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Київський національний торговельно-економічний університет
Чернівецький торговельно-економічний інститут
Кафедра сучасних європейських мов**

ENGLISH FOR TOURISM

Part II

(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»

Чернівці 2013

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

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Розглянуто і схвалено на засіданнях кафедри сучасних європейських мов 18.04.2013 р., протокол № 9, навчально-методичної ради факультету торговельного підприємництва та міжнародної економіки 06.06.2013 р., протокол № 7 та затверджено методичною радою ЧТЕІ КНТЕУ 19.06.2013 р., протокол № 5.

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Навчально-методичне видання

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Подано до друку «__»_____2013 р.

Обл.-вид. арк. 14,2

Тираж 50 пр.

Надруковано у лабораторії технічних засобів навчання ЧТЕІ КНТЕУ
58002 м. Чернівці, Центральна площа, 7

- Гільдебрант К. Й., 2013
- Чернівецький торговельно-економічний інститут КНТЕУ, 2013

ПЕРЕДМОВА

Навчальний посібник “English for Tourism. Part II” призначений для студентів старших курсів, які вивчають спеціальності «Туризм», «Менеджмент туристичної індустрії» та «Менеджмент готельного, курортного та туристичного сервісу» і спрямований на ґрунтовне вивчення англійської мови професійного спрямування та ділової англійської мови у вказаних сферах.

Метою посібника є послідовне засвоєння фахової лексики та термінології, розвиток комунікативних навичок у сфері професійного спілкування та ділової англійської мови, набуття вмінь роботи з фаховою літературою, розвиток навичок написання ділових листів та повідомлень.

Даний посібник є складовою частиною навчально-методичного комплексу дисциплін «Іноземна мова професійного спрямування» та «Ділова іноземна мова» і містить 17 уроків, які охоплюють широке коло тем фахового спілкування сфери туризму та готельно-ресторанного бізнесу, а також основні моменти ділової англійської мови (ділове листування, проведення презентацій, ведення ділових переговорів, підписання контрактів, складання бізнес-планів тощо).

Структура уроків навчального посібника уніфікована. Кожний урок складається з тексту, який супроводжується тематичним словником; післятекстових завдань фонетичного, лексичного й комунікативного характеру; вправ спрямованих на розвиток навичок читання неадаптованих текстів; підтем з ділової англійської мови, націлених на формування іншомовної комунікативної компетенції у сфері ділового спілкування.

У розділі «Video Supplement» наводяться тематично пов'язані з уроками відео із завданнями, рекомендовані для покращення сприйняття й розуміння англійської мови на слух.

Unit I ADVENTURE TOURISM AND RECREATION



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

active recreational experience [ˌrekrɪˈeɪʃənəl] досвід активного відпочинку

to drive the growth – посилює, підштовхує зростання

white water rafting – рафтинг, швидкісний спуск

гірською річкою з порогами на надувному човні

wilderness trekking [ˈwɪldənəs] трекінг, пішохідна

подорож по дикій місцевості

golf and tennis facilities [fəˈsɪlətɪz] заклади для гри у

гольф та теніс

marine facilities [məˈriːn] заклади, створені для

забезпечення водних видів спорту та морського

відпочинку

mountaineering [ˌmaʊntəˈniəriŋ] альпінізм

kayaking [ˈkaɪækɪŋ] каякінг, сплив по річці

на каяках

sailing – вітрильний спорт

scuba diving [ˈskuːbə daɪvɪŋ] дайвінг,

занурення з аквалангом

sky diving – стрибок з парашутом

technical proficiency [ˈteknɪkl prəˈfɪʃnsi]

технічна підготовка (вміння, майстерність)

viability [ˌvaɪəˈbɪləti] життєздатність, тут:

функціонування

snowmobiling – катання на снігоходах

ski trail [treɪl] лижна траса, *syn. run, piste*

equipment rental [ɪˈkwɪpmənt] оренда обладнання

purpose-built [ˈpɜːpəs] сконструйований для спеціальних цілей

self-contained – автономний, який все вміщує



chairlift [ˈtʃeəɪft] крісельний підйомник

golf green – доріжка для гольфу

gear [ɡiə(r)] обладнання

habitat protection area [ˈhæbɪtæt] природоохоронна місцевість / територія

marina [məˈri:nə] невеличкий порт

fly-in fishing camp – рибальський табір, до якого можна потрапити лише літаком



II. Read and translate the following text:

Adventure Tourism and Recreation

Adventure tourism and recreation is growing fast. Changing trends in travel and tourism, where clients request **active recreational experiences** and travel adventures, where they can learn about nature and culture, are **driving the growth**.



This sector includes everything from bird watching to salmon fishing, horseback riding to **white water rafting**, and golf to **wilderness trekking**. Adventure tourism and recreation draws those who want to experience a place that is natural and unspoiled, and those who want active, unusual vacations.

There are over eighty different occupations and multiple opportunities for small business owners/operators in the sector. The major areas of this sector are: outdoor adventure and ecotourism, ski resorts, **golf and tennis facilities**, parks, **marine facilities**.



Outdoor Adventure and Ecotourism include hiking, cycling, **mountaineering**, canoeing, **kayaking**, **sailing**, horseback riding, river rafting, **scuba diving**, **sky diving**, and nature/ wildlife viewing. In addition, there are many businesses dedicated

to fishing in lakes/ oceans, and hunting or photographing wild animals. Businesses in this sector require staff who have a love and knowledge of the outdoors. They often need **technical proficiency** and expertise in the activity that the business focuses on. In addition, they must respect the environment and help others to respect it as well to ensure the long-term **viability** of the business.



Ski Resorts attract skiers and boarders from across the country and abroad. A ski resort is a resort developed for skiing, snowboarding, **snowmobiling** and other winter sports. In Europe a ski resort is a town or village in a ski area -

a mountainous area, where there are **ski trails** and other supporting services such as hotels, restaurants, **equipment rentals**, and a ski lift system. In North America it is more common for ski areas to exist well away from towns, and the term ski resort is used for a **purpose-built** and **self-contained** area, where skiing is the main activity. Ski areas have marked paths for skiing known as runs, trails or pistes. There is typically one or more **chairlifts** for moving skiers rapidly to the top of hills, and to interconnect the various trails. Ski-related jobs are numerous. They are available at ski resorts and clubs, as well as in those businesses that support the industry, like lodges and ski shops.

Golf and Tennis Facilities are becoming increasingly popular and important to the economy nowadays. Many clubs and resorts offer **greens** and courts, lessons and **gear** for golf or tennis. This is an important part of the industry, as revenue is earned through the sale of clothing and gear, the rental of courts, the training of players and the maintenance of equipment.



Golf and tennis pros, those who fix equipment and maintain courts and greens, those who work in industries that support the golfers and tennis players – all work in this area of the adventure tourism and recreation sector.

Parks There are numerous national and regional parks as well as **habitat protection areas** in any country. Many people are involved in their planning, maintaining, promoting and patrolling. Positions here are as varied as the sector.

Marine Facilities Water and water-based activities have always been extremely popular. They range from whale-watching to deep-sea fishing and include swimming, sailing, windsurfing, water-skiing, canoeing, snorkeling, scuba-diving and many more. Related businesses embrace **marinas**, tour boat excursions, sport fishing lodges, **fly-in fishing camps** and boat rental operations. As in all portions of this sector, instructors are an important part of the industry. Those who have mastered an activity to a point where they can teach others to do it can market these abilities to employers in this sector.



III. Answer the following questions to the text:

1. What does adventure tourism and recreation include?
2. How many occupations are there in adventure tourism? Can you name some?
3. What are the major areas of this sector?
4. What types of outdoor activities do outdoor adventure and ecotourism encompass?
5. Who can work in this area of adventure tourism?
6. What is a ski resort in Europe and North America?
7. What is a ski resort in Ukraine? Tell about your favourite one.
8. How can golf and tennis facilities be important to the economy nowadays?
9. Speak about golf and tennis in your city. Is it a profitable business?
10. Speak about parks in your city. Do they provide facilities for adventure and recreation? What attractions can be found there?
11. What do water-based activities include? Do you like them? Why and why not?
12. What is your favourite water-based activity? Which one would you like to experience and why?

13. What are related businesses in the area? Would you like to own one? Why and why not?

Phonetic exercise



IV. Put the words in the correct groups below according to their stress pattern:

■	■ ■	■ ■	■ ■ ■
<i>lodge</i>	<i>resort</i>	<i>player</i>	<i>important</i>

green, related, court, country, job, skier, equipment, gear, purpose, village, business, rental, canoeing, kayaking, sailing, horseback, riding, hiking, cycling, request, active, knowledge, respect, clothing, planning, maintaining, sale

Vocabulary exercises



V. Give Ukrainian equivalents of the following, make up your own 5 sentences with the phrases:

changing trends in travel and tourism; bird watching; salmon fishing; horseback riding; white water rafting; wilderness trekking; outdoor adventure and ecotourism; ski resorts; golf and tennis facilities; marine facilities; scuba diving; sky diving; and nature/ wildlife viewing; to have a love and knowledge of the outdoors; equipment rentals; a ski lift system; gear for golf or tennis; habitat protection area; whale-watching; deep-sea fishing; sailing; windsurfing; water-skiing; snorkeling



VI. Give English equivalents of the following:

досвід активного відпочинку та туристичних пригод; посилювати зростання; природне та незіпсоване місце; активний, незвичний відпочинок; пішохідний туризм; гребля на каное; полювання на диких звірів; технічна майстерність та компетентність; щоб забезпечити довгострокове функціонування бізнесу; лижники та сноубордисти; лижні траси та інші допоміжні послуги; сконструйована для лижних цілей, автономна територія; лижна траса (3 варіанти); котеджі та магазини лижного спорядження; підтримувати в

належному стані корти та доріжки для гольфу; екскурсії на човнах; оренда човнів



VII. Match the following synonyms:

A: piste, gear, client, to range from, revenue, recreation, viability, proficiency, long-term, marina, rental, numerous, rapidly

B: profit, leisure, harbour, multiple, hire, fast, lasting, to vary from, expertise, customer, capability, equipment, trail



VIII. Substitute the underlined words with corresponding antonyms from the text:

1. Water-based activities have never been extremely popular (a_ _ _ _).
2. Adventure tourism and recreation is growing slowly (f_ _ _).
3. Golf and tennis amateurs fix equipment and maintain courts and greens (p_ _ _).
4. Outdoor adventure and ecotourism include hunting domestic animals (w_ _ _).
5. Chairlifts move skiers rapidly to the bottom of hills (t_ _).
6. Adventure tourism employers must ensure short-term viability of the business (e_ _ _ _ _ _ _ _ , l_ _ _ _ _ _ _).



IX. Make up collocations and find sentences in which they are used in the text:

- | | |
|------------|----------|
| horseback | built |
| deep-sea | resorts |
| ski | fishing |
| purpose | riding |
| wilderness | trekking |



X. Match the definition to the defined word:

bird watching	the sport or activity of swimming underwater using special breathing equipment consisting of a container of air which you carry on your back and a tube through which you breathe the air
canoeing	the sport or activity of travelling in a boat with sails

whitewater rafting	swimming under the surface of the water with a tube that you can breathe air through
sailing	the sport of travelling in or racing a canoe
snorkeling	the observation of birds as a recreational activity
scuba diving	the sport of rafting down fast-flowing rivers



XI. Put questions to the words in bold:

1. He is crazy about **windsurfing**. 2. There are numerous national and regional parks **in Ukraine**. 3. **Golf and tennis pros** fix equipment and maintain courts and greens. 4. Ski resorts attract **skiers and boarders**. 5. The major areas of this sector are: **outdoor adventure and ecotourism, ski resorts, golf and tennis facilities, parks, marine facilities**. 6. A ski resort is a **resort developed for skiing, snowboarding and snowmobiling**. 7. Many clubs and resorts offer **lessons and gear for golf or tennis**. 8. Outdoor adventure and ecotourism businesses require staff **who have a love and knowledge of the outdoors**.




XII. Translate into English:

1. Сьогодні багато туристів захоплюються пригодницьким туризмом та екстремальними видами спорту. 2. Верхова їзда, альпінізм, рафтинг, трекінг по дикій місцевості відносяться до сфери пригод на свіжому повітрі та екотуризму. 4. Гольф і теніс стають все більш популярним і важливими для сьогоденної економіки, оскільки доходи надходять не лише від прокату кортів та доріжок для гольфу, приватних уроків гри, але і від продажу одягу та спорядження. 5. Гірськолижні курорти України приваблюють лижників і сноубордистів з усієї країни та з закордону. 6. В Україні гірськолижним курортом є місто або село в гірській місцевості, де є лижні траси та інші допоміжні послуги, такі як готелі, ресторани, оренда обладнання, система підйомників. 7. Кожний гірськолижник не проти відвідати спеціально побудовані автономні території, де лижний спорт є основним видом діяльності. 8. У нашій країні існує безліч підприємств, присвячених риболовлі в озерах / річках та полюванню й фотографуванню диких тварин. 9. Працівники сфери

пригод на свіжому повітрі та екотуризму повинні поважати навколишнє середовище і допомагати іншим його цінувати.

Speaking exercises

 **XIII. Look at the pictures and state the corresponding type of adventure tourism:**

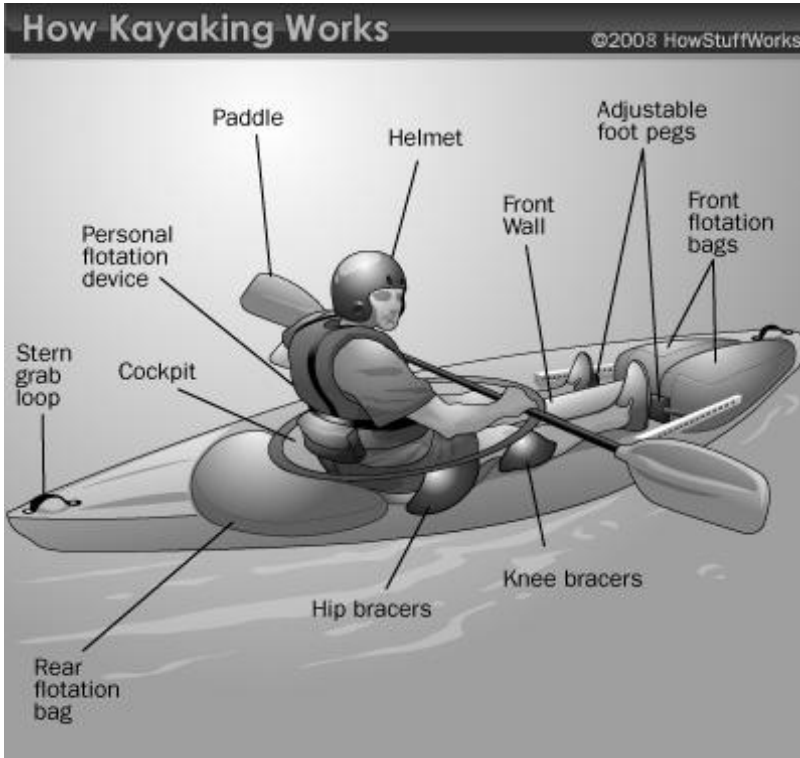


Speak about:

- your favourite type of adventure tourism. Explain to your group mates what you like / don't like about it;
- an activity you have never tried before. Would you risk trying it or not? Explain your reasons.



XIV. Look at the following picture. Translate kayaking gear elements into Ukrainian, imagine that you are a kayaking instructor – tell your client what he must do and how he must use this gear.



Use the following:

Use the following:

Put _____ on your (head, shoulders); place _____ between (behind, in front of) your _____; hold _____ in your hands.



XV. Look at the following and answer who made the call and to whom; match the conversation with the tourism professional by labelling each conversation with the person's role. Choose from:

- equipment supplier
- cave curator
- interpreter
- class representative
- tour operator
- facilities operator



From _____
 “Good morning, I’d like to talk to someone about arranging a trip to the Crimean Marble Cave”
 To _____

From _____
 “Hey, Ira, will the Marble Cave be open on 15 May for a school group?”
 To _____

From _____
“Hi, Olga, we’ve got a group coming into the Cave on 15 May and we’ll need one guide who can interpret the cave’s beauty and history”
To _____

From _____
“Michael, we’ll need helmets with lights, rope, laminated map and flashlights for each person”
To _____

From _____
“Sergey, are you available on 15 May to guide a group into the Marble Cave? Is your first aid certification up to date?”
To _____



XVI. Your adventurous vacation.



1. In small groups develop your themes for an adventurous vacation.
2. For each theme make a list of things to do, things to order, and arrangements to be made. (For example, hiking in the Carpathian Mountains would require food packs, sleeping gear, and survival

equipment. It might also require some type of communication equipment in case of illness, animal attack, or emergency. It would also require development of an itinerary of where the person should be each day - how much ground could they be expected to cover in a day?) As a class, discuss other items that might be necessary for this vacation before groups do their own themes.

3. Call three insurance companies, explain your business idea, and ask what insurance would be necessary for this business. Role-play the telephone conversation in class.
4. Determine the price to be charged for each vacation theme you will be offering. Use the internet to gather ideas and prices for each theme.
5. Decide on a business name and create a colorful flyer to be used as advertising.

O XVII. In adventure tourism you will need to know how to handle difficult situations. In small groups decide how you will handle these situations in your specific scenario (cave, river rafting, wilderness trekking, etc.).

- Drunk and disruptive guest
- Spider bite
- Know it all who won't listen to your instructions
- Group with widely differing abilities and expectations



XVIII. Discuss the following:

1. Who's the most adventurous person in your family? Describe what they do.
2. If you were offered sky diving, would you try it? Why or why not?
3. How much is life an adventure? Tell about a road trip that you've taken.
4. Have you ever tried any of the following: bungee jumping, snowboarding, parachuting, scuba diving? If so, tell about it.
5. Would you want to climb Mt. Everest? Why or why not?
6. Have you ever moved to a place far from your family and friends? If so, where did you go and why?
7. When you were a child, did your family take trips? Would you always go to the same place or different places?
8. Do you consider yourself an adventurous person? Why or why not?
9. What's the most exciting thing you've ever done? Tell about it.
10. How has your idea of adventure changed with age?
11. Do you think that adrenaline is addictive? Why or why not?
12. What's your favorite adventure story, movie, or book? Tell about it.
13. What countries (other than your own) would you like to live in? Why?

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

Reading Exercises



XX. Read about Stan Cook Jr. and Cori-Jane Radford, co-owners of a wilderness adventure company in Newfoundland:

‘We get to be outside all the time. We are physically active in all kinds of sports. We enjoy people. We burn off our energy, while offering a positive experience to others.’

Adventure tourism is a family affair for the Cooks of Newfoundland. Stan Cook Jr. and his sister Cori-Jane Radford are co-owners of a wilderness adventure company that’s riding the waves of one of the fastest growing areas of tourism.



They’re following in the footsteps of their schoolteacher father who offered adventure tours part time. ‘We grew up in the business. We were Dad’s assistants, guiding and instructing. Now the roles are reversed. We run the business and Dad helps us.’

They started their business at remarkably young ages - Stan was 23 and Cori-Jane 21. But they each had years of experience and also have related university degrees. Stan majored in commerce and history and Cori-Jane focused on international marketing and got her Masters of Business Administration.

The focus of their business is soft adventure: safe and comfortable treks for those who enjoy outdoor recreation but may not want the challenges of the risky or rough. Sea kayaking is their favourite activity, and also is popular with customers. Mountain biking, canoeing and hiking are also in demand.

‘Marketing is the key for our company. The more we do, the more focused we are, the more successful it is. The results are immediate.’



XXI. Check your understanding by matching a definition to the defined word:

to ride (on) a/the wave	the type of adventure tourism that requires little or no experience and is low risk
trek	type of adventure tourism that requires greater levels of skill and incorporates more of significant risk
hard tourism	a long, adventurous journey undertaken on foot in areas where common means of transport are generally not available
soft adventure	to become involved with and get advantages from opinions or activities which have become very common or popular



XXII. Speak about soft and hard adventures. Which of the following are soft and which are hard?

bird watching, salmon fishing, horseback riding, white water rafting, wilderness trekking, hiking, cycling, mountaineering, canoeing, kayaking, sailing, river rafting, scuba diving, sky diving, skiing, snowboarding, snowmobiling, deep-sea fishing, windsurfing, water-skiing



XXIII. Fill in the missing words to make the following extreme sports complete:

marathon, skiing, biking, skating, diving, jumping, hang, snow, mountain, sky

- 1) scuba _____
- 2) _____ gliding
- 3) water _____
- 4) _____ climbing
- 5) bungee _____
- 6) _____ boarding
- 7) mountain _____
- 8) in-line _____
- 9) _____ running
- 10) _____ diving



Business Skills – Interview

Job interviews are always stressful - even for job seekers who have gone on countless interviews. The best way to reduce the stress is to be prepared. The following exercises will help you to get ready and to overcome stress.



XXIV. Read the following typical questions asked at a job interview and decide which ones are asked by the interviewer and which by the candidate, then provide your own answer to every question:

1. What is the name of your previous company?
2. What was your position in it? Dates of employment?
3. What were your expectations for the job and to what extent were they met?
4. What were your responsibilities?
5. What major challenges and problems did you face? How did you handle them?
6. What have you learned from your mistakes?
7. What did you like or dislike about your previous job?
8. What do you expect from a supervisor?
9. Have you ever had difficulty working with a manager?
10. Why are you leaving your job?
11. What is your greatest weakness?
12. What is your greatest strength?
13. How would you describe yourself?
14. Do you work well with other people?
15. Could you, please, tell me more about this job?
16. How many hours do you normally work?
17. How do you handle stress and pressure?
18. What are your salary expectations?
19. What do people most often criticize about you?



20. Is there a dress code?
21. Do you prefer to work independently or in a team?
22. What interests you about this job?
23. What applicable attributes / experience do you have?
24. Who would I be working with?
25. What can you do for this company?
26. Why are you the best person for the job?
27. What will my working hours be?
28. How long do you expect to remain employed with this company?
29. Is there anything I haven't told you about the job or company that you would like to know?
30. Where do you see yourself 5 years from now?
31. What are your goals for the next five years / ten years?
32. How do you plan to achieve those goals?
33. What are your salary requirements - both short-term and long-term?



XXV. Read the following answers and match them to the questions from the previous exercise:

- ❖ There isn't room for growth with my current employer and I'm ready to move on to a new challenge.
- ❖ Sometimes, I spend more time than necessary on a task, or take on tasks personally that could easily be delegated to someone else.
- ❖ My time management skills are excellent and I'm organized, efficient. I take pride in my customer service skills and my ability to resolve what could be difficult situations.
- ❖ My long-term goals involve growing with a company where I can continue to learn, take on additional responsibilities, and contribute as much of value as I can.
- ❖ I see myself as a top performing employee in a well-established organization, like this one.
- ❖ I am experienced in the areas this company needs to grow, and my ability to plan ahead will help facilitate that growth.



XXVI. Look at the following picture and say what important qualities should a successful candidate have and how he / she should look:



XXVII. Role-play the following situation. The manager of a wilderness adventure company is interviewing a candidate for the job of outdoor adventure guide (hunting guide, diving instructor, swimming instructor, trip leader, etc.). Find out the following info:

- previous work experience;
- qualifications for the job;
- strengths / weaknesses;
- ability to work under pressure;
- main interests;
- possible questions.

Unit II. FOOD AND BEVERAGE SECTOR



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

food and beverage sector ['bevərɪdʒ] сектор харчування

ferry ['feri] пором, човен

catering outlet ['keɪtərɪŋ] заклад громадського харчування

snack – закуска

to purchase ['pɜːtʃəs] купити

shopping mall [mɔːl] торговий центр

sporting venue ['venjuː] приміщення/ споруди спортивного призначення

consumer preferences ['prefrənsɪz] вподобання споживачів

sophisticated [sə'fɪstɪkeɪtɪd] вигадливий, винахідливий

to diversify [daɪ'vɜːsɪfaɪ] видозмінюватися

retail product line ['riːteɪl] лінія роздрібних товарів

specialty café ['speʃəlti 'kæfeɪ] фірмове кафе

niche [niːʃ] ніша

department store – універмаг

to blur [blɜː(r)] стиратися, розмиватися

bartender ['bɑːtendə(r)] бармен

food and beverage server (syn. waiter) – офіціант

extensive knowledge [ɪk'stensɪv] поглиблене знання

responsible alcohol service – відповідальне ставлення до алкогольних напоїв

safe food handling – безпечне приготування та сервірування їжі

line cook – кухар, працівник нижчої ланки

to assemble [ə'sembəl] тут: підбирати

executive chef [ɪg'zekjətɪv ʃef] шеф-кухар

completion of food service administration [kəm'pliːʃn] завершення навчання за фахом «Технологія харчування»

corporate vice president ['kɔːpərət vaɪs 'prezɪdənt] корпоративний віце-президент





II. Read and translate the following text:

Food and Beverage Sector

The **food and beverage sector** is a major youth employer and a main training ground for many employees who are beginning their working careers. It is a very profitable tourism sector as it is a \$32 billion a year industry in Canada only.



The sector encompasses all types of establishments supplying food and beverages for consumption practically everywhere. Airlines, **ferries** and railways will usually provide some form of **catering outlets** which may include a cafeteria, self-service food selection area or a

restaurant with waitress service. Major resort areas and hotels provide a wider choice of catering facilities, ranging from fast food outlets (such as MacDonald's, Pizza Hut and other international chains) to restaurants providing various meals from different ethnic regions (such as Indian, Chinese, French and Italian food). There could also be cafeterias where **snacks** and meals can be **purchased** plus bars and coffee shops. Even large **shopping malls** and **sporting venues** provide catering outlets for the convenience of participants and spectators.



As changes occur in **consumer preferences**, and competition increases, the food and beverage industry becomes increasingly **sophisticated** in the way it handles management and corporate strategies. Many restaurants, especially chains, are **diversifying**, coming out with their own **retail product lines**. **Specialty cafés** market their products to airlines and offices. Food and beverage chains have found a **niche** in bookstores, **department stores** and in casinos. As the lines between traditional food

and beverage operations and other industries **blur**, employers and employees alike will have to continue to react to changing customer expectations with innovative ideas and responses.

Along with the diversity of outlets the food and beverage tourism sector offers multiple career opportunities. You can work as a **bartender**, waiter or server (wine / **food and beverage server**). These professions require good communication skills, a professional appearance and attitude, excellent customer service skills, time management skills, and **extensive knowledge** of the menu.



Courses in bartending, **responsible alcohol service**, and **safe food handlings** are often necessary.

If you want to work in a kitchen – you may start with a kitchen helper, cook's helper, a dishwasher (pot washer) who generally clean and sanitize kitchen equipment, assist in basic food preparation in kitchens. These positions give you the opportunity to learn about kitchen and restaurant operations as well as the opportunity to work with and learn from chefs. There are different kinds of chefs starting with **line cooks** who prepare and **assemble** hot and cold food, to **executive chefs**, who oversee food preparation and cooking activities in a facility or for a restaurant chain, research and respond to trends in the food industry, plan and write menus, manage finances and supervise kitchen operations.

There are also multiple management and supervisory positions, which require **completion of food service administration** or hotel & restaurant management course. They include a position of a beverage manager, food production manager, food service manager, kitchen manager, nightclub manager, restaurant manager etc. Executive positions in the sector include **corporate vice president**, nightclub owner, restaurant chain manager, senior administrator/executive director of institution.



III. Make up your own 10 questions to the text and ask your fellow students to answer them. Make up 3 general, 4 special, and 3 alternative questions.

Phonetic exercise



IV. Put the words in the correct groups below according to their stress pattern:

■	■ ■	■ ■ ■	■ ■ ■
<i>food</i>	<i>outlet</i>	<i>beverage</i>	<i>encompass</i>

Server, bartending, Italian, dishwasher, kitchen, work, customer, chain, different, menu, finance, manage, industry, line, excellent, alcohol, service, spectator, selection, profession, training, tourism, sector, knowledge, time, equipment, office

Vocabulary exercises



V. Give Ukrainian equivalents of the following:

major youth employer, establishments supplying food and beverages for consumption, self-service food selection area, fast food outlet, international chain, to market products, to find a niche in, changing customer expectations, excellent customer service skills, time management skills, extensive knowledge of the menu, to sanitize kitchen equipment, to oversee food preparation and cooking activities, nightclub owner, restaurant chain manager, senior administrator/executive director of institution



VI. Give English equivalents of the following:

дуже прибутковий сектор, включати всі види закладів, заклад громадського харчування, ресторан з обслуговуванням офіціантами, торговий центр, для зручності учасників та глядачів, відбуваються зміни вподобань споживачів, стираються кордони, працівники та роботодавці, різноманіття закладів, безліч можливостей працевлаштування, хороші комунікативні навички, професійний вигляд та відношення, помічник на кухні, помічник кухаря, посудомийка



VII. Match the following synonyms:

A: multiple, employee, career, server, provide, extensive, outlet

B: broad, profession, worker, supply, institution, waiter, numerous



VIII. Substitute the underlined words with corresponding antonyms from the text:

1. Our minor task is starting a career in a good restaurant. (m_ _ _ _) 2. There are few career possibilities in the food and beverage sector. (m_ _ _ _ _ _ _) 3. Some restaurant chains produce their own wholesale product lines. (r_ _ _ _ _) 4. Food and beverage outlets continue to react to changeless customer expectations. (c_ _ _ _ _ _ _ _) 5. Because of changes in consumer preferences, competition constantly decreases. (i_ _ _ _ _ _ _ _) 6. Food and beverage industry becomes increasingly simple. (s_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _)



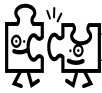
IX. Match the definition to the defined word:

Fast food	a small restaurant, often in a store, hotel, etc, where coffee, tea, other drinks without alcohol and simple food are served
Cafeteria	a place where you can buy and drink alcoholic and other drinks
Coffee shop	a group of restaurants owned by the same company
Bar	hot food, such as hamburgers and chips/fries, that is served very quickly and can be taken away to be eaten in the street
Restaurant chain	a place where you can buy and eat a meal
Restaurant	a restaurant where you choose and pay for your meal at a counter and carry it to a table



X. Give an example of a bar, cafeteria, coffee shop, restaurant, restaurant chain, fast food outlet in your city:

e.g. There is a nice restaurant “Maestro” in the center of the city.



XI. Make up collocations and find sentences in which they are used in the text:

food and beverage	preferences
product	sector
fast food	outlet
consumer	store
department	line
wine	server



XII. Put questions to the words in bold:

1. Major resort areas and hotels provide **a wide choice of catering facilities**. 2. A kitchen helper works **in a kitchen**. 3. **As the lines between traditional food and beverage operations and other industries blur**, employers and employees alike will have to continue to react to changing customer expectations. 4. **Executive chefs** oversee food preparation and cooking activities. 5. Catering establishments supply food and beverages for consumption **practically everywhere**.



XIII. Choose the right word from the list to fill in the gaps:

fast food, cookbook, recipe, dish, menu, take-away, bill, ingredients, service, waiter, tip, dessert, bar, lounge, restaurant, order

I really hate _____. I prefer to go to a good _____ that serves everything, including the _____, using the best _____. Sometimes, I like to _____ something that I have tried at home. First, I look up the _____ in the _____ and then I cook the _____. Next, I go to the restaurant, and when the _____ comes to my table I ask for the _____ and order what I have already cooked at home! Sometimes, I like to go out for a _____. You can have a drink in either a _____ or a _____, which are usually nicer. At the end of the evening, it's time to ask for the _____ and, usually, if the _____ has been good, it's a good idea to leave a 15%-20% tip.



XIV. Translate into English:

1. Сектор харчування є дуже прибутковим сектором туризму. 2. Існує широкий вибір закладів громадського харчування, починаючи від закладів швидкого харчування (наприклад, Макдональдс, Pizza Hut та інших міжнародних мереж) до ресторанів, які пропонують різноманітні страви різних етнічних регіонів (наприклад, індійської, китайської, французької та італійської кухні). 3. Зростання конкуренції та зміна споживчих вподобань призводить до ускладнення стратегій управління, необхідності постійно реагувати інноваційними ідеями на мінливі очікування клієнтів. 4. Деякі ресторани навіть розробляють власні лінії роздрібних товарів. 5. Для роботи офіціанта чи бармена потрібні хороші навички спілкування, професійний зовнішній вигляд і відношення, відмінні навички обслуговування клієнтів, навички тайм-менеджменту, а також поглиблене знання меню.

Speaking exercises



XV. Read this dialogue:

Waiter: Hello, Can I help you?

Kim: Yes, I'd like to have some lunch.

Waiter: Would you like a starter?

Kim: Yes, I'd like a bowl of chicken soup, please.

Waiter: And what would you like for a main course?

Kim: I'd like a grilled cheese sandwich.

Waiter: Would you like anything to drink?

Kim: Yes, I'd like a glass of Coke, please.

Waiter... After Kim has her lunch.: Can I bring you anything else?

Kim: No thank you. Just the bill.

Waiter: Certainly.

Kim: I don't have my glasses. How much is the lunch?

Waiter: That's \$6.75.

Kim: Here you are. Thank you very much.

Waiter: You're welcome. Have a good day.

Kim: Thank you, the same to you.

Now use this menu to make up similar dialogues and to practice ordering food in a restaurant:

Joe's Restaurant

Starters

Chicken Soup \$2.50

Salad \$3.25

Sandwiches - Main Course

Ham and cheese \$3.50

Tuna \$3.00

Vegetarian \$4.00

Grilled Cheese \$2.50

Piece of Pizza \$2.50

Cheeseburger \$4.50

Hamburger deluxe \$5.00

Spaghetti \$5.50

Drinks

Coffee \$1.25

Tea \$1.25

Soft Drinks - Coke, Sprite, Root Beer, etc. \$1.75



XVI. Match the necessary response to every question asked by the food server / customers in the following dialogue:

- Hi, I'm your server. How are you today?

- Do you have a reservation?

- Under what name was the table reserved?

- How many in your party?

- Would you like a table in the smoking or non-smoking sector?

- Here's your menu.

- Would you like to order something to drink?

- How long do we have to wait?

- a. Yes, we do
- b. Four.
- c. Smith.
- d. Thank you.
- e. Fine, thanks.
- f. It'll be just a few minutes.
- g. Sure. I'll have some beer.
- h. Non-smoking, please.



XVII. Match the items on the right with the items on the left to complete the sentences:

- | | |
|----------------------------------|----------------------------------|
| 1. We've been waiting for | a. a long while ago! |
| 2. This steak is well-done. | b. is cold. |
| 3. I ordered a garden salad, | c. I want it rare. |
| 4. I thought the drinks were | d. not Greek salad. |
| 5. There seems to be | e. on the house. |
| 6. Excuse me, this soup | f. a mistake on this bill. |
| 7. I can't eat this. | g. our food for over 30 minutes. |
| 8. I'd like to speak | h. It's too spicy! |
| 9. I've asked for an extra knife | i. with your manager. |

 **XVIII. Provide your own answer to every question asked by the waiter:**

➤ May I take your order?

e.g. We are not ready to order yet / I haven't decided yet / Yes, we are ready to order / Yes, please

➤ How would you like your steak?

➤ What kind of potatoes would you like? Mashed, baked, or French fries?

➤ Would you like soup or salad with that?

➤ What kind of dressing would you like for your salad?

➤ Would you like to order some wine to go with that?

What would you like to drink?

 **XIX. Provide your own answer to every question asked by the client:**

✓ Can you take our orders now? _____

✓ What's the soup of the day? _____

✓ What's the special of the day? _____

✓ What do you recommend? _____

✓ Does the steak come with a salad? _____

✓ What's in this dish? _____

 **XX. Fill in the missing phrases into the following dialogues:**

DIALOGUE 1.

A: Hi, _____?

B: Fine, thanks.

A: Good. My name is Steve. I'll be your _____. Would you like to _____?

B: Sure. I'll have a beer.

A: OK. I'll be right back with _____.

DIALOGUE 2.

A: _____?

B: Yes, I'm ready.

A: Good. What would you like?

B: Does the steak _____ a salad?

A: Yes, it comes with a garden salad.

B: _____ the steak, then.

A: _____?

B: Medium, please.

A: _____ Baked or French fries?

B: Baked, please.

A: And _____ for your salad?

B: Italian, please.

A: _____?

B: Just water, please.

A: OK. _____?

B: Yes, that'll be all for now.



XXI. Imagine one of the following situations. How would you respond to these complaints?

❖ **Complaining about the service:**

- ✓ When will our table be ready? We've been here for over 30 minutes.
- ✓ We've been waiting for our food for over 30 minutes.
- ✓ I've asked for a glass of water quite a while ago.
- ✓ May I speak with your manager, please?
- ✓ I'd like to speak with your manager.

❖ **Complaining about the food:**

- ✓ Excuse me, this soup is cold.
- ✓ This meat is too tough/overcooked.
- ✓ This meat is not fresh.
- ✓ This steak is rare. I want it well-done.
- ✓ There is a fly in my soup!
- ✓ I can't eat this. It's too salty!
- ✓ I ordered baked potato, not French fries.
- ✓ I didn't order this.



