evaluate staff performance.



XII. Make the sentences complete by translating the phrases into English:

- | | |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. The executive housekeeper | спрямовує та контролює господарчу діяльність; наглядає за роботою працівників; оцінює їх; наймає нових робітників; тренує їх; встановлює стандарти; узгоджує діяльність контролерів. |
| 2. The room attendant must | бути приємною та дружньою; чистити номери пилососом; витирати пилюку; міняти білизну та застеляти ліжка; замінювати туалетні засоби та вживані рушники; забезпечувати комфорт та безпеку гостей. |
| 3. House porters are responsible for | виніс сміття та брудної білизни; поповнення запасів чистої білизни та миючих засобів у службових приміщеннях; пересув меблів; прибирання у коридорі та службових приміщеннях. |



XIII. Translate into English:

1. Найбільш важливим у будь-якому закладі є, безсумнівно, господарчий відділ, оскільки робота саме його працівників справляє найбільше враження на відвідувачів.
2. У господарчому відділі працює багато працівників,

починаючи від адміністратора аж до покоївок та камердинерів. 3. Покоївки у цьому готелі завжди привітні та дружні. Вони вчасно виконують свої обов'язки, прибирають та застеляють ліжка в номерах кожного дня. 4. Адміністратору господарчого відділу не обійтися без помічників (cannot do without), які допомагають йому в організації та перевірці роботи працівників. 5. Оскільки номер перевіряється двічі, можливість того, що гості увійдуть у неприбрану кімнату зводиться до мінімуму. (there is minimal possibility) 6. Контролери ретельно складають список вільних та заповнених кімнат, щоб адміністратору господарчого відділу міг сміливо використовувати цю інформацію. 7. Не турбуйся про одяг та взуття, за ними догляне камердинер. 8. Можна попросити покоївку віднести одяг у пральню та попросувати його. 9. Чому ти не винесла сміття та брудну білизну? 10. Контролер постійно перевіряє роботу покоївок, тому у номерах підтримується ідеальна чистота. (to maintain) 11. Ти впевнена, що є достатня кількість номерів, щоб задовольнити потреби клієнтів? 12. Їм потрібен не одномісний, а двомісний номер. 13. Номери повинні відповідати стандарту, встановленому головним адміністратором. 14. Хто спрямовує та контролює господарчу діяльність у готелі? 15. На початку робочого тижня помічник адміністратора розподіляє завдання між працівниками.

Speaking Exercises



XIV. Answer the following questions to the text:

1. Why is the housekeeping department so important in any property?
2. What staff can the housekeeping department have?
3. What are the duties of the executive housekeeper?
4. How do the assistant housekeepers help them?
5. How do supervisors control the work of room attendants?
6. What do the room attendants do?
7. What for are the house porters employed?
8. What do the laundry and linen keepers control?
9. What are the responsibilities of valets?
10. What are the positions in the food and beverage department?

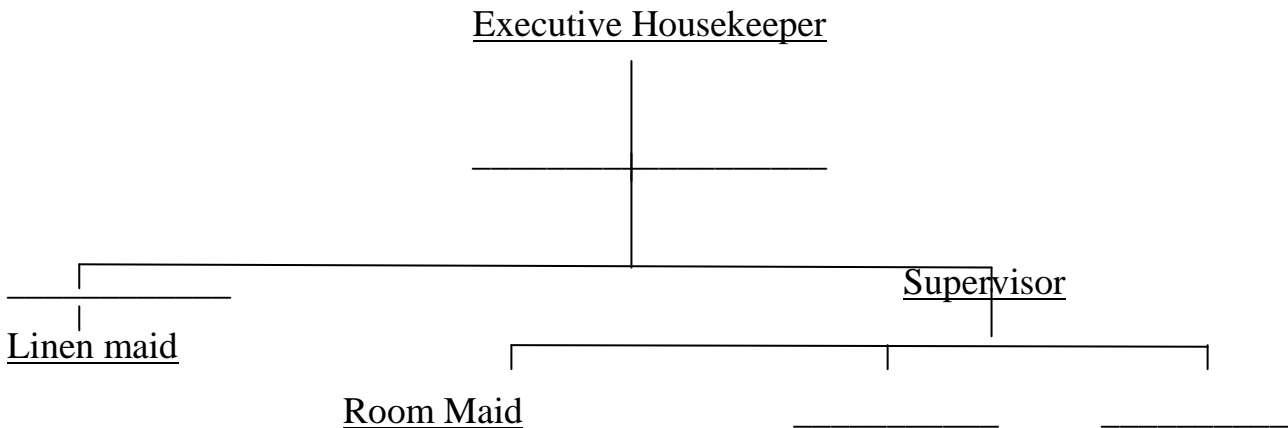


XV. Put the key words in the correct order, state the situation in which they are used in the text:

- | | |
|-----------------------|------------------------------|
| ___house porter | ___room attendant |
| ___deputy housekeeper | ___valet |
| ___supervisor | ___executive housekeeper |
| ___kitchen staff | ___laundry and linen keepers |



XVI. Complete an organization chart of the hotel housekeeping department. Explain it to your fellow students:



XVII. Role-play. Imagine one of the following situations, discuss them with your partner:

- You are the executive housekeeper of a huge hotel. Tell about your present staff, possible future vacancies, problems and main responsibilities.
- You work as a house porter. What do you like/ hate in your job?
- You are a room attendant. Do you plan to become a supervisor as soon as possible or do you like your job now? Explain your answer.
- You are the assistant housekeeper. You like your job, but would not mind promotion to the position of the executive housekeeper. How can you reach your goal?
- You are a linen keeper. What is the most exciting in your job?



XVIII. Decide what you would like to become and why if you happened to start your career in the accommodation sector. You may use the following model:

If I were to work in the tourism accommodation sector, I would choose a position of a/an....., because: first, this position is; second, it offers.....; third, I feel comfortable to..... This job best suits me as I have such qualities like: and they will help me to become a professional in this sphere.



XIX. Make up a plan and retell the text.

Grammar Exercises

The Future Perfect Tense

Affirmative	Negative	Interrogative
I will have said	I will not/ won't have said	Will I have said?
You will have said	You will not/ won't have said	Will you have said?
He will have said	He will not/ won't have said	Will he have said?
She will have said	She will not/ won't have said	Will she have said?
It will have said	It will not/ won't have said	Will it have said?
We will have said	We will not/ won't have said	Will we have said?
You will have said	You will not/ won't have said	Will you have said?
They will have said	They will not/ won't have said	Will they have said?

Time expressions used with Future Perfect:

before, after, yet, already, till/until, by, by the time, etc.

XX. Say what each room attendant will and won't have done by 11 am tomorrow:

	make bed	change sheets	replace used towels	vacuum (hoover)carpets	clean	dust and polish furniture
John		✓	✓			✓
Sarah		✓		✓		
Mary	✓			✓		
Jane	✓	✓	✓	✓		

e.g. John will have made beds, replaced used towels, dusted and polished furniture, but he won't have changed sheets or vacuum cleaned the carpets.

XXI. Look at the table again and ask and answer as in the example:

1. John/ change sheets? – e.g. Will John have changed sheets by 11 am tomorrow? – Yes, he will.
2. John/ make beds? - e.g. Will John have made beds by 11 am tomorrow? – No, he won't.
3. John/ replace used towels? - _____
4. Sarah/ change sheets? - _____
5. Sarah/ vacuum clean carpets? - _____
6. Sarah/ dust and polish furniture? - _____
7. Mary/ change sheets? - _____
8. Mary/ make beds? - _____
9. Mary/ replace used towels? - _____
10. Mary/ vacuum clean carpets? - _____
11. Jane/ dust and polish furniture? - _____
12. Jane/ change sheets? - _____
13. Jane/ replace used towels? - _____
14. Jane/ vacuum clean carpets? - _____

XXI. Ask your group mate, what s/he will have done:

- before his/her mum comes home tomorrow;
- by the end of the year;
- by 7 pm next Sunday;
- before session begins;
- by the second lesson tomorrow.

And then report his/her answers to the class, e.g. Tanya will have tidied her room before her mum comes home tomorrow.

XXII. Make up negative sentences as in the example:

1. Executive housekeeper will have controlled housekeeping operations by tomorrow evening. (front office operations) – *e.g. Executive housekeeper won't have controlled front office operations.*
2. Our supervisor will have ensured the standard of cleanliness of 60 rooms by the end of next day. (100 rooms)
3. Supervisor will have checked the room before the guests check in. (after)
4. Room maid will have changed sheets before making the bed. (after)
5. He will have produced work and holiday schedules for our employees by the end of the month. (week)
6. This supervisor will have compiled housekeeper's report by noon. (maid)
7. They will have signed out keys to maids by 9 am tomorrow. (7 am)
8. He will have checked the room twice after the guests depart. (once)
9. House porters will have removed rubbish from the floor. (clean linen)
10. Valet will have polished my shoes before the party starts. (after it ends)

XXIII. Discuss with a partner the changes that you expect by the end of the twenty-first century, use such verbs:

invent, discover, improve, develop, become, build, appear, emerge, learn

e.g. By the end of the twenty-first century scientists will have invented a new way of travel.

XXIV. Put the verbs into the Future Perfect or Present Simple:

The guests (to depart) before the supervisor (to report) damage and lost property. 2. The maid (to clean) the room before the supervisor (to check) its standard of cleanliness. 3. The housekeeper (not, to control) the work of the housekeeping department every day as he (to have) deputies or assistant housekeepers to help him. 4. The supervisor (to control) the work of 10 room attendants (maids) and 3 house porters by the end of the day. 5. The linen keepers (to supply) clean linen throughout the hotel before the room attendants (to change) sheets in guests' rooms. 6. House porters (to remove) dirty linen from the floors before they (to do) corridor and service

area cleaning. 7. They (to show) the number of departures, occupied and vacant rooms by the end of each shift. 8. Executive housekeeper (to supervise) effective bedroom cleaning before the guests (to arrive). 9. They (to hire) new employees before they (to start) training them.

XXV. Put the verbs into the Future Perfect, Future Simple or Future Continuous Tenses:

1. This executive housekeeper (to hire) new employees at 3 pm tomorrow. 2. By the end of next day he (to give) instructions to all new house porters and room attendants. 3. All new employees (to receive) their salary by the end of the month. 4. Supervisors (to oversee) room attendants' duties in January as well. 5. House porter (to do) service area cleaning by the end of his shift. 6. He (to be) promoted to Executive Housekeeper next month. 7. This maid (to clean) 20 rooms all day tomorrow. 8. My brother (to vacuum clean) the carpets before I come home tomorrow. 9. Mum (to make) beds before we return home. 10. This valet (to polish) my shoes for 15 minutes tomorrow.

XXVI. Choose the correct variant:

1. Housekeeper _____ the work of his employees by the end of next month.
a. controlled b. will control c. will have controlled
2. This hotel ____ thousands of employees in 2025.
a. employs b. will employ c. will have employed
3. The bell attendant _____ our luggage by noon.
a. will transport b. will have transported c. transports
4. Who _____ the door for you tomorrow?
a. opened b. will open c. will have opened
5. The room attendant _____ our room before we return.
a. will be cleaning b. will clean c. will have cleaned
6. The porter _____ service area cleaning at 3pm tomorrow.
a. will do b. will be doing c. will have done

7. They _____ a room before they arrive at the hotel.
a. will reserve b. will be reserving c. will have reserved
8. Guests _____ for the room before they depart.
a. will pay b. will have paid c. will be paying
9. _____ before I go out?
a. Will you have phoned b. Will you phone c. Had you phoned
10. He _____ his duties tomorrow.
a. will be performing b. will perform c. will have performed

Reading Exercises



XXVII. Read and translate the following text:

Kelly MacFarlane

EXECUTIVE HOUSEKEEPER

“Working in different departments gives me an understanding of what it's like to work in all areas of the property, and of how a hotel runs. This knowledge helps when someone at the front desk is too busy to give me an answer, or when a catering manager needs more napkins right away.”



Kelly MacFarlane got interested in the hotel business when she was ten years old. She looked at her aunt working for a major chain and decided this was the life for her. Now, working as Executive Housekeeper at a 177-room hotel, Kelly still thinks she made the right choice.

“The first thing I did was learn more about the industry. I took the tourism program offered at my secondary school and completed a college diploma in Hospitality Management. Then I went to work in the business.”

She started in catering services, moved to the front desk, became a weekend supervisor and then worked as a guest services attendant. She was then promoted to Executive Housekeeper.

“I found my new position a little intimidating at first. I have to recruit, train, assign and even discipline staff. I have to hold staff meetings, speak in public and develop good relationships with my team. As I learn, I feel the satisfaction of knowing I can do the job. My knowledge and confidence are growing... Our role is to ensure the hotel is clean. It's a big part of a guest's first impression. I tell my staff our guests give us our living and we have to make them happy.”



XXVIII. Choose the correct answer:

1. Kelly MacFarlane is:
 - an executive housekeeper
 - a front desk agent
 - a guest services attendant
2. She works at a:
 - country inn
 - 177-room hotel
 - bed and breakfast
3. She got interested in the hotel business when she was:
 - six years old
 - eleven years old
 - ten years old
4. The first thing Kelly did was:
 - not to plan anything
 - learn more about the industry
 - help her aunt
5. She became an executive housekeeper:
 - at once
 - after she worked as a guest services attendant

- after she completed a college diploma

6. Kelly MacFarlane:

- liked her position from the very beginning
- couldn't stand it

- found it a little intimidating



XXIX. Answer the following questions:

1. Is it your goal to become an executive housekeeper?
2. Would you like to bear the responsibility of the job?
3. What qualities are necessary to become a good executive?
4. Do you think you have those qualities?

Unit 12. EVENTS AND CONFERENCES



I. Read and learn the following words and word combinations:

event – (визначна) подія; *syn. happening; phenomenon; incident; occurrence*

to contribute (money) – вносити (гроші); *syn. donate, make a payment, give, add, put in*

conference – конференція; *syn. convention, meeting, symposium, forum, discussion*

community – спільнота

additional – додатковий

to get both to and from – доїхати до та повернутися

conference site – місце проведення конференції

to involve – залучати

admission – вхід

tips – чайові

to transfer money – переказувати гроші

to encourage – заохочувати

otherwise – в іншому випадку

to put on – влаштовувати, організовувати; *syn. organize; arrange; fix; prepare*

to host Olympic Games – приймати Олімпійські ігри

to require – вимагати

advance preparation – попередня підготовка, завчасні приготування

celebrity – знаменитість

to work in concert with – працювати разом з

local event – місцева подія

charity fundraiser – благодійна подія (акція), спрямована на збір коштів

to qualify as – відноситися до

to gain experience – отримати досвід

trade show – торгова виставка, ярмарок

convention/ meeting delegates – учасники з'їзду, засідання (зборів)

exhibition hall – виставкова зала

catering facility – послуга обслуговування

to ensure success – забезпечувати успіх

to run smoothly – проходити плавно; *syn. easily, well, efficiently*

to hire staff – наймати працівників; *syn. to recruit*



II. Read and translate the following text:

EVENTS AND CONFERENCES

Events and conferences contribute money to communities. Not only do travellers spend money on the event or conference itself, but additional dollars are also spent on everything from accommodation to souvenirs. Travellers need to get both to and from the event or conference site, so the transportation sector is also involved. They need to eat, so food and beverage outlets are visited. Conferences usually have social events or entertainment planned, so money is spent on tickets, admission, beverages and/or tips. All of this means money is transferred from travellers to the local economy.

Special Events There is a growing number of special events that encourage travellers to go to areas to which they may not otherwise go. Many of these events are so successful that they have become national or international in character. For example, the Brazilian Carnival in Rio is known around the world and has thousands staff members that work year round to put on the event.