❖ **Complaining about the bill:**

- ✓ There's something wrong with our bill. We didn't order any wine.
- ✓ There seems to be a mistake on this bill.
- ✓ I thought the dessert was on the house. (on the house=free; paid by the restaurant)



XXII. Read and dramatize the following dialogue:

IN A RESTAURANT

(W: waiter C: customer M: Mary)

C: Excuse me

W: Yes, madam?

C: I'm ready to order now.

W: Oh, I'm sorry, I thought you were waiting for someone to join you.

C: Well, I was but she hasn't come and now I want to order

W: Certainly, what would you like?

C: I'll have a Caesar salad and a grilled fillet steak.

W: How would you like your steak cooked?

C: Medium, please

W: Would you like French fries with your steak?

C: Yes, please.



W: And would you like the salad as a starter or with your main course?

C: As a starter, please.....oh, just a minute. Hello Mary!

M: Sorry I'm late.

C: That's right. I've just ordered.

M: Oh, let me just look at the menu.

W: Please take your time. Would you like me to come back in a couple of minutes?

M: No, thanks. I'm just not hungry at all.



Reading exercises

XXIII. Read about Andrea Gill, a bartender in Dawson City, Yukon:

'I enjoy working with and meeting new people. At times people confide in you, however, at other times, like theme nights, it's like a social event. One thing it never is, is dull.'

Andrea Gill is a bartender in a Yukon hotel lounge. Her job can involve everything from concocting new drinks to handling intoxicated customers. In summer, she wears a can-can dress and feathers in her hair, helping to recreate the gold-rush era for the tourists. She also knows how to convert gold into cash, as gold is legal tender in the Yukon.

'Some things are definitely different in the Yukon. Others, like the standards and service, are the same anywhere. All of it gives me the chance to learn new things.'

Andrea began her tourism career in Victoria, where she took a two year high school tourism program. The courses gave her a head start in the industry and armed her with related credentials, such as a Foodsafe certificate. After graduating, she worked at a bakery at Butchart Gardens. This job kept her in constant touch with tourists. She then travelled to Australia, where she worked as a server.

Once back in Canada, her present job beckoned. *'We have lots of regulars here. I like to remember their names and what they like to drink. It makes a difference to them.'*

Andrea is currently completing her national certification as a Food and Beverage Server.



XXIV. Discuss the following:

- ❖ What are the responsibilities of a bartender?
- ❖ What are the advantages and disadvantages of this job?
- ❖ Would you like to become a bartender? Explain your thoughts.

Business Skills

How to Write an Effective Resume

A resume is a document which includes education, experience, skills, and accomplishments that is used to apply for jobs. Resume writing can seem like an intimidating task, but it's actually easier than you think. Your resume only has one job to do: It must pique the interest of your potential employer. That's it. It doesn't have to tell your life story and it doesn't have to answer every question a potential employer might have.

First, detail your background and previous experience. Take what you learned in business school and apply it to the job you seek. Emphasize relevant skills and related accomplishments.

If you have degrees, certifications, or specialized training, note it. Try to include any related unpaid work that you have done, such as internships. Whatever you do, don't list your hobbies unless they directly apply. Concentrate only on what demonstrates your value; leave everything else out. As you are writing, try not to use the same words over and over. Avoiding repetition will make your resume more exciting.

The following resume template can help you prepare your own perfect Resume:

Contact Information: The first section of your resume should include information on how the employer can contact you:

First Last Name

Street Address

City, State, Zip

Phone (Landline or Cell)

Email Address

Objective: Job title you are applying for.

Education: In the education section of your resume, list the colleges you attended, the degrees you attained, and any special awards and honors you earned.

College, Degree

Awards, Honors

Experience: This section of your resume includes your work history. List the companies you worked for, dates of employment, the positions you held and a bulleted list of responsibilities and achievements. If you have completed internships, it's fine to include them in the experience section of your resume. You can also list summer jobs.

Company #1, #2, etc.

City, State Dates Worked Job Title

Responsibilities / Achievements

Skills: Include skills related to the position / career field that you are applying for i.e. computer skills, language skills.

References available upon request.



XXV. Study the following restaurant manager resume sample and write your own resume for a position of a food and beverage server, bartender, kitchen helper, cook's helper, restaurant chef or any other tourism position:

Francis Williams

123 Main Street

San Francisco, CA

Home: 727-555-5555

Cell: 727-555-5556

Email: fwilliams@company.com

Objective: I seek a job of the restaurant manager in some well known restaurant where I can make use of my knowledge as well as expertise and skills in the field of hotel management for the profit of the restaurant.

Restaurant Management and Service Experience

2006 -Present NORDSTROM, San Francisco, CA

Food Services Manager

- Oversee operations of 250-seat facility averaging over \$10,000 daily sales;
- Schedule, motivate, and supervise staff of 25 full-time and part-time servers per shift.
- Monitor daily and monthly receipts and expenditures.

1999-2006 SHAKESPEARE'S TAVERN, London England

Assistant Manager

- Oversaw operations of 175-seat facility averaging over £2,000 daily food sales and £2,000 wine and alcohol sales.
- Supervised staff of 30 employees per shift.
- Monitored food costs, effectively communicated with chef and prep staff regarding costs.
- Prepared and submitted weekly, monthly and quarterly reports to owners.
- With chef, planned weekly menus.

Education

BS in Hospitality Management, 1999

Northern Arizona University

Additional Training & Certifications:

- Culinary Managers Program, 2011
- Five-Star Training, 2010, 2011

Additional skills and capabilities: strong oral and written communication skills; in-depth knowledge of adhering to business standards and procedures; possess a true desire to satisfy the requirements of others; superb attention to detail.

Languages: Bilingual French-English, fluent in German.

References available upon request.

Unit III. TOURISM SERVICES



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

government agency ['eidzənsi] урядове агентство

to market tourism products – впроваджувати на ринок туристичні товари

retail business ['ri:teɪl] підприємство роздрібної торгівлі

to promote a destination [prə'məʊt]] просувати напрямок (дестинацію)

valuable ['væljuəbl] дорогий

market research [rɪ'sɜ:tʃ] ринкове дослідження

to affect [ə'fekt] впливати на

to levy a tax ['levi] стягувати податок

to recognize ['rekəgnaɪz] визнавати

municipality [mju:ˌnɪsɪ'pæləti] муніципалітет (вибірний орган місцевого самоврядування)

chamber of commerce ['tʃeɪmbə(r)] ['kɒmɜ:s] торгова палата

to foster ['fɒstə(r)] сприяти

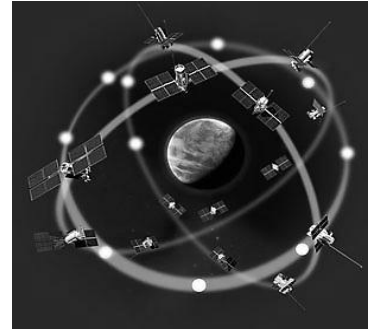
industry association [əˌsəʊʃi'eɪʃn] промислова асоціація

lobbying – лобіювання

essential [ɪ'senʃl] істотний

to generate ['dʒenəreɪt] створювати

decision-making – прийняття рішення



II. Read and translate the following text:

Tourism Services

The tourism services sector is made up of the organizations, associations, **government agencies** and



companies that specialize in serving the needs of the tourism industry as a whole rather than the needs of travellers specifically. Those working in tourism services include people who research tourism trends, advertise and **market tourism products**, educate or inform others about tourism, and those who distribute general tourism information, like statistics. **Retail businesses** that benefit from tourism and travel also fall into this sector.

There are several areas that make up this sector.

Government organizations encourage business by providing money, information and services. For example, governments collect **valuable market research** and market or **promote destinations**.

I'M FROM THE
GOVERNMENT,
I'M HERE
TO HELP



Government policies also **affect** tourism indirectly. Building a new airport, expanding a park system, improving a highway, **levying a**

hotel tax: these actions impact one or all of the tourism sectors. Government focuses on promoting its country as a tourist destination to international markets. Each province and territory has its own ministry, department or agency of tourism that **recognizes** the value of tourism and supports its growth. This office often works with **municipalities**, tourism associations or **chambers of commerce** to achieve regional goals, strengthening and diversifying the tourism products and services available, and **fostering** marketing, research and promotional activities.

Industry associations have been established to serve either the entire industry or specific sectors. Some **industry associations** focus on marketing. Other associations focus on education, training and professional development of those working in the tourism industry. There are also associations that concentrate on **lobbying** or advocacy.

Marketing Services Marketing is the promotion by an organization of the various services it has available for the purpose of attracting customers. Due to the amount of competition, consumers have a large variety of products and services from

which to choose. Marketing is of primary importance to tourism, and many organizations have specialized marketing staff and services.

Researchers and analysts can be found in many government tourism departments, and at market research firms. Market research is **essential** in order to make informed plans and decisions. Information collected may be about an organization's own market and/or about competitors' markets. The reports that are **generated** from this research are useful in planning and **decision-making**. They measure the impact of tourism on the economy and find out what tourism consumers need and expect.



Retail businesses that benefit from tourism revenue are also part of the tourism services sector. Travellers who shop for the socks they forgot at home, or who get a haircut while travelling, contribute dollars to the local economy. As the World Tourism Organization defines tourism simply as the activities of those who travel outside their usual environments, this broad definition means that many businesses benefit from tourism dollars every day. Any businesses that are retail in nature are part of the tourism services sector.



III. Answer the following questions to the text:

1. What is the tourism services sector is made up of?
2. What do those working in tourism services do?
3. How can government help or affect tourism directly and indirectly?
4. What types of industry associations do you know?
5. Why are marketing services so important to tourism?
6. What do researchers and analysts in government tourism departments and at market research firms do?
7. How do retail businesses benefit from tourism revenue?
8. How do they help this industry?

9. How does the World Tourism Organization define tourism?

Phonetic exercise



IV. Put the words in the correct groups below according to their stress pattern:

■	■ ■	■ ■ ■	■ ■ ■
<i>part</i>	<i>service</i>	<i>various</i>	<i>importance</i>

sector, business, focus, establish, market, staff, collected, firm, measure, impact, dollar, get, local, industry, fostering, product, commerce, value, general, impact, travel, trend, general, highway, new, airport, park, system, make, plan

Vocabulary exercises



V. Give Ukrainian equivalents of the following:

government agency; to collect valuable market research; to levy a hotel tax; to support tourism growth; to achieve regional goals; to foster marketing, research and promotional activities; specialized marketing staff and services; government tourism departments; information collected; planning and decision-making; to measure the impact of tourism on the economy; to benefit from tourism revenue



VI. Give English equivalents of the following:

Сектор туристичних послуг; досліджувати туристичні бренди; рекламувати та впроваджувати на ринок туристичні товари; розповсюджувати загальну інформацію про туризм; розширення паркової системи; поліпшувати шосе; визнавати важливість туризму; утворювати промислову асоціацію; підвищення кваліфікації осіб, що працюють в індустрії туризму; лобювання та захист; дослідники й аналітики; вкладати долари у місцеву економіку; виїжджати за межі свого звичного середовища



VII. Match the definition with the defined word:

promotion	a group of local business people who work together to help business and trade in a particular town
------------------	--

lobbying	the group of people who are responsible for controlling a country or a state
government	an organized attempt by a group of people to influence politicians on a particular issue
chamber of commerce	a person whose job involves examining facts or materials in order to give an opinion on them
analyst	activities done in order to increase the sales of a product or service; a set of advertisements for a particular product or service



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

research, tax, services, park, local, goal, commerce, government

tourism _____ agency
 chamber of _____ regional _____
 _____ economy market _____
 _____ system hotel _____



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

- Government actions impact one or all of the tourism segments (a_ _ _ _) (s_ _ _ _ _).
- Market study is crucial for tourism products promotion (r_ _ _ _ _) (e_ _ _ _ _).
- Tourists like to travel outside their customary environments (u_ _ _).
- By charging a hotel tax government influences the country's tourism industry a lot (l_ _ _ _ _) (i_ _ _ _ _).
- Marketing purpose is drawing clients to a company (a_ _ _ _ _) (c_ _ _ _ _).
- Tourism services employees include people who investigate tourism tendencies, promote and market tourism products (r_ _ _ _ _) (t_ _ _ _) (a_ _ _ _ _).



X. Put questions to the italicized part of the sentence:

1. Industry associations have been established **to serve either the entire industry or specific sectors**. 2. **Researchers and analysts** collect information about an organization's own market and/or about competitors' markets. 3. **Each** province and territory has its own ministry, department or agency of tourism. 4. Retail businesses **contribute dollars to the local economy**. 5. The World Tourism Organization defines tourism **simply as the activities of those who travel outside their usual environments**.



XI. Translate into English:

1. Люди, які працюють у секторі туристичних послуг, досліджують туристичні бренди, просувають та впроваджують на ринок туристичні продукти, збирають статистичні дані про туристичні послуги та навчають і інформують інших про туризм. 2. Урядові агенції допомагають туристичній промисловості шляхом надання фінансів, розповсюдження інформації про промисловість та популярні дестинації та за допомогою надання різноманітних послуг. 3. Магазини, які є підприємствами роздрібною торгівлі, отримують користь від туризму, оскільки туристи витрачають багато грошей на різноманітні покупки. 4. Особливо важливими для туристичної промисловості є маркетингові послуги, завдяки яким відбувається просування туристичних продуктів. 5. Дослідники й аналітики також допомагають туризму зростати й розвиватись, оскільки збирають різноманітну інформацію про той чи інший туристичний продукт, чи про розвиток промисловості в цілому.

Speaking exercises



XII. Read the following quotations and answer the questions below:

Ihor Ostash, a Verhovna Rada deputy, describes Ukraine's international image as **“relatively negative rather than positive”**. Martin Edmonds, a director of British Defence and International Security Research Centre says **‘Ukraine effectively has no image at all, simply because of a total lack of information or awareness’**.

James Sherr, British Conflict Research Centre, says ‘**the image is overwhelmingly negative**’.

- ❖ What are the reasons for such opinions? (*Corruption, irresponsibility and incompetence of government officials; non-transparency of authorities; instability of legislation... - provide your own reasons!!!*)
- ❖ How does the country’s negative image influence its tourism industry?
- ❖ How can our government form a positive international image for Ukraine? (*better promotion of Ukraine’s positive points; improve the economy... - provide your own methods!!!*) How will it affect income from international visitors?
- ❖ When do you think a positive international image for our country will be shaped?
- ❖ How would you promote a positive international image for Ukraine?



Reading exercises

XIII. Read about the tourist / visitor information counsellors:

Tourist / Visitor Information Counsellor

Tourist/ visitor information counsellors are an important link between the visitor and the service providers. They work at visitor information centers, government offices or at association offices, and provide answers to questions about the area, history, attractions and weather. Much of their time is spent talking to guests.

Main Duties:

- answer questions and provide information specific to region or site
- distribute promotional materials
- promote tourism products
- encourage new and return visits
- gather information and develop new resources
- perform administrative tasks
- may also stock and sell merchandise and handle cash transactions

Experience/Skills Tourism/visitor information counsellors require excellent communication skills and good customer service skills. Knowledge of attractions,

events and the local area is also required. Other useful abilities are research and recording skills, sales and cash handling skills, inventory and administrative skills, and time management.



XIV. Make a list of skills and personal qualities that a tourist/visitor information counsellor needs. Discuss with your partner, which qualities you already have and which need improvement

XV. Can you name any tourist information center in your city? What information does it provide about local attractions?



XVI. Role-play the following dialogue:

AT THE INFORMATION OFFICE

(I: information officer V: visitor)

I: Hello, can I help you?

V: Yes, it's Saturday and all the shops are closed. When are they opened?

I : Well, on Saturdays the stores are opened from about 9 am, and they all close at 4 pm. It's 4.30 now, so that's why they are closed.

V : Oh I see! What about tomorrow? Are they closed Sundays as well?

I: Yes I'm afraid so, but on weekdays most stores are opened from about 9 am until 8 pm.

V: It's a pity I'm leaving on Monday!



XVII. Think about some other problems a tourist/visitor information counsellor may solve. Make up your own dialogue according to your own or one of the following situations:

- ✓ You're on a business trip to Berlin and have some time to go sightseeing. Contact the tourist information center/ office for some info.
- ✓ You're in Paris and have just understood that you've forgotten your sunglasses in one of the shops you visited. Find out if there is a lost things bureau in the city.

Business Skills

Writing a CV

Curriculum vitae (CV) provides an overview of a person's experience and other qualifications. It differs from a resume, however. While resume is brief and concise - no more than a page or two, a curriculum vitae is a longer (at least two pages) and more detailed synopsis.

Curriculum vitae includes a summary of your educational and academic backgrounds as well as teaching and research experience, publications, presentations, awards, honors and other details. In Europe, the Middle East, Africa, or Asia, employers may expect to receive a curriculum vitae.

In the United States, a curriculum vitae is used primarily when applying for academic, education, scientific or research positions. It is also applicable when applying for fellowships or grants.



XVIII. Study the following CV sample for a position of a tourism officer:

Naomi Hughes

2927 Coffman Alley

Lebanon, KY40033

(333)-692-3452

n.hughes@emailaddress.com

Job Objective: To obtain a Tourism Officer position with organization where challenges and opportunities make way for career development.

Highlights of Qualifications:

Huge knowledge of the tourism industry

Strong leadership, strategic, conceptual and analytic skills

Excellent customer service and budget management skills

Good PR and marketing skills

Ability to prepare clear, concise materials, strategies and plans

Ability to build effective partnerships and networks

Ability to implement and measure the outcomes of innovative initiatives

Professional Experience:

Tourism Officer

Hyatt, Lebanon, KY

August 2005 - Present

Developed promotional literature and promoted existing tourist attractions through advertising campaigns.

Researched existing tourist attractions and collected customer feedback for improvements.

Developed potential new tourist attractions.

Attracted business conventions and conferences to the area.

Encouraged the development of new jobs within the tourism sector.

Tourism Officer

AGCAS, Lebanon, KY

May 2000 - July 2005

Produced tourist information copy for tourism guides and newsletters.

Organized special and seasonal events and festivals.

Devised and planned tours, and arranged itineraries.

Managed staff, budgets and staff training needs.

Provided funding and business advice support.

Developed e-tourism platforms, including websites, and constructing business databases.

Education:

Bachelor's Degree in Tourism

Daemen College, Amherst, NY

Skills Summary

- Highly creative and goal oriented.

- Hard working and dedicated.
- Well organized and capable of managing multiple projects and meeting deadlines.
- Excellent time management skills.

Languages

Italian - Conversational

French - Conversational

Hobbies / Interests

Travel and learning about regional sights and tourism promotional techniques all around the world.

Additional Certificates

- Nov 2001 First Aid Certificate
 St Johns Ambulance Service
- Feb 2006 Driving License

References

References available on request



XIX. Write your own CV for any tourism position, as if you have 10 years of experience in the field, necessary education and related certificates and as if you have already changed at least 3 positions.

Unit IV. TOURIST INFORMATION CENTER



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

Tourist Information Center – туристично-інформаційний центр

variety [və'raɪəti] різноманіття

terminus, pl. termini ['tɜːmɪnəs] ['tɜːmɪnaɪ]

вокзал

to represent [ˌreprɪ'zent] представляти, репрезентувати

location [ləʊ'keɪʃn] місцеположення

physical location ['fɪzɪkl] фізичний заклад

to tour [tuə(r)], [tʊ:(r)] подорожувати

landmark – пам'ятник архітектури, споруда історичного значення

to provide information – надавати інформацію

trail map [treɪl] карта стежок (доріжок)

camp site – місцезнаходження табору

restroom – туалет

in-depth – поглиблений, ґрунтовний

educational exhibit [ɪg'zɪbɪt] ознайомча

виставка

artifact display – виставка (показ) артефактів

guided tour – екскурсія

lodging – житло, помешкання

port of entry – в'їзний пункт

chamber of commerce ['tʃeɪmbə(r)] торгова палата

leaflet ['liːflət] листівка

brochure ['brɔʃə(r)] брошура

entertainment venue ['venjuː] розважальний центр



listing – список

accommodation provider – організація, що забезпечує розміщення

interactive information display – інтерактивний інформаційний дисплей

scenic walk or drive ['si:nɪk] пішохідна прогулянка чи прогулянка в автомобілі

по мальовничій місцевості

car rental ['rentl] прокат авто

nationwide [ˌneɪʃn'waɪd] загальнонаціональна

network ['netwɜ:k] мережа

local authorities [ɔ:'θɒrəti] місцеві органи влади

officer – службовець, чиновник

accurate ['ækjərət] точний

comprehensive [ˌkɒmpri'hensɪv] всебічний,

повний, зрозумілий

statistical data analysis ['deɪtə ə'næləsɪs] аналіз

статистичних даних

to conduct an analysis [kən'dʌkt] проводити

дослідження

tourist flow [fləʊ] наплив туристів



II. Read and translate the following text:

Tourist Information Center

Tourist information comes in a **variety** of forms, but the two most important are probably Tourist Information Centers (TICs) and websites.

TICs are found in city centers, major resorts, and transport **termini**. Tourist information offices, which may be smaller than TICs, are also found in smaller towns and rural areas. They may be also called visitor centers or centres (British English), visitor information centers and **represent**



physical locations that provide tourist information to the visitors who **tour** the place or area.

A visitor center is usually located at a specific attraction or place of interest, such as a **landmark**, national or state park, **providing information** (such as **trail maps, camp sites**, staff contact, **restrooms**, etc.) and **in-depth educational exhibits** and **artifact displays** (for example, about natural or cultural history). Often a film or other media display is used. If the site has **guided tours**, the visitor center is often the place where these are coordinated.

A tourist information center provides visitors to a location with information on the area's attractions, **lodgings**, maps, and other items relevant to tourism. Often these centers are operated at the airport or other **port of entry** by the local government or **chamber of commerce**. Inside the TIC there will be displays of **leaflets** and **brochures** on local attractions, **entertainment venues** and events, transport information such as timetables and schedules, and **listings** of **accommodation providers**. Many TICs have touch screen facilities and **interactive information displays**, as well as trained staff.

Staff will be expected to provide information on a range of areas – such as which restaurant provides a high chair for a baby, the best place for a **scenic walk or drive**, how to get to local sights, and where the nearest toilets are. Some TICs will have an accommodation booking service, including booking accommodation at the next destination for tourists who are travelling around the region. They may also be able to reserve theatre tickets, arrange **car rental**, book an excursion or a guide, change currency and even make an emergency dental appointment.

In the United Kingdom, there is a **nationwide network** of Tourist Information Centres run by the British Tourist Authority (BTA), represented online by the VisitBritain website and public relations organization. Other TICs are run by **local authorities** or through private organizations in association with BTA. There is a TIC in every big city of Ukraine as well. The first TIC in the western region was created in Lviv in 2000 at the Lviv Tourism Association. It is located in the City Hall (City Hall). Its **officers** offer professional information services to tourists and tourism

organizations. They provide **accurate**, reliable **comprehensive** information for tourists visiting Lviv; distribute leaflets about the best restaurants, cafes, bars, entertainment venues and all the other exciting attractions in Lviv, as well as collection of information about the tourism industry (**statistical data analysis**, etc.) **conduct an analysis of tourist flows** and market research.

To work in a TIC, a pleasant and helpful personality is essential. You should have a good telephone manner, be able to work with computers, and have good written skills. Knowledge of one or more foreign languages is also very useful as a tourist information officer / counsellor deals with foreigners on a daily basis.



III. Answer the following questions to the text:

1. How many ways of presenting information are mentioned in the text?
2. What services are mentioned?
3. What skills are important if you work in a TIC?
4. Can a website provide the same services as a TIC?
5. What are the relative advantages and disadvantages of TICs and websites as sources of information for tourists and visitors?
6. Where can you find a TIC?
7. Who are TICs run by?
8. Have you ever visited a TIC?

Phonetic exercises



IV. Mind the following words pronunciation:

organization	[,ɔ:gənəɪ'zeɪʃn] – <i>British English</i> [ɔ:rgənə'zeɪʃn] – <i>American English</i>
authority	[ɔ:'θɒrəti][ə'θɔ:rəti] – <i>British English</i> [ə'θɑ:rəti] – <i>American English</i>
analysis	[ə'næləsis] – <i>British English</i> [ə'næləsi:z] – <i>American English</i>
schedule	['ʃedju:l] – <i>British English</i> ['skedʒu:l] – <i>American English</i>



V. Read the following sentence first using British, then American English pronunciation:

Our analysis will influence every organization's schedule of authority.



Vocabulary exercises

VI. Give Ukrainian equivalents of the following:

major resorts, and transport termini; visitors who tour the place or area; located at a specific attraction or place of interest; in-depth educational exhibit; to coordinate guided tours; operated by the local government or chamber of commerce; at the airport or other port of entry; touch screen facilities and interactive information displays; to reserve theatre tickets; to arrange car rental; to book an excursion or a guide; to change currency; to make an emergency dental appointment; to conduct an analysis of tourist flows and market research



VII. Give English equivalents of the following:

надходити у вигляді різних форм; туристично-інформаційний центр; у менших містах та сільській місцевості; надавати інформацію відвідувачам; пам'ятник архітектури; карта стежок (доріжок); місцезнаходження табору; туалет; виставка (показ) артефактів; виставка листівок та брошур місцевих атракціонів, розважальних центрів та подій; інформація про розклади; список організацій, які забезпечують розміщення; надавати високий стільчик для дитини; найкраще місце для пішохідної прогулянки чи прогулянки в автомобілі по мальовничій місцевості; загальнонаціональна мережа туристично-інформаційних центрів; ратуша; вміти працювати з комп'ютером; мати хороші навички писемного мовлення; службовець / консультант туристично-інформаційного центру



VIII. Match and learn the synonyms:

A: major, located, map, to reserve, leaflet, toilet, display, venue, accommodation, in-depth, screen, excursion, timetable, visitor information center, to provide, track

B: restroom, situated, tour, site, profound, display, exhibition, to book, chart, lodging, main, brochure, to supply, tourist information center, trail, schedule



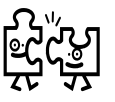
IX. Substitute underlined words with synonyms from the previous exercise:

1. Some of the major Ukrainian attractions are situated in Kiev. 2. Tourist information officers provide leaflets, offer info about entertainment venues, accommodation, restrooms, etc. 3. Last year we visited a tourist information center to view an in-depth educational exhibit. 4. Can you please provide us with local bus routes and schedules? 5. You can view some local attractions and book accommodation at the nearest TIC. 6. Here is a map of all trails. 7. We'd like to order a tour about the city center.



X. Look at the following information types. Which of the headings (a-i) from a tourist information website will give information on:

- | | |
|--------------------------|--------------------------------|
| 1 accommodation? | a What's on |
| 2 events? | b Walks and tours |
| 3 attractions? | c Book-a-bed-ahead |
| 4 children's activities? | d This month's featured events |
| 5 transport? | e Places to visit |
| 6 guided tours? | f Emergency health care |
| 7 emergencies? | g Places to stay |
| | h Family fun |
| | i Getting about |



XI. Put the tourist destinations in the correct columns. You can put some in more than one column:

art gallery, B&B, beach, café,
campsite, castle, hotel, lake,
mountains, museum, palace, park

Somewhere to stay	Somewhere to eat	Somewhere to relax	Somewhere for children	Somewhere to see art	Somewhere to see historical things



XII. Fill in the gaps with the following prepositions:

on about by for from at about to

1. It's open ____ 10am ____ 5pm.
2. A ticket costs ____ 25 euros.
3. You can book online ____ www.tickets.com.
4. I can make a reservation ____ you.
5. It's cheaper to go ____ bus.
6. It'll take you ____ ten minutes ____ foot.



XIII. Translate into English:

1. Туристично-інформаційні центри, як правило, розташовані у визначних місцях, таких як пам'ятки архітектури, національні чи державні парки, або ж в аеропортах, на вокзалах чи інших місцях в'їзду туристів. 2. Вони надають інформацію для туристів, наприклад, карти треків, місцезнаходження таборів, контакти співробітників, туалети і т.д.) 3. Деякі ТІЦ мають службу бронювання номерів, в тому числі бронювання проживання в наступному пункті призначення туристів. 4. Працівники ТІЦ можуть також забронювати квитки в театр, орендувати автомобіль, замовити екскурсію, обміняти валюту і навіть домовитись про екстрений візит до стоматолога. 5. Вони також підкажуть, як проїхати до найближчого розважального центру і де знаходиться ресторан, який надає високий дитячий стільчик. 6. У туристично-інформаційному центрі повинні працювати приємні особистості, які радо допоможуть у будь-якій ситуації, вміють працювати з комп'ютером, матимуть хороші навички розмов по телефону та навички писемного мовлення.

Speaking exercises



XIV. Look at the following tourist information symbol. Where have you seen it? Where do you expect to see one?



XV. Put the lines of Tourist Information Centre conversation in the correct order. Then practice the dialogue. One person should be the Tourist Information Officer (TIO) and the other should be the visitor (V):

TIO:

V:

TIO:

V:

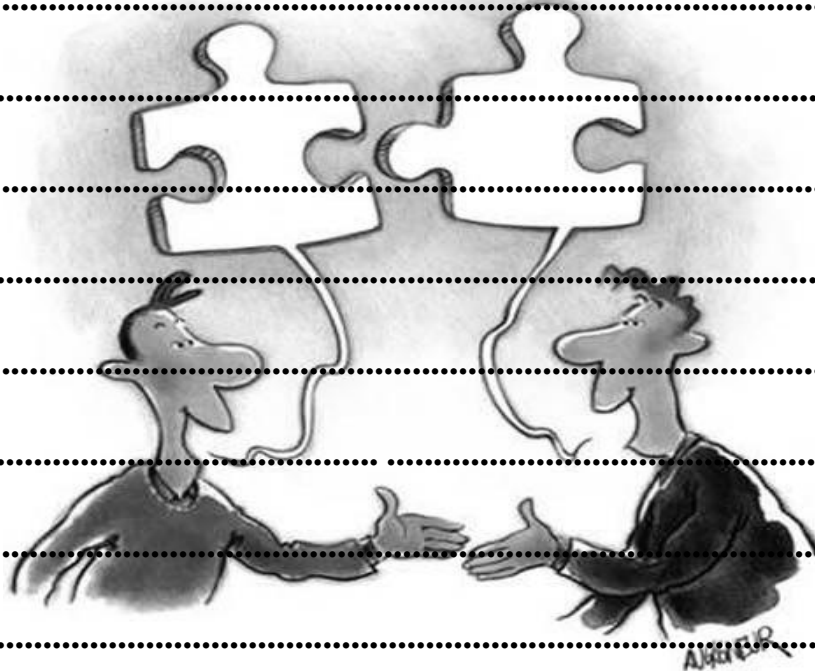
TIO:

V:

TIO:

V:

TIO:





What type of place are you looking for? _____

Yes, we're looking for somewhere to eat. _____

There's a very nice restaurant on Queen Street. Why don't you go there? _____

No, that's all, thanks. _____

Is there anything else I can help you with? _____

Have a good day. _____

Can I help you? _____

Somewhere that's not very expensive. _____

Ok. Thank you very much. We'll try. _____



XVI. Customers come in all shapes and sizes. Working in a Tourist Information Centre, you will meet very different people. Here are some customer types. Have you ever met such people? How would you deal with them?

- ❖ *The questioner*: asks a lot of questions even though they don't really need to know;
- ❖ *Straight to the point*: wants a clear simple answer to their query, and nothing extra;
- ❖ *Empty head*: not sure what they want to know, but they feel they ought to ask something;
- ❖ *The shy one*: wants help but won't ask for it;
- ❖ *Know-it-all*: wants to tell you how much they know;
- ❖ *The sponge*: fascinated by everything you have to say and absorbs all the information



How would you treat them?



XVII. Complete the Information sheet for your city or region or for the place where you are studying. You may invent any info you need:

Name of place:.....

Main tourist attractions (with price and opening times):.....

Transport (bus, tram, or metro opening hours):.....

Where to buy tickets:.....

Cost:.....

Airport, how to get there:.....

Places to relax:.....

Places to eat:.....

Nightlife:.....

Shopping:.....



Places for children:.....

Personal recommendation (your favourite place):.....

Split into two groups. Group A are Tourist Information Officers, group B are visitors. Make up dialogues according to the scheme:

Offering help	<ul style="list-style-type: none">• <i>Can I help you?</i>• <i>May I help you?</i>
Asking for more detail	<ul style="list-style-type: none">• <i>What type of place are you looking for?</i>• <i>Did you have anything in particular in mind?</i>
Making a suggestion	<ul style="list-style-type: none">• <i>Why don't you go there?</i>• <i>I can recommend it.</i>
Offering more help	<ul style="list-style-type: none">• <i>Is there anything else I can help you with?</i>• <i>Would you like any more information?</i>
Ending the conversation	<ul style="list-style-type: none">• <i>Have a good day.</i>• <i>I hope you enjoy (the meal).</i>

OXVIII. Role-play. "Excuse me, where is the train station...?" Study the following scenario and act out the situation in class:

Place: The market place in your town

Time: 2 o'clock in the afternoon

Characters: You and a foreign tourist

Situation: A foreign tourist stops you to ask for directions to the train station. They don't speak English very well

Scenes:

i) The tourist asks you for directions to the train station. You don't understand them well, but give them directions to the Tourist Information Centre, where they can get a map of the town.



ii) Later in the afternoon: you meet the tourist again. They can't find the Tourist Information Centre. You agree to go there with them.

iii) At the Tourist Information Centre you ask for train times for the tourist, but unfortunately they have now missed their train.

If there are three people in the group the third character could be:

- a) Someone who works at the Tourist Information Centre
- b) The tourist's friend or partner
- c) The mayor of your town



Reading exercises:

XIX. Read and dramatize the following dialogue:

In A Tourist Information Office

A: Good morning. Can I help you?

B: Yes, do you have a map of the city centre?

A: Yes madam, here you are.

B: We'd like to go to the history museum this morning. Is it far from here?

A: No, it's only about 5 minutes' walk.

B: Could you give us some directions?

A: Certainly madam. Turn left out of the hotel and continue for 250 metres until you arrive at a set of traffic lights. Turn right at the lights on to Museum Street. Continue down this street for a few minutes and you will see the history museum on the right hand side opposite the police station. It's clearly marked on the map.

B: And do you know the admission price for the museum?

A: It's £8.00 for adults.

B: Thank you. After the museum we'd like to go to the zoo. How do we get there?



A: I suggest you take the number 14 bus. It leaves every ten minutes from the bus stop in front of the museum and goes directly to the zoo. The bus journey is only about fifteen minutes.

B: How much is the bus fare?

A: One moment madam and I'll check.....It's £2.50 per person madam.


B: That's great. And can you recommend a good restaurant for this evening?

Not too expensive but good value for money.

A: Yes, of course. I recommend the White Hart Hotel on King Street. A main course will cost around £10.00 and it has a very nice atmosphere.

B: Thanks for your help.

A: You're welcome. Have a nice day.

 **XX. Match the words in A with their definitions in B. Use a dictionary to check your answers:**

A

1. traffic lights

2. admission price

3. journey

4. fare

5. main course

B

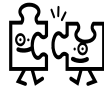
a. act of travelling from one place to another

b. most important part of a meal

c. road signals with green, orange and red lights

d. cost of entering a building or an event

e. money you pay to travel by bus, taxi, plane or train.

 **XXI. Choose the correct word in italics to make true sentences according to the dialogue:**

a) The tourist asks for a *postcard* / *map* of the city centre.

b) First of all, the tourist would like to visit the *science* / *history* museum.

c) Next they would like to go to the *zoo* / *fair*.

d) In the evening the tourist would like to go to a *restaurant* / *hotel*.

 **XXII. Complete the directions given to the tourist with the words below:**

right, map, left, traffic lights, station, down, turn, meters, marked, opposite

“Turn _____ out of the hotel and continue for 250 _____ until you arrive at a set of _____ . _____ right at the lights on to Museum Street. Continue _____ this street for a few minutes and you will see the history museum on the _____-hand side, _____ the police _____. It’s clearly _____ on the _____.”



XXIII. Complete the sentences below with the numbers from the dialogue:

- a) The history museum is only about a _____ minute walk.
- b) The admission price for the museum is £ _____.
- c) Bus number _____ goes to the zoo.
- d) The bus leaves every _____ minutes.
- e) The bus journey to the zoo is only _____ minutes.
- f) The bus fare is £ _____ per person.
- g) At the White Hart Hotel, a main course will cost around £ _____.

Business Skills

Why Writing a Covering Letter?

You never get a second chance to make a first impression, right? First impressions are always important. Well, when you apply for a job, most employers want to have 2 important documents from you:

- ✓ A CV or a resume
- ✓ A covering letter

Your CV and letter are usually the first impression that an employer has of you. And because an employer may have hundreds of job applications to consider, you have about 15 seconds to make sure that first impression is a good one.

Before even looking at your CV, an employer usually reads your covering letter. If it is badly-written, or untidy, or difficult to read, your CV will probably go into the nearest bin. If it is well-written, attractive, easy to read and persuasive, the employer will turn to your CV. It's that simple!