There are also large international events that require several years of planning and preparation. For example, hosting Olympic Games employs hundreds of people, many of them for years before the event. Some people become specialists in organizing and running these mega-events, and then move on to another when one is done.

Other international events, which are complex but do not require quite as much advance preparation, are visits by celebrities, such as a member of the Royal Family, a world leader, the Pope or the Rolling Stones. Often celebrities have their own staff, who work in concert with the local organizers to make the event successful.

There are also thousands of smaller events and festivals organized across each country every year. Many communities organize an annual event to celebrate their

history, culture or ethnic roots. Other local events, such as charity fundraisers and sporting events also qualify as important occasions and require staff.

The planning and organizing of any special event can be complex and demanding. All details need to be coordinated so that the event will run efficiently and profitably. There are often many paid positions. As well, many events and conferences allow opportunities for volunteers to gain lots of experience.

Conferences, Meetings, Trade Shows and Conventions Business people frequently meet to share methods, ideas, research and information, to solve problems or to develop new strategies or products, and/or to be trained.

In order to meet the needs of convention and meeting delegates, many cities have built large convention centres and exhibition halls. Most large hotels and resorts also cater for the convention and meeting market, offering meeting rooms, ballrooms and catering facilities.

A convention, large meeting or conference takes an enormous amount of work to ensure its success. Some conventions involve 30,000 delegates or more. Large organizations usually hire professional convention/meeting planners who have the specialized knowledge and skills necessary to ensure large events will run smoothly. These planners generally work with a budget and hire staff to assist them.

So, events, conferences, meetings and conventions are big business to communities but require much work and attention to be properly organized.

Phonetic exercises



III. Mind

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there

the

letters

th

pronunciation:

[θ]

both

ethnic

method

smoothly

thousand



IV. Read the following sentences:

- I'll do this then with them.
- This is the thousand and thirty-third method.
- Both these and those themes are something interesting.
- Otherwise, they will think about another method.

Vocabulary Exercises



V. Give Ukrainian equivalents of the following:

events and conferences; to contribute money; everything from accommodation to souvenirs; event or conference site; food and beverage outlets; tickets; admission; beverages; tips; national or international in character; to work year round; to host Olympic Games; advance preparation; to make the event successful; across each country; ethnic roots; qualify as important occasion; to run efficiently and profitably; paid positions; complex and demanding; to share methods, ideas, research and information; large convention centres; to hire professional convention/meeting planners; to be properly organized.



VI. Give English equivalents of the following:

витрачати гроші на; визначна подія чи конференція; сектор перевезень (транспортування); заплановані розваги; місцева економіка; зростаюча кількість; заохочувати подорожуючих; відомий у всьому світі; організувати подію; міжнародні події; візити знаменитостей; члени королівської сім'ї; Папа Римський; місцеві організатори; місцеві події; благодійна подія, спрямована на збір коштів; прибуткова подія; конференція; з'їзд; часто зустрічатися; учасники з'їзду, зборів; величезна кількість роботи; забезпечувати успіх; плавно протікати; наймати робітників.



VII. Fill in the correct word from the list, then make sentences using the completed collocations:

transportation _____	_____outlets
_____number	Olympic _____
Royal _____	ethnic _____
_____fundraisers	_____experience

_____problems convention _____
exhibition _____ catering _____
to run _____ _____ position

*hall, Games, smoothly, centre, sector, food and beverage, paid, facilities, to
solve, growing, to gain, family, charity, roots*



VIII. Study the following definitions:

Event - something that happens, especially something important, interesting or unusual; a performance, sports competition, party etc. at which people gather together to watch or take part in something

Conference - a large formal meeting where a lot of people discuss important matters such as business, politics, or science, especially for several days

Convention - a large formal meeting for people who belong to the same profession or organization or who have the same interests

Meeting - an event at which people meet to discuss and decide things

Trade show - a large event when several companies show their goods or services in one place, to try to sell them



IX. Complete the sentences using the words and word combinations from the previous exercise:

1. This good's price was \$ 2, 000 at a Chicago _____.
2. They are going to organize a _____ for science fiction fans.
4. 3. Our top manager wants us to organize of a business _____ next month.
Representatives from over 100 countries attended the International Peace _____ in Geneva.
5. The conference was an important social _____.
6. We're having a staff _____ next week to discuss the matter.



X. Choose synonyms for the following words and learn them:

conference	large	event	contribute	put on	international

symposium • occurrence • meeting • outsized • donate • global • arrange • convention • prepare • great • multinational • huge • give • worldwide • organize • intercontinental • incident • put in • discussion • happening • make a payment • phenomenon • big • fix • forum • add • enormous



XI. Make the sentences complete by translating the phrases into English:

- | | |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. We moved on to | іншого харчового закладу; другого сектору туризму, а саме транспортування; великої міжнародної події; краще оплачуваної роботи; роботи з бюджетом. |
| 2. They worked in concert with | членами королівської сім'ї; учасниками конференції; добровольцями; місцевими спеціалістами; етнічним населенням. |
| 3. He contributed much to | зростання кількості особливих подій; заохочення подорожей туристів; прийняття Олімпійських ігор; організацію та проведення цієї події; забезпечення успіху; узгодження всіх деталей; плавне протікання конференції |



XII. Complete the following sentences with the necessary prepositions:

1. Tourists spend big sums of money ___ souvenirs for friends and relatives. 2. We tried to put ___ this event, but it turned out to be not so easy. 3. Those meeting planners are real specialists ___ this business. 4. She has to move ___ and ___ the convention site all the time. 5. This money will be transferred ___ the charity fundraisers ___ the local community. 6. She contributed a lot of efforts ___ this

demanding task. 7. Is this event international ___ character? 8. We'll have to move ___ another mega-event when this one is done. 9. I worked ___ concert ___ their staff.



XIII. Translate into English:

1. Суспільство отримує багато грошей завдяки визначним подіям та конференціям. 2. Гроші витрачаються не тільки на квитки та вхід, а також на проживання, проїзд, їжу та напої. 3. Туристи витратили тисячі доларів на сувеніри під час цієї події. 4. Це була дуже успішна подія, тому з часом вона стала популярною та відомою у всьому світі. 5. Ми поїдемо на бразильський карнавал цього року. 6. Яка країна приймає наступні Олімпійські ігри? 7. Нещодавно до України приїхало багато знаменитостей: відомі співаки, актори, світові політичні лідери та навіть Папа Римський. Це були мега-події для нашого суспільства. 8. Вона вже організувала стільки подій місцевого та міжнародного характеру, що її запрошують влаштовувати кожен подію у нашій країні. 9. Завдяки його професіоналізму все пройшло дуже плавно, ефективно та прибутково. 10. Який ярмарок відбувається у цій виставковій залі? 11. На цю конференцію приїхало більше тисячі делегатів.

Speaking Exercises



XIV. Answer the following questions to the text:

1. What does the events and conferences tourism sector deal with?
2. How is money contributed to the local economy?
3. What kinds of events do you know?
4. What national attractions are there in your country?
5. What international event have you taken part in?
6. What recent visits of celebrities to your country do you remember?
7. Have you ever taken part in the organization of a local event? Did you like it? Would you like to (if not)?
8. What formal meetings for people do you know?

9. Which is the most popular in your country?

10. What convention facilities does your city provide?



XV. Role-play. Imagine that you are sales advisers in a specialist online or high street travel agency. Convince your customers to travel to the following events through your agency.

a) Select one of the events listed below:

- Next Olympic Games
- Oktoberfest in Germany
- Vienna Ball in Austria

b) Write a script for one of the following customer contact situations:

- A telephone call
- A face-to-face meeting

c) Act out your script. One of you should act the role of the adviser and the other the customer. The aim is to show how to encourage the customer to book travel, accommodation, event tickets and complementary services through your agency.

In order to do this, you will have to do the following:

1. Research into the event:

- Where will it be held?
- When does it take place?
- Is it a one-off or a continuing event?
- How much will it cost to attend?
- Are tickets still available?
- What are the main features of the location?
- How can you get there?
- If it's a continuing event, how easy is travel between the sites?

2. Remember that important customer service selling skills include:

- Being approachable, courteous and friendly!
- Having extensive product knowledge and an understanding of the alternatives, enthusiasm for events and knowledge of complementary products, for example entry to an event PLUS accommodation, travel PLUS insurance, or possibly a flight PLUS onward transport.



XVI. Think about possible ways of promoting your event:



Note: there are always hundreds of ways to draw attention to your event. This giant, illuminated football was displayed in towns across Germany to promote the 2006 Fifa (Fédération Internationale de Football Association) World Cup! How would you promote your event?

Grammar Exercises

The Present Perfect Continuous Tense

Affirmative	Negative	Interrogative
I have been flying	I haven't been flying	Have I been flying?
You have been flying	You haven't been flying	Have you been flying?
He has been flying	He hasn't been flying	Has he been flying?
She has been flying	She hasn't been flying	Has she been flying?
It has been flying	It hasn't been flying	Has it been flying?
We have been flying	We haven't been flying	Have we been flying?
You have been flying	You haven't been flying	Have you been flying?
They have been flying	They haven't been flying	Have they been flying?

Time expressions used with Present Perfect Continuous:

How long, for, since

XVII. Put the verbs into the Present Perfect Continuous:

1. A: How long you (fly) to Egypt?

B: I (fly) for two hours. And you to the USA?

A: Well, my flight wasn't so fast. I ... (fly) for eight hours!

2. A: Who ... (learn) English the longest in your group?

B: Tamara! She(learn) English for 15 years. She is really good at it now!

3. A: We ... (stay) at this hotel for two weeks already. Time flies so quickly!

B: I wouldn't say so! It seems I ... (live) here for ages.

4. A: He ... (look for) a job in the events and conferences sector for three months already.

B: Why did it take him so long?

A: He ... (work) as a receptionist meanwhile, so couldn't search day and night.

XVIII. Ask your friends and find out:

- Who has been living in the same house the longest?
- Who has been living in the same city the longest?
- Who has been learning English (German/French) the longest?
- Who has been practicing sports the longest?
- Who has been having a friend the longest?
- Who has been having a dream the longest?

Start your questions with "How long have you been...?"

XIX. Fill in *for* or *since*, then make the sentences negative and interrogative:

1. They have been preparing for this convention ____ three month. 2. He has been encouraging tourists to visit this destination ____ 2008. 3. We have been meeting the needs of this meeting delegates ____ two days. 4. Our convention planners have been solving the problem of guests' accommodation ____ December. 5. They have been training new volunteers ____ the whole week. 6. Scientists have been researching the profitability of hosting Olympic Games ____ 10 years. 7. These business people have been developing a new product ____ two years. 8. They have been building a large convention center ____ 7 months. 9. This restaurant has been catering to

convention delegates ____ Tuesday. 10. She has been planning a meeting with her friend ____ a fortnight. 11. He has been working as a meeting planner ____ 2 years. 12. They have been ensuring success of this large international event ____ the last five years. 13. We have been working in concert with other convention planners ____ 2003. 14. She has been organizing thousands of small events and festivals across the whole country ____ she became a special events coordinator in 1997.

XX. Put the verbs in brackets into the Present Perfect or Present Perfect Continuous:

1. A: I'm very tired. That's because I ... (prepare) for my conference speech all night.
B: So are you ready now?
A: Not yet. I... (not, correct) all my pronunciation mistakes.
2. A: We ... (search) for some interesting events in this city for the whole evening, but it seems that everything that's worth seeing ... (already, be put on).
B: Well, next week there will be a marine carnival. Local organizers ... (to advertise) it for two weeks. Let's come and take part. It is not a mega-event, of course, but it's better, than sitting at home.
3. A: The travel agents ... (encourage) us to go to Rio de Janeiro all year.
B: I think it's a good idea! This Brazilian Carnival ... (always, be) extremely popular!
4. A: He ... (run) our annual winter sports festival for five years!
B: This is a complex and demanding job, but he ... (do) everything for this local event to run efficiently and profitably.
5. A: Advance preparation (always, be) important for international events. Our country ... (prepare) to host the Olympic Games for three years!
B: Yes, organizers ...(spend) so much money on its planning and preparation! Hopefully, everything will run smoothly!
6. A: Where ... you ... (be) all morning?
B: From 9 till noon we ... (visit) the local trade show.
A: ... you ... (buy) anything?
B: Yes, we ... Nora ... (buy) a new dress and I ... (buy) a new handbag.

XXI. Put the verbs in brackets into the Present Perfect or Present Perfect Continuous:

1. She ... (prepare) for this annual business conference since last Friday. 2. He ... (already, write) a report for this staff meeting. 3. How long ... he (plan) his trip to this well-known international resort. 4. They ... (stay) at that large hotel for three weeks. 5. We ... (just, be) to that huge exhibition hall and think that it will be ideal for the forthcoming trade show. 6. They ... (spend) all their money on admission. 7. Local organizers ... (work) in concert with this celebrity staff to make the event successful. 8. She ... (already, get) to the conference site from the airport. She ... (take) a taxi. 9. They ... (not, visit) that food and beverage outlet yet. 10. Successful running of this even ... (contribute) money to our community for 15 years already. 11. He ... (work) as a convention planner for 5 years. 12. This special events planner ... (develop) new strategies for 2 months. 13. This resort ... (cater) for convention delegates for the last two weeks. 14. I ... (be) to the Brazilian Carnival twice since 1995. 15. She ... (be) my friend since childhood.

XXII. Put the verbs in brackets into the Present Perfect or Present Perfect Continuous:

For many years events and conferences ... (to contribute) money to our community. Travellers ... (to spend) millions of dollars on accommodation, transportation, food and beverages, tickets and much more so far. There ... (to be) thousands of conferences and hundreds of festivals since 1991. For example, recently there ... (to be) an international forum for businessmen. Its planners ... (to prepare) it for 6 months to make this mega-event run smoothly. They ... (to invite) 100 delegates from different countries, ... (to arrange) for accommodation and catering. They ... (also, to plan) some entertainment. So, delegates ... (to stay) at our 3-star hotel for three days. During this time they ... (to discuss) important ideas, research and information. Besides, they ... (to visit) all significant sights of the city. So, the forum ... (to bring) everyone a lot of positive emotions.

XXIII. Choose the correct variant:

1. The conference _____ much work and attention.
 - a. has been requiring
 - b. has required
 - c. have required
2. This hotel _____ delegates for four days.
 - a. has accommodated
 - b. has been accommodating
 - c. has accommodating
3. Volunteers _____ us during the whole period of event preparation.
 - a. has been helping
 - b. have been helping
 - c. have helped
4. How long _____ this trade show?
 - a. has you putting on
 - b. have you put on
 - c. have you been putting on
5. The room attendant _____ our room all morning.
 - a. have been cleaning
 - b. has been cleaning
 - c. have cleaned
6. They _____ convention planners for the whole year.
 - a. has trained
 - b. have trained
 - c. have been training
7. Meetings and conventions _____ always _____ a big business.
 - a. has been
 - b. have being
 - c. have been
8. He _____ on this project all his life.
 - a. have worked
 - b. has been working
 - c. worked
9. _____ us tickets?
 - a. Have you bought
 - b. Have you been buying
 - c. Have you buying
10. They _____ from one event to another for many years.
 - a. have moved
 - b. have been moving
 - c. have been moved

Reading Exercises



XXIV. Read and translate the following text:

Sport tourism is one of the fastest growing segments of the travel and tourism industry. In 2003, sport tourism accounted for an estimated \$51 billion of revenue, or one tenth of global travel and tourism industry earnings. Countries increasingly compete to host sporting events, realising the boost to the economy that this can provide: higher visitor numbers, better local infrastructure, more facilities

and higher international profile - these are all benefits that cities can obtain from hosting major international sporting events. But it's not only the locations that benefit; individual sports fans are also increasingly involved in the business of sport tourism. Sports tourists spend more per day than almost any other tourist. They often come from the most affluent demographic groups. They are keen to spend more of their leisure time visiting new destinations, travelling more frequently and showing dedication to their sport. The past decade has seen more and more overseas visitors willing and able to attend such events as the Olympics, international cricket matches, major football tournaments, prestigious horse races and the golf tours. This is just a short list of the kind of events which the sports tourism industry tries to promote to the global market. Add to this the growing interest from individuals to participate in these and other sports, and the scale of the business becomes clear.



XVIII. Choose True or False:

1. In 2003, sport tourism was one of the slowest growing segments of the travel and tourism industry.....True/ False
2. The revenue from sport tourism accounted for one tenth of global travel and tourism industry earnings in 2003.....True/ False
3. No countries want to host sporting events because it's too difficult and troublesome..... True/ False
4. A higher international profile cannot be obtained from hosting major international sporting events..... True/ False
5. Cities can obtain many benefits from sporting events..... True/ False
6. Sport tourism business benefits involve not only income from the locations, but also the individual fans' money as well..... True/ False
7. Sports tourists often come from the most affluent demographic groups, but spend less per day than any other tourist..... True/ False
8. Sports tourists show dedication to their health visiting new sporting events.....True/ False

Unit 13. TYPES OF POSITIONS IN THE EVENTS AND CONFERENCES SECTOR



I. Read and learn the following words and word combinations:

audiovisual technician – технік, відповідальний за аудіовізуальне обладнання

registration clerk – реєстратор

interpreter – перекладач

trade show guide – гід на торговому ярмарку

to serve as host – приймати гостей; виступати в ролі хазяїна; бути розпорядником

prior to – до, перед, раніше

registration package materials – пакет матеріалів за попереднім замовленням

attendee list – список відвідувачів (запрошених)

set up, operation, and breakdown – установка, управління та збої функціонування

inventory – інвентар, майно

elaborate (stage productions) – складні (вистави на сцені); *syn. intricate, fancy, ornate*

banquet – бенкет; *syn. dinner, feast, formal meal*

banquets supervisor – адміністратор бенкету

server – офіціант

Banquet Event Order – замовлення на бенкет для певної події

convention/meeting planner – працівник, який планує конференцію/ зустріч

program – програма; *syn. plan, agenda, course*

specialist – відповідальний за програму

to make arrangements - домовлятися

to ensure the regulations are properly fulfilled – слідкувати за правильним виконанням поправок

to maintain required documentation – вести необхідну документацію

implementation – виконання, проведення; *syn. realization, performance, execution*

human resource coordination – узгодження діяльності кадрів



II. Read and translate the following text:

TYPES OF POSITIONS IN THE EVENTS AND CONFERENCES SECTOR

There are numerous positions in this sector, nearly as many types as there might be special events, conferences, conventions or trade shows in any country.

The events and conferences *front line positions* include audiovisual technicians, convention/meeting/trade show guides, registration clerks, interpreters and many others. All of them contribute to the smooth running of the events, but in their own way. For example, convention/meeting or trade show guides serve as hosts to individuals or groups at trade shows, exhibitions and conferences. They may describe points of interest and supply information or escort a party through a show. Their main duties include meeting and greeting visitors, responding to possible questions, handing out trade show (convention/meeting) maps, guiding visitors to displays or offering directions.

Registration clerks look after all aspects of registering delegates to a meeting, conference or event. Much is done prior to the event, such as researching the list of potential clients, preparing the registration package materials and then sending them out. When forms are returned, the information is gathered together, and an attendee list is prepared. During the event, a registration clerk keeps track of the number of attendees, and may help or oversee the work of the trade show guides.

Audiovisual technicians act as primary individuals responsible for the set up, operation, and breakdown of Audio, Video, Projection, and Lighting equipment. They are as well responsible for the proper security, storage, transportation and maintenance of equipment and account for all inventories before and after each event. As a rule, they provide service and support for a myriad of events from small seminars to elaborate stage productions.

The *supervisory* positions are diverse as well. One may work as a banquets supervisor, convention/meeting planner, program specialist, special events coordinator, volunteer coordinator, etc.

Banquet supervisors are responsible for the banquet organization. They supervise the work of the banquet servers and ensure that the requests on the BEO (Banquet Event Order) are properly satisfied, that the suitable room is chosen and the necessary number of tables is set up.

Responsibilities of the convention/meeting planners include planning all events and making sure the events run smoothly from start to finish. They are assisted by program specialists who are employed to help in special projects and make necessary arrangements, to recommend changes and improvements to the program, to ensure the regulations are properly fulfilled and to maintain required documentation.

Special events coordinators assist in the preparation, implementation and evaluation of special events. They help with human resource coordination by recruiting, training and motivating staff and volunteers. It is a job that requires creativity and the use of many talents.

Volunteer coordinators organize, direct and control the services of volunteers at events, attractions or conferences. They motivate volunteers and accommodate their individual needs. Coordinators train volunteers properly so that they know what is expected of them, and ensure that they know their value to the event.

Phonetic Exercises



III. Mind the consonant **G, g** pronunciation:

[g]	[dʒ] – before the vowels <i>e, i, y</i> ; before the silent <i>e</i>
good	stage
gather	storage
group	register
guide	registration
regulation	package
organize	emergency



IV. Read the following sentences:

- Get ready to go to the stage.
- These goods storage must be registered.
- This big group can gladly get a good guide.
- Organize the regulation of registration materials.

Vocabulary exercises



V. Give Ukrainian equivalents of the following:

special event, conference, convention, trade show; front line, supervisory position; audiovisual technician; convention/meeting/trade show guide; in one's own way, to supply information; to meet and greet visitors; to guide to display; interest in the subject area of the event; to research the list of potential clients; form; to oversee the work of; storage, transportation, operation, breakdown of the equipment; to provide service and support; banquets supervisor; convention/meeting planner; program specialist; special events coordinator; volunteer coordinator; banquet server; properly satisfied requests; to be assisted by; to recommend changes and improvements to the program; implementation of the event; human resources coordination; to recruit, train and motivate staff; to accommodate individual needs



VI. Give English equivalents of the following:

численні посади; реєстратор; перекладач; вносити вклад у; виступати розпорядником; виставка; описувати цікаві особливості; супроводжувати групу гостей; відповідати на можливі запитання; роздавати путівники; вказувати дорогу; усі аспекти реєстрації делегатів; пакет матеріалів за попереднім замовленням; збирати інформацію; готувати список відвідувачів; слідкувати за кількістю присутніх; виступати головною людиною, відповідальною за...; установка аудіо та відео апаратури; відповідати за інвентар; складні вистави на сцені; різноманітні; організація банкету; замовлення на банкет для певної події; планувати подію; забезпечувати; подія проходить плавно від початку до кінця;

домовлятися про необхідне; вести необхідну документацію; організувати, спрямовувати та контролювати послуги добровольців



VII. Find words in the text to match the following definitions:

1. Someone who is at an event such as a meeting or a course – a _____
2. Someone whose job is to take tourists to a place and show them around – g_ _
_ _
3. Someone who plans and makes important decisions about something – p_ _ _
_ _ _
4. Someone who organizes the way people work together in a particular activity
– c_ _ _ _ _ _ _ _
5. Someone who changes spoken words from one language into another, especially as their job – i_ _ _ _ _ _ _ _
6. Someone whose job is to check equipment or machines and make sure that they are working properly – t_ _ _ _ _ _ _ _



VIII. Find synonyms for the following words/ word combinations and learn them:

1. to be responsible for:

2. elaborate:

3. implementation

4. banquet

5. program

6. smoothly

formal meal; plan; easily; realization; to be up to; intricate; dinner; performance; to be in charge of; well; fancy; to look after; agenda; ornate; feast; course; efficiently; execution



IX. Fill in the correct word into the sentences:

1. I am responsible for the r_____ of this plan. (implementation)
2. Don't invite him to our b_____. He won't come anyway. (formal meal)
3. Everything should run w___ from start to finish. (smoothly)
4. Who is i_____ the scene production? (looks after)
5. We didn't like the a_____ of this conference. (program)
6. Cho and Lee celebrated their new partnership at an e_____ banquet.
(fancy)



X. Find out which prepositions are used with the following words in the text:

- | | |
|----------------------------|-----------------------|
| to be divided ____ | to keep track ____ |
| ____ one's own way | to account ____ |
| to respond ____ | prior ____ |
| to hand ____ | to set ____ tables |
| to register ____ a meeting | requests ____ the BEO |
| to look ____ | to help ____ projects |
| to send ____ materials | value ____ the event |
| to take interest ____ | ____ trade show |



XI. Complete the following sentences with the necessary prepositions from the previous exercise:

1. All tourism positions can be divided ____ four categories.
2. Do you look ____ the guests ____ trade shows or exhibitions?
3. You have to know a lot about the event to respond ____ questions of the visitors.
4. Where can I get a trade show map? – A guide hands them ____ there.
5. She has to register ____ a meeting; otherwise no one will let her in.
6. Students must keep track ____ all necessary things.
7. How many tables are set ____ for this event?
8. They haven't satisfied our requests ____ the BEO.
9. What comes prior ____ this convention?
10. He doesn't take interest ____ the subject area of this seminar.
11. Don't send ____ the registration materials yet!
12. There isn't anyone who can help me ____ this

project. 13. Why can't you feel your value ___ this fundraising event? 14. He likes to do everything ___ his own way.



XII. Use the prompts to make sentences, as in the example:

1. Special events coordinators/ to help with/ to recruit, to train, to motivate staff.
e.g. Special events coordinators help with recruiting, training and motivating staff.
2. Banquet supervisor/ to assist in/ to organize banquets.
3. Audiovisual technician/ to be responsible for/ to provide service and support for events.
4. Trade show guide/ to help with/ to meet and greet visitors, to respond to questions, to offer directions.
5. Convention/meeting planners/ to be responsible for/ to plan all events, to make sure the events run smoothly.
6. Registration clerks/ to look after/ to research the list of potential clients, to register delegates.



XIII. Translate into English:

1. На цю подію необхідно запросити техніка, який би відповідав за аудіо, відео, проєкційне та світлове обладнання.
2. Підготуй список відвідувачів ще до початку події.
3. Добре, що на цьому ярмарку є гід, який надасть інформацію про цікаві особливості; вкаже дорогу до будь-якої виставки та навіть надасть путівник.
4. Допоможи мені, будь ласка, домовитися про все необхідне з адміністратором банкету.
5. Через те, що двоє офіціантів захворіли, компанія не змогла задовольнити всі вимоги замовлення банкету.
6. Я хочу працювати добровольцем на цій конференції.
7. Сьогодні вона приймає делегатів на з'їзді.
8. На мою думку, мене не підготували належним чином, і я не знаю що від мене очікують.
9. Йому подобається спрямовувати та контролювати послуги добровольців.
10. Завдяки зусиллям всіх працівників подія пройшла плавно від початку до кінця.
11. Гарні комунікаційні навички дуже допомогли йому у роботі.
12. В

обов'язки координатора особливих подій входить не тільки підготовка та проведення події, а й її оцінка.



Speaking Exercises

XIV. Answer the following questions to the text:

1. What front line positions do you know in the events and conferences tourism sector?
2. What do the trade show guides do?
3. What is the registration clerk responsible for?
4. What are the audiovisual technicians in charge of?
5. What supervisory positions are the most common in this sector?
6. How do banquet supervisors help in the banquet organization?
7. What are the convention/ meeting planners employed for?
8. What are the program specialists up to?
9. What do the special events coordinators assist in?
10. What do the volunteer coordinators do?



XV. What personal qualities do you think are needed for a career in the events and conferences sector?

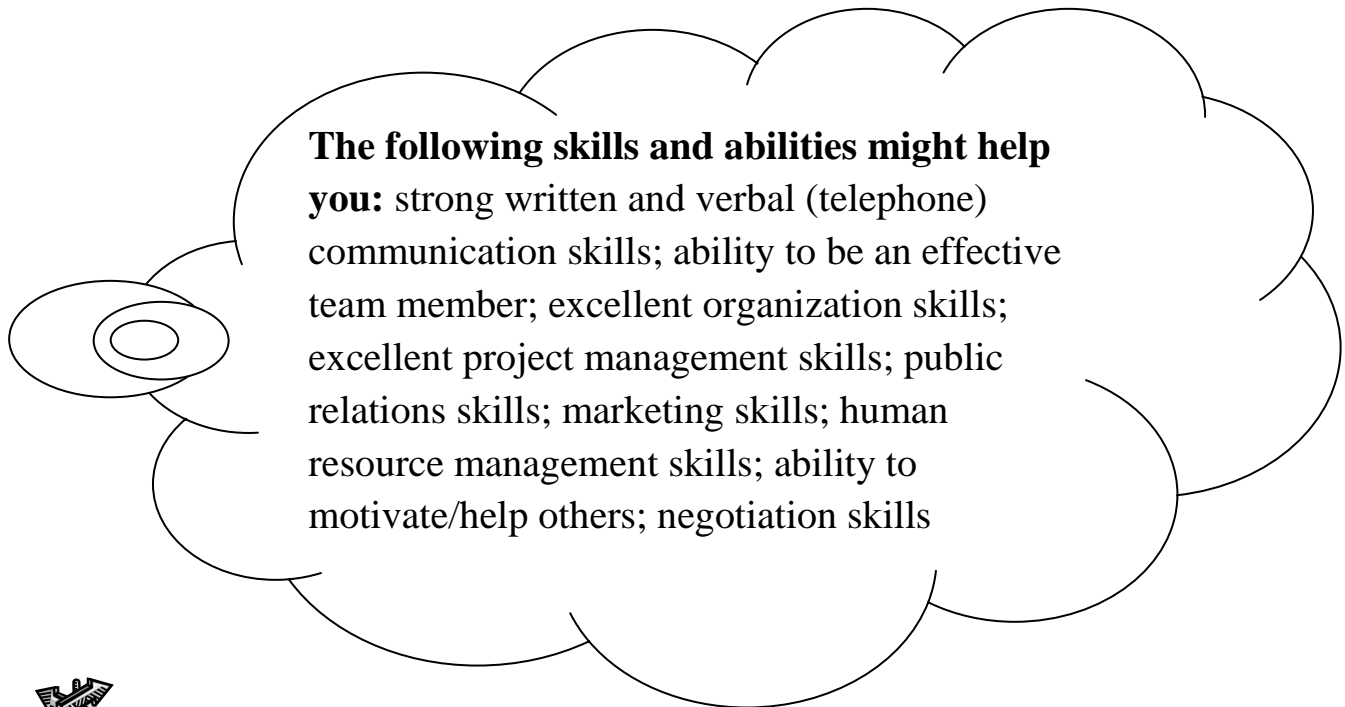
- ✓ *Have a friendly and helpful manner*
- ✓ *Enjoy dealing with people*
- ✓ *Have a sense of initiative*
- ✓ *Be well organized and well informed*
- ✓ *Be patient and understanding*
- ✓ *Be able to cope under pressure*
- ✓ *Have a sense of responsibility*
- ✓ *Have good communication skills, with a clear speaking voice*
- ✓ *Have a good telephone manner*
- ✓ *Have knowledge of one or more foreign languages.*



XVI. Discuss with a partner qualities which are most necessary for:

audiovisual technicians
convention/meeting/trade show guides
registration clerks
banquets supervisors

convention/meeting planners
program specialists
special events coordinators
volunteer coordinators



XVII. Decide what you would like to become and why if you happened to start a career in the events and conferences sector.