A covering letter is a short letter sent with another document - a CV/resume. It is called a covering letter (BE) or a cover letter (AE). Sometimes is also called a letter

of application. Your letter of application is a sales letter. The product it is selling is your CV.

The layout of a modern business letter in English is very simple. Your address is at the top, on the right or in the middle. The rest of the letter can be in 'block' format, with each line starting on the left. Try to keep the whole letter on one single page, with plenty of white space.

Here is the typical format for your covering letter:

1 Your address telephone - fax - email	
<p>Put your address + your telephone number, fax and/or email address at the top in the <u>centre</u> OR on the <u>right</u>.</p> <p>Do <u>NOT</u> put your name here.</p>	<p>1 Your address telephone fax email</p>
2 Date	<p>Do not write the date as numbers only, for two reasons:</p> <ol style="list-style-type: none"> 1. It can be considered too official and therefore impolite. 2. All-number dates are written differently in British English (31/12/99) and American English (12/31/99). This can lead to confusion.
3 Destination name and address	<p>This is the name of the person to whom you are writing, his/her job title, the company name and address. This should be the same as on the envelope.</p>
4 Reference	<p>This is the reference number or code given by the employer in their advertisement or previous letter. You write the employer's reference in the form: 'Your ref: 01234'. If you wish to include your own reference, you write: 'My ref: 56789'.</p>
5 Salutation (Dear...)	<p>A letter in English always begins with 'Dear...', even if you do not know the person. There are several possibilities:</p>

	<ul style="list-style-type: none"> • Dear Sir • Dear Madam • Dear Mr Smith • Dear Mrs Smith • Dear Miss Smith • Dear Ms Smith
6 Subject	The subject of your letter, which for a job application is normally the Job Title.
7 Body	The letter itself, in 3 to 6 paragraphs.
8 Ending (Yours...)	<ul style="list-style-type: none"> • Yours sincerely • Yours faithfully • Yours truly
9 Your signature	Sign in black or blue ink with a fountain pen.
10 Your name	Your first name and surname, for example: <ul style="list-style-type: none"> • Mary Smith • James Kennedy
11 (Your title)	If you are using company headed paper, write your Job Title here. If you are using personal paper, write nothing here.
12 Enclosures	Indicate that one or more documents are enclosed by writing 'Enc: 2' (for two documents, for example).



XXIV. Read the following sample of a covering letter:

4 Heart Street
Outbacksville NT 8989
T: (08) 888 888
M: 0499 999 999
E: fletcherc@email.com
17 April 2012

Philip Simons
Aussie Getaways
35 Flood St

Darwin NT 0800

Re: tourist information officer position

Dear Mr. Simons

I wish to apply for the position of a tourist information officer with Aussie Getaways as advertised in *The Northern Territory Daily* on the 11th of April, 2012.

During my seven years in the travel and tourism industry, I have worked across education, tour management and promotions. In my current position with Outback Adventures, I am responsible for leading tours of up to five days, catering to all customer needs, planning provisions and itineraries, giving educational talks and ensuring the overall safety and enjoyability of our clients' travel experience.

During my time as a student I have had a variety of part-time and vacation jobs, all of which have required me to work as part of a team and to deal directly with the public. I found my work at our local Tourist Information Office (2007-2008) particularly valuable in teaching me the importance of determining customers' needs and providing clear and accurate information in response to those needs.

In addition I possess a Senior First Aid Certificate, a driver's license, and speak Japanese, German and French. I also possess the energy, passion and knowledge to be an enthusiastic and responsible Tourist Information Officer, and I enjoy the opportunity to meet people of all ages and cultures, and to show them just how beautiful this country of ours is.

I will be available for interview at any time to your convenience. I look forward to hearing from you shortly and enclose my CV for your consideration.

Yours sincerely

Christine Fletcher

Christine Fletcher



XXV. Write your own covering letter for any tourism position you like.

Unit V. TRANSPORTATION SECTOR



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

to arrange [ə'reɪndʒ] організувати

transportation sector [ˌtrænsˈpɔːt'eɪʃn] сектор перевезень

due to [djuː] завдяки

advanced [əd'vɑːnst] високотехнологічний, прогресивний

vehicle ['viːəkl] транспортний засіб

low fares [feə] низькі тарифи

advent ['ædvent] виникнення

shrink [ʃrɪŋk] звужувати, зменшувати

accessibility [əkseɪə'bɪləti] досяжність

off-the-beaten-path - вдалині від прокладених стежок

transport mode - транспортний засіб

to ferry ['feri] перевозити

luxury ['lʌksəri] розкішний

cruise ship [kruːz] круїзний лайнер

to get around - пересуватись по, вздовж

duration [dju'reɪʃn] тривалість

to set the tone задавати тон

surrounding [sə'raʊndɪŋ] оточення, середовище

requirement [rɪ'kwaɪəmənt] вимога

feature ['fi:tʃə(r)] риса

freight [freɪt] вантаж, фрахт

freight and passenger traffic ['ræsɪndʒə(r)] перевезення, рух вантажу та пасажирів

to experience [ɪk'spɪəriəns] переживати

saturated ['sætʃəreɪtɪd] перенасичений



to commit [kə'mɪt] зобов'язувати
 passenger flow [fləʊ] потік пасажирів
 to undergo [ˌʌndə'ɡəʊ] зазнавати, витримувати
 renovation [ˌrenə'veɪʃn] реконструкція,
 оновлення
 to expand [ɪk'spænd] розширювати
 retail operation ['ri:teɪl] роздрібна діяльність
 obvious ['ɒbvɪəs] очевидний
 via ['vaɪə] за допомогою, через
 annually ['ænjʊəli] щорічно
 vacation [və'keɪʃn] відпочинок
 support industry [sə'pɔ:t] підтримуюча
 промисловість
 motor coach [kəʊtʃ] автобус
 rental company ['rentl 'kʌmpəni] компанія, яка займається прокатом
 shuttle bus ['ʃʌtl] приміський автобус
 marine-based [mə'reɪn] морський
 highway ['haɪweɪ] шосе, автомагістраль
 vessel ['vesl] судно, човен
 all-day trek похід на весь день
 bulk [bʌlk] об'ємний, великого розміру
 shipment ['ʃɪpmənt] вантаж, перевезення



II. Read and translate the following text:

Tourism was earlier defined as an industry that **arranges** movement, comfort and enjoyment of people. The 'movement' in this definition is provided by the **transportation sector**.

Tourism is all about travel and the role of transportation in its operation is vital. It is largely **due to** the improvement of transportation that tourism has expanded - **advanced vehicles** plus **low fares** have made travel to all corners of the world

possible. The **advent** of flight has **shrunk** the world, and the motor vehicle has increased **accessibility** of areas once considered **off-the-beaten-path**. Improvement in transportation and **transport modes** has brought tourism to a whole new level. Nowadays transportation links the various destinations, **ferries** people and goods and includes everything from direct, efficient air travel to **luxury cruise ships**.

Transportation in tourism is most often seen as just part of the tourism system which is in charge of bringing the tourists to the destinations, a means of **getting around** the place and leaving it once the **duration** of the trip is over. However, the transportation system of a destination plays a much bigger role. It does not only get people from here to there. Transportation experiences often **set the tone** for travel and leave impressions that can last a lifetime. Thus transportation is about making the journey pleasurable and efficient, with good service and comfortable **surroundings**.

Transportation modes are an essential component of transport systems since they are the means by which mobility is supported. According to the modes of transport the sector is divided into four categories: Air, Rail, Ground and Water. Each mode has its own **requirements** and **features**, and is adapted to serve the specific demands of **freight and passenger traffic**.

Among the different modes of transport, **air transport** has **experienced** the fastest growth. However, it must overcome the problem of its infrastructures becoming **saturated**. Every country is therefore **committed** to modernizing and adapting the infrastructure to increasing **passenger flows**, whilst also improving their rights and safety. As passenger traffic continues to increase, airports are **undergoing** major **renovations**, and are **expanding retail operations** and marketing efforts.

Rail transportation offers many advantages and is (for **obvious** reasons) used for domestic or inter-continental purposes. **Via** rail, every country's national passenger rail service carries millions of passengers **annually**. There are international and smaller regional railways that employ staff for positions from selling tickets to operating the train. Rail travel is a relaxed, scenic way to travel, and is becoming increasingly popular as a **vacation**, rather than only as a way to get to a vacation spot.

Ground Transport The majority of travellers use private vehicles to travel within the country or abroad. There is a whole **support industry** for people and their cars. There are also other types of ground transportation businesses, including **motor coach** travel, taxicab operations and **vehicle rental companies**. Because many travellers arrive at their destinations by air, they often need rental cars or bus transport to get them from the airport to their accommodations or events. This constant demand supports a large number of national and international rental car companies as well as regular **shuttle bus** and taxicab trips.

Water Transport Marine-based businesses include **ferry companies**, marinas, cruise lines, water taxis and other forms of water transportation. Large numbers of tourists take water cruises each year, cruising from one country to another. There are also ferries that link **highways** inside the country. Ferry travel can be on a **vessel** that holds one or two cars and travels for four or five minutes each way, or can be a huge super ferry that transports millions of people each year on journeys that take from half an hour to **all-day treks**. Sea freight is usually used by companies who ship a large amount of goods at once, with longer lead times. This mode of transport is the longest, yet is ideal for **bulk shipments** such as coal and minerals.

III. Answer the following questions to the text:



1. What helped tourism to expand so much?
2. What is the role of transportation in tourism?
3. How many ways of travelling can you think of?
4. What problems can you have with each of these ways?
5. What do you know about contemporary air transport and its problems?
6. Speak about rail transportation. Is it important in your country?
7. What ground transportation businesses can you name? Are they popular in Ukraine?
8. What marine-based businesses operate in Ukraine and abroad?
9. How often do you travel by air, rail, underground, road and sea?
10. What do you enjoy / don't you enjoy about travelling?

Phonetic exercise



IV. Cross the odd word out:

new level ferry rental
fast last also vast
bulk must huge number
ground four hour about
each ideal means leave
also half all small
mode role tone come



Vocabulary exercises



V. Give Ukrainian equivalents of the following, make up your own 5 sentences with the phrases:

improvement of transportation; area considered off-the-beaten-path; in charge of; once the duration of the trip is over; pleasurable and efficient journey; adapted to serve the specific demands; requirements and features; for domestic or inter-continental purposes; national passenger rail service; relaxed, scenic way to travel; national and international rental car companies; to take water cruises; to travel for four or five minutes each way; sea freight; to ship a large amount of goods at once



VI. Give English equivalents of the following:

подорож до всіх куточків світу; збільшувати доступність; абсолютно новий рівень; сьогодні; ефективна подорож літаком; залишати враження на все життя; важливий компонент; рух вантажу та пасажирів; модернізація та адаптування інфраструктури; покращення прав та безпеки; розширювати роздрібні операції; пропонувати багато переваг; щорічно перевозити мільйони пасажирів; використовувати приватні транспортні засоби; види водного транспорту; велика кількість туристів

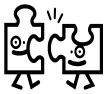


VII. Find three synonyms for each word in the table:

transportation	traveller	renovation	sector
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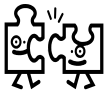
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renewal, part, carrying, segment, wanderer, restoration, moving, tourist, shipping, voyager, repair, section



VIII. Find ten forms of transport in the word puzzle:

P	L	A	N	E	C	R	M	O	B	F
O	N	T	I	F	A	M	O	P	E	D
B	P	R	S	E	R	R	T	L	E	O
U	N	D	E	R	G	R	O	U	N	D
S	R	M	N	R	I	N	R	S	V	Y
T	R	A	M	Y	C	E	B	O	A	T
R	T	D	E	M	S	H	I	P	G	H
C	O	A	C	H	S	L	K	C	R	O
E	N	R	C	A	B	L	E	C	A	R



IX. Match the words with a similar meaning:

UK English

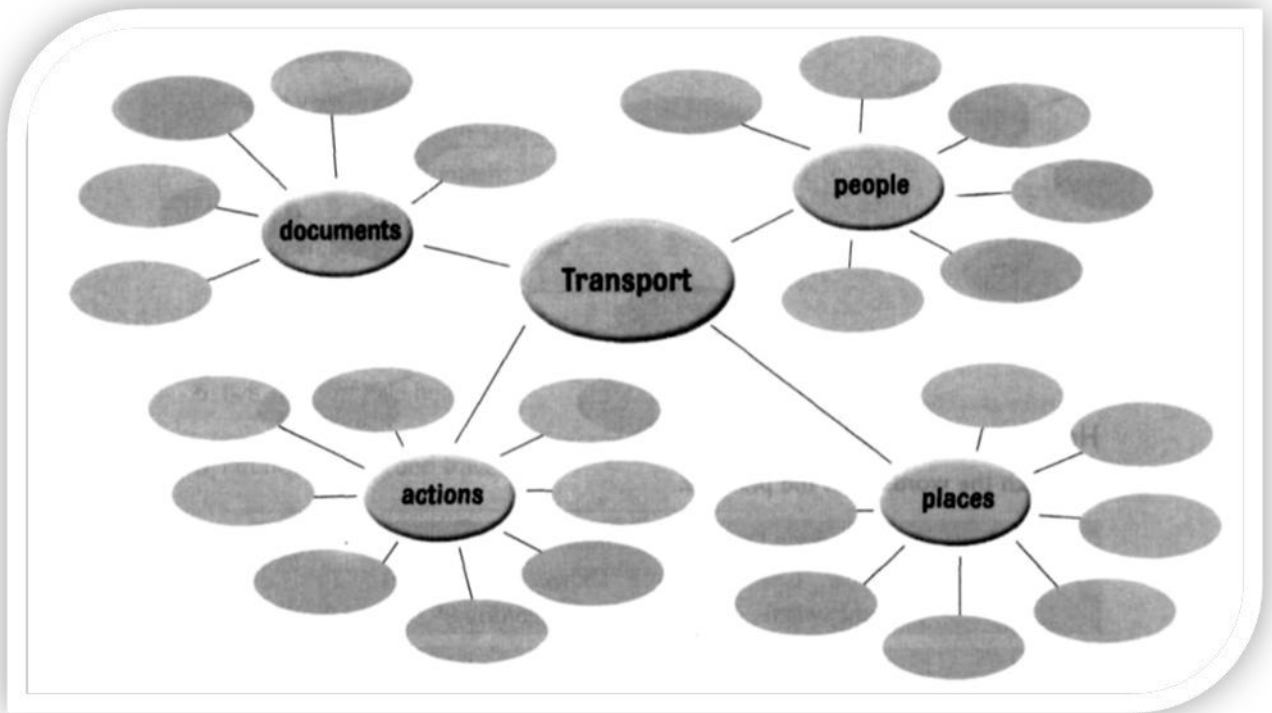
US English

- | | |
|-----------------|------------------|
| a) petrol | 1 Subway |
| b) lorry | 2 gas / gasoline |
| c) car park | 3 license plate |
| d) motorway | 4 gas pedal |
| e) underground | 5 parking lot |
| f) number plate | 6 truck |
| g) coach | 7 highway |
| h) accelerator | 8 bus |



X. Put the following words in the correct groups. Do the words refer to travelling by air, by ship or both?

flight attendant, ticket, cabin, steward, label, board, port, captain, disembark, boarding card, pilot, gate, take-off, passport, purser, departure lounge, land, crew, leave, arrive, sail, fly, landing card, check-in desk, customs



XI. Study the following definitions:

Voyage – a long journey, especially by sea or in space, e.g. *an around-the-world voyage*

Tour – a journey made for pleasure during which several different towns, countries, etc. are visited, e.g. *a walking/sightseeing, etc. tour; a guided tour; a coach tour of northern France; a tour operator*

Trip – a short in time (even if it is long in distance) act of travelling from one place to another, and usually back again: *a business trip; a five-minute trip by taxi*

Excursion – a short trip made for pleasure, especially one that has been organized for a group of people, e.g. *an all-day excursion, weekend excursion.*

Expedition - an organized journey with a particular purpose, especially to find out about a place that is not well known.



XII. Now use the words from the previous exercise to complete the sentences:

1. The Titanic sank on its first _____.
2. This was a long and difficult _____ across the mountains.
3. Scientists organized the first _____ to the South Pole many years ago.
4. Our group went on an all-day _____ to the island.
5. I enjoyed this coach _____ of northern France very much.
6. The return

_____ was very tiring. 7. We had a rather rough _____ on the ferry. 8. She's just back from the business _____ to Tokyo. 9. They've gone on a guided _____ around North America. 10. There are regular weekend _____ throughout the summer. 11. She plans to participate in an around-the-world _____ this year.



XIII. Translate into English:

1. Сектор перевезень є життєво важливим для туризму. 2. Роширення туризму відбулося завдяки розвитку засобів пересування та виникненню авіатранспорту. 3. Низькі тарифи та високотехнологічні транспортні засоби дозволяють здійснити подорож у найвіддаленіші куточки світу. 4. В даний час існує багато водних транспортних засобів, починаючи від паромів, які транспортують пасажирів та товари, до розкішних круїзних лайнерів, на яких можна здійснити кругосвітню подорож. 5. Серед різних видів транспорту, повітряний транспорт зазнав найбільшого зростання. 6. Кожна країна повинна модернізувати власну інфраструктуру та адаптувати її до постійного зростання пасажиропотоків.

Speaking exercises



IV. Choose the best answer to the following questions:

- 1. How can I get around Lviv?**
 - A. You can get around the city easily.
 - B. You can take a bus, a tram or a taxi.
 - C. The coach is cheaper than the train.
- 2. Where can I buy bus tickets?**
 - A. At the bus station.
 - B. It's best to walk.
 - C. No, you can't.
- 3. What about driving in the city?**
 - A. There's a car park near here.
 - B. How about getting the train?
 - C. I wouldn't recommend it.
- 4. Is there a lot of traffic in the city?**



A. Yes, it's quite busy.

B. No, it's not.

C. There are buses.

5. Can I hire a car to go outside Paris?

A. The airport is 20 minutes away.

B. Yes, but it's expensive

C. Come next time.



 **XV. Choose the correct question for the answer that's given:**

1) **ANSWER:** It's the standard charge for the seat reservation.

- Why did you charge me €5 more?
- Did you give me back my change?
- Do I have to change trains?

2) **ANSWER:** No, only regular seats.

- How much is the ticket?
- Does this train have sleeper seats?
- Do I have to change trains?

3) **ANSWER:** Yes, it's 10% cheaper if you have your International Student Card.

- Can I get a student discount?
- Is there a discount for seniors?
- Is there another train to London today?

4) **ANSWER:** No, it's a direct train.

- Does this train have sleeper seats?
- How much is the ticket?
- Do I have to change trains?

5) **ANSWER:** No, we'll put them in the bus baggage compartment.

- Did you find my bag?



Do I have to bring my bags on the bus?

Is this the only bus station in this city?

6) **ANSWER:** Yes, there are three stops before the station.

Is this the only bus station in this city?

Are there any buses going to Charleston today?

Does the bus stop anywhere before the central bus station?

7) **ANSWER:** Yes, if it's not expired you'll get 70% of the ticket price back.

Can I get a refund (= money back) for an unused ticket?

Can I get a discount if I buy my ticket in advance?

Do you have a schedule I could look at?

8) **ANSWER:** If you buy your ticket one week in advance, it'll be 20% cheaper.

Can I get a discount if I buy my ticket in advance?

Can I get a refund (= money back) for an unused ticket?

Do you have a schedule I could look at?

9) **ANSWER:** Yes, there's one at 10:00 AM, and another at 5:45 PM.

Can I get off before the central bus station?

Are there any buses going to Charleston today?

Is this the only bus station in town?

10) **ANSWER:** No, they leave from Victoria Station.

How much is a ticket to Brussels?

How long is the trip to Brussels?

Do trains to Brussels leave from this station?

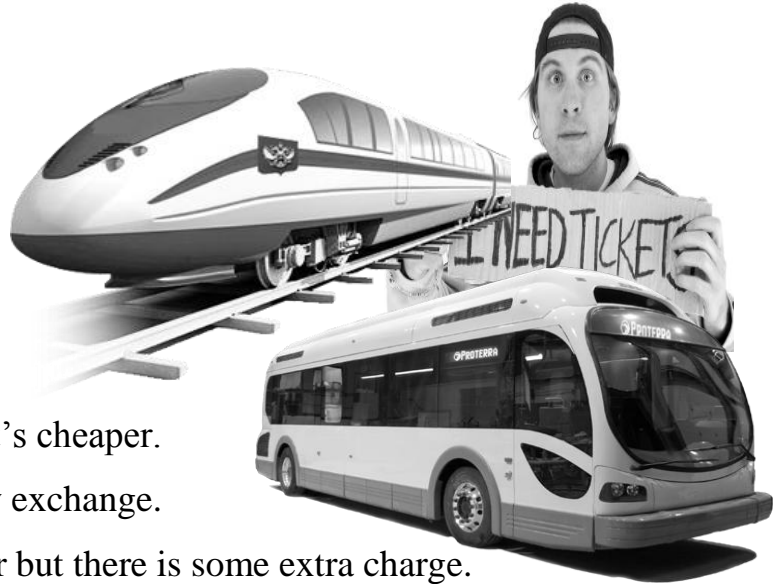


XVI. Match the sentence halves and practice giving recommendations:

1 You can get to

2 You could go by

- 3 You can get
- 4 You can also buy a
- 5 You might want to change money
- 6 You can purchase coach tickets
- 7 You might want to travel
- 8 You might not want to travel



- a) by coach to the city because it's cheaper.
- b) at the railway station currency exchange.
- c) ticket from the train conductor but there is some extra charge.
- d) by coach because it often takes longer than the train.
- e) train because it's faster than coach or car.
- f) tickets from the train station or from the travel office.
- g) from the coach station or from private coach operators.
- h) Lviv from any Ukrainian city or town.



XVII. Match the following questions to answers and restore the dialogues:



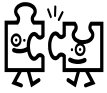
- I. ___ It stops here every hour on the hour.
- ___ No, it doesn't. You need to take number 13.
- ___ 1. Does this bus stop at the museum?
- ___ How often does the bus stop here?
- II. ___ There is a bus stop over there.
- ___ Take the bus no. 8.
- ___ The bus starts every ten minutes.
- ___ How long will the next bus be?
- ___ Where do I get off for the museum?
- ___ 1. Excuse me, where can I get a bus for the Market street?
- ___ What bus do I take to get to the museum?
- ___ At the fifth stop from here.



- III. ___ No, not yet. It's the second stop from here.



- 1. Aren't we at the museum yet?
- __ One ticket for Mission Street.
- __ It's over there, next to the information desk.
- __ Where is the ticket office? = Where can I get a ticket?
- __ First or second class?



XVIII. Complete the following dialogues and act them out in class:



AT THE CAR HIRE PLACE

(C: client R: rental clerk)

Fill in: *pounds, cost, small, like, car, rental, certainly, morning, tomorrow, help, fiesta, insurance, form, license, card*

R: Good morning. How can I _____ you?

C: Good _____. Can I arrange car _____ here?

R: Yes, _____, sir. When would you like the _____?

C: For three days, starting _____ morning.

R: All right. And what kind of car would you _____?

C: I don't really mind, but I only need a _____ one.

R: I have a Group B car, a Ford _____, available. Would that be all right?

C: That sounds fine. How much will it _____?

R: The cost per day is 35 _____, sir.

C: Does that include all the extras?

R: Yes, that's with unlimited mileage and full _____.

C: Excellent! Well, can I do the paperwork now, to save time tomorrow?

R: Certainly. I'll just need to fill in this _____ with your details.

C: Good. Right, here's my driver's _____ and my passport.

R: And how will you be paying for the car sir?

C: By visa - here's my _____.



AT THE TOURIST INFORMATION CENTRE

(T: TIC officer, C: client)

Fill in: *else, map, transport, long, evening, do, airport, very much, madam, here, the Cathedral, right*

T: Good _____, what can I _____ for you, madam?

C: Good evening. Could you tell me how _____ it takes to get to the _____?

T: Would that be by taxi or public _____?

C: Oh, the flight's not till 6 o'clock, so I've probably got time to take the bus.

T: Anything _____?

C: Yes, please I need a _____ of the city.

T: Of course, _____ you are. We are here (pointed on the map). From here you can visit _____, the new park and some commercial galleries.

C: All _____, thank you _____.

T: It's a pleasure, _____.



XIX. Role-play. Imagine that you are a car hire agent.

Always ask for the following information when taking a car hire booking:

- **duration of rental period**

...*How long*.....would you like to hire the vehicle for?

- **type of license**

.....do you have?

- **what extra services are required?**

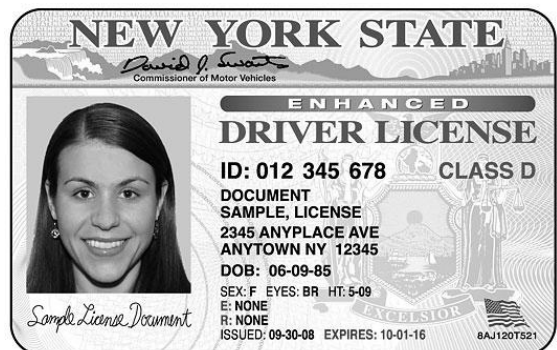
.....unlimited distance option at \$15 a day?

- **pick up and drop off points**

Do you know where

- **method of payment**

.....for the car?



Work in pairs. Student A is a car hire agent, student B wants to hire a motorhome for two weeks' touring in America

starting from the day after tomorrow. Find out the following info:

- ✓ what kind of driving license you need;
- ✓ where the vehicle can be picked up from;
- ✓ what the rates are (insurance, mileage etc.);
- ✓ what happens in the event of breakdown or an accident;
- ✓ what happens if you cancel the agreement and bring the vehicle back earlier than expected.



XX. Read the following phrases and say, whether they can be said by a tourist or by a ticket agent. Make up a dialogue "At a Train Station", using these phrases:

- Excuse me, what time does the train leave?
- Which platform does it leave from?
- Do you want a single or return ticket?
- Is there any special fare for students?
- What time does it arrive in Oxford?
- Do you want preference or ordinary class?



XXI. Role-play. A tourist at the information kiosk has a problem with his ticket. He is talking to one of the employees behind the counter. Practice their conversation with a partner:

Tourist: I just bought this ticket to Chicago, but the ticket agent made a mistake.

Employee: What's the problem?

Tourist: I paid for a round-trip ticket, but he gave me a one-way ticket. I just saw the mistake a minute ago. What should I do?



Employee: Talk to the agent who sold you the ticket. He can give you a new one.

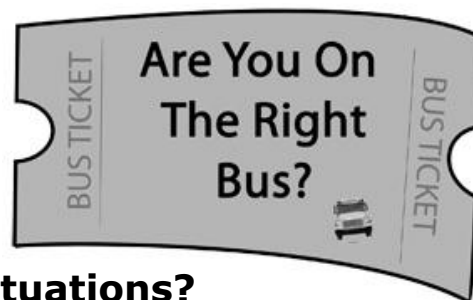
Tourist: But look at the line! If I wait in that line again, I'll miss my bus!

Employee: Hmm. Which agent helped you?

Tourist: The one on the left.

Employee: All right. Let's talk to him.

Tourist: Thank you. I appreciate your help.



Now can you try the following situations?

1. **A:** You are waiting for the bus to Manchester. You bought your ticket, but now you can't find it. You go to the information kiosk to see if anyone found the ticket and turned it in. You ask what you should do.

B: You are working at the bus station information kiosk. You have not seen this person's ticket. You tell the person he will have to buy a new ticket if he can't find it.

2. **A:** You bought a return ticket to Galway, but you have just noticed that it is a one-way ticket, although you paid for a return ticket. Try to change your ticket.

B: A passenger has a problem with his/her ticket. Try to help them.

3. **A:** You bought a ticket to Cork, but you have just realized that the ticket you have is for another city. Your bus leaves in 20 minutes. You need to change your ticket quickly.

B: You cannot change the person's ticket as the bus for Cork is already full. Try suggesting taking a different bus tomorrow morning instead.



Reading exercise

XXII. Complete the text with words and phrases from the list:

handling, private, rental, complaints, licenses, pamphlets, agents, resorts, service, useful, greet, process, management

RENTAL AGENT

Rental _____ rent automobiles, recreational vehicles, boats and other forms of transportation for _____ use by clients. They are employed by automobile, boat

or recreational companies at airports, _____ and marinas. Wherever they work, their general duties are the same. Main tasks revolve around customer _____ skills; other duties relate to cash _____, handling rentals and returns, displaying brochures and _____, and generally ensuring that the office is tidy and organized.

His or her main duties are:

- to _____ customers
- to provide information on products, availability and rates
- to discuss _____ agreement with client
- to process rental agreements, sell insurance and check driver's _____
- to respond to customer _____
- to ensure client is escorted to vehicle and a quality check is done
- to _____ payments



Professional attitude and appearance as well as good communication skills are required for this position. Desired skills are sales and marketing, computer, and time _____ skills. Customer service and cash handling experience is also valuable, as are problem-solving skills. A second language is _____.

Business Skills – A Vehicle Rental Agreement



XXIII. Study the following vehicle rental agreement, fill in this form for any of your imaginary deals:



Motor Vehicle Rental Agreement

Company name:				
Address:				
Phone:				
Vehicle Reg No		Area of use:	km radius from rental location	
Make:		Date out:	Time: am	
Model:		Due in :	Time: am	
Year:		Actual time in:	am	
Colour:		Extra Hours:		
Rental location:		Km Out:		
Return location:		Km in:		
Damage/Loss liability	\$	Total km:		
Credit card:		Less Allowance:		
Expiry date:		Extra Kms :		
(card holders authorisation) Authorisation No		Hirer responsible for all single		
		Vehicle damage	Accept	Decline
		Personal Accident Insurance	<input type="checkbox"/>	<input type="checkbox"/>
		Liability Waiver	<input type="checkbox"/>	<input type="checkbox"/>
		Windscreen Waiver	<input type="checkbox"/>	<input type="checkbox"/>
Hirer Full Name:		Deposit	Charges	Extension
Address:			Daily x\$	
DOB:			Weekly x\$	
Licence No			Monthly x\$	
Expires:			Extra hours x\$	
State:			Fuel x\$	
Local Address:			Relocation fee x\$	
			Liability Waiver x\$	
Phone:			W/Scrn Waiver	
Joint Hirer Full name:				
Address:				
DOB:				

Unit VI. WHAT TO EXPECT AT THE AIRPORT



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

combinations:

line / queue [kju:] черга

to be delayed [di'leɪd] затримуватися

security checkpoint [sɪ'kjʊərəti 'tʃekpɔɪnt] контрольно-пропускний пункт

hassle-free [hæsl] без метушні

carry-on / hand luggage ['lɑːdɪdʒ] ручна поклажа

trolley ['trɒli] візок, вагонетка

departure [di'pɑːtʃə(r)] від'їзд, виліт

arrival [ə'raɪvl] прибуття, приліт

concourse ['kɒŋkɔːs] зал, вестибюль

check-in desk стійка реєстрації

boarding card ['bɔːdɪŋ] посадковий талон

conveyor belt [kən'veɪə(r) belt] стрічковий транспортер

overhead locker верхня шафка

departure gate вихід на посадку

immigration officer [ˌɪmɪ'greɪʃn] співробітник імміграційної служби

pat-down [pæt daʊn] обшук

same-gender ['dʒendə(r)] однієї статі

departure lounge [laʊndʒ] зал вильоту

duty-free goods - безмитні товари

departures board [bɔːd] таблиця розкладу льоту

boarding ['bɔːdɪŋ] посадка

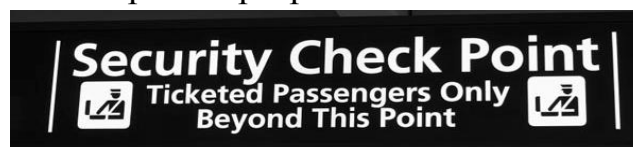
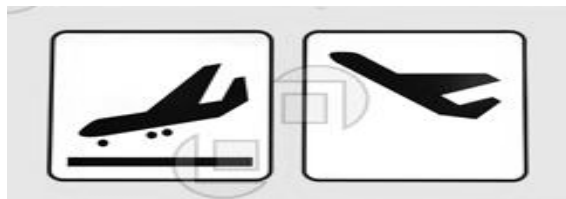
ground steward ['stjuːəd] працівник аеропорту

flight attendant [ə'tendənt] стюард / стюардеса

window / aisle seat [aɪl] місце біля вікна / біля проходу

safety announcement [ə'naʊnsmənt] оголошення заходів безпеки

to fasten ['fɑːsn] пристебнути



Departures			
07:55	Toronto	TCX0222	Gate opens 03:09
16:25	Lyon	EZJ5006	Please wait
16:40	Barcelona	EZY9259	Flight closed 2
16:45	Milan-Malpensa	EZY9137	Please wait
17:25	Prague	EZY9297	Please wait
17:30	Edinburgh	EZY9465	Please wait
17:35	Nice	EZY711	Gate opens 19:10
17:40	Glasgow	EZY9069	Gate opens 19:03
17:40	Toulouse	EZY791	Gate opens 19:10
18:10	Isle of Man	EZY9337	Gate opens 19:00
19:15	Jersey	BEZ78	Flight closed 10
09:20	Turin	TCX046K	Gate opens 18:22
09:25	Geneva	MON214	Gate opens 18:22
09:35	Geneva	EDR9	Gate opens 18:22
09:35	Geneva	MON211	Gate opens 18:22
09:40	Geneva	EM62	Gate opens 18:22
09:45	Chambery	VNR175	Gate opens 18:22
09:50	Munich	VNR171	Gate opens 18:22
09:50	Rome	EM63	Gate opens 18:22
09:50	Vienta	EZY9253	Gate opens 18:22
		EM60	Gate opens 18:22



seat-belt пасок / ремінь безпеки

landing card - посадковий талон / картка

to take the green / red channel ['tʃænl] обирати зелений / червоний коридор

для проходження митного контролю

to pay import duty ['ɪmpɔ:t 'dju:ti] сплатити податок на імпорт



II. Read and translate the following text:

What to Expect at the Airport

In the ever-changing world of air travel, it can be difficult to know what to expect when you arrive at the airport for your flight. Will you be able to check in quickly or will the **line** stretch out the door? Will your flight be **delayed**? And what surprises await you at the airport **security checkpoint**?



No one can guarantee you a **hassle-free** trip through the airport, but if you read the following guidelines, it may help you sail smoothly through the airport on your next flight.

Whether you're flying first class, business class, or economy class, the procedure is pretty much the same. For domestic flights, you should be at the airport at least two hours before your flight is scheduled to leave if you're planning on checking luggage. If you're bringing just a **carry-on**, allow at least 90 minutes. If you're flying an international destination, arrive at least two hours earlier. During peak travel times, allow even more time at the airport perhaps some extra 30 to 60 minutes.

When you arrive at the terminal building, you'll find plenty of **trolleys** for your luggage. Once inside the **departure concourse** there are **check-in desks** where your ticket will be checked and you'll be given a **boarding card**. Your luggage will be weighted and put on a **conveyor belt** which takes it to the plane. Please note there is a weight limit and any excess baggage will have to be paid for. You can keep one

small bag with you and take it onto the plane as hand luggage. This may be placed into the **overhead locker**, once you're on board.

Most airports are equipped with self-service kiosks that make the process of checking in speedier. Even better, you can usually use your airline's Web site to check in online and print your boarding pass at home up to 24 hours before your scheduled departure time. This will not only save your time but can also mean a better selection of seats. However even if you have already checked in for your flight, an airline can cancel your reservation if you are not at the **departure gate** on time. Similarly, if you do not check your baggage in sufficient time for it to be loaded on your flight, the airline is not responsible for any delay in the delivery of your baggage to your destination.

After the check-in procedure, you should go through passport control, where an **immigration officer** will look at your passport, and a security check to make sure you are not carrying any dangerous or illegal items. Here you are asked to pass through traditional metal detectors or new full body scanners similar to an X-ray. You also need to put your hand luggage through the x-ray machine. Some items cannot be taken on board as hand luggage (such as knives, aerosol cans etc.) As you pass through security, you may set off the alarm. When this happens, you will undergo a **pat-down** from a **same-gender** security officer. However if everything goes smoothly, you'll find yourself in the comfort of a **departure lounge**. While you're waiting for your flight to be called, you may buy some cheap **duty-free** goods – alcoholic drinks, cigarettes, perfume, electrical goods, or souvenirs.

Soon you'll hear an announcement or see on the **departures board** that your flight is **boarding**. It will also tell you which departure gate to go to. Here you'll be helped by a **ground steward** while a **flight attendant** will direct you to your **window** or **aisle seat** on the plane. Flight attendants will also welcome passengers on board, give **safety announcements**, check **seat-belts** are **fastened**, serve meals and drinks to passengers, collect meal trays and empty glasses, offer duty-free goods for sale, give out **landing cards** and assist passengers leaving the plane.

Once your flight is over, you pass through the immigration control and collect your luggage from the moving conveyor belt in the baggage hall. Then you pass through customs where you should **take** either **the green channel**, if you have nothing to declare, or the **red channel**, if you have **to pay import duty**. Once inside the arrival concourse, lifts and escalators will take you to all major transport services.