You may use the following model:

If I were to work in the tourism events and conferences sector, I would choose a position of a/an....., because: first, this position is; second, it offers.....; third, I feel comfortable to..... This job best suits me as I have such qualities like: and they will help me to become a professional in this sphere.



XVIII. Role-play. Imagine that some of you are special events coordinators and others - world tourism leaders. Act out the following scenario in your group:

You have been hired to plan, co-ordinate, and evaluate a real event... a Tourism Industry Forum. The goal of a Tourism Industry Forum is for the class to

meet and hear from 4-5 tourism industry leaders, or managers, on a selected topic. Choose a topic, some necessary tourism leaders in your group, decide what they should speak about, for how long and in what order.

There should also be a small group discussion where everyone will be able to talk to industry members face to face.

By going through the whole process, you will be able to experience the need for detailed planning, open and frequent communication, collaboration, and the tensions of teamwork, challenges, and some of the stresses that putting on an event can bring.

XIX. Make up a plan and retell the text according to it

Grammar Exercises

The Past Perfect Continuous Tense

Affirmative	Negative	Interrogative
I had been planning	I had not/hadn't been planning	Had I been planning?
You had been planning	You had not/hadn't been planning	Had you been planning?
He had been planning	He had not/hadn't been planning	Had he been planning?
She had been planning	She had not/hadn't been planning	Had she been planning?
It had been planning	It had not/hadn't been planning	Had it been planning?
We had been planning	We had not/hadn't been planning	Had we been planning?
You had been planning	You had not/hadn't been planning	Had you been planning?
They had been planning	They had not/hadn't been planning	Had they been planning?

Time expressions used with Present Perfect Continuous:

**How long, for (some time: 2 hours, 3 weeks, etc.)... by/ before/ till/ until
(some time in the past: 7 pm yesterday, last Friday, etc.)**

XX. Fill in *for*, *by* or *before*, then make the sentences negative and interrogative:

1. He had been preparing the list of potential clients ___ three hours ___ his assistant arrived.
2. This audiovisual technician had been setting up all necessary equipment ___ half a day ___ the time the event began.
3. He had been working as a

banquet supervisor ___ 5 years ___ he became a special event coordinator. 4. This trade show guides had been guiding visitors to displays and offering directions all day yesterday ___ the end of their shift. 5. He had been controlling the smooth running of the event ___ two hours ___ the main event coordinator arrived. 6. She had been planning this conference ___ two month ___ the end of February. 7. My friend had been assisting a convention planner as a program specialist ___ the whole project was ready. 8. She had been changing the program all month ___ he helped her. 9. We had been researching the list of potential clients ___ two weeks ___ the list included all the famous scientists in this field. 10. They had been organizing the banquet all by themselves ___ three days ___ the banquet supervisor returned from abroad.

XXI. Make questions and answer them as in the example:

1. They/ supervise the organization of this convention/ last Friday/ Yes – *e. g. Had they been supervising the organization of this convention till last Friday? – Yes, they had.*
2. We/ plan the program/ the end of the week/ No
3. She/ supervise the smooth running of the event/ the time everything was over/ Yes
4. The meeting planner/ arrange all events/ the end of the month/ Yes
5. He/ make all necessary arrangements/ last Tuesday/ No
6. I/ ensure implementation of all regulations/ the end of the quarter/ No
7. Convention guides/ serve as hosts/ the end of their shift/ Yes
8. Banquet supervisor/ supervise the work of banquet servers/ the end of the day/ Yes

XXII. Put the verbs in brackets into the Past Perfect Continuous or Past Simple:

1. He (to control) the services of volunteers till the last event (to take) place. 2. The trade show guide (to hand out) trade show maps till none (to be) left. 3. Special events coordinators (to assist) us with the event preparation before the event (to start).
4. They (to meet and to greet) visitors by 8 pm last Friday. 5. The guide (to respond) to all visitors' questions till the end of his shift. 6. They (to organize) the banquet till last Saturday. 7. Banquet servers (to set) up 200 tables for 2 hours before the guests (to arrive). 8. Our coordinators (to recruit) the necessary number of volunteers for

two weeks before the event (to begin). 9. She (to train) volunteers for three weeks before they (to know) all the details. 10. This convention planner (to make) all necessary arrangements for three months until everything (to be) ready. 11. He (to train) his communication skills for four years before he (to get) the desired position of a trade show guide. 12. The registration clerk (to control) all aspects of registering delegates for half a year prior to the event. 13. They (to prepare) the registration package material for a week before they (can) send it out. 14. This registration clerk (already, to research) the list of potential clients for three month before the event (to be) announced in the media.

XXIII. Put the verbs in brackets into the Past Perfect Continuous or Past Simple:

1. He (to arrange) our accommodation for 3 days before he (to find) the necessary hotel. 2. She (to prepare) the plan for the event for 3 months before he (can) make his corrections. 3. After they (to organize) a trip to Warsaw for 2 weeks, they (to decide) to have a holiday themselves. 4. Before he (to become) a special events coordinator, he (to study) at our University. 5. They (to work) at that restaurant for 7 years as servers before they (to become) our banquet supervisors. 6. He (to live) in Tokyo for 2 years before he (to move) to London. 7. She (to serve) the needs of customers for 4 hours before her working days (to be) over. 8. We (to discuss) this event implementation for 3 hours before he (to arrive). 9. She (to register) delegates to a conference for half a day before the conference (to start). 10. She (to assist) the registration clerk all day before at last she (to arrive) home. 11. He (to greet) visitors to this trade show for 6 hours before it (to be) time to close the display.

XXIV. Put the verbs in brackets into the Past Perfect, Past Perfect Continuous or Past Simple:

The convention planners (to organize) that event for half a year before they (can) say that everything (to be) ready. First they (to make) a plan, then they (to try) to coordinate all the details. They (to find out) that the registration clerk, with whom they (to work) for years, (to move) to another city. So, they (to search for) a new registration clerk for two weeks before they (to find) an appropriate candidate. As

soon as the newly employed registration clerk (to make) the list of potential clients and the registration package materials (to be) ready, they (to send) them out and (to invite) many delegates from other cities. Of course, they (to need) a lot of volunteers to make the event run smoothly. Their volunteer coordinator (to direct) and (to control) their services all the time before they (to know) what (to be) expected of them. They also (to hire) an audiovisual technician who (to supply) all necessary Audio, Video, Lightning and Projection equipment. As the event (to include) elaborate stage productions, the audiovisual technician (to set up) all necessary equipment for the whole day prior to the event. So, at last, when everything (to be) ready, they (can) be sure that they (to do) a good job!

XXV. Put the verbs in brackets into the Past Perfect, Past Perfect Continuous or Past Simple:

We (to plan) our trip for three months before we finally (to start) packing our luggage. At last we were going to Egypt, the land of pharaohs and pyramids! Of course, we (to arrange) everything beforehand. We (to reserve) our hotel rooms, (to book) a flight before we (can) make last arrangements. It (not, to be) so easy to coordinate all details, though! We (to look for) the appropriate hotel for two weeks before we (to find) what we (to need). We (to have) some problems with tickets reservation as well. Before the price and time (can) fit us, we (to search for) the suitable flight for more than 7 days! However, we may say that it (to be) worth it! We (to have) a wonderful time there!

XXVI. Choose the correct variant:

1. Registration clerks _____ all delegates before we arrived.
a. has been registering b. had registered c. had been registering
2. The trade show guide ____ us for two hours before he showed us everything.
a. had been escorting b. has been escorting c. had escorted
3. They _____ the visitors all day before their shift was over.
a. had been greeting b. have been greeting c. had greeted
4. How long _____ the registration package materials?

- a. had you been preparing b. have you prepared c. have you been preparing
5. The receptionist _____ to guests' questions for two hours before lunch.
a. have been responding b. has been responding c. had been responding
6. They _____ their Audio, Video and Lighting equipment before the show started.
a. had been setting up b. had set up c. have been setting up
7. All equipment _____ properly up to the time we needed it again.
a. has been stored b. had been stored c. have been stored
8. They _____ this huge banquet for the whole week before everything was ready.
a. have been organizing b. had been organizing c. had organized
9. _____ enough volunteers?
a. Have they recruited b. Had they recruited c. Had they been recruiting
10. They _____ all details so that the whole event ran smoothly.
a. have coordinated b. had been coordinating c. had coordinated

Reading exercises



XXVII. Read and translate the following text:

December 31, 2005

Uzbek tourism, tour operators discuss 2006 plans

Uzbek tourism and Association of Private Tour Operators of Uzbekistan held a meeting to discuss main tasks for 2006 and tourism events.

It is expected that several new festivals and exhibitions will be organized along with traditional ones.

Uzbek tourism offered to the association to participate in the exhibitions together and the sides agreed to consider calendar of events and choose the most interesting.

The meeting considered issues on organization of Tashkent International Tourism Fair-2006, largest tourism event in Central Asia. Uzbek tourism representatives said that several meetings and conferences will be conducted within fair.

The association presented report on activity for 2005 and the participants discussed budget of the association and strategic development plans for 2006, Uzbek report said.



XXVIII. For each of the statements below choose True or False:

1. The article tells about Uzbek tourism plans.....True/ False
2. This discussion took place on the 30th of December.....True/ False
3. Tour Operators discussed tasks for 2006 conferences..... True/ False
4. Only traditional festivals will be organizedTrue/ False
5. The sides agreed to consider calendar of events.....True/ False
6. The meeting members did not want to organize Tashkent International Tourism Fair-2006.....True/ False
7. Uzbek tourism representatives plan to conduct several meetings and conferences within fair..... True/ False
8. There was no report on activity for 2005.....True/ False
9. The participants discussed budget for 2005.....True/ False

Unit 14. MANAGEMENT AND EXECUTIVE POSITIONS IN THE EVENTS AND CONFERENCES SECTOR



I. Read and learn the following words and word combinations:

fundraising administrator – адміністратор збору коштів

design manager – менеджер по дизайну

public relations (PR) manager – PR менеджер, менеджер по зв'язкам з громадськістю

special events manager – менеджер особливих подій

non-profit organization – благодійна організація

to request support from – просити підтримки від

to raise funds – збирати кошти; raised funds – зібрані кошти

to solicit (support) – наполегливо прохати, клопотатися про (підтримку)

via – шляхом, за допомогою

public donations – пожертвування громадськості

awareness – обізнаність

to produce – виготовляти

promotional material – рекламний матеріал

sponsor appreciation program – програма подяки спонсорам

employee recruitment – прийом працівників на роботу; працевлаштування

to implement – здійснювати, виконувати, реалізовувати

to evaluate - оцінювати

vacancies announcement – оголошення про наявність робочих місць

records – записи

to extend offers of employment – продовжувати робочі контракти

dismissal – звільнення

to approve of - схвалювати

promotion – просування

competitive by nature – той, кому притаманний дух змагання

profitability - прибутковість



II. Read and translate the following text:

MANAGEMENT AND EXECUTIVE POSITIONS IN THE EVENTS AND CONFERENCES SECTOR

The events and conferences *management positions* include fundraising administrators, human resources coordinators, design managers, public relations (PR) managers, special events managers and others.

Fundraising administrators coordinate the fundraising activities for an event, conference or non-profit organization. They request support from businesses and individuals, and can explain what raised funds will be used for when asked. This can be a very creative position, as there are many ways to raise funds, for example, solicit corporate or government support via presentations and proposals; solicit public donations via mail campaigns and donor programs; raise funds and awareness through special events. They can also write and produce promotional material as well as thank sponsors or organize sponsor appreciation programs.

Human resources coordinators assist in employee recruitment and selection processes. They develop, implement and evaluate employment programs; manage vacancies announcements and job descriptions; help with interviews and evaluate candidates for selected positions; maintain required records and extend offers of employment. They provide wage and salary administrative services as well as take care of the employee dismissal processes.

Design managers make plans and patterns for furniture, equipment, and conditions in which an event can happen. This is a creative position, constantly allowing opportunities for testing new ideas and themes.

The work of any PR manager is explaining to the public what an organization does, so that they will understand it and approve of it. The events and conferences PR managers are responsible for the successful promotion of the event, conference or trade show through interacting with the public on a one-on-one, group, and public event basis. That is why one must communicate quite well with others, be competitive and energetic by nature to succeed in the job.

Special events managers are responsible for the planning, design, production, promotion, overall coordination and profitability of an event. They determine parameters, policies and procedures of events; develop and implement a marketing plan; oversee the financial management of events. Like a special events coordinator, those who make a career of event management often move from one contract to another.

The only *executive position* in this sector is the executive director, who must be a real specialist in organizing and running events and/or conferences. As in any other sector s/he oversees a whole chain of operations, is responsible for everything and everyone in the business.

Phonetic Exercises



III. Mind the letters *qu* pronunciation:

qu -[kw]

quite

request

banquet

question

require

equipment

quality

qualitative



IV. Read the following sentences:

- The queen requested a grand banquet.
- We require equipment of good quality.
- This is not a question about his qualifications.
- There are quite qualified instructors to help with your inquiries.

Vocabulary Exercises



V. Give Ukrainian equivalents of the following:

fundraising administrator; human resources coordinator; design manager; public relations (PR) manager; special events manager; to coordinate; to solicit corporate or government support; via mail campaigns and donor programs; employee recruitment and selection processes; to develop, implement and evaluate; to extend

offers of employment; employee dismissal processes; testing new ideas and themes; successful promotion of the event; to succeed in the job; planning, design, production, promotion, overall coordination and profitability of an event; to oversee the financial management; to move from one contract to another; executive director;



a whole chain of operations

VI. Give English equivalents of the following:

благодійна організація; просити підтримки від; зібрані кошти; за допомогою презентацій та пропозицій; клопотатися про пожертвування громадськості; збирати кошти та підвищувати обізнаність, влаштовуючи особливі події; програма подяки спонсорам; якісні програми працевлаштування; завідувати оголошеннями про наявні вакансії (робочі місця); вести необхідні записи; надавати адміністративні послуги щодо заробітної плати; складати плани та розробляти зразки; схвалювати те, чим займається організація; спілкуватися віч-на-віч, з групою чи виступати перед публікою на події; енергійний за вдачею; визначати масштаб, спрямованість та хід події; організація події



VII. Find synonyms for the following words in the text, make sentences with 4 of them:

through – v_ _ _;

expert – s_ _ _ _ _ _ _ _ _;

to ask for, beg, seek, request, plead for – s_ _ _ _ _ _;

thanks, gratitude – a_ _ _ _ _ _ _ _ _;

staffing, employment, enrollment – r_ _ _ _ _ _ _ _ _;

money, finances, means, resources – f_ _ _ _ _;

gift, contribution, payment – d_ _ _ _ _ _ _;

backer, supporter – s_ _ _ _ _ _ _.



VIII. Study the following definitions:

Advertising – the business of trying to persuade people to buy things, using pictures, words, songs etc on television and radio, large public notices, and magazines, *e.g. advertising agency.*

Promotion – an attempt to make people buy a new product, see a new film etc, for example by selling it at a lower price or talking about it on television, *e.g. promotion campaign, sales promotion.*

Marketing – the business of trying to sell a product or service by deciding which type of people are likely to buy it and making it attractive and interesting to them, *e.g. marketing strategy.*

Publicity – the business of making sure that people know about a new product, a new film, a famous person etc, for example by talking about them on TV or writing about them in magazines, *e.g. good/bad publicity.*

Hype – *informal* attempts to make people interested in a product, film etc, using television, radio, and newspapers - use this to show that you do not trust this type of information, *e.g. media hype.*



IX. Complete the sentences with words from the previous exercise (most words appear twice):

1. Despite all the _____, I thought the book was pretty boring.
2. The reason their cars sold so well was that they had a brilliant _____ strategy.
3. The author was signing copies of his new book as a part of the publisher's _____ campaign.
4. Deutsch is the biggest _____ agency in the world.
5. The trade show's organizers spent over \$500,000 on _____ alone.
6. Is it really Kevin Costner's best film performance, or is that just media _____?
7. Robbie Williams arrived in New York to do a week of _____ for his new record.
8. Sara is looking for a job in _____ or the media.
9. The band appeared on Larry King's show, which was good _____ for their US tour.



X. Complete the following sentences with the necessary prepositions:

1. They interacted ___ me ___ the one-on-one basis. 2. Who is responsible ___ making plans and patterns ___ furniture here? 3. We did not like the conditions ___ which this event had happened. 4. You won't succeed ___ this job if you don't work hard. 5. Request support ___ the government as well! 6. Why don't you approve ___ the way I maintain records? 7. Promotion is used ___ the quick selling of the product. 8. Explain ___ him the procedure ___ planning, design, production, promotion and overall coordination of this event. 9. He is a real specialist ___ everything he does. 10. There are so many opportunities ___ event coordination there. 11. This position doesn't suit him as he is not energetic ___ nature.



XI. Restore the word order:

1. administrator very be can A of fundraising the position creative.
2. ideas. Design for new testing managers opportunities have
3. wanted our the PR successful of promotion thank to event. We manager the for
4. special by Policies determined procedure usually events are and managers.
5. for directors and of event. the organization responsible running are Executive the
6. with and required interviews coordinators help Human resources records.
7. another. events moves to one from and often manager He a special is contract



XII. Translate into English:

1. Відомо, що PR менеджер не може відповідати за дизайн чи технічне устаткування конференції або особливої події. Він відповідає за їх успішне просування. 2. Для влаштування цієї благодійної події ми повинні попросити підтримку уряду та громадськості. 3. Цей працівник не тільки енергійний за вдачею. Йому притаманний дух змагання, а це дуже важливо для досягнення успіху в цій роботі. 4. Нам потрібно якнайшвидше знайти спосіб збору коштів для конференції. 5. Я не думаю, що ця організація продовжить йому робочий контракт, швидше за все його звільнять. 6. Їм слід покращити програму працевлаштування та спростити процес прийому працівників на роботу. 7.

Поясни мені, будь ласка, на що були витрачені зібрані кошти? 8. Допоможи йому з інтерв'ю, адже дуже важливо, щоб кандидатів оцінили об'єктивно. 9. Її зазвичай не цікавить заробітна плата. Головне, щоб робота була цікавою і творчою. 10. Він все робить сам, тому тільки він і відповідає за все у цій справі.



Speaking Exercises

XIII. Answer the following questions to the text:

1. What management positions do you know in the events and conferences sector?
2. What do the fundraising administrators do?
3. Why can this position be very creative?
4. What do the human resources coordinators assist in?
5. What are the design managers needed for?
6. What are the PR managers responsible for?
7. What do you know about special events managers?
8. What is the only executive position in the sector?



XIV. Make up a dialogue with your friend to discuss one of the following questions:

- Which of the ways to raise funds is the most effective to your mind?
- What position would you choose if you were a manager in the events and conferences sector?
- What position is the most well-paid and why?
- Would you like to be responsible for everyone and everything?



XV. Complete the following sentences:

1. Fundraising administrators coordinate.....
2. Human resources coordinators provide.....
3. Design managers make.....
4. The work of any PR manager is.....
5. PR managers are responsible for.....
6. Special events managers determine.....



7. Executive directors must be.....

XVI. Role-play. Imagine one of the following situations:

- You are a fundraising administrator. You love your job and your responsibilities. Persuade your friends that your job is the most interesting and creative one.
- You work as a PR manager. What events and/or conferences have you already promoted? Name the events you would like to promote in the future. What do you do to make the public visit your conferences and/or events?
- You are a design manager and a very popular one. Speak about your job, what is the most exciting in it. Tell about your favourite style and the way you decorate exhibition halls, stages for concerts, stadiums, etc.
- You are a human resources coordinator. What do you like/ don't like in your job? What would you do to improve the employment processes in our country?
- You are a special events manager. Speak about your responsibilities, your plans for the future. Do you often move from one contract to another?
- You are an executive director. Who do you usually employ to organize a successful event? How do you control your employees' performance?



XVII. Make up a plan and retell the text according to it.

Grammar Exercises

The Future Perfect Continuous Tense

Affirmative	Negative	Interrogative
I will have been planning	I will not/won't have been planning	Will I have been planning?
You will have been planning	You will not/won't have been planning	Will you have been planning?
He will have been planning	He will not/ won't have been planning	Will he have been planning?
She will have been planning	She will not/ won't have been planning	Will she have been planning?
It will have been planning	It will not/ won't have been planning	Will it have been planning?
We will have been planning	We will not/ won't have been planning	Will we have been planning?
You will have been planning	You will not/won't have been planning	Will you have been planning?
They will have been planning	They will not/won't have been planning	Will they have been planning?

Time expressions used with Future Perfect Continuous:

**How long / for (some time: 2 hours, 3 weeks, etc.)... by/ before/ till/ until
(some time in the future: 7 pm tomorrow, next Friday, etc.)**

XVIII. Make up sentences as in the example:

1. I/work as a fundraising administrator/ 10 months/ the end of this year. – *I will have been working as a fundraising administrator for 10 months by the end of this year.*
2. He/ plan this trade show/ 3 weeks/ the end of the month.
3. This PR manager/ promote our festival/ half a year/ by the end of March.
4. Human resources coordinators/ evaluate employment programs/ 30 days/ Monday.
5. Design managers/ decorate the meeting room/ 2 days/ 7 pm tomorrow.
6. This special events manager/ coordinate all details/ 7 months/ the end of February.
7. He/ be responsible for the successful promotion of the event/ 2 years/ next May.
8. They/ write and produce promotional material/ 2 weeks/ the end of June.
9. She/ manage vacancies announcements/ 3 years/ the end of next week.
10. He/ raise funds for the event/ the whole year/ next February.
11. They/ solicit government support/ 4 months/ the end of the year.
12. She/ organize this mail campaign/ 2 months/ next Sunday.
13. We/ assist in employee recruitment process/ a week/ next Monday.
14. I/ organize the sponsor appreciation program/ a month/ the end of next week.
15. They/ be responsible for profitability of our event/ 2 years/ the end of September.

XIX. Make the following negative and interrogative:

1. He will have been translating the text for two days by 7 pm. tomorrow.
2. We will have been visiting Europe for two months by next Tuesday.
3. She will have been discussing this problem for three hours by noon tomorrow.
4. They will have been organizing this sponsor appreciation program for a fortnight by the end of the week.
5. This fundraising administrator will have been raising funds for six months by the end of March.
6. We will have been conducting an employee recruitment program for three weeks by next Friday.
7. She will have been working as a special events coordinator for 3 years by the end of the year.

XX. Answer the following questions:

1. How long will you have been learning English by the end of this year?

2. How long will you have been studying tourism by the end of your study?
3. How long will you have been living in your city by the end of next year?
4. How long will you have been using your mobile phone by the end of next month?
5. How long will you have been studying at the Institute by the end of next year?
6. How long will you have been having the same computer by the end of next month?

XXI. Put the verbs in brackets into the Future Perfect or Future Perfect Continuous:

1. He (to organize) this trade show for three weeks by the end of the month.
2. She (to be) our program specialist for 2 years by the end of the month.
3. They (to live) in Venice for 3 years by the end of next May.
4. They (telephone) to our design manager by noon tomorrow.
5. She (to speak) to this fundraising administrator by the end of the week.
6. They (to discuss) all details for three weeks by next Monday.
7. We (to organize) this event for half a year by December.
8. I (write) a plan by tomorrow evening.
9. He (to raise) all necessary funds by the end of the year.
10. They (to coordinate) the work of volunteers for one year by next Friday.

XXII. Put the verbs in brackets into the Future Simple, Future Continuous or Future Perfect Continuous:

1. They think they (to write) a plan for the future conference next month.
2. The audiovisual technician (to set up) his equipment for 6 hours by tomorrow afternoon.
3. They (to meet) in a week.
4. They (to coordinate) all details at 3 pm tomorrow.
5. He (to make) all arrangements necessary for the trip next month.
6. He (to hold) a meeting when you see him next Tuesday.
7. I (to make) all arrangements for two weeks by Sunday.
8. This country (to host) Olympic Games in 4 years.
9. Our executive (to recruit) new employees from 3 till 5 tomorrow.
10. Their friend (to work) as a heritage interpreter for 5 years by the end of June.

XXIII. Put the verbs in brackets into the Present Perfect Continuous, Past Perfect Continuous or Future Perfect Continuous:

1.They (to arrange) a tour for three weeks already. 2. He (to operate) our business for 7 years. 3. She (to live) in Chernivtsi for a year by next June. 4. They (to organize) the local fair for half a year before everything was ready. 5. She (to write) promotional material for a week by next Sunday. 6. They (to pack) their luggage for 3 hours already. 7. We (to dine) in the restaurant for an hour before their friend arrived. 8. She (to look for) the appropriate hotel room for four days before she could reserve one. 9. They (to prepare) all details for our flight to Italy for two weeks by the end of this month. 10. He (to book) tickets for 15 minutes before all details were specified.

XXIV. Choose the correct variant:

1. Fundraising administrators _____ all necessary funds by the end of next month.
 - a. have raised
 - b. will have been raising
 - c. will have raised
2. HR coordinators _____ new employees for two hours by noon tomorrow.
 - a. will be recruiting
 - b. will have been recruiting
 - c. will have recruited
3. Design managers _____ the hall for two months by the end of the year.
 - a. had been furnishing
 - b. will be furnishing
 - c. will have been furnishing
4. How long _____ the sponsor appreciation program by the end of the month?
 - a. had you organizing
 - b. will you organize
 - c. will you have been organizing
5. They _____our event at the future conference next week.
 - a. will have been promoting
 - b. will be promoting
 - c. have promoted
6. He _____our executive by the end of the month.
 - a. will become
 - b. will have become
 - c. will be becoming
7. They _____ everything for three years by the end of the year.
 - a. will have been overseeing
 - b. will be overseeing
 - c. will have overseen
8. She_____ for everyone and everything when she is appointed our executive.
 - a. will be responsible
 - b. will have been responsible
 - c. will be responsible
9. Our program planners _____ everything for two months by the end of the week.
 - a. will have organized
 - b. will have been organizing
 - c. will be organizing



Reading Exercises

XXV. Read and translate the following text:

The most urgent issue for the festivals and other events is the creation and updating of internet resources dedicated to the events, preferably in English. The websites should contain full data concerning the event (history, programs, dates, locations, participants, photo gallery, partners & supporters, press-releases, news, previous year's report, feedback from visitors, interviews with event performers and/or organizers, and other relevant publications); how to get there, how to book tickets if necessary, where to stay, maps, regional briefing, including weather forecast and what to see around, i.e. heritage sites; contacts.

2. The websites should have links with major regional/city websites, especially with cultural and tourist authorities' ones; with official tourist company for the event, with other regional major events, especially held at the same time or place; with sponsors' websites, including media websites.

3. The websites should be found easily by major internet search engines

(Google, Yandex, Rambler, etc)



XXVI. Choose the correct answer:

1. What is the most important for any event:
 - good organization
 - spectacular performance
 - promotion on the Internet
2. The websites should contain:
 - all the necessary information about the event
 - full description of the event participants
 - job vacancies
3. The websites should have:
 - impressive design
 - links with major regional/city websites
 - links with those who are responsible for the event organization

4. The websites should be found easily by:

- children
- specialists
- internet search engines

O XXVI. **Make up a pattern for your own website dedicated to one of the future events in your city. Make sure it corresponds to all of the requirements listed above.**

GRAMMAR REFERENCE

THE PLURAL OF NOUNS МНОЖИНА ІМЕННИКІВ

Закінчення однини	Закінчення множини	Приклад	Вийнятки
-s, -ss, -x, -sh, -ch	-es	business - businesses glass - glasses class - classes	buses / busses
-f(e) → v(e)	-es	half - halves knife - knives loaf - loaves	chiefs, chefs, roofs, safes, handkerchiefs
приголосна + y y → i	-es	lady - ladies city - cities	
голосна + y	-s	boy - boys day - days	
приголосна +o	-es	hero - heroes potato - potatoes	pianos, solos, tobaccos, photos
голосна +o	-s	radios, ratios	
ОСОБЛИВІ ВИПАДКИ		man - men woman - women goose - geese foot - feet tooth - teeth mouse - mice child - children ox - oxen	swine - swine deer - deer fish - fish sheep - sheep series – series форма однини = форма множини
ОСНОВНЕ ПРАВИЛО (всі інші випадки)	-s	tourist - tourists window - windows sea - seas seat - seats	

THE POSSESSIVE CASE**ПРИСВІЙНИЙ ВІДМІНОК****Форма:**

Закінчення іменника	Закінчення присвійного відмінка	Приклад
Дзвінкий приголосний та голосний	- 's [z]	Nelly's ticket Traveller's seat
Глухий приголосний	- 's [s]	The student's hotel room
-s, -ss, -x, -g(e), -sh, -(t)ch	- 's [ɪz]	James's flight
Іменник у множині із закінченням - s	- '	Clients' requirements
Іменник у множині без закінчення - s	- 's	Women's guided tour
Складні іменники	- 's	Mother-in-law's luggage

Вживання:

Іменник	Приклад
Назви істот	my friend's hotel
Час та відстань	last week's tourist group
Назви країн, міст, слова country, town, city, world, ocean, river	England's hospitality the town's sights
Назви планет: the sun, the moon, the earth	the sun's rays, the moon's surface
Збірні іменники типу government, party, army, crew, family, society	the government's laws the club's members
Назви неістот	rooms of hotel, hotel rooms, але не hotel's rooms

THE PRONOUN

ЗАЙМЕННИК

Розряди займенників:

1. особові (personal pronouns)
2. присвійні (possessive pronouns)
3. зворотні (reflexive pronouns)
4. взаємні (reciprocal pronouns)
5. вказівні (demonstrative pronouns)
6. питальні (interrogative pronouns)
7. сполучні (conjunctive pronouns)
8. неозначені (indefinite pronouns)
9. заперечні (negative pronouns)
10. означальні (defining pronouns)
11. кількісні (quantitative pronouns)

Personal Pronouns

Особові займенники

Форма

Називний відмінок (Nominative Case)	Об'єктний відмінок (Objective Case)
I – я	Me - мене, мені
He - він	Him - його, йому
She - вона	Her - її, їй
It - воно	It - його, йому, їй, її (неістоти)
We - ми	Us - нас, нам
You - ти, ви	You - тебе, тобі, вас, вам
They - вони	Them – їх

Вживання

відмінок	правило	приклад
називний	Виконує роль підмета	He studies Tourism. We shall become travel agents.

об'єктний	Виконує роль додатка	He saw me at the bus station. Let's ask him a question.
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Possessive Pronouns Присвійні займенники

Форма

Залежна форма Conjoint form	Незалежна форма Absolute form	Переклад
my	mine	мій, моя, моє, мої
his	his	його
her	hers	її
its	its	його, її
our	ours	наш (-а, -е, -і)
your	yours	ваш (-а, -е, -і)
their	theirs	їхній, їхня, їхнє, їхні

Вживання

форма	правило	приклад
Залежна	Виконує роль означення	What is your flight number? This is our tour operator.
Незалежна	Вживаються замість іменників та виконують функцію підмета або додатка	Whose seat is it? - Mine . This is my suitcase and that is hers .