III. Answer the following questions to the text:

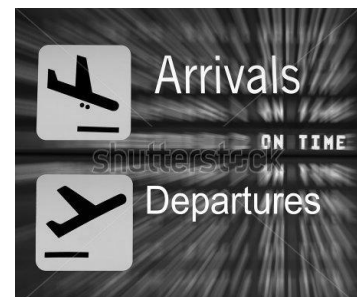
1. How early should you arrive at the airport when you're flying a domestic or an international destination?
2. What do you first do when you arrive at the airport?
3. What do you know about the check-in procedure?
4. How can your check-in be faster and easier?
5. Where do you go after the check-in?
6. How do you pass the security checkpoint?
7. What can you do while you're waiting for your flight in the departure lounge?
8. What do flight attendants do on board?
9. What is the procedure after the flight?

Phonetic exercise



IV. Cross the odd word out:

- | | | | |
|-----------------|------------------|-------------------|-------------------|
| fl <u>i</u> ght | w <u>i</u> ll | pr <u>i</u> nt | l <u>i</u> ft |
| c <u>a</u> ncel | p <u>a</u> ss | b <u>a</u> ggage | p <u>a</u> ssport |
| <u>o</u> pen | <u>o</u> ne | pr <u>o</u> cess | <u>o</u> nly |
| <u>l</u> eave | <u>p</u> eak | ov <u>e</u> rhead | ch <u>e</u> ap |
| <u>e</u> arly | alr <u>e</u> ady | <u>l</u> east | h <u>e</u> ad |

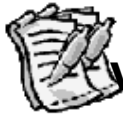


Vocabulary exercises



V. Give Ukrainian equivalents of the following, make up your own 5 sentences with the phrases:

ever-changing world; airport security checkpoint; hassle-free trip; domestic / international flights; terminal building; departure concourse; to place into the overhead locker; equipped with self-service kiosks; in sufficient time; to go through passport control; dangerous or illegal items; a pat-down from a same-gender security officer; cheap duty-free goods; to check seat-belts are fastened; to give safety announcements; to give out landing cards; to collect luggage; to pay import duty; to have nothing to declare



VI. Give English equivalents of the following:

прибувати в аеропорт; затриманий рейс; прочитати вказівки; подорожувати першим, бізнес чи економ класом; реєструвати багаж; зважити багаж; поставити на стрічковий транспортер; обмеження ваги; надмірна вага; пришвидшувати процес реєстрації; роздрукувати посадковий талон; за добу до часу відльоту; не відповідати за затримку доставки багажу; сканери подібні до рентгену; провести до місце біля вікна чи місця біля проходу



VII. Match the words with their definitions:

boarding card	waiting room at an airport
departure lounge	the place where someone is going
terminal	goods that are transported by ship or plane
checked baggage	building through which passengers must go to check in and receive their baggage
destination	piece of paper that you have to show before you get on the plane
pat-down	bags that do not go in the passenger cabin
cargo	an act or instance of passing the hands over the body of a clothed person to detect concealed weapons, drugs, etc.



VIII. Match and learn the synonyms:

A: luggage, steward, reservation, line, pass through, hand luggage, lounge

B: go through, baggage, queue, check-in, concourse, attendant, carry on



IX. Match the words on the left with the words on the right to make collocations:

A

check-in

departure

terminal

hand

boarding

conveyor

economy

departure

excess

passport

B

desk

card

class

lounge

baggage

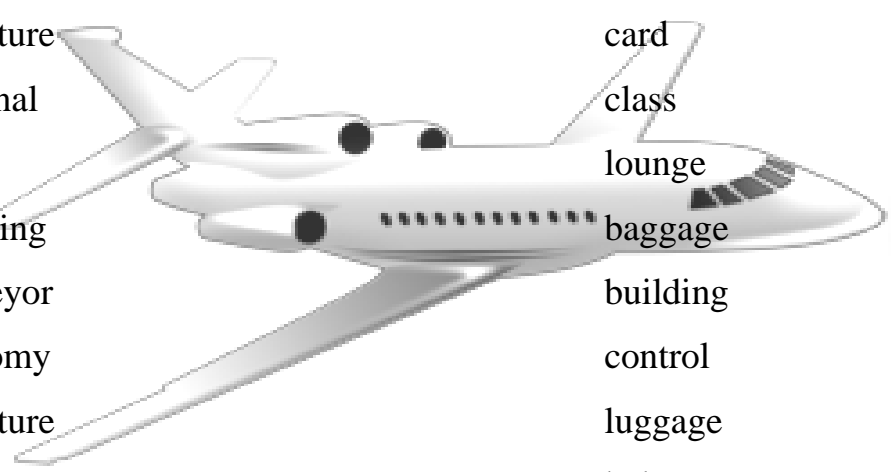
building

control

luggage

belt

gate



X. Make the sentences complete with collocations from the previous exercise:

Most taxi drivers will drop you off at the right _____ . When you get inside, go to the _____ and have your ticket and passport ready. As you're travelling _____ , the queues can be quite long, so make sure you get there in advance. You'll be given your _____ with your seat number, and they'll weight your bags, which will then get taken away on a _____ . You can carry one item of _____ onto the plane, but if your cases weight more than 20 kgs, you'll have to pay _____ , which can be very expensive. Just before you go into the _____ , you'll have to go through _____ for a final check, and then listen out for the announcement to tell you which _____ you need to go to in order to board the plane.



XI. Translate into English:

1. Яким класом ти зазвичай літаєш: першим, бізнес чи економ? 2. Я люблю сидіти біля вікна, щоб все бачити, а моя подруга любить сидіти біля

проходу. 3. Оскільки наш багаж важив 30 кілограм, нам прийшлося доплатити за надмірну вагу. 4. Минулого разу вони простояли в черзі 30 хвилин, щоб зареєструватися та отримати посадковий талон. 5. Я ніколи не нудьгую у залі вильоту – у дьюті-фрі магазинах завжди багато цікавого. 6. По всьому аеропорту розвішані таблиці розкладу льоту, тому пасажери легко можуть дізнатись про час відльоту потрібного їм рейсу. 7. Коли я проходив через метало детектор, прозвучав сигнал і співробітник служби безпеки мене обшукав. На щастя, він був моєї статі. 8. У літаку стюарди та стюардеси обслуговують пасажирів: подають їжу та напої, перевіряють чи пристебнуті ремені безпеки, збирають таці і порожні склянки, видають посадкові картки і допомагають пасажирам залишити літак. 9. Для того, щоб не запізнитись на міжнародний рейс, слід прибути у будівлю потрібного терміналу за 2 години до відльоту літаку.

Speaking exercises



XII. What do you do when you get to the airport? Put the sentences below in a correct order:

- ❖ While you wait in the departure lounge you can spend your time at many duty-free shops.
- ❖ At the check-in desk you receive your tickets and a boarding card.
- ❖ Then you go to your gate.
- ❖ You can buy some perfumery, cosmetics, foodstuff, clothes and other things there.
- ❖ You must pass immigration and security check where you have to show your passport, boarding card and pass the metal detector.
- ❖ After landing you must go to the baggage claim where you can get your suitcases.
- ❖ Your baggage is checked, weighed and placed on the conveyor belt.
- ❖ You must wait at your gate in the departure lounge until you can board the plane.



XIII. Look at the following picture and say what items cannot be taken on board as hand luggage:



XIV. Look at the following departures board, tell what time each flight departs as in the example:

Flight BE 153 to Jersey departs at 13:00. It is boarding now at gate number 2.

Departures				12:51
FLIGHT	TO	STD	REMARKS	
EZY6215	Bordeaux	12:55	easyJet	Flight closed
BE153	Jersey	13:00	easyJet	Boarding now gate 2
EZY6127	Prague	13:00	easyJet	Boarding now gate 3
EZY6155	Geneva	13:10	easyJet	Gate available in 5 mins
EZY6243	La rochelle	13:10	easyJet	Boarding now gate 7
EZY6181	Rome	13:15	easyJet	Boarding now gate 6
KL1052	Amsterdam	13:15	KLM	Boarding now gate 1
FR1139	Shannon	13:50	RYANAIR	Boarding in 50 mins
EZY6031	Madrid	14:20	easyJet	Boarding in 1 hour 20 mins
SN2056	Brussels	14:30	brusselsairline	Boarding in 1 hour 20 mins
WOW304	Manchester	14:30	WOW	Boarding in 1 hour 20 mins
EZY6223	Paris-cdg	14:45	easyJet	Boarding in 1 hour 40 mins

BE153 Jersey

Ask and answer as in the example:

A: What time does the plane for Jersey leave?

B: It leaves at 1 p.m.

A: Is it boarding now?

B: Yes, it's boarding now at gate 2.

Make your own airport announcements, using the following phrases:

Passengers flying to _____, flight number _____, departure time _____, please proceed to gate number _____. Have your boarding card ready for inspection.



XV. Look at the following arrivals board, then ask and answer as in the example:

A: What time does the plane from Hardwick, flight GMSTG, arrive?

B: It arrives at eight to one.

A: So, has it landed yet?

B: Yes, it has.

Shoreham Airport Arrivals			
Flight	From	Time	
GRVDH	Biggin Hill		
GBSZT	Lydd		
GBKIS	Thruxton		
GMSTG	Hardwick (Norwich)	Landed	12:52
GMRL	Hardwick (Norwich)	Landed	12:53
GBYKL	Sandown	Landed	13:08
GELMH	Hardwick (Norwich)	Landed	13:14
N31RB	Bournemouth	Landed	13:28
GBXGM	Lydd	Landed	13:34
GROKT	Brimpton	Landed	13:40
N113AC	Altenrhein		13:55
N4144N	Calais		14:21
TGCBX	Lydd		15:00
GMRTN	Thruxton		15:00



XVI. Put the following conversation phrases in the

correct order to form mini-dialogues. Choose a title for each dialogue as in the example:

“Getting through Customs”, “Getting out”, “On the Airplane”, “Checking In”, “The Arrival”, “Going through Immigration”, “Getting your Luggage”,

1) Buying a ticket

___ It's \$819. Will you pay by check or by credit card?

___ Here's my Visa Card. Can we get an aisle seat please?

___ How much is a round trip ticket?

___ Will that be one way or round trip?

___ I'd like to reserve two seats to New York.

___ You can choose your seat when you check in.

2) _____

___ Go to Gate A8, straight ahead then turn left.

___ Yes, that's no problem. You're in seats 27B and 27C.

___ Can I see your ticket and passport, please?

___ Thanks. Where do we go next?

___ Here they are. Can we get one seat near the aisle?

3) _____

___ It's a Customs and Immigration form. You will use that in the airport before you can enter the country.

___ Would you like something to drink?

___ Here you are. Please fill out this form before the plane lands.

___ Could I have Coke with no ice?

___ What is this form for?

4) _____

___ I had a good trip. Thanks for your help.

___ It was our pleasure and we hope to see you again.

___ Thank you for flying East West Airlines!

5) _____

___ How much wine is in the bottle?



___ Do you have anything to declare?

___ That's fine. Have a nice stay.

___ I just have one bottle of wine. It's a gift for my friend.

___ It contains 750ml.

6) _____

___ Be sure you have your luggage ticket.

___ At which carousel will our luggage be?

___ Great! I'll get a cart right away.

___ At number 5, over there.

___ Yes, it's right here attached to my plane ticket.

7) _____

___ Sure. It will take a few moments to boot up.

___ What's in the small bag?

___ Okay, everything seems okay. You can go.

___ Could you open it please and turn on your computer.

___ I have a laptop computer and some books.

8) _____

___ Go down to the end of the hall and the taxis are waiting just outside.

___ Excuse me, where can I get a taxi?

___ Thank you!



XVII. Match the following questions to answers to complete the dialogues:

CHECKING IN

Good morning. Can I have your ticket, please?

Thank you. Would you like smoking or non-smoking?

Would you like a window or an aisle seat?

Do you have any baggage?

Here's your boarding pass. Have a nice flight.

Non-smoking, please.

Thank you.

Here you are.

Yes, this suitcase and
this carry-on bag.

An aisle seat, please.



PASSPORT CONTROL

Good morning. Can I see your passport?

Thank you.

Thank you very much. Are you a tourist or on business?

Here you are.

That's fine. Have a pleasant stay.

I'm a tourist



XVIII. Put the items, which a ground steward usually covers in a conversation with passengers at the check-in counter, in the correct order:

- a) ask if they want a window seat or an aisle seat
- b) return tickets with luggage tags and boarding card
- c) welcome the passenger
- d) ask to see ticket and passport
- e) tell them the seat number
- f) say goodbye
- g) weight and tag luggage
- h) ask passenger to put luggage on scales



XIX. Complete the following dialogue:

Ground steward: Good morning.

Passenger: Oh, good _____.

Ground steward: Could I see _____ ticket, please?

Passenger: What? Oh yes, er.....sorry. Here _____ are.

Ground steward: Thank _____, Mr Robinson.

Passenger: I was wondering, er.....Could I have a smoking seat, please?

Ground steward: I'm afraid this is a non-_____ flight, sir. Would you prefer an aisle seat or a _____ seat?

Passenger: Erm....well, I'm _____ sure. You see, it's the first time I fly and I, well, I'm feeling a bit uneasy about it. What I really want is the safest seat.

Ground steward: Oh I see, well there's really _____ to worry about. Let's see, I can give you an aisle _____ right next to one of the exits. Then you'll have more leg room, too.

Passenger: Oh good. That sounds all right.

Ground steward: And could I just see your passport, please?

Passenger: Um.....oh yes.....um.....here you _____.

XX. Use the following vocabulary to act out similar dialogues in class:

- ❖ May I have your ticket?
- ❖ smoking, non-smoking
- ❖ window, aisle seat
- ❖ baggage, suitcase, carry-on bag
- ❖ boarding pass, flight: Your gate number is ... and your flight boards at
- ❖ May I see your passport, please?
- ❖ tourist, business
- ❖ How many bags do you have to check in?
- ❖ Do you have any hand luggage?

XXI. Provide your own answers to passengers' requests:

Where is the toilet? _____

What time will we be in Paris? _____

How long does the flight last? _____

Are we going to land on time? _____

When will the dinner be served? _____

How is the weather like in Madrid? _____

What duty free goods do you sell? _____

Could I have something to read, please? _____

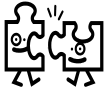
Can I watch a film while flying? _____

Is it allowed to smoke onboard? _____

Can you give me a pillow, please? _____

Can you close/open the air-conditioner, please? _____

Where should I go to take the next plane to Moscow? _____



XXII. Match the following phrases said by flight attendants to their responsibilities:

Emergency exits are at the front and rear of the plane.

Would you like anything to eat?

Do you need help with the overhead locker?

Would you like tea or coffee?

Please, fill in this Customs and Immigration form.

Have you finished with this, sir?

Shall I bring you a blanket, madam?

Please, keep your seat belts fastened while seated.

Good afternoon, sir.

Any rubbish?

- provide basic safety briefing
- welcome passengers on board
- serve food and drinks
- collect meal trays and rubbish
- assist with baggage
- check seat belts are fastened
- give out landing cards

XXIII. Role-play. Split into two groups. One group are passengers, another – flight attendants.

Flight attendants:

- ✓ greet the passengers on board,
- ✓ show them to their seats,
- ✓ assist with baggage stowing into overhead lockers,
- ✓ make safety announcements,
- ✓ check seat-belts are fastened,
- ✓ serve food and drinks to passengers,
- ✓ collect empty glasses, trays and all the rubbish,
- ✓ offer duty-free products,
- ✓ hand out customs and immigration forms,
- ✓ help the passengers leave the plane and say good-bye.



Passengers: ask all questions (e.g. Where is seat C34? Where is the toilet? Could I and my wife sit together? I'd like some tea, please. Could you bring me

something to read? Can I unfasten my seat-belt?, etc.) and respond to flight attendants' requests.



XXIV. Discuss the following with your classmates:

- Who has flown most in your group? Where to?
- Who has had the longest flight?
- Who has never flown in his / her life?
- What do you like most when flying? (speed, comfort, flight attendants serving food and drinks, complimentary products for kids like colouring books, watching films, etc.)
- What irritates you least / most while flying? (long queues at check-in, no trolleys, delayed flight, flight cancellations, security check point, pat down from same-gender security officer, bad food, seat belts, not enough rooms in toilets, jet lag, lost luggage, etc.)
- What do you think needs improvement in airline service?



Reading exercises:

XXV. Read the following text about abusive passengers:

PASSENGERS BEHAVING BADLY

The abusive passenger is becoming a world-wide problem. Delta Air Lines crew suffer 100 verbal and physical assaults a month, while cabin crews in some airlines are seeking early retirement at 50 because of their stressful work. One businessman was recently less than happy when airport staff told him his luggage had been lost. Already frustrated by a delayed flight, he stormed onto the runway, took out a pistol and shot out the aircraft's front tyre.

The cause of most passenger misbehavior is stress, according to Farrol Kahn, director of the Aviation Health Institute. Overcrowding and queuing at the airport raises adrenaline levels. Normally these levels decrease through gaining control of a situation, both by standing up and fighting or by running. Instead, passengers are kept in cramped conditions on an aircraft, where they have no control. "In these

circumstances, they wait for one little excuse and then let rip,” says Dr. Kahn. In one recent case, a 70-year-old hit a steward after being told there was no more steak.

Much of the abuse is down to alcohol. It was reported that 202 out of 708 major incidents noted by a US carrier over a 6-month period were alcohol-related. 74 incidents were smoking-related: more carries are banning on-board smoking, leading the nicotine-dependent into conflict as they try to have a secret cigarette.

From Financial Times



XXVI. Match the following words from the above text to their translation and transcription:

- | | | |
|----------------|------------------|-------------------------|
| 1) Abusive | a[ə'sɔ:lt] | злітно-посадочна полоса |
| 2) Crew | b[rip] | злий, зневажливий |
| 3) Assault | c[,mɪsbɪ'heɪvɪə] | погана поведінка |
| 4) Retirement | d[ə'bjʊ:sɪv] | роздратований |
| 5) Rip | e[frʌ'streɪtɪd] | здавлений, обмежений |
| 6) Misbehavior | f['rʌnweɪ] | екіпаж |
| 7) Frustrated | g[kræmpt] | образа, напад |
| 8) Runway | h[ə'drenəlɪn] | зриватися |
| 9) Cramped | i[rɪ'leɪtɪd] | випадок |
| 10) Adrenaline | j[rɪ'taɪəmənt] | вихід на пенсію |
| 11) Incident | k[kru:] | пов'язаний |
| 12) Related | l['ɪnsɪdənt] | адреналін |



XXVII. Read the answers and write appropriate questions to match them:

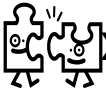
1. How many.....?
100 verbal and physical assaults a month.
2. When.....?
At 50.
3. Who.....?
One businessman.
4. What.....?



Overcrowding and queuing.

5. How many.....?
202 out of 708 incidents.

6. How many.....?
74 incidents.



XXVIII. Read the text again and find the words which mean:

- | | | | |
|-------------------|--------|---------------|--------|
| 1. rude | a..... | 4. misconduct | m..... |
| 2. international | w..... | 5. reason | e..... |
| 3. nerve-wracking | s..... | 6. happening | i..... |



XXIX. Discuss the reasons of passengers' misbehaviour and possible solutions of the problem



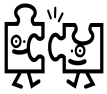
Mind that possible problems which might cause anger and dissatisfaction can be:

- | | |
|--|-------------------------------------|
| ✓ Unfriendly ground staff / flight attendants; | ✓ Blocked toilets; |
| ✓ Delayed / cancelled flight; | ✓ Passengers standing in the aisle; |
| | ✓ No assistance with hand luggage; |

- ✓ Lost or damaged baggage, etc.

Business Skills

Writing a Letter of Enquiry



XXX. A letter of enquiry typically has the following sections. Put them in the correct order:

- Reason for writing
- Closing: request for a quick answer
- Questions asking for specific information
- Opening greeting
- Date
- Request for extra information
- Addresses
- Closing: greeting and signature



XXXI. Now look at the following enquiry letter and write your own response to it:

10 Hampton
Road
Leeds
LS4 2QT
May 17th 2001

UK Airtours
1231 Oxford Street
London
W1 6AG

Dear Sirs,

I am writing to enquire about my lost luggage as it is already the seventh day since the time of my arrival and I still have no news about it. My lost luggage enquiry number is EXY1342. It was lost flying from Munich to Johannesburg, flight number UK789.

I ask you to give this matter due attention, as all my previous attempts to find out what is going on turned unsuccessful. Every time I phone I either have to hold on for ages to speak to an operator or I get hung up as soon as the phone is answered.

I look forward to hearing from you.

Yours faithfully

Andrea Philips

Andrea Philips

Unit VII. CRUISE SHIPS



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

to cater to ['keɪtə(r)] обслуговувати, *syn. to service*

clientele [,kli:ən'tel] / [,klaɪən'tel] клієнтура

to displace [dɪs'pleɪs] замінювати, заміщувати

high growth area – зона швидкого росту

cruise liner [kru:z] круїзний лайнер, *syn. cruise ship*

voyage ['vɔɪdʒ] подорож (морська чи космічна)

amenities [ə'mi:nəti] зручності

port of call – порт заходу (пункт проміжної стоянки морського пасажирського судна, передбачений його маршрутом)

to float [fləʊt] плисти

floating hotels [həʊ'tel] готелі на плаву

ship's crew [kru:] екіпаж корабля

deck [dek] палуба

cabin ['kæbɪn] кабіна

luxurious [lʌg'zʊəriəs] розкішний

to allocate ['æləkeɪt] призначати, закріплювати за кимось

set - встановлений, визначений

recent trend ['ri:snt] остання, найсучасніша тенденція

dining room – їдальня

suite [swi:t] номер-люкс

upgrade [ˌʌp'greɪd] модернізований

specialty restaurant ['speʃəlti] спеціалізований ресторан

to cover charges [tʃɑ:dʒz] покривати витрати

to feature ['fi:tʃə(r)] включати

buffet-style eatery ['bʊfeɪ] / ['blʌfeɪ] ['i:təri] їдальня зі

ШВЕДСЬКИМ СТОЛОМ



late-night snacks – нічні закуски

cruise line [kru:z laɪn] круїзна компанія

alcoholic beverage ['bevərɪdʒ] алкогольний напій

to prohibit [prə'hɪbɪt] [proʊ'hɪbɪt] забороняти

sealed [si:ld] запечатаний

disembark [ˌdɪsmɪn'ba:k] сходити з корабля, висаджуватися

casino [kə'si:nəʊ] казино

merchandise licensing ['mɜ:tʃəndaɪs 'laɪsɪnz] ліцензування товару

hot tub [tʌb] гідромасажна ванна, джакузі

to go ashore [ə'ʃɔ:(r)] зійти на берег

as mutually agreed – за взаємною згодою

senior officer ['si:nɪə(r)] старший офіцер

ratio ['reɪʃiəʊ] співвідношення



II. Read and translate the following text:

Cruise Ships



Cruising has become a major part of the tourism industry, accounting for U.S. \$29.4 billion with over 19 million passengers carried worldwide in 2011. The industry's rapid growth has seen nine or more newly built ships **catering to** a North American **clientele** added every year since 2001, as well as others servicing European clientele. Smaller markets, such as the Asia-Pacific region, are generally serviced by older ships. These are **displaced** by new ships in the **high growth areas**.

A cruise ship or a **cruise liner** is a passenger ship used for pleasure **voyages**, where the voyage itself and the ship's **amenities** are part of the experience, as well as the different destinations along the way. Transportation is not the prime purpose, as cruise ships operate mostly on routes that return passengers to their originating port, so the **ports of call** are usually in a specified region of a continent. There are even

"cruises to nowhere" or "nowhere voyages" where the ship makes 2-3 day round trips without any ports of call.

Cruise ships are organized much like **floating hotels**, with a complete hospitality staff in addition to the usual **ship's crew**. A typical cruise ship has a dozen **decks** and hundreds of **cabins**. It is not uncommon for the most **luxurious** ships to have more crew and staff than passengers.

Dining on almost all cruise ships is included in the cruise price. Traditionally, the ships' restaurants organize two dinner services per day and passengers are **allocated** a **set** dining time for the entire cruise, but a **recent trend** is to allow diners to dine whenever they want. Some ships have separate **dining rooms** for different types of **suites**, while others have a standard dining room and "**upgrade**" **specialty restaurants** that require pre-booking and **cover charges**.

Besides the dining room, modern cruise ships also usually **feature** one or more casual **buffet-style eateries** often open 24 hours and with menus that vary throughout the day to provide meals ranging from breakfast to **late-night snacks**. Ships also feature numerous bars and nightclubs for passenger entertainment; the majority of **cruise lines** do not include **alcoholic beverages** in their fares and passengers are expected to pay for drinks as they consume them. It is also **prohibited** to bring aboard and consume one's own alcohol (alcohol purchased duty-free is **sealed** and only returned to passengers when they **disembark**) while on board the ship.

Most modern cruise ships feature the following facilities. **Casino**, which is open only when the ship is at sea to avoid conflict with local laws, spa, fitness center, shops (only open when ship is at sea to avoid **merchandise licensing** and local taxes), library, theatre with Broadway style shows, cinema, indoor and/or outdoor swimming pool, **hot tub**, buffet restaurant, lounges, gym, clubs. Some ships have bowling alleys, ice skating rinks, rock climbing walls, miniature golf courses, surfing simulators, basketball and tennis courts. Besides passengers can **go ashore** for shopping or sightseeing in the ports of call.

Crew is usually hired on three to eleven month contracts which may then be renewed **as mutually agreed**. Most staff work 77 hour workweeks for 10 months

continuously followed by 2 months of vacation. The captain has overall responsibility for every aspect of the ship, including the welfare of passengers, crew and cruise line staff. **Senior officers** report to the captain. They are responsible for a particular aspect of the ship's operation. Under them is a hierarchy of staff who make sure the voyage is safe and comfortable for all passengers. There must be at least one crew member for every three passengers, although there may be a higher **ratio** on luxury ships.



III. Read the answers and write appropriate questions to match them:

1. How many.....? Nine or more.
2. What markets.....? The Asia-Pacific region.
3. How do we call a? A cruise ship or liner.
4. What.....? 2-3 day round trips without any ports of call.
5. How many.....? A dozen decks and hundreds of cabins.
6. How long.....? 24 hours.
7. What.....? One's own alcohol.
8. How long.....? 77 hour workweeks.

Phonetic exercises



IV. Mind the British and American English pronunciation of the following words:

clientele [ˌkli:ən'tel] – *British English*

[ˌklaɪən'tel] – *American English*

hotel [həʊ'tel] – *British English*

[hoʊ'tel] – *American English*

buffet ['bʊfeɪ] ['bʌfeɪ] – *British English*

['bʌfeɪ] – *American English*

amenities [ə'mi:nəti] – *British English*





V. Read the following sentence first using British, and then American English pronunciation:

Clientele of our hotel likes this buffet-style restaurant and its amenities.

Vocabulary exercises



VI. Give Ukrainian equivalents of the following, make up your own 5 sentences with the phrases:

industry's rapid growth; serviced by older ships; in the high growth areas; a passenger ship used for pleasure voyages; without any ports of call; complete hospitality staff; included in the cruise price; organize two dinner services per day; separate dining rooms for different types of suites; "upgrade" specialty restaurants; casual buffet-style eateries; to include alcoholic beverages in fares; to bring aboard; when passengers disembark; to feature facilities; bowling alleys; ice skating rink; rock climbing walls; miniature golf courses; surfing simulators; basketball and tennis courts; to go ashore for shopping or sightseeing; to renew contract; 77 hour workweek; welfare of passengers



VII. Give English equivalents of the following:

обслуговувати клієнтуру; Азіатсько-Тихоокеанський регіон; зручності судна є частиною досвіду; повертати пасажирів до порту від'їзду; у визначеному регіоні континенту; "круїзи в нікуди"; організовані як готелі на плаву; типовий круїзний корабель; десятки палуб і сотні кабін; мати більше екіпажу і персоналу, ніж пасажирів; остання тенденція; вимагати попереднього замовлення; відкриті 24 години; численні бари і нічні клуби для розваги пасажирів; забороняється; щоб уникнути конфлікту з місцевими законами; спа-центр; фітнес-центр; театр з шоу у бродвейському стилі, кінотеатр, критий і / або відкритий басейн; джакузі; ресторан-буфет; кімнати відпочинку; тренажерний зал; клуби; безпечна і комфортна подорож для всіх пасажирів



VIII. According to bonvoyage.co.ua all cabins have the following amenities as standard. Fill in the missing words to make the phrases complete:

private, storage, dryer, mini, interactive, conditioning, area, room, newspaper

- ✓ Air _____
- ✓ Sitting _____ and chair
- ✓ Wardrobe and _____ space
- ✓ LCD TV with _____ system
- ✓ Hair _____ and bathroom accessories
- ✓ Telephone and _____ safe
- ✓ Refrigerator/ _____ bar
- ✓ Daily shipboard _____
- ✓ Complimentary 24 hour _____ service



IX. Match the following words from the text to their definitions:

cabin	to leave a vehicle, especially a ship or an aircraft, at the end of a journey
buffet-style	on a ship, aircraft or vehicle
ashore	one of the floors of a ship
to disembark	a company that owns one or more cruise ships
deck	towards, onto or on land, having come from an area of water such as the sea or a river
on board	a small room on a ship in which you live or sleep
cruise line	a meal at which people serve themselves from a table and then stand or sit somewhere else to eat



X. Find synonyms for the following words / word combinations and learn them:

1. cruising:

2. amenities:

3. luxurious

4. to disembark

5. prohibited

6. clientele

to land; forbidden; consumers; deluxe; voyaging; facilities; to come ashore; expensive; sailing; customers; services; boating; banned; conveniences; to go ashore; taboo; clients; luxury



XI. Fill in synonyms from the previous exercise to complete the sentences:

1. A Mind Forever V_ _ _ _ _ is an interactive fiction game designed and implemented by Steve Meretzky (cruising). 2. Find the best in Las Vegas entertainment at the Luxor Hotel! Luxor's a_ _ _ _ _ include the Spa, shopping, pools, golf and even wedding services (facilities). 3. It is f_ _ _ _ _ to smoke here! (prohibited) 4. We ask all passengers to d_ _ _ _ _ from this cruise ships within a two-hour time frame. (to go ashore) 5. "L_ _ _ _ _" is a song by American artist Gwen Stefani from her debut solo album, Love. Angel. Music. Baby. (luxury) 6. Our shop c_ _ _ _ _ enjoy our special offers and complimentary products. (clientele)



XII. Translate into English:

1. Багато туристів щороку відправляються у подорож на круїзному лайнері не лише для того, щоб доїхати до якогось пункту призначення, а для того, щоб відпочити, насолодитись морським пейзажем та різноманітними зручностями. 2. Харчування майже на всіх круїзних суднах включене у вартість круїзу, хоча на деяких лайнерах існують спеціалізовані ресторани, де необхідно платити за страви. 3. Більшість сучасних круїзних суден мають такі заклади: казино, спа-центр, боулінг, фітнес-центр, магазини, бібліотека, кінотеатр, критий і / або

відкритий басейн, джакузі, ресторан-буфет, кімнати відпочинку, тренажерний зал, клуби, ковзанка, скалодроми, мініатюрні поля для гольфу, тренажери для серфінгу, баскетбольні та тенісні корти. 4. Всі пасажери круїзного лайнеру можуть зійти на берег для шопінгу чи екскурсії в портах заходу. 5. Більшість співробітників, як правило, наймаються на 77 годинний робочий тиждень терміном від трьох до одинадцяти місяців. 6. Контракт із працівником потім може бути продовжений за взаємною згодою.

Speaking exercises



XIII. Describe the following inside, outside cabins and a suite with a balcony with the help of the following pictures. Specify the difference between them and say where you would like to stay:



Inside cabin. What's included:

- Two lower beds that convert to a queen-size bed
- En suite bathroom with shower
- Sitting area with sofa



Outside cabin. What's included:

- Two lower beds that convert to a queen-size bed
- En suite bathroom with shower
- Sitting area with sofa
- Picture window

e.g. *There is a / are _____ in the inside /*

outside cabin. There is no _____ in the inside / outside cabin.



Suite with a balcony:

- Private balcony with access ramp (пандуси), table and chairs
- Two lower beds that convert to a queen-size bed
- En suite bathroom with oversized (двостулкові) door and roll-in shower
- Sitting area with sofa, table and chairs

e.g. *There is a / are _____ in the suite with a balcony.*

There is no _____ in the suite with a balcony.



XIV. Fill in the missing words to complete the dialogue:

cabin, board, seasick, buffet, call, steward, cabin, embarkation, captain

Connie: I'm so excited! We're finally taking a cruise. Are you sure this is the _____ area?

Robert: Yes, I'm sure. We go on _____ right here, see? Come on, let's find our cabin.

Connie: Okay, but I want to go up on deck as soon as possible and look around the entire ship. Do you think they'll let us go on the bridge and meet the _____?

Robert: I don't think so. You know, I think we're going the wrong way. I can't find our _____ number.

Connie: Let's see if we can find the purser or a _____ to help us. Oh, never mind, here it is! Wow, this _____ is really small.

Robert: No worries. We won't be spending much time in the cabin. When do we eat?

Connie: We can go down to the _____ right now for lunch, and I put us down for the main seating at 7:00 for dinner.

Robert: Whoa, what's that?!

Connie: That's the ship setting sail. You're not going to be _____, are you?

Robert: I don't think so, but I'm really looking forward to our first port of _____!



XV. Match the following questions to answers and restore the dialogue:

___ SARAH: I had an outside cabin with en suite bathroom and wonderful view.

___ SARAH: Yes, I went on one in 2004.

___ SARAH: It was awesome! The ship was huge and comfortable with lots of amenities.

__1__ SARAH: Have you ever been on a cruise?

___ MEG: Really? What facilities did the cruise feature?

___ SARAH: Yes, it was a holiday of a lifetime!

___ MEG: Wow! It was really a pleasant voyage! And what about the cabin? Wasn't it small? I heard all cabins are rather cramped.

___ MEG: How was it? Did you like it?

___ SARAH: Well, there was a casino, a spa, a fitness center, a library, a theatre, a cinema, an outdoor swimming pool, hot tubs, buffet restaurants, and many lounges. We even could skate on a skating rink!

___ MEG: No, I haven't. And you?

___ MEG: Looks like you liked absolutely everything.



XVI. Look at the following table and say what May has already done / hasn't done yet:

	Yes	No
Welcome the passengers	✓	
Show them to their cabins	✓	
Check their boarding passes	✓	
Log the passports into the computer		✓
Explain dining procedures to passengers		✓

A: Has May welcomed the passengers yet?

B: Yes, she has. She has already welcomed them.



XVII. Look at the chart below. Use the information to describe the following people and their jobs as in the example:

Pam Smith	cabin and bedroom steward	<i>Marina</i> cruise liner	8 : 00 – 18 :30	making beds, daily cleaning, room service, and other special requests from passengers regarding the room.
Peter Carlton	fitness instructor	<i>Royal Caribbean International</i> cruise ship	10 : 00 – 17:30	leading classes, planning classes, motivating guests, cleaning equipment, overseeing the use of the gym, being generally helpful in the fitness center.
Samuel Jackson	bartender	<i>Princess</i> cruise liner	13 : 30 – 1 : 45	serving and mixing drinks, stocking the bar, overlooking its cleanliness
Laura Breton	a gift shop	<i>Queen Victoria</i> ship	9 : 15 – 20 : 15	selling and stocking merchandise, performing

	employee			inventories and acting as the cashier
--	----------	--	--	---------------------------------------



Pamela Smith is a cabin and bedroom steward on *Marina* cruise liner. Her working day starts at eight o'clock in the morning. She finishes work at half past six in the evening. She is responsible for making beds, daily cleaning, room service, and other special requests from passengers regarding the room.



Peter Carlton is a fitness instructor on _____



Samuel Jackson is a bartender on _____



Laura Breton is a gift shop employee on _____

○ XVIII. Explain to your customers a detailed itinerary of a cruise liner Queen Mary 2 which will spend 28 nights in Australian waters, as she sails from Cape Town to Sydney via Fremantle and Adelaide, and then circumnavigates the country. As a result, Fremantle and Adelaide will each enjoy two visits from the liner during her Australian season.

5th day Arrive in Fremantle ['fri:mæntəl], spend half a day there visiting the Round House (1831), the oldest public building in Western Australia and WA Maritime Museum. Set sail at 7 : 00 p.m.

9th day Go to Adelaide ['ædələɪd], participating in Adelaide Festival of Arts. Set sail at 9 : 00 p.m.

14th day Visiting Sydney, going to Sydney Opera House, a symbol of both Sydney and Australia. Set sail at 8 : 00 p.m.

19th day Arrive in Adelaide. Spend the whole day there walking in Adelaide Botanic Garden, and shopping in the National Wine Centre. Set sail at 6 : 30 p.m.