Український займенник **свій** перекладається присвійним займенником, що узгоджується з відповідним особовим.

Приклад.

He gave **his** answer only yesterday. – Він дав свою відповідь лише вчора.

We took **our** suitcases and went home. – Ми взяли свої валізи і пішли додому.

Reflexive pronouns Зворотні займенники

Форма

особовий	зворотний	особовий	зворотний
I	myself	we	ourselves
you	yourself	you	yourselves
he	himself	they	themselves
she	herself		
it	itself		

Вживання

правило	приклад
В ролі додатка (українською мовою перекладається зворотним дієсловом з часткою –ся)	You must be careful or you can hurt yourself . She bought herself a tour to Rome.
З метою підсилення (українською мовою перекладаються займенником сам/сама/самі)	He wanted to buy the tickets himself . I can see it myself .
Займенник oneself вживається в реченнях з підметом, вираженим неозначеним займенником one	One should take care of oneself .

Reciprocal pronouns Взаємні займенники

Форма : each other; one another.

Вживання

правило	Приклад
У значенні один одного (-му) - двоє учасників дій – each other ; - більше двох учасників дій – one another	They always listen to each other . All were looking at one another .

Demonstrative pronouns Вказівні займенники

Форма

однина	Множина
this – цей, ця, це; that – той, та; те;	these – ці; those – ті
such – такий; the same – той самий	

Interrogative pronouns Питальні займенники

Форма : who, whom, what, which

Вживання

займенник	правило	приклад
Who - хто	З назвами істот	Who is flying to Paris?
Whom – кого, кому	В ролі додатка	Whom did you show the way?
What – що, який	1. З назвами неістот, тварин, абстрактних понять. 2. З назвами істот стосовно професії, занять, звання.	1. What are you talking about? 2. What are you? – I am a tourism business employee.
Which – який, котрий	З назвами істот та неістот при наявності вибору.	Which of these bags do you take as hand luggage?

Conjunctive pronouns Сполучні займенники

Форма: who (whom), whose, what, which, that

Вживання

займенник	правило	Приклад
who (whom) – хто, кого; whose – чий; якого, якої	З назвами істот	He is a person who set up this business. She is the tour operator

		whose travel packages satisfy all travellers' needs.
which – який, яка, яке; які	З назвами неістот в підрядних означальних реченнях.	They offered us a tour which included everything we wanted.
that – який, яка, яке; які	З назвами істот та неістот в підрядних означальних реченнях.	This is a travel agency that was established by our grandfather.

Indefinite pronouns

Неозначені займенники

Форма

Прості	Складені
some	somebody, something, someone, somewhere, somehow
any	anybody, anything, anyone, anywhere
one	

Вживання

займенник	правило	приклад
some - з злічуваним іменником в множині – кілька, деякі, дехто; з незлічуваним іменником - звичайно не перекладається	1. в стверджувальних реченнях; 2. в питальних реченнях, що починаються словами why, where, when, тощо; 3. в питальних реченнях, що виражають прохання або пропозицію.	1. He has some interesting ideas for a new project. 2. Where can I find some information on these sights? 3. Can you give me some advice? Will you have some more tea?
somebody-хтось	В стверджувальних	Somebody paid for our food.

something - щось someone – хтось somewhere - десь somehow - якось	реченнях	Something has happened. Someone is working there. I've put it somewhere . Somehow I booked that room.
any	1. в питаннях та заперечних реченнях; 2. в стверджувальних реченнях в значенні будь-який .	1. Are there any new tourists? He didn't propose any entertainment. 2. You can take any seat you like.
anybody anything anyone anywhere anyhow	1. в питаннях та заперечних реченнях; 2. в стверджувальних реченнях в значенні будь-хто, будь-що, будь-де, будь-як	1. Is anything unclear? We didn't see anyone there. 2. Anybody can do this. Take your seat anywhere you like. We cannot get there anyhow .
one – кожен, всі	Вживається щодо людей взагалі; виконує роль підмета в неозначено-особових реченнях	One must keep one's promises.

Negative pronouns Заперечні займенники

Форма: no; none, no-one, nobody; nothing; nowhere; neither.

Вживання: в заперечних реченнях, де дієслово-присудок вживається у стверджувальній формі.

займенник	правило	приклад
no	Вживається перед іменником.	There is no room there.
none – ніхто; no-one – ніхто;	Вживається в ролі підмета або додатка.	Nobody answered him. He met no-one there.

nobody – ніхто; nothing – ніщо;		Nothing was done.
nowhere – ніде;	Вживається в ролі обставини.	We can find him nowhere .
neither – жоден (з двох); ні той, ні другий	Вживається стосовно істот і неістот в ролі 1) підмета; 2) додатка; 3) означення.	I saw neither of them. Neither answer was correct.

Defining pronouns Означальні займенники

Форма: all; both; each, every; everybody, everyone; everything; either; another, other

Вживання

займенник	правило	приклад
All – весь, вся, все; всі	Виконує роль 1) підмета, 2) означення	1. All tourists were happy. 2. We worked all day.
Both - обидва	Виконує роль 1) підмета, 2) означення	1. Both were comfortable. 2. Both hotels were deluxe.
Each – кожний (зокрема);	Виконує роль 1) підмета, 2) означення	1. Each has a window seat. 2. He asked each client.
Every – кожний (всі)	Виконує роль означення	We have new tours every week.
Everybody, everyone – кожний, всі Everything -все	Виконує роль 1) підмета, 2) додатка.	1. Everybody (everyone) attended the guided tour. 2. He did everything he could.
Either – один з двох; обидва кожний з двох	Виконує роль 1) підмета, 2) додатка, 3) означення	1. There are two airlines. Either is good. You can choose either (airline).
Other – інший, інші	Виконує роль 1) підмета, 2) додатка, 3) означення	1. Others were absent. 2. Look at the other (boy).

Another – другий /інший; ще один	3. Take some other hotel. Give me another example
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Quantitative pronoun Кількісні займенники

Форма: many, much, more, most; few, fewer, fewest, a few; little, less, least, a little

Вживання

займенник	правило	приклад
Many- багато More – більше Most - найбільше	Із злічуваними іменникам	She asked many questions. More questions were asked later. He offered most options.
Few - мало (недостатньо) Fewer – менше Fewest – найменше A few – мало, але достатньо		She has few friends and feels very lonely. They have fewer problems with this tour package. She has a few friends but she trusts them very much.
Much – багато More – більше Most - найбільше	З незлічуваними іменниками	I spend much time on English. More time is spent on Statistics. Tourism takes most of my time.
Little – мало (недостатньо) Less – менше Least – найменше A little – мало, але достатньо		We have little sugar. Don't forget to buy some. They spent less time on this task. This is the least I can do. We can make some coffee – there is a little sugar left.

Degrees of Comparison of Adjectives

Ступені порівняння прикметників

Форма: **проста**, що утворюється за допомогою суфіксів **-er, -est**;

складена, що утворюється за допомогою слів **more, the most**;

прикметник	основний	вищий	найвищий
односкладові та двоскладові, що закінчуються на -er, -le, -ow, -y	cold	colder	the coldest
	clever	cleverer	the cleverest
	simple	simpler	the simplest
	narrow	narrower	the narrowest
	cozy	cozier	the coziest
інші двоскладові та багатоскладові	important	more important	the most important
	comfortable	more comfortable	the most comfortable
особливі випадки	good	better	best
	bad	worse	worst
	old	older	oldest
		elder	eldest
	far	farther	farthest
		further	furthest

Особливості правопису.

1. У односкладовому прикметнику, що закінчується на приголосний, якому передує короткий голосний, кінцевий приголосний подвоюється: **hot – hotter – hottest; big – bigger – biggest**.

2. Якщо прикметник закінчується на **-y**, перед якою стоїть приголосний, то перед суфіксами вищого та найвищого ступенів **er, -est** літера **-y** змінюється на **-i**: **dry – drier – driest**.

Вживання.

1. При порівнянні предметів з *однаковою мірою якості* вживається прикметник в *основній формі* та сполучник **as ... as**:

Transportation is **as important as** accommodation.

2. При порівнянні предметів з *меншою мірою якості* вживається прикметник в *основній формі* та сполучник **not so ...as**:

Italy is **not so far as** the USA.

3. При порівнянні предметів, що *не належать до однієї групи або взятих окремо*, вживається *вищий ступінь порівняння* та сполучник **than**: Tourism is **more interesting** to me **than** statistics.

4. При порівнянні одного предмету з іншими предметами, що *належать до однієї групи*, вживається прикметник у *найвищому ступені порівняння* з артиклем **the**: He is **the cleverest** in our class.

THE NUMERAL ЧИСЛІВНИК

Форма

	Кількіс	Порядкови		Кількісні	Порядкови		Кількісні	Порядкови
1	one	first	11	eleven	eleventh			
2	two	second	12	twelve	twelfth	20	twenty	twentieth
3	three	third	13	thirteen	thirteenth	30	thirty	thirtieth
4	four	fourth	14	fourteen	fourteenth	40	forty	fortieth
5	five	fifth	15	fifteen	fifteenth	50	fifty	fiftieth
6	six	sixth	16	sixteen	sixteenth	60	sixty	sixtieth
7	seven	seventh	17	seventeen	seventeenth	70	seventy	seventieth

Утворення:

Порядкові числівники утворюються від відповідних кількісних за допомогою суфікса **-th**.

Кількісні числівники від 13 до 19 включно утворюються за допомогою суфікса **-teen**, який наголошується.

Кількісні числівники, що позначають десятки починаючи з 20 утворюються за допомогою суфікса **-ty**, який не наголошується.

Особливості правопису:

Four – fourteen – forty;

Five – fifteen – fifty;

Nine – ninth;

Eight – eighth;

Twelve – twelfth.

Вживання:

Великі числа.

Кома відокремлює групи з трьох цифр. Назви розрядів **hundred, thousand, million** вимовляються і не мають закінчення множини. Перед десятками в великих числах вимовляється **and**.

82,437,821 – eighty-two **million** four **hundred and** thirty-seven **thousand** eight **hundred and** twenty-one;

В британському (BE) та американському (AE) варіантах англійської мови наступні числа читаються по-різному:

1,000,000,000 – a thousand million (BE), a billion (AE);

1,000,000,000,000 – a billion (BE), a trillion (AE).

Слово milliard = a thousand million (BE) = a billion (AE) є європейським терміном і тільки починає використовуватись.

В довгих числах (номери телефонів, банківських рахунків, тощо) кожна цифра читається окремо, перед двома однаковими цифрами вимовляється слово **double**:

720844 – seven two oh eight double four

Гроші.

Символ назви грошей пишеться перед числом, а вимовляється після числа: \$ 4 m – four million dollars; £92bn – ninety-two billion pounds;

€742 – seven hundred and forty-two euros

Дати.

Роки вимовляються з двох частин: 1999 – nineteen ninety-nine, *проте* рік 2000 вимовляється як одне ціле: 2006 – two thousand and six.

Місяці і числа:

25th of April 1987 – the twenty-fifth of April, nineteen eighty-seven

або April, the twenty-fifth, nineteen eighty-seven

В Європі прийнято писати спочатку число, а потім місяць. В США – навпаки, спочатку місяць, а потім число. Таким чином, запис

10.12.2004 читається як **the tenth of December**, two thousand and four (BE) *або* як **October, (the) twelfth**, two thousand and four (AE).

Час.

Зазвичай ми не користуємось 24-годинною шкалою (окрім розкладу літаків, потягів, тощо), а розділяємо час до полудня (AM) та після полудня (PM).

Використовуються слова **quarter** (чверть), **half** (половина), **past** (після), **to** (до).

3.45AM – 1) three forty-five AM; 2) a quarter to four AM;

7.30 PM – 1) seven thirty PM; 2) half past seven PM;

11.45 AM – 1) eleven forty-five AM; 2) a quarter to twelve AM.

12.00 – midday (полудень); 24.00 – midnight (північ).

Якщо мова йде про розклад, ми вимовляємо:

The train leaves at 14.00 – at fourteen hundred hours.

Вимірювання.

62 km – sixty-two kilometers;

14 ½ cm – fourteen and a half centimeters;

6m·6m – six meters by six meters;

-10°C – minus four degrees Celsius /centigrade.

Дроби.

Простий дріб. Числівник вимовляється як кількісний, а знаменник – як порядковий числівник. Якщо числівник більший за 1, у знаменнику вимовляється відповідний порядковий числівник з закінченням –s.

½ -one second *or* a half; ⅔ – two-thirds; ¾ - three fourths *or* three quarters; 1 5/7 – one and five sevenths.

Десятковий дріб.

У ВЕ та АЕ для відокремлення цілої частини від дробу використовується *крапка* (читається **point**), а не кома як це прийнято в Європі. Число після крапки читається як окремі цифри. Число **0 (нуль)** читається по-різному, в залежності від його місця:

oh - після крапки та **naught** до крапки (ВЕ);

zero – після крапки та не вимовляється взагалі до крапки (АЕ).

8.07 – eight **point oh** seven (ВЕ); eight **point zero** seven (АЕ);

0.6 – **naught point** six (ВЕ); **point** six (АЕ);

6.9057 – six **point** nine **oh** five seven; six **point** nine **zero** five seven.

Математичні дії.

Додавання: $15+6=21$ fifteen **plus/and** six **equals** twenty-one;

Віднімання: $7-3=4$ seven **minus /take away/less** three **equals** four;

Множення: $6\cdot 8=48$ six **multiplied by** eight/**times** eight **equals** forty-eight

Ділення: $28:7=4$ twenty-eight **divided by** seven **equals** four;

Піднесення до степеня: 5^2 - five **squared**; 4^7 - four **to the power** seven;

Добування кореня: $\sqrt{4}$ **the square root of** four; $\sqrt[3]{81}$ – **the cube root of** eighty-one;

$\sqrt[4]{16}$ – **the fourth root of** sixteen.

Principal Forms of the Verb

Основні форми дієслова

Infinitive Неозначена форма	Past indefinite Минулий неозначений	Past participle Дієприкметник минулий	Present participle Дієприкметник теперішній
to travel	travelled	travelled	travelling
to buy	bought	bought	buying
to know	knew	known	knowing

Principal Tense Forms of the Verb

Основні часові форми дієслова

	Indefinite	Continuous	Perfect	Perfect Continuous
Present	+ ___ work (s) - ___ don't / doesn't work ? Do / Does ___ work?	+ ___ is/am/are working - ___ is/am/are not working ? Is/Am/Are ___ working?	+ ___ have/has worked - ___ have/has not worked ? Have / Has ___ worked?	+ ___ have/has been working - ___ have/has not been working ? Have / Has ___ been working?
Past	+ ___ worked - ___ didn't work ? Did ___ work?	+ ___ was/were working - ___ was/were not working ? Was/Were ___ working?	+ ___ had worked - ___ had not worked ? Had ___ worked?	+ ___ had been working - ___ had not been working ? Had ___ been working?
Future	+ ___ will work - ___ will not work ? Will ___ work?	+ ___ will be working - ___ will not be working ? Will ___ be working?	+ ___ will have worked - ___ won't have worked ? Will ___ have worked?	+ ___ will have been working - ___ will not have been working ? Will ___ have been working?

Tests

Test I (Unit I)

I. Match the synonyms:

widespread, increasing, powerful, pleasure

growing - _____

enjoyment - _____

strong - _____

universal - _____

II. Complete the sentences:

employment, accommodation, tourist business employees, seats, promising, transport

1. _____ must be ready to meet all sorts of requirements.
2. Ukraine has become a _____ member of the world's tourist community.
3. As we know people travel a lot and they need some _____ during their travelling.
4. They deal with all means of _____, reserve _____, cabins and berths on trains, ships and planes, rooms in hotels.
5. Tourism has stimulated _____ and investment.