23^d day Arrive in Fremantle, enjoy opportunities for water-based activities such as sunbathing, surfing, snorkelling and scuba diving. Set sail at 8 : 00 p.m.

28th day Return to Cape Town.

You're arriving in Fremantle on your fourth voyage day. You're spending half a day there visiting

Reading exercises



XIX. Study the following descriptions of some cruise jobs:

Hotel manager supervises hotel departments on board including housekeeping, galley, restaurants, bars and lounges. He/she is responsible for the ship's general cleaning and interior appearance and for the cash on board.

A purser is a person who assists passengers and handles important documents. He/she manages the ship attendants to ensure the safety and comfort needs of all passengers are being met, helps guests prepare customs declarations, is responsible for security of passengers' belongings in the ship's safe and/or safety deposit boxes.

Executive chef is responsible for the food production onboard, takes care of the galley (ship kitchen) team, supervising the galley team duties and performance.

Cruise director is in charge of all on-board entertainment, creates, coordinates, and implements all the daily activities, acting master of ceremonies at social activities and evening shows.

Ship captain is in charge of all operations of a sea vessel. He/she manages a ship's crew, supervises loading and unloading of either passengers or cargo.



XX. Say whether the following statements are true or false and correct the false ones:

1. Hotel manager is responsible for the general cleaning and entertainment on board.
2. A purser handles important documents and can fill in customs declaration for guests.
3. Executive chef is responsible for security of passengers' belongings in the ship's safe.
4. Cruise director is in charge of all on-board entertainment.
5. Ship captain is in charge of food production and the galley (ship kitchen) team.



XXI. Match the following phrases and questions to the responsibilities of a chef / purser / hotel manager / cruise director / captain:

1. Have you cleaned all the cabins on the lower deck yet? hotel manager
2. Here is your jewelry, madam. _____
3. Do you need help with this customs declaration form? _____
4. Let's organize a huge Halloween party with costumes and numerous surprises for passengers. _____
5. Dear passengers, welcome on board of *Arcadia* cruise liner. Enjoy your 3-days voyage to South Carolina. _____
6. We will hold a welcome party on the first day and a farewell party on the third day. _____
7. Our singers and dancers as well as the audiovisual team will report to me on a daily basis. _____
8. I'd like to talk to all members of galley staff to discuss our food and beverage operations, so please organize a staff meeting on Friday afternoon. _____.

Business Skills - Letter

Sending Information



XXII. Imagine that you are a sales and marketing director in a successful cruise line operating worldwide. You have received a letter from a big and well known travel agency containing enquiry about your service, tours, facilities and pricing. Write a response to this request according to the model:

Around the World Ltd

69 Milk Street, LONDON SW7 6AW, UK

Tel: +44 20 123 4567 Fax: +44 20 765 4321

Email: info@aroundtheworldservices.com

Date

Ms. Andrea Philips
Dreamtime Travel Ltd
54 Oxford Road
Skagnes
SK3 4RG

Dear Ms. Philips

Cruise Line Services & Fees

Thank you for your letter of 22 January enquiring about our service, tours, facilities and pricing.

Around the World Ltd offers a full range of tours around the world, mainly [SPECIFY THE TOURS HERE; include destinations, ports of departure, ports of call, etc.].

Our company is proud of its luxury cruise ships, each of which features [SPECIFY THE FACILITIES]. Indeed, there's something for everyone to discover on our most awe-inspiring ships the world has ever seen.

Besides each ship offers a unique variety of activities and dining options. Whether you seek an adrenaline rush or total tranquility, our ships have it all. Try [INCLUDE THINGS TO DO].

Kids will never be bored onboard. Our complimentary Youth Program is packed with totally awesome stuff for babies, teens and kids like [INCLUDE ACTIVITIES AND PROGRAMS FOR KIDS].

I have pleasure in enclosing our latest brochures and price list from which you can see that we offer an impressive variety for a highly competitive price.

I look forward to calling you in a few days.

Yours sincerely

James Brown

James T Brown

Sales and marketing director

Enc: 3

Unit VIII. TRAVEL TRADE



I. Read and learn the following words and word

combinations:

travel trade sector – сектор туристичного продажу

booking, syn. reservation [ˌrezə'veɪʃn] бронювання, попереднє замовлення

all-encompassing [ɪn'klmpəsiŋ] який включає все

tour package, syn. travel package [tuə(r) 'pækɪdʒ] турпакет

single ['sɪŋɡl] одиночний, єдиний

arm [ɑ:m] відгалуження, гілка

travel agency ['eɪdʒənsi] турагенство

wholesale ['həʊlseɪl] оптова торгівля

wholesaler ['həʊlseɪlə(r)] оптовий торговець, оптовик

tour operator ['tʊəreɪtə(r)] туроператор

business traveller - подорожуючий у справах

pleasure traveller ['plezə(r)] подорожуючий заради задоволення

sweeping ['swi:pɪŋ] масштабний, широкий

direct contact [daɪ'rekt] безпосередній (прямий) контакт

intranet exchange ['ɪntrənɛt] обмін в мережі інтранет

e-commerce ['kɒmɜ:s] електронна комерція

billing ['bɪlɪŋ] оформлення рахунків

to enter ['entə(r)] входити, вступати у

alliance [ə'laɪəns] альянс

consortium [kən'sɔ:tiəm] консорціум

shared [ʃeə(r)d] спільний, загальний

all-inclusive [ɪn'klu:sɪv] комплексний, ол-інклюзив

to encourage [ɪn'kʌrɪdʒ] заохочувати

incentive [ɪn'sentɪv] стимул, спонука

convention-related [kən'venʃn] пов'язаний з конвенцією

to be affiliated with [ə'fɪliətɪd] бути співробітником

motor coach line ['məʊtə(r) kəʊtʃ] компанія комфортабельних автобусів



to pass on - передавати

percentage [pə'sentɪdʒ] відсоток, відсотковий вміст, комісійна винагорода

edge [edʒ] перевага

consolidation [kən'sɒlɪdeɪʃn] об'єднання

underlying [ˌʌndə'laɪɪŋ] що лежить в основі

cause [kɔːz] мотив, причина

in advance [əd'vɑːns] завчасно

to do a research [rɪ'sɜːtʃ] проводити дослідження



II. Read and translate the following text:

Travel Trade

The **travel trade sector** supports the **bookings** and sales in other sectors. The people that work in the travel trade make reservations for accommodations, tours, transportation, food and beverage and/or for attractions. These bookings can be in the form of an **all-encompassing tour package** or a **single booking** for a single traveller.



There are two subcategories in the travel trade sector. The first is the retail **arm** of the industry, made up of **travel agencies**. The second is the **wholesale** side, made up of **tour operators**, who sell to travel agencies.

Retail Travel Agencies sell **travel packages** as well as individual travel components, such as airline tickets, car rentals and hotel reservations. They sell directly to the public, to both **business** and **pleasure travellers**. There are numerous travel agencies in any city. However, as a result of **sweeping** technological changes to the way that products are being developed and delivered without **direct contact** with a travel agency, such as ticketless travel, web marketing pages, **intranet exchange** and **e-commerce** which allows for electronic **billing** and payment, many small travel agencies are **entering alliances** with other agencies or with large agency **consortiums**. This allows to increase buying power through **shared** purchases of

technology, management systems and training. It also means there are fewer independent operators each year.

Tour operators and **wholesalers** develop and package tours to sell to the retail trade, i.e. travel agencies. Often these tours are **all-inclusive** (that is, they include all travel, accommodation, meals, and entertainment) and are marketed **to encourage** specific markets to buy, e.g. employee **incentive** travel. They may be **convention-related** or of special interest, such as theatre, sports or bird watching tours.

Some tour operators specialize in tours to international destinations; others focus on groups coming into their country. Tour operators work independently, or are **affiliated with** an airline, **motor coach line** or other travel related business. They usually receive a discount from accommodations, transportation companies and attractions and **pass on a percentage** of that discount to the retail agents. Tour wholesalers respond to change in the industry by developing new and unique products that have a competitive **edge** in price, value and variety.

Both retail and wholesale operations employ many people in a variety of positions. This is a competitive industry and new regulations, industry **consolidation** and new packages to new destinations keep those who work in this sector busy and challenged. Besides, working in the industry is fun for those, who enjoy the benefits of travel trade tourism – a recreational, leisurely kind of travel whose **underlying cause** is business interest or purpose. A travel trade tourist plans to visit a place **in advance** after **doing research** on what goods he can trade as a result of visiting an area. That sounds great, doesn't it?



III. Answer the following questions to the text:

1. What does the travel trade sector do?
2. What are its two subcategories?
3. What is an all-encompassing tour package?
4. What do travel agencies trade?
5. Who is a wholesale tour operator?
6. What kinds of tours do you know?
7. Who can tour operators be affiliated with?

8. What is travel trade tourism?
9. Would you like to become a travel trade tourist? Why?

Phonetic exercise



IV. Cross the odd word out:

booking	food	goods	blood
pass	can	and	attraction
industry	this	side	interest
pleasure	increase	each	meals
area	theatre	recreational	research
new	few	crew	pew



Vocabulary exercises



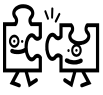
V. Give Ukrainian equivalents of the following, make up your own 5 sentences with the phrases:

make reservations for accommodations, tours, transportation, food and beverage and/or for attractions; all-encompassing tour package; airline tickets; car rentals; hotel reservations; business and pleasure travellers; sweeping technological changes; electronic billing and payment; to sell to the retail trade; employee incentive travel; special interest, such as theatre, sports or bird watching tours; motor coach line; travel related business; to have a competitive edge in price, value and variety; underlying cause; to visit a place in advance



VI. Give English equivalents of the following:

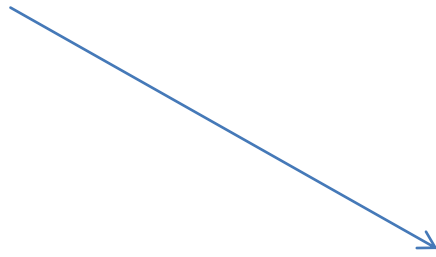
сектор туристичного продажу; бронювання та продажі; роздрібне туристичне агентство; гуртова сторона; туроператор; за відсутності безпосереднього контакту; безквитковий проїзд; входити в союзи з; збільшити купівельну спроможність; незалежні оператори; системи управління; підготовка кадрів; розробляти тури; включати в себе всі транспортні витрати, проживання, харчування і розваги; продавати для заохочення певних ринків; пов'язані з Конвенцією; тури за міжнародними напрямками; туроператори пов'язані з авіакомпанією; реагувати на зміни в галузі; після проведення досліджень



VII. What words go together according to the text:

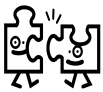
travel trade
tour
motor coach
pleasure
travel
underlying

cause
agency
package
line
sector
traveller



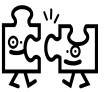
VIII. Make up your own five sentences, using the above mentioned collocations:

e.g. There are numerous travel agencies in any city.



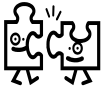
IX. Find synonymous words in the text to complete the sentences:

1. The people working in the travel trade sector b_ _ _ accommodation, tours, transportation, food and beverage for business and pleasure travellers. (reserve)
2. Tour operators sell t_ _ _ packages to retail travel agencies. (travel)
3. Ticketless travel, web marketing pages, intranet exchange and e-commerce became possible thanks to s_ _ _ _ _ technological changes. (all-encompassing)
4. Retail a_ _ of the travel trade industry is made up of travel agencies. (division)
5. Tour operators compete in developing new and u_ _ _ _ products that are competitive in price, value and variety. (exclusive)
6. Retail travel agencies sell travel packages as well as individual travel components d_ _ _ _ _ to the public. (straight)



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

1. A company that arranges travel and/or accommodation for people going on a holiday/vacation or journey (t_ _ _ _ _).
2. A holiday/vacation that is organized by a company at a fixed price and that includes the cost of travel, hotels, etc. (t_ _ _ _ _).
3. The business of buying and selling goods in large quantities, especially so they can be sold again to make a profit (w_ _ _ _ _).
4. The selling of goods to the public, usually through shops/stores (r_ _ _ _).
5. Before the time that is expected; before something happens (i_ _ _ _ _).



XI. Restore the word order:

1. two/ travel/subcategories/ are/ in/ There/the/ trade/ sector.
2. travel/ travel/ agencies/ sell/ Retail/ to/ packages/public.
3. of / is/ the industry/ The wholesale/ made/ of/ up/ tour/ side/operators.
4. develop/ operators/ Tour/ package/and/ tours.
5. tourism/ trade/ is/ leisurely/ of/ Travel/a recreational/ kind/ travel.



XII. Make questions to the italicized words:

1. Tour operators develop and package **all-inclusive tours**.
2. **Retail and wholesale operations** employ many people in a variety of positions.
3. Tour operators work **independently**.
4. Some tour operators specialize in tours **to international destinations**.
5. Travel agencies sell tourism products to both **business and pleasure travellers**.
6. Tours may be **convention-related**.
7. A travel trade tourist plans to visit a place **in advance after doing research on its goods**.
8. Tour operators usually receive a discount **from accommodations or transportation companies**.
9. Accommodations and transportation companies pass on a percentage of a **discount**.



XIII. Translate into English:

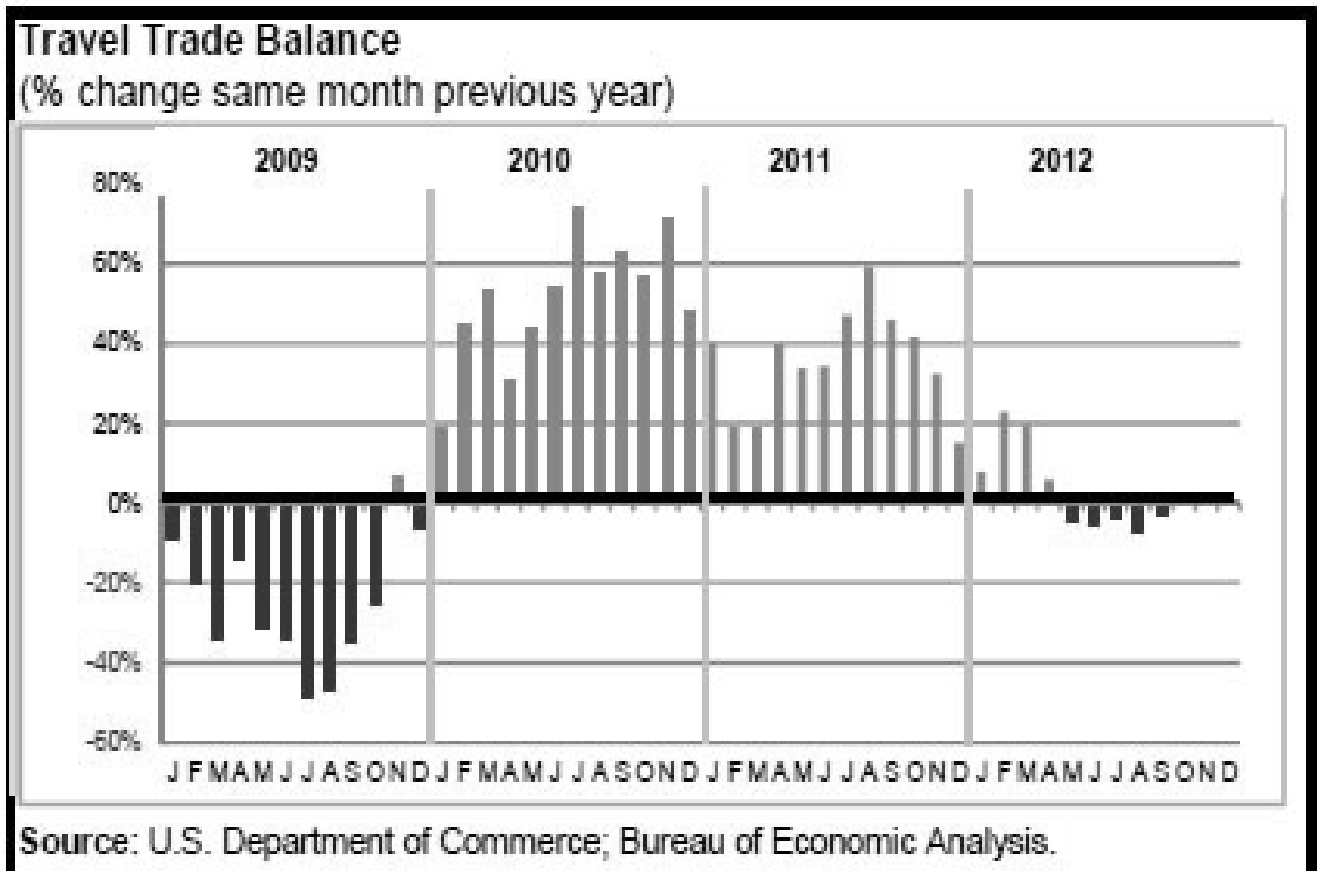
1. Сектор туристичного продажу складається з роздрібних туристичних агентств та гуртових туроператорів.
2. Туристичні агентства працюють безпосередньо з людьми: вони продають їм тур пакети чи здійснюють індивідуальні бронювання номерів в готелі, авіаквитків чи квитків для входу на атракціони.
3. Гуртові туроператори розробляють та складають тур пакети і продають їх тур агентствам.
4. Деякі туроператори розробляють тури у міжнародних напрямках, інші приваблюють туристів до власної країни.
5. Зазвичай туроператори співпрацюють із транспортними компаніями чи авіалініями та отримують від них знижки, частину яких можуть передавати тур агентствам.



XIV. Look at the following travel trade balance graph.

This graph shows the percent change in travel trade balance for each month versus the same month in the previous year.

Spending includes spending within the USA + passenger fares to travel to the USA.



Describe the changes in travel trade balance shown on the graph with the help of the following vocabulary:

⬆ Go up – increase, climb, lift, rise

⬇ Go down – fall, decrease, drop, decline

(slightly, dramatically, rapidly, suddenly, steadily, moderately, slowly, sharply)

e.g. Travel trade balance fell slightly in February 2009. Compared to January the same year it fell by 10 percent.

Travel trade balance climbed suddenly in January 2010. Compared to December previous year it climbed by 25 percent.



XV. Complete the following dialogues:

At The Travel Agency

**brochures, reservations, great, where, dollars, climates, go, spend, tropical,
vacation, look**

A: I need help planning my _____.

B: Sure, where would you like to _____?

A: I haven't decided _____ to go yet.

B: Do you enjoy warm or cold _____?

A: I am thinking that I might enjoy a
_____ climate.

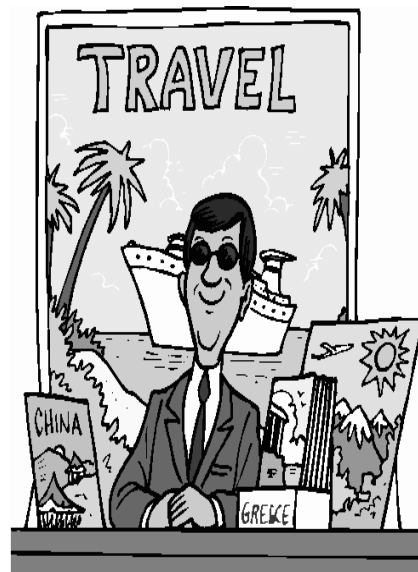
B: I have some _____ here that you might
like to _____ at.

A: These look _____!

B: Do you know how much you want to _____ on this vacation?

A: I have about a thousand _____ to spend on this trip.

B: Well, take these brochures, and get back to me when you want to make
your _____.



16. XVI. Split into two groups. One of you are travel agents, others are clients who want to go on holiday. Make up similar dialogues, using the following phrases:

Clients:

- Could you help me with vacation plans?
- I was wondering if you would be able to help me with vacation plans.
- I don't know where I want to go yet.
- I am open to your suggestions.
- I would like to travel to a cooler destination.
- A nice temperate climate would be best for me.
- This place looks nice.
- I've just got a bonus and can spend about three thousand dollars total.
- I think that I can spend about two hundred dollars a day.

Travel agents:

- Do you know where you will be traveling?

- Have you chosen your destination?
- Are you wanting to travel to a tropical climate, or would you like to go somewhere with a cooler climate?
- Do you enjoy warm weather, or are you looking forward to a cooler vacation?
- I can give you some brochures that could give you some ideas.
- Why don't you take a look at these brochures that might help you make up your mind?
- How much money is in your budget for this trip?
- Have you thought about what you would like to spend on this vacation?
- I'll be happy to help you make a reservation whenever you decide upon a destination.
- Take your time choosing a destination and, when you've narrowed it down, I'll be happy to help you make a reservation.

XVII. Make a plan and retell the text according to it.

Reading exercises



XVIII. Read the text about the world known travel trade newspaper:

Travel Trade Gazette (UK & Ireland edition) is a weekly newspaper for the travel industry.



TTG, as it is widely known, was launched in 1953 by Leslie Stone and claims to be the world's oldest travel trade newspaper. It features news, destination reports and careers advice for the travel and tourism industries. Sectors covered include travel agents, tour operators, airlines, cruise companies, hotels, tourist boards, rail travel, ferry lines, business travel and web-based operators.

The paper has a circulation of 18,670 and is distributed via subscription to high street travel agents, homeworker agents, call centers, tour operators and other travel organizations. It is published on Thursday.

The paper's website, TTGdigital.com, features news, photo galleries and job vacancies. TTG also operates the TTGbusiness.com and provides online training courses through TTG Knowledge in partnership with Online Travel Training.

TTG employs about 25 staff and is published by United Business Media in London. TTG is also published under license in the Middle East and North Africa, Russia, the Czech Republic, Italy, Poland, Hungary, and by TTG Asia Media in Singapore and China.



XIX. Match the following words from the above text to their translation and transcription:

- | | | |
|----------------|--------------------|---------------------|
| 1) weekly | a. ['laɪns] | запускати, починати |
| 2) to launch | b. [kleɪm] | тираж |
| 3) to claim | c. ['wi:kli] | ліцензія |
| 4) circulation | d. [ləʊntʃ] | зображати |
| 5) to feature | e. ['fi:tʃə] | стверджувати |
| 6) license | f. [ˌsɜ:kjə'leɪʃn] | щотижневий |



XX. Read the answers and write appropriate questions to match them:

- 1. What.....?**
A weekly newspaper for the travel industry.
- 2. When.....?**
In 1953.
- 3. What.....?**
A circulation of 18,670.
- 4. What.....?**
TTGdigital.com
- 5. How much.....?**
About 25 staff.
- 6. Where.....?**

In London, Russia, the Czech Republic, Italy, Poland, Hungary, Singapore and China.

Business Skills

Making Presentations



XXI. Study the following recommendations for preparing a presentation:

Most presentations consist of 3 main parts:


- a) Introduction
- b) Body
- c) Conclusion



In the following table you'll find what to do and what to say in every part of your presentation:

Part	Function	Possible language
INTRODUCTION	welcome your audience	Good morning, ladies and gentlemen Good morning, gentlemen Good afternoon, ladies and gentleman Good afternoon, everybody
	introduce the subject	I am going to talk today about... The purpose of my presentation is to introduce...
	outline the structure of your presentation	To start with I'll describe... Then I'll mention... After that I'll consider... Finally, I'll summarize my presentation.
	give instructions about questions	Do feel free to interrupt me if you have any questions. I'll try to answer all of your questions after the presentation.
BODY	introducing the subject	I'd like to start by (with)... Let's begin by... First of all, I'll... I'll begin by(with)...
	finishing one subject...	Well, I've told you about... That's all I have to say about... We've looked at... So much for...

	...and starting another	Now we'll move on to... Let me turn now to... Next... Turning to... I'd like now to discuss... Let's look now at...
	analyzing a point and giving recommendations	Where does that lead us? Let's consider this in more detail...
	giving an example	For example,... A good example of this is... As an illustration,... To give you an example,... To illustrate this point...
	dealing with questions	We'll be examining this point in more detail later on... I'd like to deal with this question later, if I may... I'll come back to this question later in my talk... Perhaps you'd like to raise this point at the end... I won't comment on this now...
	ordering	Firstly...secondly...thirdly...lastly... First of all...then...next...after that...finally... To start with...later...to finish up...
CONCLUSION	summarising and concluding	In conclusion,... Right, let's sum up, shall we? I'd like now to recap... Let's summarize briefly what we've looked at... Finally, let me remind you of some of the issues we've covered... If I can just sum up the main points...

 **XXII. Make a power point version of your own travel trade website, advertising any country you like, and present it to the class according to the model:**

Good afternoon, everyone.

I am happy to present you our new travel trade website. Here you'll find plenty of useful information for offering your clients a unique and memorable trip to (Amsterdam).

First I'll show you..., then I'll describe..., finally I'll offer....

Please, ask all your questions when I finish my presentation (when they appear).

As you can see from this slide, our website contains such headings.... offers such services... opens such possibilities....

You can... This section tells about (features, advertises)...

To finish with, I'd like to say....

Thank you for your attention! Now I'm eager to answer all your questions.

Headings from the site www.iamsterdam.com, which you may use for your website: About Amsterdam, Plan your trip, What to do, Deals, For you, Holiday



season, Amsterdam 2013, Book your stay (Check in / Check out), What's on, Things to do (Excursions, Eating& drinking, Shops, Attractions, Cocktail Cruise, Dinner Cruise, Sailing Adventure Tours, Amsterdam bike tour),

News, Explore the city (city map), I Amsterdam. City card (Free entrance museums, Free canal cruise, Free public transport, 25 % discount attractions, 25 % discount food and drink and more), Quick links (Hotels in Amsterdam, I amsterdam City Card, Getting to & around, Cinemas & film, Facts & figures, Public holidays, Amsterdam festivals agenda, Cafes & restaurants, Canal tours), Living in Amsterdam, Business in Amsterdam and many more!!!!

Discussion:

- What headings are most important to your mind? Why?
- Which ones are most creative?
- Which ones will you use for your own website?

Unit IX. A TRAVEL AGENT



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

travel agent ['eidʒənt] туристичний агент (турагент)

itinerary [ai'tinərəri] маршрут

to counsel ['kaʊnsəl] радити, надавати пораду

cancellation [ˌkænsə'leɪʃn] анулювання, скасування

to process (payments) ['prəʊses] обробляти (платежі)

to provide with [prə'vaɪd] надавати, забезпечувати

tip [tɪp] порада, натяк, відомості

insurance [ɪn'ʃʊərəns] страховка, страховий поліс

to guide [gaɪd] провести, супроводжувати

entire [ɪn'taɪə(r)] весь, цілий

transfer ['trænsfɜ:(r)] трансфер, транспорт

insider [ɪn'saɪdə(r)] інсайдер, нестороння людина

cove [kəʊv] бухта

asset ['æset] перевага, цінна якість

insight ['ɪnsaɪt] прозорливість, розуміння

proficiency [prə'fɪʃnsi] майстерність, досвіченість

first and foremost ['fɜ:məʊst] першочерговий

amenities [ə'mi:nətɪz] зручності

travel specials ['speʃlɪz] туристичні знижки

generalist ['dʒenrəlɪst] універсальний (туристичний агент)

specialist ['speʃəlɪst] спеціалізований (туристичний агент)

pre-defined [prɪdɪ'faɪnd] визначені (наперед), встановлений

dynamic packaging [daɪ'næmɪk] комплексний туристичний пакет

to enable [ɪ'neɪbl] давати змогу, робити можливим

current ['kʌrənt] поточний, нинішній, сучасний

availability [ə'veɪlə'bɪləti] наявність, доступність



escorted [ɪ'skɔ:tɪd] які супроводжуються

primarily [praɪ'merəli] переважно



II. Read and translate the following text:



A travel agent is a person who arranges travel for individuals or groups. He advises clients on travel options and tour packages, makes bookings and reservations, prepares tickets and receives payment. He provides travel information and **itineraries**; **counsels** clients on terms and conditions of travel (e.g. **cancellation** policies); sells tickets and **processes payments**; promotes destinations, tour packages and other services; **provides** travel **tips** on currency, language, safety, health, etc.; may also sell special event tickets or travel **insurance**.

As travel is complex, there are hundreds of details that go into every trip. Travel agents can **guide** you throughout the **entire** travel process, from what to pack before you leave to the best **transfer** to get you home safely and on time. They use their education and experience to provide customers with **insider** tips and advice on everything from tours and timing, to how to find a secret snorkeling **cove** or out-of-the way cafe. Thus the most valuable **asset** of a travel agent is the ability to offer **insight** – his or her knowledge and **proficiency** as a travel expert. Their **first and foremost** goal is to use their experience and travel industry relationships to offer exclusive vacation packages, **amenities** and **travel specials** and to help their customers to get the most value for their travel budget.

Besides offering insight, the value of a travel agent is the ability to provide a personalized travel experience at the right quality and price and most importantly, saving time and energy for their customer. Sure, one can save money going online and spending hours to find the best deal. But a travel agent does the work much

quicker and has the insight to match the right travel product at the right price with the appropriate needs.

Travel agents may be **generalists** or **specialists** (cruise, adventure travel, conventions and meetings). They may be employed by a travel agency or work independently from home. As a rule they receive a commission from the accommodations, transportation companies and attractions for coordinating the booking of travel. That is why they typically coordinate travel for their customers at the same or lower cost than if the customer booked the travel on his/her own.

Besides offering and selling **pre-defined** package tours, a travel agent may offer you **dynamic packaging**. This is a method used in package holiday bookings to **enable** consumers build their own package of flights, accommodation, and car rental. Dynamic packages differ from traditional package tours in that the pricing is always based on **current availability**; however, **escorted** group tours are rarely included here. Besides, dynamic packages are **primarily** sold online by online travel agencies.

III. Answer the following questions to the text:



1. Who is a travel agent?
2. What do travel agents usually do?
3. How can travel agents guide you throughout the entire travel process?
4. What is the most valuable asset of a travel agent?
5. What is the first and foremost goal of a travel agent?
6. What is the value of a travel agent besides offering insight?
7. What types of travel agents do you know?
8. What is dynamic packaging?
9. Would you like to become a travel agent? Explain why.

Phonetic exercise



IV. Cross the odd word out:

- | | | | |
|---------|--------|-----------------|--------|
| best | get | need | sell |
| package | than | travel | car |
| pricing | ticket | online | flight |
| through | you | group | tour |

customer rule use full
 currency budget hundred education
 from home most cove

Vocabulary exercises



V. Give Ukrainian equivalents of the following, make up your own 5 sentences with the phrases:

організувати подорож; надавати туристичну інформацію; надавати поради; обробляти платежі; туристична страховка; вздовж всього процесу подорожі; використовувати власну освіту та досвід; найцінніша перевага; здатність запропонувати розуміння; першочергова мета; координувати подорож; встановлений туристичний пакет; групові тури із супроводом



VI. Give English equivalents of the following:

travel options; tour packages; to make bookings and reservations, to receive payment; to provide travel tips; to get home safely and on time; to provide customers with insider tips; out-of-the way cafe; amenities and travel specials; to get the most value for travel budget; personalized travel experience; dynamic packaging; one's own package of flights, accommodation and car rental



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

tour _____ payments
 cancellation _____ availability
 dynamic _____ tips
 transportation _____ café

*insider, out-of-the way, policy, company, package,
 process, packaging, current*

e.g. This travel agency works only with several transportation companies.

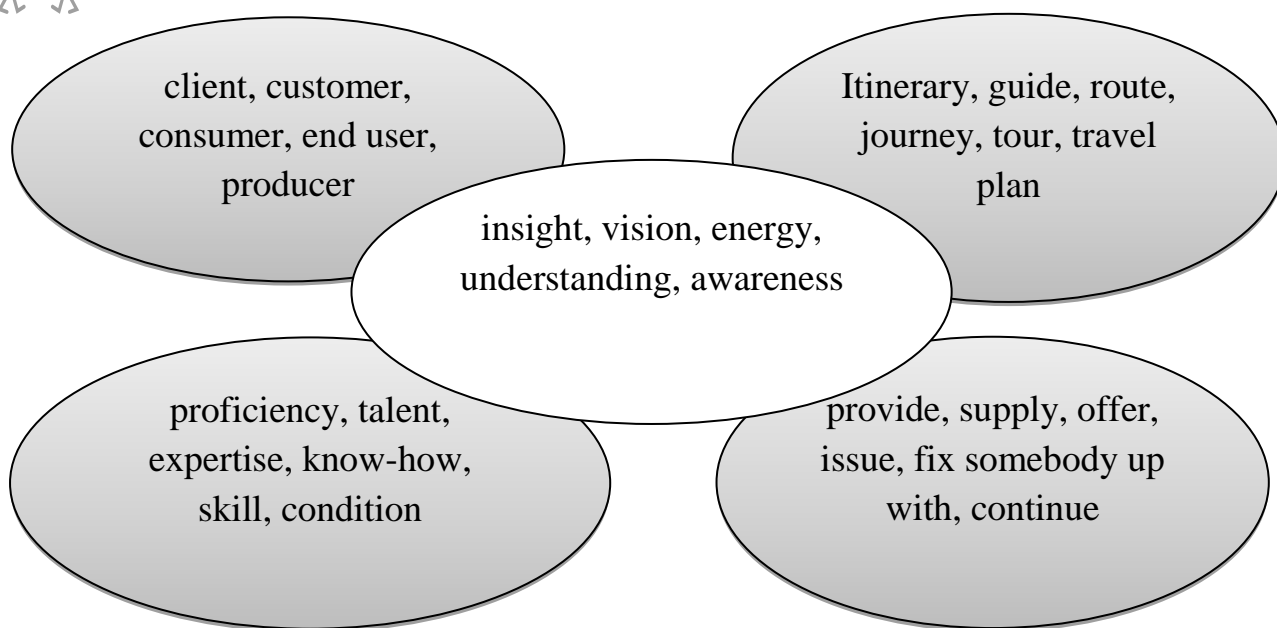


VIII. Complete the following sentences with the necessary prepositions:

1. This is the travel agent who arranged travel ____ us. 2. It is the responsibility of a travel agent to provide travel tips ____ currency, language, safety, health, and other questions. 3. He did not counsel his clients ____ terms and conditions of travel. 4. Travel representatives provide customers ____ information and their personalized travel experience. 5. Travel agents can guide you ____ the entire travel process. 6. Most travel agents try to coordinate travel ____ their customers ____ the same or lower cost than if the customer booked the travel ____ his/her own. 7. The pricing of dynamic packaging is always based ____ current availability.



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



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

1. A person or business whose job is to make arrangements for people wanting to travel, for example buying tickets or arranging hotel rooms – t_____. 2. An understanding of what something is like – i_____. 3. A person who has knowledge of several different subjects or activities – g_____. 4. A person who is an expert in a particular area of work or study – s_____. 5. A feature that makes a place pleasant, comfortable or easy to live in – a_____. 6. An arrangement with a company in which you pay them regular amounts of money and they agree to pay the costs, for example, if you die or are ill/sick, or if you lose or

damage something – i_ _ _ _ _ . 7. A plan of a journey, including the route and the places that you visit – i_ _ _ _ _ .



XI. Translate into English:

1. Плануючи подорож, краще звернутись до тур агента, оскільки він надає інформацію про маршрути і курорти, здійснює бронювання і попередні замовлення, готує квитки, консультує про терміни та умови подорожі; надає туристичні поради щодо валюти, мови, безпеки, здоров'я і т.д. 2. Туристичні агенти направляють на протязі всього процесу подорожі та надають клієнтам інсайдерські поради та рекомендації, використовуючи власну освіту і досвід. 3. Звичайно, можна замовити тур, забронювати готель, авіаквитки тощо самостійно в мережі Інтернет, однак, найбільш цінним активом тур агента є можливість запропонувати розуміння - свої знання і майстерність у виборі туру та його складових, що коштує набагато дорожче, ніж комісійні, які ви йому заплатите. 4. Туристичні агенти можуть бути універсалами або ж фахівцями з певних питань, наприклад, з круїзів, пригодницьких поїздок, з'їздів і нарад, тощо.

Speaking exercises



XII. Complete the dialogue with words from the list:

AT A TRAVEL AGENCY (*T: travel agent, C: client*)

people, business, airline, lunchtime, child, leave, old, Istanbul, from, morning, reservation

T: Good morning, sir. How may I help you?

C: Good _____. Can I make an airline _____, please?

T: Certainly. Where would you like to fly to and _____?

C: From Athens to _____.

T: O.K. And when would you like to travel?

C: I'd like to _____ Athens on the 2nd of next month, returning on the 13th.

T: Fine, all right. And what time of day would you like to fly?

C: I'd like to arrive in Istanbul by _____, and be back in Athens by dinnertime.

T: All right. And how many _____ will be travelling?

C: There'll be three of us – two adults and one _____.

T: I see. Could you tell me how _____ the child is?

C: She's 8 years old.

T: All right. And is this economy class or _____ class?

C: Economy class - the cheapest fares you can get, if possible!

T: All right. Do you have a preferred _____?

C: No I don't mind which airline it is.

T: All right, I'll just check the computer to find out about availability.