III. Choose the correct variant:

1. A lot of _____ from our class went to Italy in summer.
a. child b. childs c. children
2. These _____ need some accommodation.
a. womans b. women c. womanes
3. Every country has its private _____.
a. businesses b. businesss c. busines
4. Our Institute has four _____.
a. faculty b. faculties c. facultys
5. There are a lot of _____ in the city.

a. trolleybuss b. trolleybuses c. trolleybusies

6. From the plane we could see only the _____ of the houses.

a. roofs b. rooves c. roovs

IV. Combine the words using the Possessive Case:

1. problems, students – _____

2. visas, his friend – _____

3. computer, our friend – _____

4. requirements, women – _____

5. needs, children – _____

6. hotel room, these guests – _____

7. luggage, travellers – _____

V. Write the comparative and the superlative degrees of the following adjectives:

easy –

powerful –

thin –

Test II (Unit II)

I. Match the synonyms:

abroad, recreation, global, to attract

leisure - _____

oversees - _____

to draw - _____

universal - _____

II. Match the terms to their definition:

tourists, tourism, inbound tourists, outbound tourism

1. _____ involves travelling of people from their home city/ village to other provinces, territories or countries.

2. _____ is the act of travel for mostly recreational or leisure purposes, and also refers to the services provided in support of this act.

3. _____ are people who travel to and stay in places outside their usual environment for leisure, business and other purposes.
4. _____ are tourists coming to your area from other places.

III. Complete the sentences:

purpose, hospitality, support, indirectly, tangible, vital

1. Tourism is a service industry and has numerous _____ and intangible elements.
2. Main part of intangible elements refer to the _____ or motivation for becoming a tourist.
3. Tourism is _____ for many countries because tourism dollars help to _____ the economy.
4. Many people are supported directly by tourism, but many more gain _____ from the dollars spent.
5. Major tangible elements include transportation, accommodation, and other components of a _____ industry.

IV. Choose the correct variant:

1. I have a friend. ____ name is Natasha.
a. his b. hers c. her
2. Some tourists have problems with _____ luggage.
a. his b. our c. their
3. Look at us. _____ are having fun in Italy!
a. they b. it c. we
4. He told _____ about his tour.
a. him b. she c. ours
5. _____ are foreign tourists.
a. that b. these c. this
6. They bought _____ tickets _____.
a. his/ themselves b. we/ ourselves c. hers/ themselves
7. _____ satisfied all needs of travellers.

- a. We b. Us c. Our
8. She promised to reserve _____ some hotel rooms.
a. them b. their c. hers
9. I want to do everything _____.
a. herself b. themselves c. myself

Test III (Unit III)

I. Match the synonyms:

job, to recruit, to be jobless, promotion

advancement - _____

to be out of work - _____

to employ - _____

occupation - _____

II. Match the terms to their definitions:

business, promotion, career, occupation, experience

- The type of work that someone usually does - used especially on official forms - _____
- The type of work that you do for most of your working life, which involves several similar jobs over a long period of time – _____
- A move to a more important job or position in a company or organization – _____
- Knowledge or skill that you gain from doing a job or activity, or the process of doing this – _____
- The activity of making money by producing or buying and selling goods, or providing services – _____

III. Complete the sentences:

plans, executive, service, sales, consumer, boundless, communication

- Tourism accounts for more than 13% of global _____ spending.
- The careers and opportunities in tourism are _____.
- Positions range from working directly with customers to _____ jobs.

4. Successful work in tourism requires excellent _____skills.
5. Most tourism jobs are _____ related.
6. Some positions may require overseeing business operations or forecasting _____ and marketing _____.

IV. Choose the correct variant:

1. This tour operator _____ from Italy.
 - a. are
 - b. isn't
 - c. am not
2. He _____ prefer active jobs.
 - a. isn't
 - b. doesn't
 - c. do not
3. We _____ like routine jobs.
 - a. aren't
 - b. don't
 - c. doesn't
4. They _____love serving customers.
 - a. am not
 - b. don't
 - c. is
5. Tourism jobs _____ well.
 - a. pay
 - b. pays
 - c. doesn't pay
6. _____ thousands of tourists _____ to Italy every year?
 - a. does/ come
 - b. do / come
 - c. do / comes
7. _____ they always _____ the same hotel room?
 - a. does/ reserve
 - b. does/ reserves
 - c. do/ reserve
8. _____ Jenny _____ active and varied jobs?
 - a. does/prefer
 - b. does/prefers
 - c. do/prefer
9. Hardworking individuals _____ more money.
 - a. earns
 - b. doesn't earn
 - c. earn
10. Many employees _____ gratuities and commissions.
 - a. doesn't receive
 - b. receive
 - c. receives

Test IV (Unit IV)

I. Match the synonyms:

hawker, usual, to grow, leading, coinage, attraction

dominant - _____

money - _____

to increase - _____

appeal - _____

vendor- _____

customary - _____

II. Match the terms to their definitions:

guide, seller, vendor, accommodation, pilgrimage

1. A place to live, work or stay in - _____
2. A person who shows other people the way to a place, especially somebody employed to show tourists around interesting places – ____
3. A person who sells something – _____
4. Someone who sells things, especially on the street – _____
5. A journey to a holy place for religious reasons – _____

III. Complete the sentences:

century, Middle, healing, beginning, rule, water,

1. A museum of “historic antiquities” was open to the public in the sixth _____ BC in Babylon.
2. Most of these tourists travelled by _____ as the independent city-states of ancient Greece had no central ruler to order the construction of roads..
3. International travel became first important under the Romans’ _____.
4. Soon Europe grew out of the _____ Ages.
5. The sailing of Christopher Columbus in 1492 testified the _____ of the great age of exploration.
6. Greek tourists travelled to visit the sites of _____ gods.

IV. Choose the correct variant:

1. There _____ a lot of religious festivals in ancient Egypt..
a. are b. was c. were
2. Travel _____ difficult and dangerous during the Middle Ages.

- a. is b. were c. was
3. There _____ foreign borders between ancient England and Syria.
a. aren't b. wasn't c. weren't
4. Roman coinage _____ acceptable everywhere.
a. was b. were c. wasn't
5. Most Greek tourists _____ travel only by water.
a. can b. didn't can c. could
6. Conditions favouring travel _____ under the Romans' rule.
a. arrive b. arrove c. arrived
7. James Watt _____ the steam engine.
a. invented b. did invent c. invent
8. Tourists _____ accommodation in towns.
a. finds b. finded c. found
9. _____ you _____ visit the museum of historic antiquities?
a. Does / visit b. Did / visit c. Did / visited
10. _____ Sandra _____ on a guided tour?
a. Does / goes b. Did / go c. Did / went

Test V (Unit V)

V. Match the synonyms:

disadvantage, to obtain, comfortable, primary, route, overseas

abroad - _____

main - _____

drawback - _____

to receive - _____

itinerary - _____

convenient - _____

VI. Match the terms to their definitions:

domestic, health tourism, ecotourism, international, walking

1. The business of organizing holidays to natural areas, especially areas that are far away such as the rain forest, where people can visit and learn about the area in a way that will not hurt the environment – _____.
2. Relating to or happening in one particular country and not involving any other countries – _____.
3. The activity or sport of going for walks, especially in the countryside or mountains – _____.
4. Travelling to a foreign country in order to receive cheap or free medical treatment – _____.
5. Relating to or involving more than one nation – _____.

VII. Complete the sentences:

religious, health, historical, cultural, educational, ecological

1. People may travel on business, for pleasure, in search of _____ or for some other reasons.
2. _____ tourism means getting acquainted with people, their lifestyles, customs, traditions, religions, clothes and food.
3. _____ tourism is a form of tourism for the ecologically conscious.
4. _____ tourism includes audio and video walking tours; educational tourism for classes.
5. _____ tourism suggests that people of faith travel individually or in groups for pilgrimage, missionary, or leisure purposes.
6. _____ tourism includes visits to different ancient monuments, museums, battlefields.

VIII. Choose the correct variant:

1. She _____ to Italy by plane last month.
a. went b. will go c. goes
2. Next year they _____ to Spain by ship.
a. went b. will go c. goes
3. At present he _____ five foreign languages.

- a. did speak b. will speak c. speaks
4. They _____ medical tourism in the future.
a. chose b. will choose c. choose
5. I _____ the freshness of sea breeze in a week.
a. felt b. will feel c. feel
6. Rome _____ my favourite foreign city 2 years ago.
a. is b. will be c. was
7. If we _____ on a walking tour, I _____ very happy.
a. go / was b. will go/ will be c. go/ will be
8. If he _____ in Amsterdam on time, he _____ promoted.
a. arrives/ will be b. will arrive/ is c. will arrive/ will be
9. Our car _____ during our next trip.
a. doesn't break b. willn't break c. won't break
10. ____ Sandra ____ on a guided tour tomorrow?
a. Does / go b. Did / go c. Will / go

Test VI (Unit VI)

I. Match the synonyms:

area, housing, traveler, approximately, multiple, reserve,

book - _____

about - _____

accommodation - _____

numerous - _____

tourist - _____

sector - _____

II. Match the terms to their definitions:

accommodation, adventure, attraction, event, transportation

1. Something that happens, especially something important, interesting or unusual – _____.

2. A system or method for carrying passengers or goods from one place to another – _____.
3. Something interesting or enjoyable to see or do – _____.
4. An unusual, exciting or dangerous experience, journey or series of events – _____.
5. Somewhere to live or stay, often also providing food or other services – _____.

III. Complete the sentences:

attractions, transportation, travel trade, facilities, recreation, food and drink

1. _____ may include meeting rooms, restaurants and bars, entertainment and fitness outlets.
2. Careers in adventure tourism and _____ often center around sports such as skiing, tennis, golf, hiking, canoeing, mountain climbing, fishing, hunting and sailing.
3. _____ sector focuses on tourism that entertains or educates.
4. Tourists spend approximately 20-25% of their travel money on_____.
5. _____ sector supports other sectors.
6. _____ sector includes those who help travellers get to and from their destinations.

IV. Choose the correct variant:

1. He _____ discussing execution of the event now.
a. are b. am c. is
2. At present we _____ at a small, out-of-the-way motel.
a. are stay b. are staying c. stay
3. They usually _____ hiking in the mountains.
a. are going b. go c. goes
4. They _____ a hotel room at the moment.
a. is reserving b. are reserving c. reserve
5. He _____ canoeing.

- a. don't like b. doesn't like c. isn't liking
6. ___ he _____ in a fast-food restaurant now?
 a. Is dining b. Does dine c. Are dining
7. They _____ the needs of customers now.
 a. aren't serving b. aren't serve c. don't serve
8. What ___ they ___? I can't find them!
 a. are doing b. is doing c. do do
9. What ___ they ___ at work?
 a. are doing b. is doing c. do do
10. Where is Peter? He _____.
 a. be sailing b. sails c. is sailing

Test VII (Unit VII)

I. Match the synonyms:

amusement, preserve, resident, noted, to draw

entertainment - _____

famous - _____

to attract - _____

local - _____

save - _____

II. Match the terms to their definitions:

aquarium, museum, art gallery, botanical garden, amusement park

1. A building where important cultural, historical, or scientific objects are kept and shown to the public – _____.
2. A building where paintings are shown to the public – _____.
3. A building where people go to look at fish and other water animals – _____.
4. A large park with many special machines that you can ride on, such as roller coasters and merry-go-rounds – _____.

5. A large public garden where many different types of flowers and plants are grown for scientific study – _____.

III. Complete the sentences:

coaster, fame, exhibits, sites, appeal to, monuments, ancient

1. Every province and territory in any country has major or minor attractions that _____ visitors and residents.
2. Attractions include historic _____, museums, halls of _____, art galleries, botanical gardens, aquariums, zoos, amusement parks, water parks and casinos.
3. The Science Museum contains more than 10,000 _____ from the nation's collection.
4. Large amusement parks are home to fun, laughter and exciting roller _____ experiences.
5. The Museum of Historical Treasures, is noted for its collection of _____ Scythian artifacts.
6. The fortresses of Kamianets-Podilski, Hotyn, and Galych are invaluable _____ to the history of Ukrainian people.

IV. Choose the correct variant:

1. Peter _____ in a botanical garden from 6 to 7 pm yesterday.
a. were walking b. was walk c. was walking
2. Paul _____ complaints at 9 o'clock yesterday evening.
a. handled b. was handling c. handles
3. She _____ exhibits of the British Museum when someone _____ her.
a. was admiring / called b. were admiring/ called c. admired/ called
4. They _____ their attraction all summer.
a. advertised b. were advertising c. was advertising
5. She _____ plans while her husband _____ visitors.
a. wrote/ was attracting b. was writing/ was attracting c. was writing / attracted
6. He _____ Rome 2 years ago.

- a. was visiting b. visited c. were visiting
7. Students _____ to the teacher when suddenly the bell _____.
- a. were listening / rang b. listened/ rang c. were listening/ was ringing
8. We _____ all the attractions of Spain last year.
- a. weren't visiting b. wasn't visiting c. didn't visit
9. When we _____ him, he _____ questions.
- a. called/ answered b. were calling/ was answering c. called/ was answering
10. ____ Sandra on a guided tour all day yesterday?
- a. Were being b. Was c. Did

Test VIII (Unit VIII)

I. Match the synonyms:

challenging, annual, example, realize, oversee

demanding - _____

supervise - _____

yearly - _____

appreciate - _____

specimen - _____

II. Match the terms to their definitions:

museum curator, cash operator, heritage interpreter, public relations

assistant, sales and marketing director

1. Someone who promotes the attraction, maintains positive relationships with media personnel; writes copies for media reports – _____.
2. Someone who identifies the price of admission to an attraction – _____.
3. A specialist in a particular academic discipline relevant to a historic site/museum/gallery's collections – _____.

4. Someone who helps others understand and appreciate cultural or natural heritage of the attraction – _____.

5. Someone who develops and conducts sales campaigns, advertising and public relations, writes marketing and promotional plans – _____.

III. Complete the sentences:

faced, maintain, peculiarities, artifacts, employment, executive

1. At the gate you are _____ with the cash operator.
2. The attractions sector definitely offers a wide range of _____ opportunities.
3. Whenever a new attraction is organized it needs people to _____ order and proper operation.
4. You may learn some _____ about the attraction from the mass media.
5. Museum curators interpret materials or _____ for the public.
6. All employees report to the president or chief _____ officer.

IV. Choose the correct variant:

1. Cash operator _____ tickets from 9 am till 6 pm tomorrow.
a. will selling b. was selling c. will be selling
2. She _____ print and electronic materials all tomorrow morning.
a. will be distributing b. shall distribute c. will distribute
3. PR managers _____ an interview next month.
a. will be organizing b. were organizing c. will organize
4. They _____ annual report for the whole next month.
a. will be preparing b. will prepare c. prepares
5. Who _____ plans and reports?
a. write b. will write c. will be writing
6. I _____ if you. call me tomorrow.
a. will help b. shall helping c. will be helping
7. Next time _____ me about your complaints.
a. don't tell b. won't tell c. won't be telling

8. We _____ attractions of Spain during the whole next week.
 a. were visiting b. will visiting c. will be visiting
9. When we _____ him, he _____ our questions.
 a. will ask/will answer b. ask/ will answer c. ask/ will be answering
10. ___ Sally ___ on a guided tour all day tomorrow?
 a. Will being b. Will be c. Will be being

Test IX (Unit IX)

I. Match the synonyms:

place, facilities, numerous, located, accommodation

lodging - _____

various - _____

site - _____

situated - _____

amenities - _____

II. Match the terms to their definitions:

hotel, inn, campground, cottage, bed and breakfast, motel, houseboat

1. A small house in the country- _____.
2. A building where people pay to stay and eat meals - _____.
3. A small hotel or pub, especially an old one in the countryside - _____.
4. A hotel for people who are travelling by car, where you can park your car outside your room - _____.
5. An area where people can camp, often with a water supply and toilets - _____.
6. A private house or small hotel where you can sleep and have breakfast - _____.
7. A river boat that you can live in - _____.

III. Complete the sentences:

campgrounds, deluxe and airport hotels, resort hotels, motels, all-suite hotels, cater for

1. Hotel properties usually _____ both business and pleasure travellers.
2. _____ are generally located in urban centers or near airports.
3. _____ contain the same facilities as an apartment.
4. _____ are usually located in or near recreational sites.
5. _____ are often smaller (less than 160 rooms), less expensive facilities that appeal to overnight or short-stay travellers.
6. _____ cater for travellers who have their own roof, usually a tent or motor home, but require a serviced site for it.

IV. Choose the correct variant:

1. He _____ bus tickets for his friends.
a. have just bought b. has just buy c. has just bought
2. Deluxe hotels _____ increasingly popular.
a. have become b. has become c. has became
3. My friend _____ on a guided tour yet.
a. has never been b. have never be c. have never was
4. _____ Mary _____ to Japan?
a. has / be b. has / been c. have/ been
5. They _____ recently _____ at a resort hotel.
a. have /stayed b. have/ staid c. has / staid
6. Last year this hotel _____ us with more expensive facilities.
a. provided b. has provided c. have provided
7. She _____ on a business trip to Moscow since Monday.
a. have been b. was c. has been
8. Three months ago we _____ at an airport hotel.
a. have stayed b. has staid c. stayed
9. _____ you ever _____ skiing?
a. Has/tried b. Have/ tried c. Did/ try

10. Many years ago he _____ cottages more than campgrounds.

- a. has liked b. liked c. likes

Test X (Unit X)

I. Match the synonyms:

assist, set up, foyer, responsibilities, bell boy

duties - _____

help - _____

bell attendant - _____

place - _____

lobby - _____

II. Match the terms to their definitions:

reservation, switchboard, front office, attendant, receptionist, administration, housekeeping

1. The work and organization of things that need to be done in a house, hotel etc., for example cooking and buying food - _____.
2. Someone whose job is to look after or help customers in a public place - _____.
3. Someone whose job is to welcome and deal with people arriving in a hotel - _____.
4. An arrangement which you make so that a place in a hotel, restaurant, plane etc. is kept for you at a particular time in the future - _____.
5. The part of a business concerned with managing things or dealing with the public - _____.
6. The activities that are done in order to plan, organize and run a business, school or other institution - _____.
7. The central part of a telephone system used by a company, etc, where telephone calls are answered and put through (= connected) to the appropriate person or department - _____.

III. Complete the sentences:

marketing, valet parking, accounting, receptionist, managers, door attendants

1. The staff of _____ department researches the marketplace, guest needs, expectations and future demands.
2. _____ are those who represent the interests of the owner of the property.
3. _____ staff monitors cash, checks, credit cards, receives cash payments, etc.
4. _____ is generally available at hotels offering world-class service.
5. _____' duties include opening doors and assisting guests upon arrival.
6. _____ is as a rule responsible for welcoming guests on arrival, dealing with questions at the reception desk in a polite and helpful manner.

IV. Choose the correct variant:

1. The receptionist _____ all our questions before we _____.
a. had answered/ had checked in b. answered/ had checked in
c. had answered/ checked in
2. Deluxe hotels _____ increasingly popular before all-suite hotels _____.
a. been/ appeared b. had been/ appeared c. had been/ had appeared
3. They _____ friendly before the divorce.
a. have never been b. had never been c. have never was
4. We _____ a restaurant reservation by noon.
a. had made b. has made c. had make
5. They _____ all financial activities by 8 pm last Friday.
a. hadn't performed b. hadn't perform c. haven't performed
6. The bell attendant _____ our luggage before we _____ him for it.

- a. had transported/ tipped b. transported/tipped c. transported/had tipped
7. She _____ on a business trip to Moscow since Monday.
- a. have been b. was c. has been
8. _____ you _____ at an airport hotel last year?
- a. have/ stayed b. had/ stayed c. did/ stay
9. She _____ just _____ from Spain.
- a. has/ returned b. had/ returned c. did/ return
10. After the receptionist _____ us in, the bell attendant _____ our luggage.
- a. had checked/ transported b. had checked/ had transported
- c. checked/ had transported

Test XI (Unit XI)

I. Match the synonyms:

to supply, foreman, to check, task, personnel

staff - _____

duty - _____

to provide - _____

to control - _____

supervisor - _____

II. Match the terms to their definitions:

porter, bartender, server, valet, maid, housekeeper, supervisor

1. Someone who supervises a person or activity - _____.
2. Someone who is employed to manage the cleaning, etc. in a hotel - _____.
3. A male servant who looks after a man's clothes - _____.
4. A female servant, especially in a large house or hotel. - _____.
5. Someone who makes and serves drinks in a bar or restaurant. - _____.

6. A person who serves food in a restaurant; a waiter or waitress - _____.
7. A person whose job is carrying people's bags and other loads, especially at a train station, an airport or in a hotel - _____.

III. Complete the sentences:

sheets, executive, beds, dining, vacuum, attendants, housekeeping, linen

1. The _____ department must be the most important in any property.
2. _____ housekeepers direct and control housekeeping operations and staff of the housekeeping department.
3. Supervisors control the work of room _____ (maids) and house porters.
4. Maids' main duties include _____ cleaning, dusting and polishing guest rooms; making _____; changing _____, etc.
5. House porters are employed to remove rubbish and dirty _____ from the floors.
6. Food and beverage outlets can range from restaurants and bars to nightclubs and posh _____ rooms.

IV. Choose the correct variant:

1. John _____ used towels by 7 pm tomorrow.
 - a. will replace
 - b. will have replace
 - c. will have replaced
2. Mary and Jane _____ the carpets by the time we _____.
 - a. will have vacuum cleaned/ come
 - b. will have vacuum cleaned/ will come
 - c. will vacuum clean/ will have come
3. _____ you _____ by tomorrow morning?
 - a. will/ change
 - b. will/ have changed
 - c. will have / changed
4. They _____ a restaurant reservation by noon.
 - a. won't have made
 - b. willn't have made
 - c. will not make
5. They _____ the standard of cleanliness of 80 rooms by the end of next day.

- a. won't have ensure b. will have ensured c. have ensured
6. Supervisor _____ the room before the guests _____.
- a. will have checked / check in b. will have checked / will check in c. will have check / check in
7. The linen keepers _____ clean linen throughout the hotel daily.
- a. will have supplied b. have supplied c. supply
8. He _____ at 11 am tomorrow.
- a. will vacuum clean b. will be vacuum cleaning c. vacuum cleans
9. This valet _____ my shoes by the end of the day.
- a. will be polishing b. will polish c. will have polished
10. This maid _____ at the hotel tomorrow.
- a. will have been b. will c. will be

Test XII (Unit XII)

I. Match the synonyms:

event, put on, worldwide, convention, contribute

international - _____

arrange - _____

happening - _____

donate - _____

symposium - _____

II. Match the terms to their definitions:

conference, event, meeting, trade show, convention

1. A large formal meeting where a lot of people discuss important matters such as business, politics, or science, especially for several days - _____.
2. A large formal meeting for people who belong to the same profession or organization or who have the same interests - _____.

3. Something that happens, especially something important, interesting or unusual; a performance, sports competition, party etc. at which people gather together to watch or take part in something - _____.
4. An event at which people meet to discuss and decide things - _____.
5. A large event when several companies show their goods or services in one place, to try to sell them - _____.

III. Complete the sentences:

transportation, exhibition, demanding, fundraisers, hosting, entertainment,

1. Travellers need to get both to and from the event or conference site, so _____ the sector is involved.
2. Conferences usually have social events or _____ planned.
3. _____ Olympic Games employs hundreds of people.
4. Local events, such as charity _____ and sporting events also qualify as important occasions.
5. The planning and organizing of any special event can be complex and _____.
6. Many cities have built large convention centers and _____ halls.

IV. Choose the correct variant:

1. John _____ in Egypt for 7 days already.
 - a. have been
 - b. has been
 - c. has been being
2. He _____ since February.
 - a. has been looking
 - b. has looked
 - c. have looking
3. _____ you _____ to Paris for two hours?
 - a. Have been/ flying
 - b. Have/ flied
 - c. Have / been flying
4. They _____ in this house for 7 years.
 - a. haven't been living
 - b. hasn't been living
 - c. have been not living
5. She _____ this convention since the time she _____ home.

- a. has been organizing / returned b. has organized/ has been returning
 c. has been organizing/ has been returning
6. They _____ already _____ their volunteers.
 a. have / trained b. have / been training c. have been / training
7. She _____ on that project all evening.
 a. has worked b. has been working c. were working
8. Why is Peter so tired? He _____ football.
 a. has been playing b. has playing c. has played
9. This valet _____ just _____ my shoes.
 a. has/ polished b. has/ been polishing c. have/ polished
10. They _____ 200 delegates from all over the world.
 a. have been inviting b. have inviting c. have invited

Test XIII (Unit XIII)

I. Match the synonyms:

banquet, smoothly, implementation, program, elaborate

efficiently - _____

intricate - _____

execution - _____

plan - _____

formal meal - _____

II. Match the terms to their definitions:

interpreter, technician, guide, attendee, coordinator, planner

1. Someone who is at an event such as a meeting or a course –
 _____.

2. Someone whose job is to take tourists to a place and show them around –
 _____.

3. Someone who plans and makes important decisions about something –
 _____.

4. Someone who organizes the way people work together in a particular activity – _____.
5. Someone who changes spoken words from one language into another, especially as their job – _____.
6. Someone whose job is to check equipment or machines and make sure that they are working properly – _____.

III. Complete the sentences:

banquet supervisors, audiovisual technicians, convention/meeting planners, special events coordinators, registration clerks, guides

1. Convention/meeting or trade show _____ serve as hosts to individuals or groups at trade shows, exhibitions and conferences.
2. _____ look after all aspects of registering delegates to a meeting, conference or event.
3. _____ act as primary individuals responsible for the set up, operation, and breakdown of Audio, Video, Projection, and Lighting equipment.
4. _____ supervise the work of the banquet servers and ensure that the requests on the BEO (Banquet Event Order) are properly satisfied.
5. _____ plan all events and make sure the events run smoothly from start to finish.
6. _____ assist in the preparation, implementation and evaluation of special events.

IV. Choose the correct variant:

1. The audiovisual technician _____ up equipment for 2 hours before we _____.
 - a. had been setting/ arrived
 - b. has been setting/ arrive
 - c. had been setting / had arrived
2. He _____ as a banquet supervisor for 5 years by 2007.
 - a. had worked
 - b. had been working
 - c. has been working

3. They _____ everything before the event _____ .
 - a. have been doing/ begins
 - b. had been doing/ began
 - c. had done / began
4. First we _____ the event for 7 years, and only then _____ it.
 - a. had been planning/ organized
 - b. has been planning/ organized
 - c. had planned / organized
5. The guide _____ questions after the delegation _____.
 - a. answered / arrived
 - b. answered/ had arrived
 - c. has been answering/ had arrived
6. They _____ the delegates for 2 hours till noon.
 - a. had been registering
 - b. have been registering
 - c. had registered
7. _____ she _____ her vacation for two weeks till last Friday?
 - a. Had been/ planning
 - b. Has/ been planning
 - c. Had/ been planning
8. Why was she so exhausted? She _____ all day.
 - a. had been working
 - b. has been working
 - c. had worked
9. Our technician _____ everything before the show _____.
 - a. had done/ started
 - b. had been doing/ started
 - c. did/ started
10. They _____ 200 delegates from all over the world by Saturday.
 - a. had been inviting
 - b. have inviting
 - c. had invited

Test XIV (Unit XIV)

I. Match the synonyms:

solicit, donation, funds, thanks, via

contribution - _____

through - _____

finances - _____

ask - _____

appreciation - _____

II. Match the terms to their definitions:

publicity, advertising, marketing, hype, promotion

1. The business of trying to persuade people to buy things, using pictures, words, songs etc on television and radio, large public notices, and magazines - _____.
2. An attempt to make people buy a new product, see a new film etc, for example by selling it at a lower price or talking about it on television - _____.
3. The business of trying to sell a product or service by deciding which type of people are likely to buy it and making it attractive and interesting to them- _____.
4. The business of making sure that people know about a new product, a new film, a famous person etc, for example by talking about them on TV or writing about them in magazines- _____.
5. Informal attempts to make people interested in a product, film etc, using television, radio, and newspapers - use this to show that you do not trust this type of information- _____.

III. Complete the sentences:

human resources coordinators, PR manager, raise, fundraising administrators, special events managers, government, design managers

1. _____ coordinate the fundraising activities for an event, conference or non-profit organization.
2. There are many ways to _____ funds, for example, solicit corporate or _____ support via presentations and proposals.
3. _____ assist in employee recruitment and selection processes.
4. _____ make plans and patterns for furniture, equipment, and conditions in which an event can happen.
5. The work of any _____ is explaining to the public what an organization does, so that they will understand it and approve of it.
6. _____ are responsible for the planning, design, production, promotion, overall coordination and profitability of an event.

IV. Choose the correct variant:

1. The PR manager _____ his marketing campaign for 2 weeks by the end of the month.
a. had been planning b. will have been planning c. will have planned
2. He _____ this equipment by the end of the week.
a. will have set up b. will have been setting up c. will set up
3. They _____ everything for three weeks by next Saturday.
a. have been arranging b. will have been arranging c. will arrange
4. How long _____ you _____ tourism by the end of this year?
a. will have/ been studying b. will/ have been studying c. will have been / studying
5. The guide _____ in Italy for 2 weeks by next Saturday.
a. will have been b. will have been being c. will be
6. They _____ funds for a month by the end of this week.
a. will raise b. will have raised c. will have been raising
7. She _____ a meeting at 3 pm tomorrow.
a. will have held b. will have been holding c. will be holding
8. Our country _____ Olympic Games in 6 years.
a. will be holding b. will hold c. will have been holding
9. Our technician _____ in this city for 5 years by the end of June
a. will have lived b. will have been living c. will be living
10. He _____ a hotel room for 15 minutes before all details were specified.
a. had been booking b. will have been booking c. had booked

ЗМІСТ

Передмова.....	3
Unit 1. My Future Profession.....	4
Unit 2. What is Tourism?.....	15
Unit 3. Tourism – a World of Opportunities.....	25
Unit 4. From the History of Tourism.....	38
Unit 5. Forms of Tourist Travel.....	51
Unit 6. The Eight Sectors of Tourism.....	65
Unit 7. The Attractions Tourism Sector.....	80
Unit 8. Employment Opportunities in the Attractions Sector.....	98
Unit 9. Tourism Accommodation Sector.....	114
Unit 10. Types of Positions in the Accommodation Sector.....	128
Unit 11. Hotel Housekeeping and Food and Beverage Departments.....	143
Unit 12. Events and Conferences.....	159
Unit 13. Types of Positions in the Events and Conferences Sector.....	173
Unit 14. Management & Executive Positions in the Events and Conferences Sector.....	188
Grammar Reference.....	201
Tests.....	217
Зміст.....	244