 **XIII. Make up similar dialogues, using the following prompts:**

- ❖ Reserve a flight from Madrid to New York on the 11th of September, returning on the 23rd for one adult and one child 3 years old, business class - with dinner, if possible.
- ❖ Reserve a flight from Chicago to London on the 6th of January, returning on the 3rd of February for three adults and two children 6 and 9 years old, economy class - the cheapest fares, if possible.
- ❖ Reserve a flight from Warsaw to Moscow on the 10th of June, returning on the 15th of August for two adults and two children 1 and 3 years old, business class - with dinner, if possible.
- ❖ Reserve a flight from Paris to Rome on the 18th of May, returning on the 28th for one adult and two children 5 and 8 years old, economy class - the cheapest fares, if possible.

 **XIV. Complete the dialogue with phrases given below:**

- ✓ Can I help you?
- ✓ When will you need the accommodations?
- ✓ Would you like to make a reservation?

- ✓ Your name, please?
- ✓ What other amenities and services does the hotel have?
- ✓ I need a credit card number to reserve the room.

BOOKING A HOTEL

Travel Agent: Good morning! _____

Customer: I need to book a hotel for a business trip to New York.

Travel Agent: _____

Customer: July 5th and 6th.

Travel Agent: So, you'll need a room for three days and two nights. You'll be departing on July 7th.

Customer: Yes, that's right.

Travel Agent: Mmm... There are some vacancies at Ritz Hotel. _____

Customer: Yes, I would.

Travel Agent: Do you want a king or double?

Customer: I'm travelling alone, so a room with a king-sized bed is fine.

Travel Agent: Ok. _____

Customer: Jane Brown.

Travel Agent: Ok, Mrs. Brown, they will hold the room until 6pm on July 5th and you can check in at 3 pm. Check-out time is noon on July 7th.

Customer: Does the hotel have a restaurant?

Travel Agent: Yes, it has two. It also has a room service menu if you prefer to eat in your room. Your room fees include a continental breakfast served in the lounge by the lobby.

Customer: _____

Travel Agent: There is a laundry service, hairdresser's, fitness center, wake-up call and parking.


Customer: OK, thanks.


Travel Agent: _____

Customer: OK, here it is.

Travel Agent: Great. The room is reserved. Please, let us know if you need anything else.


Customer: Thank you!

 **XV. Make up similar dialogues, student A is a travel agent, student B is a traveller.**

 **XVI. Role-play. Find some information about an interesting destination you would like to promote to your potential customers – your fellow students. Present your destination to them as if you were a real travel agent.**

Speak about:

- ❖ the main attractions of your destination;
- ❖ availability of excursions and their cost;
- ❖ possible places to stay at – five/ four star hotels and the hotel cost per night;
- ❖ possible places to eat at; the cost of a soft drink and /or a meal in local currency;
- ❖ transfer time from the airport to your destination; public transport facilities;
- ❖ what type of customers your destination would appeal most and why;

 **XVII. Role-play. Prepare an itinerary for a weekend break in _____(any place you like) for a family with two children, a boy and a girl, aged 11 and 8. They plan to arrive on Friday afternoon and to leave on Sunday evening.**

Reading exercises



XVIII. Read and act out the following dialogue:

AT THE TRAVEL AGENCY

(Dave wants to visit his mother in England, so he goes to a travel agency)

Dave: Hi, I'd like to check on a flight.

Travel Agent: Sure. What is your destination?

Dave: London, England.

Travel Agent: And is this one-way or round trip?

Dave: Round trip.

Travel Agent: When would you like to depart?

Dave: January 12th, returning on January 26th.

Travel Agent: Okay, one moment please. . . . Do you have an airline preference?

Dave: No. Any airline will be fine. I'm not picky.

Travel Agent: And what class would you like? Economy, business class, or first class?

Dave: Economy, please.

Travel Agent: Okay, well there's a flight on the morning of the 12th, returning on the afternoon of the 26th. The cheapest we have is \$1,400.

Dave: Ouch! I was hoping to find something cheaper. My dates are flexible – do you think you can find a cheaper flight on different dates?

Travel Agent: Let me check. Just a moment. . . . There's a flight on the 10th, returning on the 25th, for \$968.

Dave: That's much better!

Travel Agent: But you have to change planes twice – once in New York, and again in Holland. And there's a 6-hour layover in Holland.

Dave: Hmmm. . . Is that the best you can do?

Travel Agent: I'm afraid so. If you'd like, I can reserve a seat now, and you don't need to pay right away.

Dave: That would be great.


Travel Agent: I just need your full name and passport number.

Dave: Here you are. (Hands the travel agent his passport.)

Travel Agent: Okay, one moment. . . . Alright! It's reserved. If you decide you want to purchase the ticket, you need to confirm before the end of the month.

Dave: Great! You've been very helpful. Thanks!

Travel Agent: That's my job! Take care!

 **XIX. Read the following statements and say whether they are true or false, correct the false ones:**

1. Dave wants to visit his sister in Berlin.

2. He wants to reserve one-way ticket to London, England.
3. He departs on January 12th, returning on January 26th.
4. The flight is too expensive, so he decides to change dates, leaving on the 10th, and returning on the 25th of January.
5. Dave will have to change planes twice – once in Los Angeles, and again in Paris.
6. Dave pays for the ticket right away.

Business Skills

Writing Letters of Complaint



XX. Study the following sample. Write your own letter of complaint to a travel agent.

TRAVEL AGENT'S NAME & ADDRESS

YOUR NAME AND ADDRESS

YOUR CONTACT TELEPHONE NUMBER

YOUR E MAIL ADDRESS

DATE



Dear (Mr. Powell, Ms. Mackenzie, Frederick Hanson, Sir or Madam, Madam, Sir)

Re (in reference to; concerning): My Holiday Complaint

Booking Reference: [INSERT REF]

Hotel / Cruise: [INSERT HOTEL/CRUISE NAME]

Holiday Dates: [INSERT HOLIDAY DATES]

On [DATE] I returned from holiday at the above location of this letter. Please take this letter as a formal complaint, within the time frame as set out in our contract. We

paid £ [INSERT VALUE] for this holiday, and are seeking an explanation and/or compensation for the failures listed below.

The members of my party were:[INSERT NAMES AND AGES IF UNDER 18]

During the holiday we suffered the following problems:

ILLNESS: [LIST WHO WAS ILL, THEIR SYMPTOMS, ANY DIAGNOSIS AND IF THEY HAVE RECOVERED – DO NOT PROVIDE ANY MEDICAL NOTES AND RECORDS OR DOCTORS REPORTS]

ACCOMMODATION: [LIST THE PROBLEMS, ROOM BY ROOM IF APPROPRIATE; LIST THE PROBLEMS WITHIN THE HOTEL, AREA BY AREA]

FOOD: [LIST THE PROBLEMS WITH THE FOOD, DRINKS, WATER, ETC.]

HYGIENE: [LIST ANY ISSUES WITH HYGIENE, WHATEVER THE LOCATION WITHIN THE PROPERTY OR SHIP]

POOL: [LIST THE PROBLEMS WITH THE POOL, E.G. – USAGE, CLEANLINESS, TREATMENTS, ETC.]

ENTERTAINMENT: [LIST THE PROBLEMS]

HOTEL STAFF & MANAGEMENT: [LIST THE PROBLEMS]

FLIGHT: [LIST ANY PROBLEMS WITH THE FLIGHT, AIRPORT CHECK-IN, ETC.]

We attempted to resolve this problem in resort by contacting your representative, however..... [LIST THE ACTION YOU TOOK, WHO YOU SPOKE TO, WHAT THEY SAID, WHETHER YOU PUT THE COMPLAINT ON THEIR CUSTOMER COMPLAINTS FORM, WHAT ATTEMPTS WERE MADE TO RESOLVE THE COMPLAINT, AND WHY YOU DID NOT OR DO NOT ACCEPT THE RESOLUTION ETC.]

I hold you responsible for the failures in this contract and in doing so invoke your responsibilities under the Package Travel Regulations 1992 and the ABTA Code of Conduct.

As detailed within that Code I expect to receive an acknowledgement of this letter within 14 days. I then look forward to hearing your response within 28 days of the receipt of my complaint.

Yours Sincerely,

Unit X. A TOUR OPERATOR



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

escort ['eskɔ:t] супровід

crucial ['kru:ʃl] вирішальний

distinction [dɪ'stɪŋkʃn] відмінність, розрізнення

intermediary [,ɪntə'mi:diəri] посередник

blurred [blɜ:d] нечіткий, неясний

self-packaging ['rækɪdʒɪŋ] створення турпаketу власноруч

to exercise ['eksəsaɪz] здійснювати

entity ['entəti] організація

tourism board [bɔ:d] рада з питань туризму

government authorities ['gʌvənmənt ə:'θɒrəti] органи державної влади

departure [dɪ'pɑ:tʃə(r)] виїзд

otherwise ['ʌðəwaɪz] інакше, по-іншому, в іншому випадку

arrangement [ə'reɪndʒmənt] організація, впорядкування

to skip [skɪp] пропустити, обходити

at your own pace [reɪs] у власному темпі

to be of assistance [ə'sɪstəns] допомогти, стати в нагоді

guided city tour ['gaɪdɪd] екскурсії по місту

embassy ['embəsi] посольство

consulate ['kɒnsjələt] консульство

on behalf [bɪ'ha:f] від імені



II. Read and translate the following text:

A Tour Operator

A tour operator is a person who develops, markets and operates group travel programs that provide a complete travel experience for one price including transportation (airline, rail, and motor coach), accommodation, sightseeing, selected

meals and an **escort**. In other words, they organize package holidays and sell them to a consumer by a travel agent.

The difference between a travel agent and a tour operator is a **crucial** one, but it is not always easy to define. Widespread use of the Internet has radically changed the way business is done. The **distinction** between organizers or operators on the one hand, and agents or **intermediaries** on the other, has become **blurred**. Consumers and agents alike can shop online for a range of travel services thus creating a rapid increase in **self-packaging** of holidays.

However, tour operators still have their competence in arranging tours for those who do not have time to search for holiday options themselves. They are very useful in large group events and meetings organization, such as conferences or seminars. Besides, tour operators still **exercise** contracting power over suppliers (airlines, hotels, cruises, etc.) and influence over other **entities** (**tourism boards** and other **government authorities**) in order to create packages and special **departures** for destinations **otherwise** difficult and expensive to visit. At the same time, it must be noted that a tour operator not only sells a package tour, but also ensures the smooth operation of the tour.

Tour operators may specialize in destinations (e.g. Italy), activities and experiences (e.g. skiing), or a combination of both and deal with inbound and / or outbound tours. They can prove to be very helpful in assisting you with your travel **arrangements**. Many of them have a number of qualified employees who can speak more than one language and who may be able to help you better communicate your wishes to the company. Tour operators will also keep you out of potentially dangerous areas, inform you of what documentation you will need and suggest a number of great hotels for you to stay in. They may be able to provide you with all the necessary transport arrangements for the duration of your stay and some tour operators will even inform you of what sort of clothing you will need to pack in order to enjoy your holiday without being overly dressed or exposed to cold weather.

Even if you're the sort of traveller who prefers **to skip** the organized tours and discover the country **at your own pace**, tour operators can **be of assistance to** you.

Guided city tours are generally the best way to learn about a city's history and are a great choice along the route. Besides this, tour operators are usually aware of where all the **embassies** and **consulates** are and will be able to help you should you have any problems and require assistance.

There are many great tour operators in Ukraine who will be able to offer you the best service. They will make travel arrangements **on** your **behalf** and book you into a variety of great guided tours so that you can make the most out of your holiday. Ukrainian tour operators are friendly and helpful and will provide you with any additional information you may possibly need to ensure that you have an enjoyable holiday.



III. Answer the following questions to the text:

1. Who is a tour operator?
2. What is the difference between a travel agent and a tour operator?
3. What is self-packaging of holidays?
4. Where are tour operators very useful?
5. Why do they exercise influence over tourism boards and other government authorities?
6. What may tour operators specialize in?
7. How can they assist you with your travel arrangements?
8. Would you like to become a travel operator, explain why?

Phonetic exercise



IV. Cross the odd word out:

route group should ~~about~~
but thus use number
guided cruise require provide
holiday always stay enjoyable
meal easy search increase
airline rail explain Ukraine

Vocabulary exercises



V. Give Ukrainian equivalents of the following, make up your own 5 sentences with the phrases:

a complete travel experience; to shop online for a range of travel services; self-packaging of holidays; to have competence in arranging tours; to exercise contracting power over suppliers; tourism boards; government authorities; travel arrangements; to communicate wishes; to keep out of potentially dangerous areas; at your own pace; on your behalf; to make the most out of a holiday



VI. Give English equivalents of the following:

групові туристичні програми; радикально змінити; розмита різниця; швидке зростання; не мати часу для пошуку; організація великих групових подій та зустрічей; здійснювати вплив на організації; в інакшому випадку; спеціалізуватись на; кваліфіковані працівники; протягом всієї тривалості перебування; занадто одягнений; екскурсії по місту; посольства та консульства; дружній і радий допомогти



VII. Match the following synonyms:

A: escort, entity, embassy, arrangement, to skip, radically, city tour, package holiday, to operate, assistance, to arrange, employee, otherwise

B: to control, worker, to organize, else, help, guide, tour package, totally, organization, excursion, consulate, to avoid, preparation



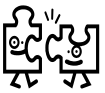
VIII. Substitute the underlined words with corresponding antonyms from the text:

1. Tour operators must always be unfriendly and unhelpful when they provide customers with information they need. 2. Tour operators destroy package holidays and buy them for a consumer by a travel agent. 3. They may be able to withdraw you from unnecessary transport arrangements and keep you in potentially safe areas. 4. Unguided city tours are generally the worst way to teach about a city's history and are a bad choice along the route. 5. Tour operators are very useless in small group events and meetings organization.



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

1. A holiday/vacation that is organized by a company at a fixed price and that includes the cost of travel, hotels, etc. (p_ _ _ _ _ h_ _ _ _ _). 2. A plan or preparation that you make so that something can happen (a_ _ _ _ _ _ _ _ _). 3. A group of officials led by an ambassador who represent their government in a foreign country (e_ _ _ _ _ _). 4. The building where a consul works (c_ _ _ _ _ _ _). 5. An act of walking around a town, building, etc. in order to visit it ((city) t_ _ _). 6. The activity of visiting interesting buildings and places as a tourist (s_ _ _ _ _ _ _ _ _).



X. Make up collocations and find sentences in which they are used in the text:

travel _____	dangerous _____
government _____	_____ arrangement
_____ -packaging	guided _____
package _____	organized _____

self, authority, tour, area, holiday, city tour, travel, program



XI. Put questions to the words in bold:

1. A tour operator is a person who develops, markets and operates **group travel programs**. 2. The distinction **between operators and travel agents** has become blurred. 3. **Tour operators** may specialize in destinations, activities and experiences, or a combination of both. 4. This tourist prefers to discover the country **at his own pace**. 5. There are many great tour operators **in Ukraine**. 6. Tour operators are of great help **when you do not have time to search for holiday options yourselves**. 7.

My sister dreams to become a tour operator.



XII. Translate into English:

1. Туроператор це людина, яка розробляє турпакети та продає їх споживачам за допомогою тур агентів. 2. Сьогодні споживачі та тур агенти можуть самостійно замовляти й купувати різноманітні туристичні послуги в мережі Інтернет і таким чином створювати туристичні пакети власноруч, без допомоги

туроператорів. 3. Однак, туроператори можуть бути корисними тим, хто не має часу самостійно влаштувати свій відпочинок, або ж при організації великих групових подій чи зустрічей. 4. Окрім того, туроператори можуть надати багато додаткової інформації, наприклад, де знаходяться посольства та консульства, як уникнути ризикованих ситуацій, де можна знайти зручний поза шляховий ресторанчик, чи які з собою пакувати речі. 5. Туроператор – це завжди ввічлива, усміхнена і рада допомогти особистість, яка вам стане у нагоді при організації вашого відпочинку.

Speaking exercises



XIII. Look at the functions listed below. Decide which ones are performed by tour operators and which by travel agents, then make sentences as in the example:

1. organize all-inclusive tours – tour operators

e.g. It is the tour operator's job (task, responsibility) to organize all-inclusive tours.

2. sell all-inclusive tours;
3. plan itineraries for customers;
4. sell air tickets and vouchers;
5. provide travel insurance;
6. arrange corporate travel;
7. record and confirm reservations;
8. negotiate for bulk purchase of airline seats, hotel rooms, etc.;
9. sign contracts with hotels, airlines, etc.;
10. give advice on resorts, carriers and travel facilities.



XIV. You are a travel agent who wants to have a tour package for some group of travellers. Provide your own answer to every question asked by the tour operator:

1. What group of travellers do you need a tour package for?

2. Where do they want to go? _____

3. What is the planned duration of their stay?_____

4. What transportation specifications have they given to you?_____

5. What type of hotel do they need?_____

6. What type of meals do they prefer?_____

7. What kind of entertainment do they expect?_____



XV. Put the following conversation between a conductor (Sam) and a tour operator (Alex) in the correct order:

___**Sam:** Pleased to meet you, Mr. Alex. I am Samuel.

1 **Alex:** Excuse me, but are you Ms. Samuel, conductor of the JATA Tour Group? I am Alex from ABC Overseas Travel, the local tour operator.

___**Alex:** Pleased to meet you too. I am an assistant for transportation service. An English speaking tour guide will be escorting your group for the city tour tomorrow. And now I would like to show you the way to the bus waiting in the parking space. Including you, there are all sixteen persons, aren't there? And how many pieces of baggage is the porter carrying for you?

___**Sam:** Thanks. I'll be taking the people to the exchange counter. Please then double-check the number of the fifteen pieces of baggage with the porter and have them loaded on the bus. Besides, we'd like to make changes to some parts of our itinerary tomorrow, and I'll talk about it after we get on the bus. Will you please just let your staff and the tour guide know about it beforehand?

___**Sam:** Just a minute, please. We have a tight schedule for tomorrow. So I'd like our members to change some of their money into euro now in the airport if possible.

___**Sam:** Our group consists of sixteen members including me this time. And we have fifteen pieces of our baggage.

___**Alex:** All right. Now that everybody's here, let's go to the bus.

___**Alex:** Sure. It only takes about thirty minutes from here to the hotel, and we have plenty of time today. Just take your time to do the things.

___**Alex:** I see. Let's have the information about it on the bus. Anyway, I'll come back after seeing the baggage taken on the bus. After everybody is done with the money exchange, I'll show you to the bus. Here is a file for you. Let's talk it over later on.

 **XVI. Make up similar conversations, acting out one of the following situations:**

- One of you is a tour operator who meets a group of delegates to the conference at the airport. Speak to their conductor and take them to their hotel, then show them to their rooms. Speak about their schedule and possible entertainment.
- You are a tour operator who has to negotiate changes in the accommodation services (itinerary, transportation, etc.) with a group conductor. Meet the conductor and decide how you can solve the problem with a hotel (or any other) change.

 **XVII. Role play. Imagine the following situation:**

A group of 15 archaeologists from U.K. intends to visit India. They want to have a feel of prominent archaeological sites and they are in the age group of 35-45. They place their requests to a travel agency in U.K. and the travel agency passes on this request to a tour operator in India.

Act as a tour operator and decide whether such a group can be handled by your company, solving the following problems:

- 1) Get in touch with an archaeologist in India for identification of the sites to be visited.
- 2) What will be the modes of transportation to these sites?
- 3) Where accommodation has to be provided?
- 4) Identify a tourist guide who specializes in archaeology.
- 5) What type of entertainment can be provided to them in the evenings?

6) What type of meals to be served and where?

7) Where to take them for shopping, etc.?



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

Reading exercises



XIX. Read the following information about five Spain's most famous Andalucian cities:

Andalucía is one of the most attractive areas within the Mediterranean regions, due to its mild climate, environmental nature, its history and culture. There are many interesting cities and places there, which are very worth visiting.


Consider **Cordoba**, for example, the second largest old town in Europe. The city is home to 12 Christian churches, but the most important building and symbol of the city is the Great Mosque of Córdoba, formerly a medieval Islamic mosque and now a current cathedral. Near the cathedral is the old Jewish quarter, which consists of many irregular streets, such as Calleja de las Flores and Calleja del Pañuelo. Another best known sight of the city is the Roman bridge, built in the early 1st century BC across the Guadalquivir river.

Every street and square of **Seville**, the Andalucian capital, bursts with joy and activity. Parque de María Luisa and Plaza de España give a taste of Seville's nature. The Sevilla Cathedral gives a feel of the Muslim and Christian influence, while intense nightlife, flamenco dancing and delicious tapas complete the adventure.

Toledo is a city that once visited, never ceases to rest in the imagination. The fortified medieval city built on a hill overlooking the Tagus River, is without a doubt one of the densest monumental cities in the world. It is claimed to be the hometown of Spanish artist El Greco and houses many of his famous works.

At the foot of Sierra Nevada, between the Darro and Genil rivers, lies **Granada**. Granada has a distinctly Arab influence with the impressive UNESCO World Heritage Sites of Alhambra (the medieval castle built by the Muslim rulers famous for its Arab style architecture and gardens) and Generalife palace and gardens amongst the highlights.

Ronda is one of the most popular tourist destinations in the Andalucia region and you will enjoy a sightseeing tour of this beautiful town of Celtic origin. With the Cathedral (Roman, Arabic and Gothic styles), the Old Quarter, the Bull Ring (oldest one in Spain) and the magnificent Tajo Gorge, the 200-year-old stone bridge which connects the new and old parts of the town, Ronda has plenty of sites to discover during your time there.

 **XX. Prepare and describe a five-day tour of Spain's most famous Andalucian cities from Madrid, using the information you've just read and the following scheme (the first two have been done for you):**

ITINERARY

Day 1: Madrid - Cordoba - Seville

Morning departure from Madrid along the land of Don Quijote -The Man from La Mancha. Upon reaching Cordoba there is time for lunch and a city tour visiting the Mosque and the Jewish Quarter. In the afternoon proceed to Seville for dinner and overnight.

Seville accommodation: Emperador Trajano (3-star) or Melia Lebreros (4-star)

Day 2: Seville - Ronda

After breakfast, enjoy a morning city tour (The Cathedral (outside), Santa Cruz Quarter, Maria Luisa Gardens). The afternoon is at leisure for you to discover exclusive views, try local appetizers or wander around this beautiful city. You will proceed to Ronda for dinner and overnight.

Ronda accommodation: Emperador Trajano (3-star) or Melia Lebreros (4-star)

Day 3: Ronda - Granada

Day 4: Granada - Alhambra - Generalife Gardens

Day 5: Granada - Toledo - Madrid

Business Skills – Negotiations

One of the most important skills anyone can hold in daily life is the ability to negotiate. In general terms, a negotiation is a resolution of conflict. We enter negotiations in order to start or continue a relationship and resolve an issue. In the world of business, negotiating skills are used for a variety of reasons, such as to negotiate a salary or a promotion, to secure a sale, or to form a new partnership.



XXI. Read and learn the following useful phrases and expressions, which may be used while negotiating:

Language to use to show understanding/agreement on a point:

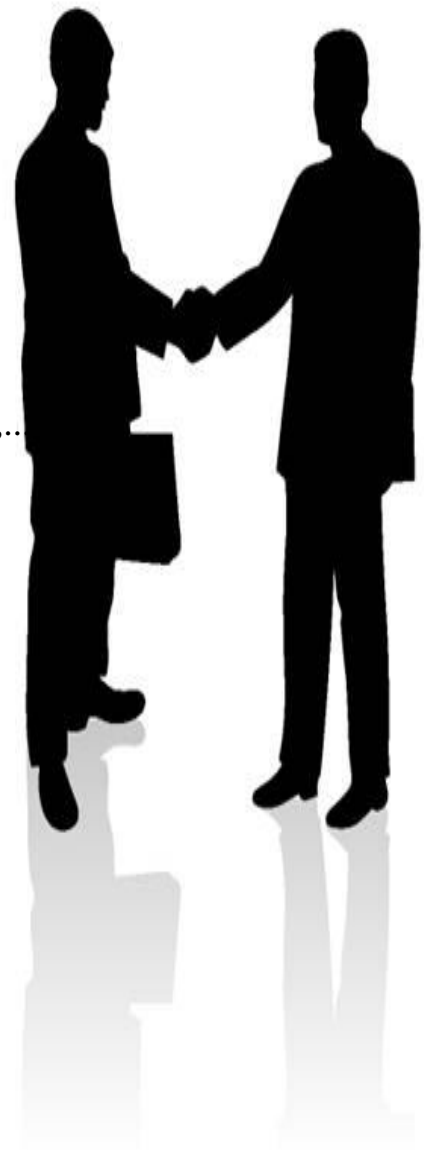
- I agree with you on that point.
- That's a fair suggestion.
- So what you're saying is that you...
- In other words, you feel that...
- I think we can both agree that...
- I don't see any problem with/harm in that.

Language to use for objection on a point or offer:

- I understand where you're coming from; however,...
- I'm prepared to compromise, but...
- The way I look at it...
- The way I see things...
- If you look at it from my point of view...
- I'm afraid I had something different in mind.
- That's not exactly how I look at it.
- From my perspective...
- I'd have to disagree with you there.
- I'm afraid I cannot offer you such a concession.
- Is that your best offer?

Persuasive language:

- One thing I'm sure we all agree on is...
- This will work out very well because...
- The benefits would be that...



- We may not see the benefits in the short run. However,...
- The reason I feel this would be best is that...
- When we consider that,

Language to use in closing:

- It sounds like we've found some common ground.
- I'm willing to leave things there if you are.
- Let's leave it this way for now.
- I'm willing to work with that.
- I think we both agree to these terms.
- I'm satisfied with this decision.
- I think we should get this in writing.
- I'd like to stop and think about this for a little while.
- You've given me a lot to think about/consider.
- Would you be willing to sign a contract right now?
- Let's meet again once we've had some time to think.



XXII. Make up sentences as in the example:

- I'd like to order 3 two-way tickets with a unit price of \$170.
- Sorry, I can't offer you more than 15% discount!
- And what about terms of payment?
- Payment must be within 10 days or I can't guarantee booking within two months!

Number of tickets	Discount	Unit price	Terms of payment	Booking
4 one-way	10%	80	30 days	within 3 months
6 two-way	20%	200	2 weeks	within 2 months
8 one-way	25%	100	60 days	within 4 months
12 two-way	27%	180	90 days	within 6 months



XXIII. Try to sell to your group mate anything you have on you/with you (your wrist watch, your bag, your telephone...)



XXIV. Role play the situation below:

You are a tour operator and want to sell a tour to a local travel agent. Describe it first, tell about its positive features and benefits: sights and attractions, possible excursions, accommodation details, transport specifications, etc. You can only offer a 5-10% discount. The tour expires within 60 days.

You are a travel agent. You like the tour very much – it is exclusive and new, fully satisfying the needs of your customers. However, you need a bigger discount, or your customers will not want to buy such an expensive tour. Negotiate prices with the tour operator.



XXV. Translate into English:

1. Я би хотів замовити 20 одиниць товару за 20.6 доларів за одиницю. 2. Я можу запропонувати вам знижку у 20%, якщо ви замовите 30, 000 одиниць. 3. Чи могли би ви запропонувати більшу знижку? 4. Я не можу зробити вам таку велику поступку. 5. Ваша ціна, здається, зависока! 6. Я не можу запропонувати вам кредит. 7. Чи можна змінити умови договору? 8. На жаль, я не можу спустити ціну нижче, ніж \$19.6 за одиницю!

Unit XI. PROMOTION IN TOURISM



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

combinations:

promotion [prə'məʊʃn] просування

to entice [in'taɪs] приваблювати, притягувати

favourably inclined ['feɪvərəbəlɪ] [in'klaɪnd]

позитивно налаштований

repeat purchase ['ri:ptʃəs] повторне придбання

media (sing. medium) ['mi:diə] засоби масової інформації

timing – часові рамки, тривалість

publicity [pʌb'lɪsəti] публічність, гласність

Public Relations (PR) – зв'язки з громадськістю

personal selling – індивідуальна презентація товарів;

презентація товару, яку здійснює продавець під час продажу покупцю

sales promotion – стимулювання збуту

target audience ['tɑ:ɡɪt] ['ɔ:diəns] цільова аудиторія

ad campaign [kæm'peɪn] рекламна кампанія

scope [skəʊp] масштаб, обсяг

catchy ['kætʃɪ] привабливий

banner ads – банерна реклама (реклама на веб-сайті)

hoarding ['hɔ:dn] біг-борд

sticker – наклейка

stall – прилавок, крамниця

giveaway - дешевий розпродаж / подарунок в рекламних цілях

guideline ['ɡaɪdlaɪn] директива, вказівка

key benefit [ki:] ['benɪfɪt] ключова перевага

to perceive [prə'si:v] сприймати



to convey [kən'veɪ] передавати, повідомляти

to advocate ['ædvəkeɪt] просувати, пропагувати

maturation period [ˌmætʃu'reɪʃn] ['rɪəriəd] період дозрівання



II. Read and translate the following text:

Promotion in Tourism

Tourism **promotions** and marketing help you **entice** tourists to visit your destination, be it a city, an attraction, a hotel, a sports facility or some other location that draws tourists. You need to understand tourism marketing and promotion methods to make the most informed decisions for your destination and budget.



First of all, it is necessary to say that the purpose of promotion is to create awareness and then make the environment **favourably inclined** to the organization. Only when the environment is positively inclined to the organization, customers buy its products, employees prefer to work for it, suppliers are happy to provide raw materials, and financiers offer finance. Promotion refers to the set of activities that communicate about the product to the prospective and existing customers. It aims to inform prospective customers about product or producer, inform existing customers about changes in product; **generate** interest in the offer; persuade prospective customers to try the product (first purchase), and persuade existing customers to continue the use of product (**repeat purchase**).

The products in tourism are multiple. Thus promotion in tourism may be of a country as a whole; of a specific destination and location; of definite activities or services; of tour packages; accommodation/food, etc. No matter what product you are going to promote, the main decisions to make in promotion planning are: objectives

of promotion, choice of mix, selection of **media**, formulating the messages, timing and intensity of the campaign.

In marketing, promotion is communication. Nowadays there are various ways to communicate - advertisement, **publicity**, **Public Relations (PR)**, **personal selling**, and **sales promotion**. The most effective way to reach the **target audience** with tourism promotion and marketing is to develop a strong **ad campaign** that fully conveys what your destination has to offer the visitor. An advertisement, which is a paid non-personal form of presentation, arouses curiosity and interest.



When you plan to advertise some tourist product, you have to decide the objective of your advertisement, define the target audience, over what period should the campaign last. You must outline the **scope** of your ad – whether it will be regional, national or international; you must select the media to be used, your theme and image, best timing and frequency as well as cost effectiveness. This means a lot of work as not only you have to deliver a **catchy** message, but also decide how to expose it to your potential clients. You may present your message through such media as newspapers, magazines, journals, radio, television, posters, **banner ads**, **hoardings**, **stickers**, exhibitions, **stalls**, direct mail, **giveaways** and many others.

While preparing messages the following **guidelines** may be kept in mind: give clear unambiguous messages; **convey** range, depth, quality and level of service; emphasize benefits, not technical details; only promise what can be delivered; don't forget to develop continuity through symbols, image, format, theme, etc. In other words, messages should stress the **key benefits** that the target market must **perceive** and will value. They must be credible, likeable and attractive. As tourism destination has a visual appeal; colour, movement and sound that may convey the atmosphere add much to ad effectiveness.

And one more thing is important. If any special event is to be **advocated**, it has to be done sufficiently early keeping in mind that decisions to travel are not taken in a hurry. There is a certain **maturation period** of decisions, planning and buying in tourism. For example if one wants to go to the hills in summer the selection of the destination, planning and looking have to be done much earlier. May be in February or March. In case of international tourism tour packages are offered even a year or two in advance.



III. Answer the following questions to the text:

1. How can tourism promotions and marketing help you?
2. What is the purpose of promotion?
3. Why is it important to make the environment favourably inclined to the organization?
4. What does promotion refer and aim to?
5. What tourism products do you know?
6. What are the main decisions to make in promotion planning?
7. What ways to communicate do you know?
8. Through what media can you present your message?
9. What guidelines may be kept in mind while preparing the message?

Phonetic exercises



IV. Mind the following words pronunciation:

advertisement [əd'vɜ:tɪsmənt] – *British English*

[,ædvər'taɪzmənt] – *American English*

to advertize ['ædvətɑɪz] – *British English*

['ædvɜrtɑɪz] – *American English*

tourist ['tʊərɪst], ['tɔ:ɪst] – *British English*

['tʊrɪst] – *American English*

tourism ['tʊərɪzəm], ['tɔ:ɪzəm] – *British English*

['tʊrɪzəm] – *American English*

period ['pɪəriəd] – *British English*



V. Read the following sentences first using British, then American English pronunciation:

1. This tourism advertisement is awesome!
2. The advertising campaign was directed at foreign tourists over the summer 2012 period.

Vocabulary exercises



VI. Give Ukrainian equivalents of the following, make up your own 5 sentences with the phrases:

допомагати приваблювати туристів; створити обізнаність; позитивно налаштувати середовище; перспективні та існуючі клієнти; просування цілої країни; просування певної території чи місцевості; повторне придбання; реклама; гласність; зв'язки з громадськістю; індивідуальна презентація; стимулювання збуту; платна, безособова форма презентації; надати чітке недвозначне повідомлення; підкреслити переваги, а не технічні деталі; рекламувати особливу подію; ефективність реклами



VII. Give English equivalents of the following:

to draw tourists, tourism marketing and promotion methods, to generate interest in the offer; promotion of tour packages; to develop a strong ad campaign; target audience; national, regional or international scope; catchy message; banner ad; hoarding; exhibition; stall; direct mail; giveaways; to convey range, depth, quality and level of service; credible, likeable and attractive; to develop continuity through symbols, image, format, theme; to stress the key benefits; visual appeal; maturation period of decisions, planning and buying; a year or two in advance



VIII. Match and learn the synonyms:

A: stall, hoarding, entice, location, promote, in advance, guideline, benefit, exhibition, convey, ripening, key, develop, objective, client

B: place, draw, rule, kiosk, display, beforehand, advocate, billboard, advantage, aim, main, create, deliver, maturation, customer



IX. Find antonyms for the following words in the text, make up your own sentences with them:

unnecessary – n _____

personal – n _____

ineffective – e _____

weak – s _____

ambiguous – u _____

negatively – p _____



X. Mind the following words usage:

advertisement (advert) a notice, picture or film/movie telling people about a product, job or service

ad (informal) a notice, picture or film/movie telling people about a product, job or service

advertising

commercial an advertisement on television or on the radio.

trailer (especially British English) a series of short scenes from a film/movie or television programme, shown in advance to advertise it.

(a/ an) advertisement/ ad/ commercial/ promotion/ trailer **for** something

a **TV/ television/ radio/ cinema** advertisement/ ad/ commercial/ promotion

to run/ to show a(n) advertisement/ ad/ commercial/ trailer



XI. Fill in appropriate words from the previous exercise into these sentences:

1. We've recently seen a _____ for this new film.
2. This TV _____ impressed me greatly!
3. The television company _____ our advert three times a week.
4. Have you noticed the latest advert _____ this Panasonic?
5. _____ is informal and short form of advertisement.
6. _____ is the activity of attracting

public attention to a product or business. 7. An _____ is a paid non-personal form of product presentation.



XII. Translate Into English:

1. Просування певної території чи місцевості необхідне для приваблення туристів. 2. Щоб створити гарну рекламу, треба надати чітке, недвозначне повідомлення, розповісти про послуги, які надаються, згадати про їх якість та рівень, підкреслити переваги вашого курорту та обіцяти лише реальні властивості, нічого не вигадувати. 3. Сьогодні існує багато засобів масової інформації, за допомогою яких рекламодавець може передати інформацію про певний товар. 4. Рекламу можна розмістити у газеті, журналі, показувати по телебаченню чи транслювати по радіо, встановити на біг-борді чи використати банерну рекламу в мережі Інтернет. 5. Є також різні способи передачі інформації – рекламування, гласність, зв'язки з громадськістю, індивідуальна презентація чи стимулювання збуту. 6. В туризмі можна рекламувати як країну в цілому, створювати її привабливий імідж закордоном, так і просувати певну місцевість чи визначне місце, а також окремий ресторан чи готель. 7. Розрізняють регіональну, національну та міжнародну рекламу.

Speaking exercises



XIII. Try to characterize a successful advertisement using just one word or phrase. Possible answers:

Ads must be:

- ✓ informative
- ✓ smart
- ✓ eye-catching...



XIV. Here are some different ways of promoting a tourism product or service. What are the advantages and disadvantages of each? Are any of them particularly suitable for certain products and services?

- a. advertisement in magazine or newspaper

- b. leaflet given out in the street
- c. leaflet available in travel shops
- d. advertisement in theatre programme
- e. neon sign in city centre
- f. advertisement on billboard by roadside
- g. poster at railway station or airport
- h. television advertisement (commercial)
- i. press release
- j. sponsorship of a sporting event
- k. sales promotion, e.g. early booking discount
- l. personal selling, face-to-face or tele-sales
- m. direct mailing / mailshots
- n. web site on the Internet, banner ad
- o. point-of-sale promotion (leaflet, poster)



XV. Which type of promotion activity do you think would be best for the following?

- ❖ cheap last-minute flights
- ❖ new caravan and camping site
- ❖ new children's theme park
- ❖ travel insurance
- ❖ trekking holiday in Nepal
- ❖ inclusive packages to see the next Olympic Games
- ❖ new cut-price transatlantic air service



XVI. Make up a dialogue as in the example:

- Have you seen the **latest commercial** for **Kodak camera on TV**?
- No, unfortunately not. Why are you asking? Was there something **extraordinary** about it?
- Oh yes! This **Kodak commercial** is presenting **Rihanna** [ri'ænə] and the **all new m590 camera from Kodak**.

- I'll try to find it on the Internet!

1. Late/ commercial / Kodak camera/ on TV/ extraordinary/ Kodak commercial/ Rihanna and the all new m590 camera from Kodak.



2. Big / advertisement / Nescafe / on a building in Venezuela's [ˌvenəˈzweɪlə]

capital/ unusual/ Nescafe advertisement / a Nescafe branded cup and must be among the largest hot-air balloons in the world.

3. Cool / advertisement / Nike/ in the latest newspaper/ strange / Nike advert/ a huge ball bombarding a rather old building.

4. Funny / print ad / Fitness Company / in a Sports Magazine / unexpected / Fitness Company Advertisement / shopping bags with weights given to customers when purchasing at the Fitness Company fitness centers.

5. Smart / print advert / Panasonic 3d TV / on a billboard / amazing / Panasonic advert / an unrealistic dinosaur jumping out of a very realistic picture on TV





XVII. Say what you believe a successful advertisement should do, justify your choice, using the following expressions:

- ❖ I agree with the statement that... attract the reader's attention;
- ❖ I would say that... address the advertiser's needs;
- ❖ In my view... justify its claims;
- ❖ I feel that... tell the reader how to respond;
- ❖ I strongly believe that... be in flyers only;
- ❖ I disagree with the statement that... use an effective advertising technique;
- ❖ It's true that... be in December or November.

Use the following chart to help you:

I totally agree with the statement that	an advertisement should...	because	...
To my mind	an advertisement should...	because	...



XVIII. Discuss the following questions:

- ✓ What would the world be like without advertisements?
- ✓ Do you think that there should be laws regulating advertisements?
- ✓ Do you think adverts directed at children should be more tightly regulated than adverts directed at adults?



XIX. Present an advert that impressed you most. Tell your group mates why you believe it is / is not successful, answering the following questions:

- How does the advertisement attempt to get your attention?

It catches (grabs) everyone's attention with type of font (big italicized letters), nice colourful /complex images and photographs/ It introduces catchy slogans/ It is using fun, excitement and glamour to capture the consumers attention to sell a product.

- Who is the target audience for this product? *men, women, kids, teenagers, adults, parents, students, businessmen, housewives.*

- List the information the advertisement provides about the product.

It makes the features and benefits of the product clear/ It provides only some (no) information about the product/ This advertisement demonstrates how well a product works.

- How does the advertisement try to convince you to buy this product?



It is using celebrity confirmations to sell a product. It uses threatening tactics so that the consumer will feel guilt or fear. It uses comparison to identify one product as being better than another.

- **What images has the advertiser chosen to use? Why?**
- **What information do you think has been left out of this advertisement? Why?**
- **Rate this advertisement on its effectiveness – does it catch and keep your attention? If you were in the market for this type of product, would you purchase it? Why or why not?**
- **What would you change about the ad?**



Reading exercise

XX. When you decide to promote a product, it is possible to make mistakes without realizing it. Read the following incomplete texts and match the two halves of each story:

A. When Braniff Airlines changed the seat covers in their airplanes and used leather rather than man-made fabrics, they launched a new advertising slogan – “Fly in leather”.

B. A new airline company decided to call itself ‘EMU’, and had some success until it tried to market its services in Australia. It took some time before they realized that the name wasn’t appropriate.

C. When an American food company launched a new range of baby food in Africa, they put a picture of a smiling baby on each tin so that it could be identified. They were a little surprised when the product did not seem to be selling.

D. The vacuum cleaner company Hoover had a marketing disaster from a campaign that went too well. They offered customers two free flights to America (worth \$400) if they bought any product worth over \$100.

1. They realized their mistake when it was explained to them that in many areas where people cannot read or write, people assumed that the picture on the label showed what was in the tin.

2. An emu is a native Australian bird, but unfortunately, rather like an ostrich, it can't fly.
3. This slogan was translated into different languages, but raised a few laughs in Spain, where the translation meant 'Fly naked'.
4. People soon realized that this was a very good deal indeed. The company sold vast quantities of appliances and ended up with a loss of \$48 million.

Business Skills – Your Own Advertisement



XXI. Write your own advertisement for a particular hotel or resort. Try to advertise it so that everyone would like to go there. Use the following model:

The Hyatt Regency Kiev is among the finest 5 star hotels in Kiev (Kyiv). Located in Kiev city centre, the political and business capital of Ukraine, our 5 star hotel houses 234 beautiful hotel rooms & suites, some of the most luxurious accommodation in Kiev. Overlooking the breathtaking Kiev Old City, which features many of Kiev's main historical sights, our 5 star Kiev hotel is within walking distance of Saint-Sophia's Cathedral, Saint-Michael's Monastery and the boutiques of famous Kreshchatyk Street.

This 5 star luxury Kiev hotel is one of the top business addresses in Ukraine and is host to the unique Kiev Spa– Spa Naturel and a fitness center, Club Olympus, with modern gym facilities and a 23m indoor pool. The hotel is also known for its exquisite restaurants and bars. The exclusive meeting and function space of 1,000 square meters is ideal for large scale conferences, banquets and weddings. The modern Brunello Bar is convenient for hosting closed events. Kiev airport is 40km away.

Unit XII. HOSPITALITY MARKETING



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

hospitality marketing [ˌhɒspɪˈtæləti] маркетинг у готельно-ресторанному бізнесі

to maintain [meɪnˈteɪn] зберігати, підтримувати, утримувати

profitable [ˈprɒfɪtəbl] прибутковий

to obtain [əbˈteɪn] отримувати

value [ˈvæljuː] цінність

entire [ɪnˈtaɪə(r)] весь, цілий

to be comprised of [kəmˈpraɪzd] складатися з

tangible [ˈtændʒəbl] видимий, матеріальний

intangible [ɪnˈtændʒəbl] невидимий, нематеріальний

social status [ˈsteɪtəs] суспільний статус

fine-dining restaurant - ресторан вишуканої кухні

attitude [ˈætɪtjuːd] відношення, ставлення

identifying [aɪˈdentɪfaɪŋ] визначення

distributing [dɪˈstrɪbjʊːtɪŋ] розповсюдження, розподіл

satisfied [ˈsætɪsfaɪd] задоволений

modified [ˈmɒdɪfaɪd] видозмінений, модифікований

to adopt [əˈdɒpt] приймати

physical products [ˈfɪzɪkl] матеріальні товари

primary outputs [ˈpraɪməri] першочергова, основна продукція

variable [ˈveəriəbl] мінливий, перемінливий

inseparable [ɪnˈseɪrəbl] нероздільний, невіддільний, невідривний

researcher [riˈsɜːtʃə] дослідник

marketing mix - маркетинговий мікс (комплекс)

operation [ˌɒpəˈreɪʃn] заклад

advertising [ˈædvɛtəɪzɪŋ] реклама, рекламування

feedback [ˈfiːdbæk] зворотній зв'язок



marketing research [rɪ'sɜːtʃ] маркетингове дослідження

perceived [pə'siːvd] сприйнятий

channels of distribution [ˌdɪstrɪ'bjuːʃn] канали розподілу

marketing strategy ['strætədʒi] стратегія маркетингу

to fill the needs and wants - задовольняти потреби та бажання



II. Read and translate the following text:

Hospitality Marketing

The purpose of any hospitality business is to create and **maintain profitable** customers. Thus customer satisfaction leading to profit is the central goal of hospitality and tourism marketing.

To understand what **hospitality marketing** is we must first of all define marketing itself.

According to Kotler, Bowen, & Makens, 1999,

marketing is a social and managerial process by which individuals and groups **obtain** what they need and want through creating and exchanging products and **value** with others. In other words, marketing is a process for getting a company's product or service out to consumers. Therefore, hospitality marketing is about how segments of the hospitality industry promote their products or services.

While hotels certainly are a big part of the hospitality industry, they are not the **entire** industry. The hospitality industry **is comprised of** entertainment, food service, recreation and accommodations sectors. One may even say that hospitality marketing is unique because it deals not only with the **tangible** products, like a bed in the hotel or food in the restaurant, but also with the **intangible** aspects of the hospitality and tourism industry. It is about the experience in a trip and **social status** it brings eating in a **fine-dining restaurant**. It is about emotions and **attitudes**.

The most important part of any marketing is marketing mix, which consists of four P's for the traditional marketing plan: price, product, place and promotion. If marketers do a good job of **identifying** consumer needs, developing a good product



and pricing, **distributing** and promoting it effectively, the result will be attractive products and **satisfied** customers.

However, this model must be **modified** for specific industries. The hospitality industry cannot directly **adopt** the marketing practices of firms with **physical products** as their **primary outputs** as it deals with services which are intangible, **variable** and **inseparable** from the client. That is why different hospitality marketing **researchers** have developed a hospitality **marketing mix**. According to Robert D. Reid and David C. Bojanic (*Hospitality Marketing Management*), it consists of five components:

1. Product-service mix
2. Presentation mix
3. Communication mix
4. Pricing mix
5. Distribution mix



The product-service mix is all products and services offered by a particular **operation**. The presentation mix is the 'look and feel' of the operation and includes personnel, atmosphere and physical location. The communication mix is the communication between the operation and the consumers, usually in the form of **advertising, feedback** and **marketing research**. The pricing mix is the actual price charged for products or services and **perceived** value by the customers. The distribution mix is all **channels of distribution** between operation and market, including the Internet and the physical site of the operation. Knowledge of all five components of the mix is helpful for managers who are developing **marketing strategies**.

To conclude it is important to stress once again that hospitality marketing is very critical in the success of any hospitality and tourism product. Proper marketing effort promotes a product or service that **fills the needs and wants** of the consumers and at the same time brings profits to the organization or country that features it.



III. Answer the following questions to the text:

1. What is the purpose of any hospitality business?
2. How can you define marketing?
3. What is hospitality marketing?
4. What does the hospitality industry consist of?
5. What are the four elements of the traditional marketing plan?
6. How does hospitality marketing plan differ from the traditional marketing plan?
7. What is a product-service mix?
8. What is a presentation mix?
9. What is a communication mix?
10. What is a pricing mix?
11. What is a distribution mix?
12. Why is marketing so crucial to hospitality business?

Phonetic exercises



IV. Match the words on the left with their pronunciation transcriptions on the right:

- | | |
|-----------------|------------------|
| 1. marketing | a 'ætɪtʃu:d |
| 2. hospitality | b ,hɒspɪ'tæləti |
| 3. profitable | c 'ædvətəɪzɪŋ |
| 4. advertising | d 'prɒfɪtəbl |
| 5. strategy | e 'fɪzɪkl |
| 6. distribution | f 'strætədʒi |
| 7. variable | g 'tændʒəbl |
| 8. physical | h 'veəriəbl |
| 9. tangible | i ,dɪstrɪ'bju:ʃn |
| 10. attitude | j 'mɑ:kɪtɪŋ |



V. Read the following sentence:

,hɒspɪ'tæləti 'mɑ:kɪtɪŋ ɪz 'kɒmpleks ənd daɪ'vɜ:s.

Vocabulary exercises



VI. Give Ukrainian equivalents of the following, make up your own 5 sentences with the phrases:

hospitality marketing; the central goal of hospitality and tourism marketing; a social and managerial process; creating and exchanging value; comprised of entertainment, food service, recreation and accommodations sectors; eating in a fine-dining restaurant; traditional marketing plan; price, product, place and promotion; satisfied customers; firms with physical products as primary outputs; hospitality marketing mix; product-service mix; presentation mix; communication mix; pricing mix; distribution mix; very critical in the success; to fill the needs and wants



VII. Give English equivalents of the following:

привабити та зберегти вигідних клієнтів; отримувати необхідне і бажане; просувати товари чи послуги; унікальний; мати справу з; матеріальні продукти; нематеріальні аспекти; комплекс маркетингу; визначення потреб споживачів; створення хорошого продукту та ціни; модифікувати; безпосередньо застосувати; невидимі, змінні та невіддільні від клієнтів; дослідники маркетингу ресторанно-готельного бізнесу; певний заклад; фізичне місцеположення; канали розповсюдження



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

1. The activity of presenting, advertising and selling a company's products in the best possible way – m _ _ _ _ _ .
2. The activity and industry of advertising things to people on television, in newspapers, on the Internet, etc – a _ _ _ _ _ .
3. The system of transporting and delivering goods – d _ _ _ _ _ .
4. Methods of sending information, especially telephones, radio, computers, etc. – c _ _ _ _ _ .
5. The way in which something is offered, shown, explained, etc. to others – p _ _ _ _ _ .
6. That does not exist as a physical thing but is still valuable to a company – i _ _ _ _ _ .
7. A combination of different things – m _ _ .
8. Advice,

criticism or information about how good or useful something or somebody's work is
- f_____.



IX. Find synonymous words in the text to complete the sentences:

1. The purpose of any hospitality business is to generate and m_____ customers (preserve).
2. Ideal marketing means that customers o_____ what they need and want (get).
3. The hospitality industry is c_____ of hotels, restaurants and many other tangible and intangible elements (consists of).
4. Communication between the o_____ and the c_____ must be smooth and successful (business, clients).
5. Marketing studies all channels of d_____ between operation and market, which make up the distribution mix (delivery).
6. We are sure that our products and services will f_____ the needs and wants of the consumers (satisfy).



X. Restore the word order:

1. is /and/ Marketing/ managerial/ a/ social/ process.
2. by/ mix/ is/ all/ and/ The product-service/ services/ products/offered/ the operation.
3. and/ is/ mix/between/ The communication/ the communication/ the operation/ the consumers.
4. is/ The hospitality/ emotions/ about/ industry/ and/ attitudes.
5. mix/ is/ price/ The pricing/ charged for/ or/ the actual/ products/ services.



XI. Make questions to the words in bold:

1. **The hospitality** industry cannot directly adopt the marketing practices of firms with physical products as their primary outputs.
2. Proper marketing effort promotes **a product or service that fills the needs and wants of the consumers.**
3. Hospitality business creates and maintains **profitable customers.**
4. The model must be modified for **specific industries.**
5. **The presentation mix** is the 'look and feel' of the operation.
6. **Managers** must know all five components of the mix.
7. Hospitality marketing is very critical **in the success of any hospitality and tourism product.**
8. Hospitality marketing is about **how segments of the hospitality industry promote their products or services.**



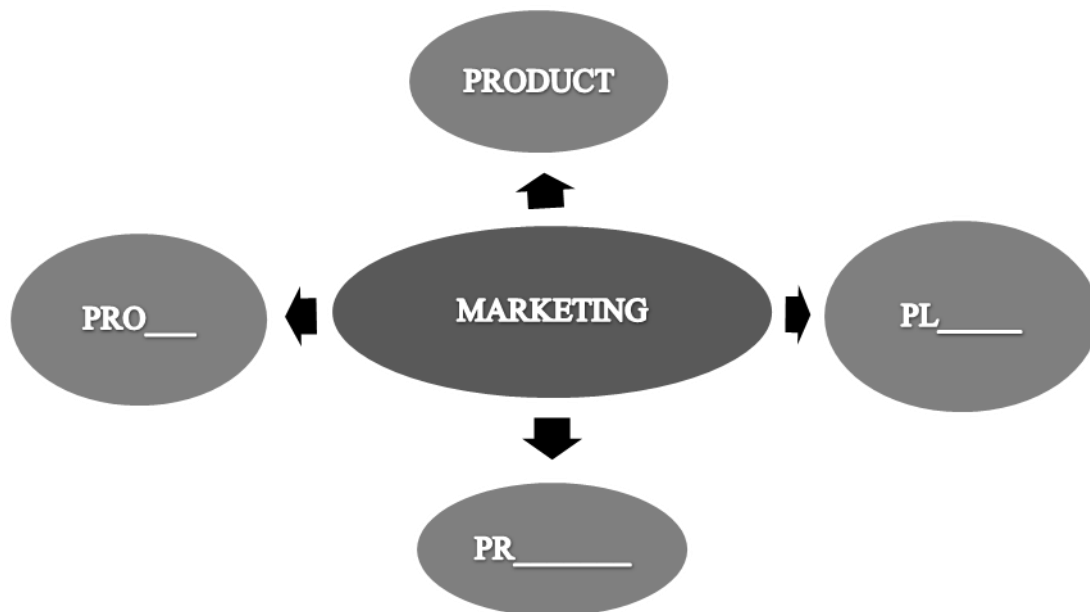
XII. Translate into English:

1. Задоволеність клієнтів, яка веде до прибутку є головною метою маркетингу готельно-ресторанного бізнесу, тому будь-який заклад прагне привабити та зберегти якомога більше вигідних клієнтів. 2. Маркетинг готельно-ресторанного бізнесу стосується просування власних товарів або послуг споживачу. 3. Індустрія гостинності складається не лише з готелів, але також з таких елементів, як розваги, громадське харчування, відпочинок та розміщення гостей. 4. Маркетинг готельно-ресторанного бізнесу є унікальним, оскільки він складається із матеріальних та нематеріальних аспектів. 5. Традиційний план маркетингу складається з чотирьох P: ціна, товар, місце і просування.



XIII. Look at the following diagram, representing the traditional marketing plan. Fill in the gaps and explain every item:

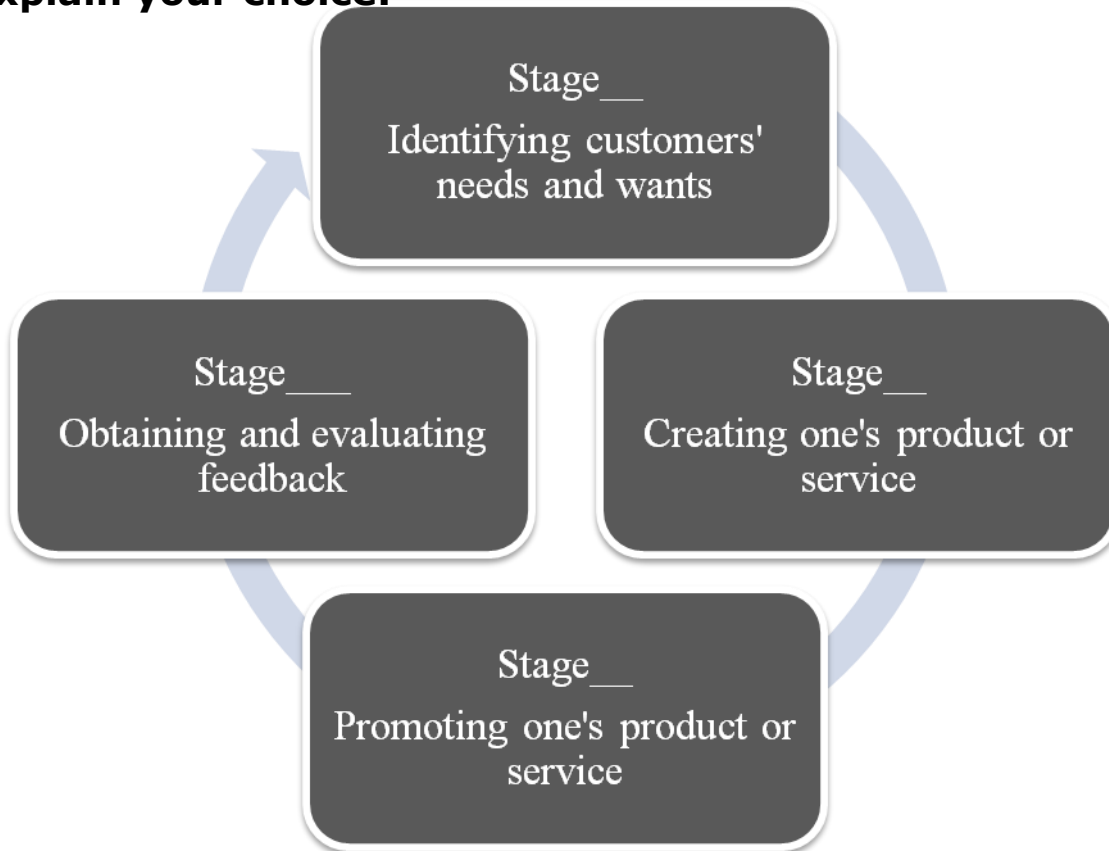
e.g. The traditional _____ consists of 4 elements. First comes a product, which is what company produces. Second is _____



How does this diagram differ from the hospitality marketing mix? Can you represent it graphically? *E.g. Hospitality business produces not only physical goods or products, but also services, that is why a hospitality marketing mix consists of.....*



XIV. Describe the following stages of the marketing process. Label the stages in a chronological order and explain your choice:



XV. Match the items on the left with their explanation on the right, then ask and answer as in the example:

marketing	the actual price charged for products or services and perceived value by the customers.
hospitality marketing	all channels of distribution between operation and market.
marketing mix	is about how segments of the hospitality industry promote their products or services.
product-service mix	a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.
distribution mix	the most important part of any marketing, which consists of four P's: price, product, place and promotion.
pricing mix	all products and services offered by a particular operation.

e.g. **A:** *Sorry, could you explain me, what marketing means?*

B: *Sure. Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.*

OXVI. Find out:

- ❖ How is tourism promoted in Ukraine: by a government organization and / or by local travel agencies?
- ❖ What marketing techniques do hotels / restaurants in your city use to promote their products and services?
- ❖ What techniques are most / least common and popular?

Promotional techniques:

adverts in the media;
brochures and leaflets;
posters;
websites;
displays and exhibitions;
billboards;
discount coupons;
discounted prices;
complimentary products (give-aways, free gifts).

OXVII. SWOT analysis is a method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project and can be carried out for a product, place or person. Make a SWOT analysis of a hotel / restaurant in your city.

Possible strength:

- ✓ Business exterior is clean and tidy.
- ✓ Prices are cheaper than the competitors'.
- ✓ Service style is new to the area.
- ✓ It offers a product no other business offers.
- ✓ It has a branded image.

Possible weaknesses:

- ✓ The restaurant / hotel is new and not established.
- ✓ It has limited funds available.
- ✓ It offers a product which is already available on the market.



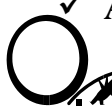
- ✓ Customers have to travel further to get to the restaurant / hotel.

Possible opportunities:

- ✓ A new office complex is opening nearby.
- ✓ A main competitor has closed down.
- ✓ The building next door has become available so expansion may be an option.

Possible threats:

- ✓ A high street brand is moving into the area.
- ✓ Operating costs are set to increase soon.
- ✓ Business lease is up for renewal and a rent increase will happen.
- ✓ A main competitor has lowered his prices.

 **XVIII. Role-play. One of you is a hotel / restaurant representative, the other – a researcher / guest. Take turns to ask and answer as in the example:**

A: Is your exterior and / or interior design one of your strength?

B: Yes, it is. Our exterior as well as interior were designed according to the latest design trends, and are very attractive to our customers. People come here to relax and to enjoy the luxurious setting.

OR

B: No, it isn't. To tell the truth, it's one of our weaknesses. Our restaurant needs turning its interior and exterior space into an effective and comfortable setting.



Reading exercises:

XIX. Read the following text about possible advertising methods. Fill in key words to complete it:

online advertising, print advertising, radio advertising, word of mouth advertising, in-store advertising

Advertising can be found anywhere: in the street, at work, at home. It takes different types and forms. Let's analyze the most popular ones. First comes _____. It is an effective way for businesses to target a group of people based on location or similar tastes. For example, a local night club seeking college student clientele would probably consider advertising on a local pop station. _____ - magazine and newspaper ads – is another way to spread the word about a product or service. Print advertising usually includes larger display ads, as well as classified advertising. The classifieds are typically very affordable, whereas display ads are a bit pricier. _____ is an increasingly popular method for promoting a business nowadays. There are many forms of online advertising. Consider banner ads, for example, which are image ads displayed on web pages. Google AdWords is another popular form of online advertising that matches an ad to an Internet user's search inquiry. Another popular method is _____, which takes place within a retail store. For example, a company that produces a new cleaning product might include an end display when they ship the product to stores. This gives the store an attractive display that draws attention to the new product. Last in our survey, but surely, not least comes _____. While some may argue that word of mouth is not advertising because it's free, this form of promotion is one of the most credible and priceless assets of any business. Even if business owners cannot buy word of mouth advertising, they can encourage their customers to tell their friends and family about the great product or service they purchased.



XX. Provide examples for the 5 advertising types given above. Discuss the following:

- ❖ How does advertising affect sales?

- ❖ What advertising types do you encounter more often?
- ❖ Which ones are more / less effective to your mind, explain why?
- ❖ What advertising techniques would you use for your marketing campaign?

Business Skills

How to Prepare a Marketing Plan

Developing a marketing plan can seem to be a difficult task, but in reality it is nothing more than setting goals and making a to-do list that will get you there. This simple, one-page template can be used to develop marketing plans, to get you thinking and planning without writing lengthy documents.



XXI. On the basis of this template prepare your own marketing plan for your future company – a travel agency, a hotel, a restaurant, etc.

Marketing Theme: Funny Rest Hotel	
Category	Strategy
My reason for existence:	To provide travellers to our city not only with accommodation, but with full of fun adventurous experience
What sets my business apart from the rest:	Special program for visitors
My ideal customer is:	<ol style="list-style-type: none"> 1. People who love travelling and fun 2. 3.
What's most important to my ideal customer when they are buying what I'm selling:	<ol style="list-style-type: none"> 1. That they get high quality service 2. Amusement – options for entertainment 3. Friendly hotel personnel
What I want to accomplish this year:	<ul style="list-style-type: none"> • Lease a building • Recruit staff • Recruit customers
The top 3 things that are going to get me there:	<ol style="list-style-type: none"> 1. Direct mail to major travel agencies 2. A web site with advance booking 3. Promotion on TV
How much will each program contribute to my revenue/profitability:	<ol style="list-style-type: none"> 1. Mail – 40% 2. Web site – 30% 3. TV commercials – 30%
What will cause my ideal customer to think of me:	<ul style="list-style-type: none"> • Convenient location • Novelty of my hotel conception

	<ul style="list-style-type: none"> •
<p>Programs I am running to reach my goal</p>	<ol style="list-style-type: none"> 1. Radio advertising 2. 3.
<p>How much money will I need to get it done?</p>	<ol style="list-style-type: none"> 1. \$50,000 2.

Unit XIII. HOTEL RESERVATION, CHECK IN AND OUT PROCEDURES



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

check in procedure [prə'si:dʒə(r)] процедура реєстрації

checking out – виписка та від'їзд гостей

to keep a count of - вести підрахунок

to assign rooms [ə'saɪn] надавати номери

room clerk [kla:k] черговий (клерк), який надає

номери, веде книгу реєстрацій тощо

to acknowledge guests [ək'nɒlɪdʒ gɛsts]

ідентифікувати відвідувачів, підтвердити їх особу

in a sincere manner [sɪn'siə(r)] щиро

walk in (chance) visitor - клієнт, що

прибув без попереднього бронювання

to establish the guest's name –

встановити ім'я відвідувача

to retrieve guest profile [rɪ'tri:v] знайти

/ відслідкувати профіль клієнта

to complete the registration card –

заповнити реєстраційну картку

to obtain from the guest [əb'teɪn] отримати від гостей

to provide a brief explanation of the hotel facilities – надати короткий опис

комплексу послуг, які надаються в готелі

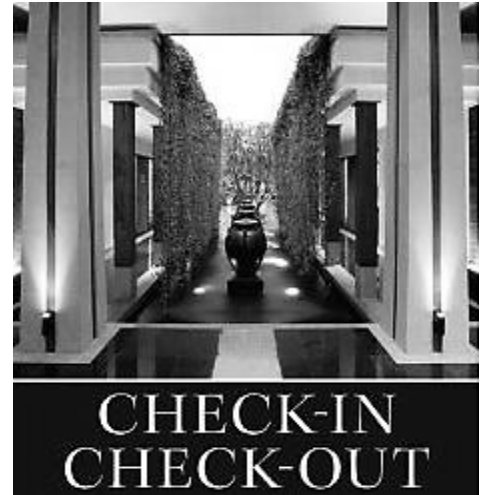
the cashier's office [kæ'sʃiə(r)s] каса

request for rooms [rɪ'kwest] заявка на номери, замовлення номерів

to verify the payment method ['verɪfaɪ] перевірити метод оплати

to establish guest profile from the system [ɪ'stæblɪʃ] встановити профіль клієнта в

системі



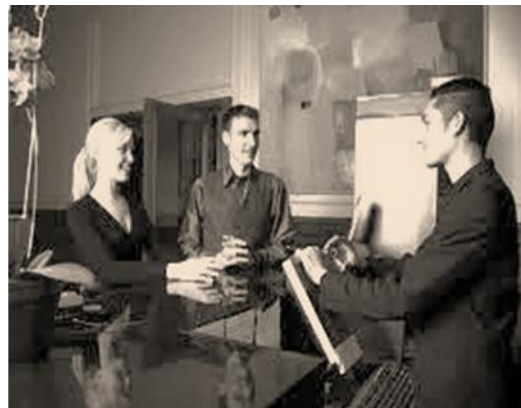
"Here's your room key, and here's your mountain view."

to ask for the latest mini bar consumption [kən'sʌmpʃn] запитати щодо
нещодавнього споживання напоїв з міні-бару
to total the amount ['təʊtl ə'maʊnt] підрахувати загальну суму
to reconfirm on total consumption [ˌrɪ:kən'fɜ:m] підтвердити загальну суму
to post all charges [tʃɑ:dʒɪz] внести всі витрати
to present to the guest for settlement – надавати клієнту для сплати
the account is settled – рахунок сплачено



II. Read and translate the following text: HOTEL RESERVATION, CHECK IN AND OUT PROCEDURES

Some of the most important procedures at any hotel are taking reservations, **checking** the guests **in** and **out**. These procedures help to **keep** an accurate **count** of available and booked rooms, accommodate hotel visitors by registering them, and ensure collecting payments when the visitors depart. That is why they must be given special attention and care if the operation wants to be successful.



The employee who checks in arriving guests and **assigns** them to their **rooms** is the receptionist or the **room clerk**. It is his/ her responsibility to greet and **acknowledge guests** upon approaching the counter. S/he must welcome the guests with a smile and **in a sincere manner**, maintain eye contact and try to ensure that guests are greeted first before being greeted. Standard phrases for doing this are: “Good morning / afternoon / evening, Sir / Madam. Welcome to _____.” Optional phrases for this situation can be: “How may I help?” or “Would you be checking in with us today?”

After that the receptionist must specify if a reservation has been made or this is a **walk in (chance) visitor**. If there is a previous reservation, the receptionist **establishes** the guest’s **name** saying “May I have your surname / last name, Sir / Madam?”. Then the receptionist **retrieves guest profile** from the system. If the guest

is requested to wait, he must be informed accordingly, e.g. “One moment please” or “I am sorry to keep you waiting”. Next the receptionist takes out the registration card and confirms the guest’s name, departure date and other given details.

If no previous registration has been made and there are available rooms, he usually gives the pre-printed **registration card** to the guest **to complete**. There are major details that are needed **to obtain from the guest**, such as: guest name, company, address, email, passport number, nationality, date of birth, guest signature and payment method. The room clerk fills in the room number and the rate the guest will pay, hands out his keys and shows him to his room. If time permits and guest is not in a hurry, the receptionist can **provide a brief explanation of the hotel facilities**. Next he must check the room in into the system and send one section or a copy of the registration card to the **cashier’s office** and another to the telephone switchboard.

All of these steps, which take only a few moments in a smoothly functioning system, make up the check-in or registration procedure. In addition to this, the room clerk is responsible for recording advance registrations. In a large property this may be the responsibility of a specially trained hotel reservationist. **Requests for rooms** may come from travel agents or the transportation companies or they may be received



directly from the public by telephone or letter. It is the reservationist's job to quickly and accurately search for an available room for the length of stay the guest desires. He must specify the type of accommodation needed, arrival and departure dates, record the guest’s name and required info, as well as **verify** the method that the guest will use to pay for his room. Some hotels require a deposit, and a credit card will be needed to secure the room. The reservationist must run the credit card to make sure that the transaction is approved before ending the conversation. When the guest

arrives at the hotel, he must present the credit card to the reservationist to verify his identity.

If the guest asks to check out, the receptionist obtains the room number from him/her, saying “May I have your room number, please?” Then he **establishes guest folio from the system**, and **asks him/ her for the latest mini bar consumption** if any. Should the guest answer “yes”, the receptionist takes a copy of the mini bar bill and marks the items consumed according to the quantity, **totals the amount** and posts it on the system. If mini bar charges have already been posted, he **reconfirms** with the guest **on total consumption**. The receptionist may offer guest assistance with luggage collection or transport arrangements, reserve the car and post charges if any. He also reminds the guest to clear the in-room safety box, or the hotel safety box. When all these procedures are over, the receptionist **posts all charges**, prints out the bill and **presents it to the guest for settlement**. As soon as **the account is settled**, keys are handed in and the guests are escorted to the taxi with thank you words and an invitation “please, come again”.

III. Answer the following questions to the text:



1. What most important hotel procedures do you know?

2. How should the room clerk greet the guests? What are the standard / optional phrases for this procedure?
3. What does he do next?
4. What does the receptionist say if the guest is requested to wait?
5. How does the check-in procedure differ when no reservation has been made and this is a walk-in guest?
6. What do you know about recording advance registrations procedure?
7. What does the receptionist do when the guest wants to check out?

Would you like to handle check in and out procedures at the hotel? Why?

Phonetic exercise



IV. Put the words in the correct groups below according to their stress pattern:

■	■ ■	■ ■ ■	■ ■ ■
<i>room</i>	<i>travel</i>	<i>signature</i>	<i>procedure</i>

agent, functioning, smoothly, system, addition, establish, folio, card, guest, profile, specify, request, company, switchboard, greet, acknowledge, important, check out, pre-printed, madam, quantity

Vocabulary exercises



V. Give Ukrainian equivalents of the following, make up your own 5 sentences with the phrases:

taking reservations, checking the guests in and out; to ensure collecting payments; to greet and acknowledge guests upon approaching the counter; to maintain eye contact; to confirm the guest's name and departure date; pre-printed registration card; to provide a brief explanation of the hotel facilities; for the length of stay the guest desires; to secure the room; to verify his identity; to obtain the room number; luggage collection; transport arrangements; to reconfirm with the guest on total consumption; to offer assistance with



VI. Give English equivalents of the following, state sentences in which these phrases were used in the text:

вести точний підрахунок вільних та замовлених номерів; коли клієнти від'їжджають; на них потрібно звертати особливу увагу; щиро привітати гостей; уточнити, чи було зроблене попереднє замовлення; відслідкувати профіль клієнта; заповнити реєстраційну картку; метод оплати; добре (гладко) функціонуюча система; попередні замовлення; швидко та вправно знайти вільний номер; дати прибуття та від'їзду; вимагати завдаток; впевнитись, що операція дозволена; запитати щодо нещодавнього споживання напоїв з міні-бару; якщо за спожите у міні-барі клієнт вже розрахувався; надати клієнту рахунок для сплати



VII. Choose synonyms for the following words and

learn them:

procedure	booked	guest	reservation

ordered, booking, lodger, process, visitor, reserved, practice, registration, technique, engaged, caller



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

1. An arrangement for a seat on a plane or train, a room in a hotel, etc. to be kept for you – r _____
2. To arrive at a hotel or private hospital to begin your stay there – c_____.
3. To pay your bill and leave a hotel – c_____.
4. The act of paying somebody/something or of being paid – p_____.
5. A piece of paper that shows how much you owe somebody for goods or services – b_____.



IX. Find prepositions which are used with the following words and learn them:

- to assign guests ___ rooms
- ___ a sincere manner
- to obtain details ___ guests
- to fill ___ the registration card
- to be ___ a hurry
- to be responsible ___
- a request ___ rooms
- to search ___ smth
- according ___ smth
- to hand ___ keys



X. Fill in the necessary preposition:

1. It is the responsibility ___ room clerks ___ assign guests ___ their rooms. 2. The receptionist must obtain details ___ guests ___ a sincere manner. 3. If you are searching ___ a good rest, come to our hotel! 4. According ___ our statistics there have been no requests ___ rooms since January. 5. When I wanted to check ___ the hotel, I was asked to fill ___ the registration card. 6. When you want to check ___, you have to pay the bill and hand ___ your keys. 7. The receptionist is responsible ___ obtaining details ___ guests. 8. When the guests are ___ a hurry, they must be escorted ___ their rooms immediately.



XI. Translate into English:

1. Добрий день, раді вітати Вас у нашому готелі! 2. Чим я можу Вам допомогти? 3. Ви би хотіли отримати одномісний чи двомісний номер? 4. Заповніть, будь ласка, цю реєстраційну картку. Нам потрібне ваше ім'я та прізвище, посада, адреса, телефон, дата прибуття та від'їзду. 5. Скажіть, будь ласка, чи замовляли ви номер наперед? 6. У нашому готелі багато додаткових послуг, таких як сауна, басейн, спортзал, казино та інше. Детальніше про все це ви можете прочитати з нашої брошури. 7. Не забудьте забрати свої речі з сейфу! 8. Вам потрібно допомогти з багажем? 9. Вам викликати таксі? 9. Ось, будь ласка, ваш рахунок. Як ви бажаєте його сплатити – готівкою чи кредиткою?

Speaking exercises



XII. Provide your own answers to the following questions asked by the front-desk receptionist:

- What name is the reservation under?

- _____
- How long will you be staying?

- _____
- Are you planning to check out tomorrow?

- _____

- What type of room do you need?
- _____
- What type of vehicle are you driving?
- _____



XIII. Match the questions asked by the guest to the corresponding answer:

Can we get a wake-up call?	Please, check out by noon.
Is the hotel booked, or can we get a room for tonight?	There is a parking zone behind the hotel.
How do we get to our room from here?	I'm afraid you can't check in until after 4:00 pm.
Is it okay to park out front?	Yes, what time do you want us to place it?
Where is the dining room?	Go to the left and then upstairs to the second floor.
What time is breakfast served at?	I'm afraid, there are no available rooms until tomorrow.
Is it too early to check in?	The dining room is on the main floor at the end of the hall.
When is check out time?	Complimentary breakfast is served in the lobby between 8 and 10 am



XIV. Below is a mixed up conversation. Rearrange the conversation so that it makes sense:

- A Would you prefer a single or a double?
- B 10 P.M.? Thanks. Oh! And can I get a wake-up call for 6:30 A.M.
- C And how about a restaurant?
- D Great. What time does the restaurants close?
- E It's \$145.00 a night. How many nights will you be staying?

F It's D-A-V-I-E-S.

G I'd like a room, please?

H Great. I'll pay with VISA then. What time is checkout?

I And how do you spell that, sir?

J So that's D-A-V-I-E-S. How would you like to pay for the room?

K Do you take VISA?

L There are restaurants on the 1st and 3rd floor and there's a café next to the lobby.

M Yes, we do. We take VISA, Mastercard, and American Express.

N A double, please. How much is that?

O Checkout is at 10 o'clock. Your room number is 505.

P Is there anything else you would like to know?

Q Yes, there is. It's on the 2nd floor. But you have to bring the towel from your room.

R OK. One night comes to \$145.00 plus tax. May I have your name please?

S Is there a pool here?

T Welcome to the Beachside Inn. How may I help you?

U They both close at 10:00 P.M.

V Sure. No problem. Wake-up call for 6:30 A.M. Enjoy your stay.

W Just tonight.

X It's Davies. Robertson Davies.

O **XV. Role-play. Student A is a receptionist, student B is a guest who wants to check out of the hotel. Make up a dialogue, using the following phrases:**

Front Desk Receptionist

- Are you ready to check out?
- What room were you in?
- How was your stay?
- Was everything satisfactory?
- Will you be putting this on your card?



- And how will you be paying for this?
- Would you like to speak to the hotel manager on duty?
- I'll just need your room keys, please.
- Enjoy the rest of your holiday.
- Have a safe trip home.

Guest

- We're checking out of room 401.
- Sorry we're a bit late checking-out.
- I'm afraid we overslept/slept in.
- We really enjoyed our stay.
- We have a few complaints.
- We'll be back next time we're in town.



XVI. Role-play. Look at the following conversation between a reservationist and a client.

Reservationist: — Good afternoon, San Felice Hotel. May I help you?

Mrs Ryefield: — Yes. I'd like to book a room, please.

Reservationist: — Certainly. When for, madam?

Mrs Ryefield: — March the 23rd.

Reservationist: — How long will you be staying?

Mrs Ryefield: — Three nights.

Reservationist: — What kind of room would you like, madam?

Mrs Ryefield: — Er... double with bath. I'd appreciate it if you could give me a room with a view over the lake.

Reservationist: — Certainly, madam. I'll just check what we have available. . .
Yes, we have a room on the 4th floor with a really splendid view.

Mrs Ryefield: — Fine. How much is the charge per night?

Reservationist: — Would you like breakfast?

Mrs Ryefield: — No, thanks.

Reservationist: — It's eighty four euro per night excluding VAT.

Mrs Ryefield: — That's fine.

Reservationist: — Who's the booking for, please, madam?

Mrs Ryefield: — Mr and Mrs Ryefield, that's R-Y-E-F-I-E-L-D.

Reservationist: — Okay, let me make sure I got that: Mr and Mrs Ryefield. Double with bath for March the 23rd, 24th and 25th. Is that correct?

Mrs Ryefield: — Yes it is. Thank you.

Reservationist: — Let me give you your confirmation number. It's: 7576385. I'll repeat that: 7576385. Thank you for choosing San Felice Hotel and have a nice day. Goodbye.

According to the model make hotel reservations for different people:

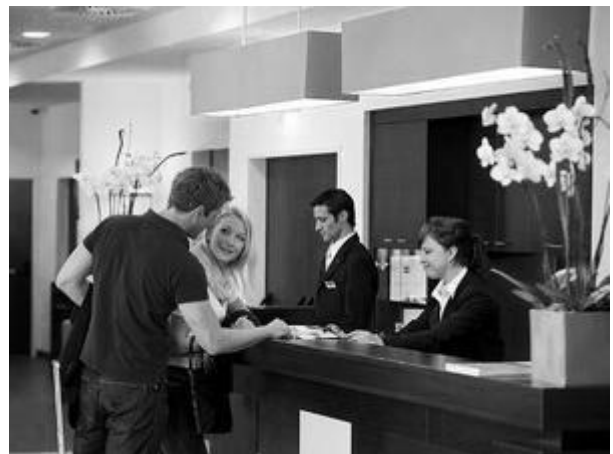
<i>Student A</i>	<i>Student B</i>
<p>Make call I: Call Grand Royal Hotel and book a single room with a bath for Samantha Smith for 3 nights from next Monday.</p>	<p>Take call I: You work at the reservation desk at Grand Royal Hotel. Note any bookings you take.</p>
<p>Take call II: You work at the reservation desk at Ritz Hotel. Note any bookings you take.</p>	<p>Make call II: Call Ritz Hotel and book a single room with shower for Hans Brown for this Friday, Saturday and Sunday. He will be</p>

	arriving late on Friday and leaving early on Monday morning
<p>Make call III:</p> <p>Call Principal Motel and reserve a double room with shower for Mr and Mrs Jackobs for 6 nights from tomorrow.</p>	<p>Take call III:</p> <p>You work at the reservation desk at Principal Motel. Note any bookings you take.</p>
<p>Take call IV:</p> <p>You work at the reservation desk at Bonus Hotel. Note any bookings you take.</p>	<p>Make call IV:</p> <p>Call Bonus Hotel and reserve two double rooms with bath for tonight only for Mr and Mrs Field.</p>

O XVII. Check into a hotel, using the following phrases:

GUEST:

- ❖ Hi! I've booked a single room in the name of
- ❖ I have a reservation. My name is
- ❖ Hi! Do you have any vacancies? I need a twin room for 2 nights.
- ❖ What is the price of a single room?
- ❖ Is breakfast included?
- ❖ What is the check-out time?
- ❖ Is there the Internet here?
- ❖ Is there room service?
- ❖ Is there a bank near here?
- ❖ Is the reception open 24 hours a day?
- ❖ Can I have a wake-up call? Can you please wake me up at 7 o'clock?



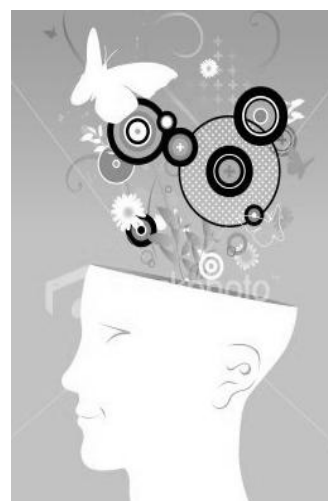
RECEPTIONIST:

- ❖ Good morning.
- ❖ Sorry, what's your name? How do you spell it? Just a moment, I'll look it up.
..... Ah, here it is.
- ❖ Can you fill in this form, please?
- ❖ Sign here, please.
- ❖ Can I have your passport, please?
- ❖ Here is your key card. You're in room no. 26 on the second floor.
- ❖ The lift is at the end of the corridor.
- ❖ You can take anything from the mini bar, we will put it on your bill.
- ❖ You can use our restaurant, the TV room, the indoor swimming pool, or our laundry service.

XVIII. Agree or disagree with the following statements. Give your reasons.

Use:

- a. *I totally agree...*
- b. *That's right...*
- c. *I'm sure that...*
- d. *It says in the text...*
- e. *That's not quite right...*
- f. *Oh, no, quite on the contrary...*
- g. *I can't agree with the statement that...*



1. The receptionist must ensure that guests are greeted first before being greeted.
2. Room clerks not only make room assignments for arriving guests, but also normally handle advance reservations.
3. Receptionists should not welcome guests in a sincere manner.
4. If you haven't booked a room, you cannot check into the hotel.
5. If you want to check out, you must pay all your bills.
6. The only acceptable payment method at the hotel is a credit card.

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



Reading exercises

XX. Read and dramatize the following dialogue:

Receptionist: Hi there. Are you checking out now?

Guest: Yes, sorry. I know we're a few minutes late.

Receptionist: That's no problem. It's always really busy at check-out time anyway.

Guest: Oh, really. The last hotel we stayed in charged us for a late check-out.

Receptionist: The hotel isn't booked this week, so it's not a problem. How was everything?

Guest: The room was great. The beds were really comfortable, and we weren't expecting our own fridge.

Receptionist: I'm glad you liked it.

Guest: The kids were disappointed that the pool wasn't open this morning, though.

Receptionist: I apologize for that. We can't get a cleaner in any earlier than 10 am.

Guest: Well we had a nice swim last night anyhow.

Receptionist: Will you be putting this on your credit card?

Guest: No. I'll pay cash.

Receptionist: OK. So the total comes to \$123.67, including tax.

Guest: I thought it was \$115 even. That's what they said yesterday when we checked in.

Receptionist: Yes, but there is an extra room charge on your bill.

Guest: Oh, I forgot. My husband ordered a plate of nachos. Sorry.

Receptionist: No problem. So...from \$140, here's your change. Now, I'll just need to

ask you for your room keys.

XXI. Check your understanding:

1. Why does the guest apologize when she arrives at the front desk?

- a) She forgot to pay;
- b) She is late checking out;
- c) Her kids used the pool when it was closed;
- d) Her credit card is not working.

2. Which of the following did the woman's family NOT like about the hotel?

- a) The pool hours;
- b) The room;
- c) The beds;
- d) The rate.

3. What was the woman charged for besides the room rate?

- a) Telephone use;
- b) Room service;
- c) Pool towels;
- d) A late fee.



Business Skills

Telephone Communication

These are some of the most common telephone phrases used when answering a business call. You should learn them until you are comfortable using them.

Answering the phone:

Good morning/afternoon XYZ Ltd. This is... How can I help you?

Thank you for calling... How may I help you?

Connecting a caller:

I'll put you through now.

One moment, please.

I'll have to transfer your call to another department.

Would you like to stay on the line, or would you like me to call you back?

There's no problem at all. I'll be glad to call you back. Can I have your phone number, please?

Explaining there's a problem:

I'm sorry, but the line's engaged at the moment.

I'm sorry. There's no reply.

I'm sorry, but he/she's out of the office at the moment.

I'm afraid he/she's on the other line at the moment.

Offering help:

Would you like to hold?

Is there anyone else who could help you?

Can I take a message?

Maybe I can help you?

I'll tell him/ her you called.

He'll be back at about...

Offer a return call:

Perhaps he/she can call you back?

Could he/she call you back?

Offering to take a message:

S/he's not here right now. Would you like to leave a message?

Can I take a message for him/her?

I can give you his / her voicemail, if you would like?

Asking for the caller's name and number:

Could I have your name and number, please?

Could you give me your name and number, please?

Checking the information:

Could you spell that, please?

Can I just check that again, please?

Could you repeat that, please?

Could you, please, say that again?

Could you, please, speak a bit more slowly?

Ending a phone conversation:

OK, I think that's everything I need.

OK, I think I've got all the details

Thanks. You've been very helpful.

Thanks very much for your help.

Bye-bye. Goodbye.



XXII. Practice a telephone conversation with your group mate:

e.g. Student A is a receptionist, student B is a guest who wants to reserve a room.

Unit XIV. TOURISM IN UKRAINE



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

beneficial [ˌbenɪˈfɪʃl] вигідний, корисний

concerning [kənˈsɜːnɪŋ] стосовно

high growth potential [haɪ grəʊθ pəˈtenʃl] високий потенціал росту

return on investments [rɪˈtʃuːn] прибуток від інвестицій

in short to medium term [ˈmiːdiəm] за короткий чи середньої тривалості термін

in line with – співвідносний із

national GDP [ˈnæʃnəl ˌdʒiː diː ˈpiː] валовий внутрішній продукт країни

spillover effect [ˈspɪləʊvə ɪˈfekt] ефект додаткової користі

related industries [rɪˈleɪtɪd ˈɪndəstri] пов'язані промисловості

retail trade – роздрібна торгівля

tenfold cheaper [ˈtenfəʊld] у десять разів дешевше

government spending [ˈɡʌvənmənt] витрати уряду

country brand promotion – просування (позитивного) іміджу країни

business sophistication [səˈfɪstɪˈkeɪʃn]

ділова майстерність

shadow economy [ˈʃædəʊ] тіньова економіка

tax inflow [ˈɪnfləʊ] податкові надходження

in a short run – за короткий проміжок часу

bleak [bliːk] похмурий, затьмарений



II. Read and translate the following text:

TOURISM IN UKRAINE

Tourism has become one of the key factors driving Ukrainian economy. Ukraine's **beneficial** geographical position together with its historical and natural heritage makes tourism one of the fastest growing branches of the national economy. For example, daily profit from one foreign



tourist in Ukraine equals income from exporting nine tons of Ukrainian coal.

However a lot of questions **concerning** tourism in Ukraine remain unsolved. Does tourism have a **high growth potential** in Ukraine? Can the sector provide significant **return on investments in short to medium term**? Is its development **in line with** Ukraine's long-term social and economic goals?

There are multiple “for the motion” arguments. Tourism represents around a third of global service trade. In many countries tourism is the largest contributor to **national GDP**. Ukraine has a great tourism potential, which is based on its unique geographical position and a variety of tourism sights, ranging from ski resorts in the Carpathians to the Kazantip music fest and the Black Sea beaches.

Substantial economic and social **spillover effect** of tourism can be felt in benefit from indirect effects of tourism development. Tourism stimulates growth in **related industries** like **retail trade**, creates demand for higher quality services, and encourages development of small and medium enterprises. Furthermore, according to statistics, creation of one tourism workplace in Ukraine is **tenfold cheaper** than in manufacturing. Thus, effective promotion strategy and good site management can well be enough for a start.

However, there are a lot of “against the motion” arguments. The current level of development of the tourism industry in Ukraine does not match the potential and may require significant **government spending**.

In order to attract high income tourists Ukraine should invest a lot into infrastructure, building and renovation of hotels and other tourist facilities, service improvement and **country brand promotion**. Considering low level of **business sophistication** and high share of **shadow economy** in the country, those investments will take too long to payback and would not lead to substantial **tax inflow** into state budget; on the other hand, modernization in agriculture and manufacturing industries can provide high returns already **in a short run** while taxes in those areas are much easier to collect.

In addition, the country does not really have any unique tourism attraction, which could compete with such worldwide renowned heritage sites as Egyptian pyramids or natural wonders. Moreover, bringing tourism infrastructure up to a reasonable standard would take years. Therefore, the perspectives for Ukrainian tourism development are still rather **bleak** and leave much to be desired.



III. Answer the following questions to the text:

1. What is one of the key factors driving Ukrainian economy?
2. What makes tourism one of the fastest growing branches of the national economy?
3. What questions concerning tourism in Ukraine remain unsolved?
4. What “for the motion” arguments can you name?
5. What are “against the motion” arguments?
6. What “for the motion” and “against the motion” arguments do you agree with and why?
7. Do you think tourism development is perspective to our economy?

Phonetic exercise



IV. Put the words in the correct groups below according to their stress pattern:

■ ■■	■■■ ■
<i>resort</i>	<i>country</i>

sector provide retail tourism effect income service attract cheaper compete
standard global return unique natural level current

Vocabulary exercises



V. Give Ukrainian equivalents of the following, make up your own 5 sentences with the phrases:

одна з найшвидше зростаючих галузей, щоденний прибуток, питання стосовно туризму, високий потенціал росту, за короткий чи середньої тривалості термін, довготривалі соціальні та економічні цілі, валовий внутрішній продукт, унікальне географічне розміщення, заохочує розвиток малих та середніх підприємств, аргументи за та проти, вимагати значних урядових витрат, висока частка тіньової економіки, значні податкові надходження, покращення інфраструктури до раціонального рівня



VI. Give English equivalents of the following:

beneficial geographical position, historical and natural heritage, significant return on investments, a third of global service trade, a variety of tourism sights, economic and social spillover effect of tourism, tourism workplace, effective promotion strategy, tenfold cheaper than in manufacturing, to match the potential, low level of business sophistication, renovation of hotels, to take too long to payback, high returns in a short run, worldwide renowned heritage sites.



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

1. Tourism improvement is crucial for Ukraine's economy (d_____).
2. A favorable investment climate is likely to include low inflation, falling interest rates, growing corporate earnings (b_____).
3. After Euro 2012 Ukraine awaits substantial increase of income from tourism (p_____).
4. Tourism industry

is a huge supplier to global economic revenue (c _ _ _ _ _ _ _ _). 5. The present annual global income from tourism (international and domestic) is nearly US\$13 trillion (c_ _ _ _ _). 6. Tourism expenditure refers to the amount paid for the acquisition of goods and services (s _ _ _ _ _). 7. He possessed great business erudition and managed to set up his own tourism business (s _ _ _ _ _ _ _ _ _ _). 8. Substantial influx of illegal immigrants flooding the United States job market has a big effect on the country's economy (i _ _ _ _). 9. Upgrading national infrastructure is primary goal for Ukraine (m _ _ _ _ _ _ _ _).



VIII. Write the opposites:

1. What are the minor factors for successful tourism development? (k_ _).
2. Unfortunately, Ukraine can boast of only high level of business sophistication (l_ _).
3. Tourism can provide high returns already in a long run (s_ _ _).
4. Every government discourages tourism development (e_ _ _ _ _ _ _).
5. In many countries tourism is the largest contributor to national GDP (s_ _ _ _ _).
6. Tourism is a perfect industry for new workplaces destruction (c_ _ _ _ _).



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

1. One of the key factors _____ Ukrainian economy is tourism.
2. Currently tourism is one of the _____ growing branches of the world economy.
3. Tourism is a perspective industry, but a lot of questions _____ it in our country remain unsolved.
4. Our tourism business provided significant return on _____ in a short run.
5. Infrastructure _____ is crucial for Ukraine.
6. Recently tourism has become the largest _____ to national GDP in many countries.
7. Ukraine has multiple resorts _____ from ski centers in the Carpathians to the Black Sea beaches.

concern
range
grow
contribute
develop
drive
invest
fast

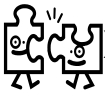
8. Tourism stimulates _____ in numerous related industries, which benefit from its spillover effect.



X. Translate into English:

1. Туризм в Україні є важливою економічною гілкою. 2. Щороку Україну відвідують понад 20 мільйонів туристів. 3. Ефективна стратегія просування може допомогти багатьом українським курортам. 4. Туристична промисловість в Україні не відповідає потенціалу і, можливо, вимагає істотних державних витрат. 5. Для того, щоб збільшити прибуток від туризму та привабити більше іноземних туристів, Україні потрібно покращити інфраструктуру, підняти рівень обслуговування, розпочати просування привабливого іміджу країни. 6. Однак, незважаючи на недоліки у цій сфері, туризм залишається найперспективнішою галуззю економіки, адже створює чимало нових робочих місць, стимулює розвиток багатьох пов'язаних промисловостей.

Speaking exercises



XI. Here are some basic items of a guest-first strategy, which may help to improve the service standards in Ukrainian resorts. Complete the strategy list by adding the right word from the box:

Guest-first Strategy

keep	offer	identify	handle	aim
know	focus	reflect	create	pay

-for top quality guest service
-entirely on guests' wants and needs.
-a good balance between rates and quality.
-attention to the competition
-problems and complaints in favour of the guest
-unique products and services.
-guest history.

-repeat business.
-elements that bring in new guests.
-a polite and professional attitude at all times.



XII. Find words or phrases in the previous exercise that mean the same as:

- prices _____
- concentrate (2 variants) _____
- others offering the same business _____
- very special _____
- customers coming back _____
- plan on, intend _____
- in support of _____
- recognize and understand _____
- basic points _____
- a record or document with customer information _____
- show _____
- make _____
- take care of/ deal with _____



XIII. Topics for discussion:

1. To what extent can the above mentioned “guest-first” strategy items improve the service standards in Ukraine?
2. Which of them do you consider the most significant and why? Which are of minor importance?
3. Have you ever experienced a “guest-first” approach? Was it in our resorts or abroad?
4. Speak about the worst and the best service experience you’ve ever had.



XIV. Role-play the following “restaurant service drawbacks” situations:

- You’ve been waiting for your order at the restaurant for half an hour already.

- You've been given the wrong order.
- You've been given the wrong change.
- You complain about the portion size.
- You complain about the quality of food: you've found a fly in your meal!



Reading exercises

XV. Read the following folk anecdotes:

FOLK HUMOUR

There's nothing for me to do there

A married couple is on their way to a party. The husband is driving; his wife is giving him instructions:

"Now, behave yourself, don't use any swear words, don't drink too much liquor, and don't stare at women, you hear?"



"Whoa!" The man reins in the horses. "We go back."

"What? Why?"

"There's nothing for me to do there, really, so I'd rather stay home."



Late to come home

"My good neighbour, could you give me a loan of a poker? I've misplaced mine and can't find it."

"Any time, dear, but not now. My husband, who's supposed to have come home hours ago, isn't home yet. Yours's the same, isn't he?"

You can't see it

"You know, my wife is so skillful in mending rips and holes on clothes that you just can't see any signs of damage!"

“Yeah, my wife too is blessed with some skills. After she launders my shirts you just can’t see they’ve been laundered.”



XVI. Discuss the following:

- ❖ What anecdote did you like most and why?
- ❖ What other folk anecdotes do you know?
- ❖ Do you think that folk anecdotes are a good way to attract tourists to Ukraine?
- ❖ Think of some other ways to promote our country brand to foreigners.

Business Skills

Describing Trends: Graphs and Charts

It is well-known that charts and graphs help us describe and illustrate the information we want to transfer to our listeners during the presentation as they visualize material otherwise difficult to comprehend. However, it is important to know what words and phrases to use to solve this task successfully. The following common expressions and words will help you to describe any chart you like:

To indicate tendencies or vectors of movement you may use the following verbs:

UPWARD CHANGE: to rise; to increase; to go; to grow; to climb; to boom; to show / see an upward trend; to jump; to rocket; to recover; to improve; to surge; to shoot up; to soar; to expand; to take off; to strengthen; to double; to creep up.

DOWNWARD CHANGE: to fall; to decrease; to decline; to dip; to drop; to deteriorate; to go down; to reduce; to lower; to cut; to shrink; to show / see a downward trend; to weaken; to slide; to plunge; to collapse; to crash.

STABILITY: to level out / off (at); not to change; to remain stable (at); to remain steady (at); to maintain at the same level; to stay the same; to stabilize; to be / remain flat.

FLUCTUATION: to fluctuate (around); to vary; to stand (at); to be volatile.

It is worth mentioning that the majority of the given verbs have a noun form:

◦ *Unemployment levels fell; or*

◦ *There was a fall in unemployment levels;*

Besides that, the preposition "by" is used with the verbs, and "of" – with the nouns:

◦ *It increased by 20%;*

◦ *There was an increase of 5%;*

You should not forget the difference in use of the verbs:

To rise (without object)

◦ *Gas prices rose in June;*

Others include: went down / fell / decline;

To raise (with an object)

◦ *The oil industry raised the prices in May;*

Others include: cut / lowered / reduced;

Some words (increase, decrease) may be used with or without an object;

ADJECTIVES: considerable; dramatic; drastic; enormous; gradual; huge; minimal; moderate; quick; rapid; sharp; significant; slight; slow; small; steady; steep; substantial; sudden; temporary; wild.

ADVERBS: considerably; dramatically; drastically; enormously; gradually; minimally; moderately; quickly; rapidly; sharply; significantly; slightly; slowly; steadily; steeply; substantially; suddenly; temporarily; wildly.

It's also important to remember that adjectives are used to modify nouns whereas adverbs are used to modify verbs, adjectives, other adverbs and clauses.

GENERALIZATIONS: a great deal more than; a way over; about; almost; approximately; around; far less than; just over; just under; nearly; not quite; slightly more than; somewhere in the region of; roughly; well over; well under;

SOME USEFUL PHRASES:

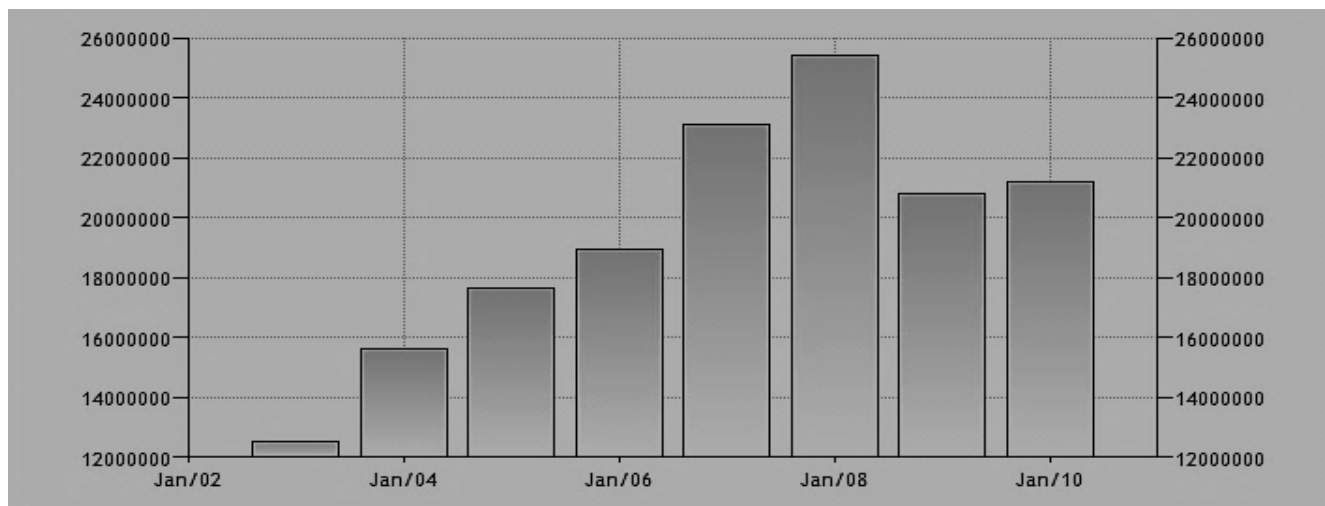
- ✓ As can be seen from the chart, last year started on a positive note;
- ✓ Initially;
- ✓ At the beginning;

- ✓ There was a sharp fall during March;
- ✓ Over the summer ... was flat;
- ✓ In mid-April the prices started to fluctuate strongly;
- ✓ In autumn the market remained more or less unchanged, failing to break through the spring's highs;
- ✓ Over the last few months the market has advanced again;
- ✓ In March the consumer spending was up and was close to reaching a high again;
- ✓ This was followed by;
- ✓ There was a;
- ✓ In this year it started (to) / v-ing;
- ✓ Show an upward trend;
- ✓ Changed very little;
- ✓ Recovered slightly;
- ✓ Continued an upward trend with some fluctuations;
- ✓ Over the period from ... to ...;
- ✓ Despite an overall increase, the ... figures were characterized by a number of peaks and troughs over the ... years;
- ✓ It then fluctuated around this level;

XVII. Now use the words and word combinations that you liked most to describe the following charts:

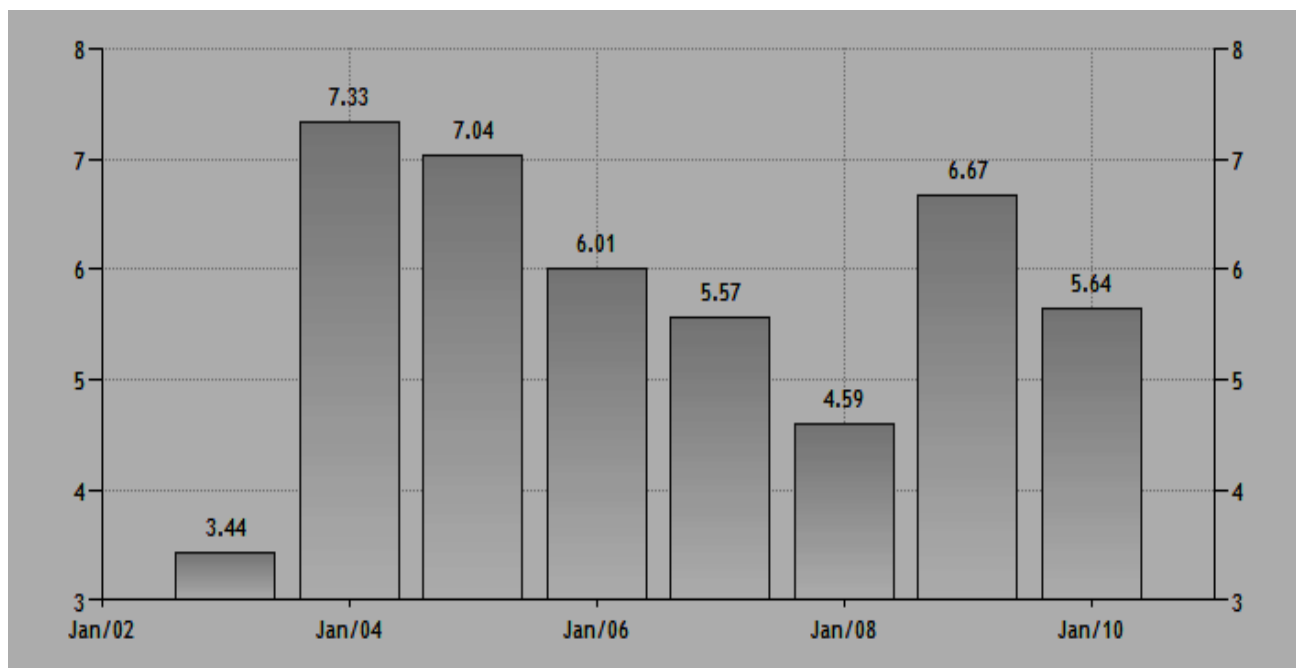
NUMBER OF ARRIVALS IN UKRAINE

(Number of tourists who travel to a country other than that in which they have their usual residence, but outside their usual environment, for a period not exceeding 12 months)



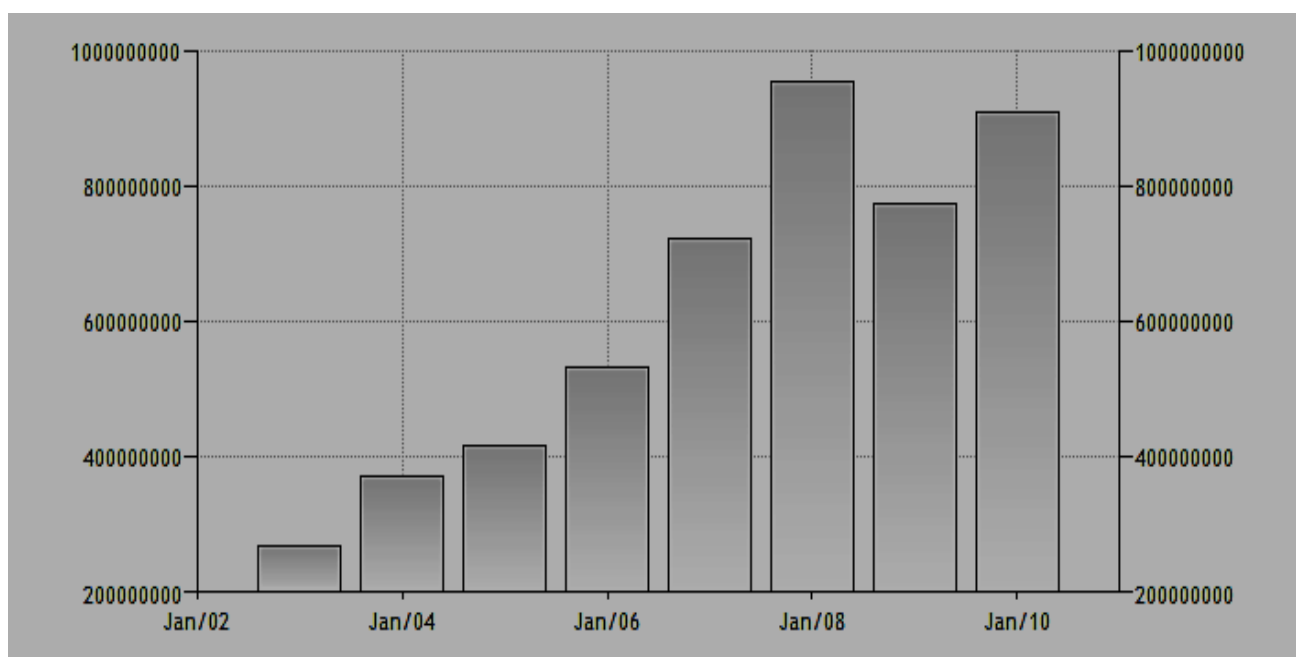
TOURISM EXPENDITURES (% OF TOTAL IMPORTS) IN UKRAINE

Tourism expenditures are expenditures of international outbound visitors in other countries, including payments to foreign carriers for international transport.



TOURISM RECEIPTS FOR PASSENGER TRANSPORT ITEMS (US DOLLAR) IN UKRAINE

Tourism receipts for passenger transport items are expenditures by international inbound visitors for all services provided in the international transportation by resident and nonresident carriers. Excluded are passenger services provided to nonresidents by resident carriers.



Unit XV. UKRAINIAN RESORTS



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

primarily [praɪ'merəli] першочергово

presently ['prezntli] на сьогоднішній день

recreation [ˌrekri'eɪʃn] відпочинок

alongside [ə'lɒŋ'saɪd] разом з тим

health resort [hɪ'zɔ:t] оздоровчий курорт

priority [praɪ'ɒrəti] пріоритет

water spring – джерело

chemical composition ['kemɪkl] хімічний склад

curative mud ['kjʊərətɪv] цілюща грязь

deposit [dɪ'pɒzɪt] поклади

brine [braɪn] морська вода

seasonal treatment ['tri:tment] сезонне оздоровлення

predominantly [prɪ'dɒmɪnəntli] переважно

to elaborate pistes [ɪ'læbəreɪt pi:sts] розробляти лижні траси

wooden hut – дерев'яна хатина

health spa [sprɑ:] оздоровчий спа курорт

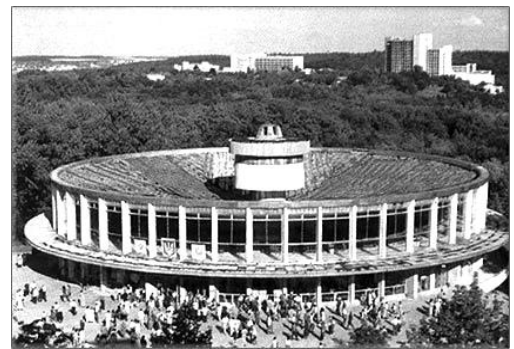
inhalation [ˌɪnhə'leɪʃn] інгаляція

vacation center – центр відпочинку

to make up for inconveniences [ˌɪnkən'vi:niənsɪz]

компенсувати незручності

service drawback ['drɔ:bæk] недолік обслуговування



II. Read and translate the following text:

UKRAINIAN RESORTS

Ukraine is the 8th most popular tourism destination in Europe. It attracts more than 20 million tourists every year, **primarily** from Eastern Europe, but also from Western Europe and the USA. It has an old tradition of mass tourism, beginning in the middle of the 19th century.

The Crimea is **presently** providing a third of tourist services in Ukraine for the foreign tourists who arrive for rest and **recreation**. Yevpatoriya – a major seaside resort in the Western Crimea; Yalta – an international resort and tourist center at the South coast of the Crimea; Alushta and Alubka - well-known resorts and tourist towns, and many other outstanding sea-side Ukrainian resorts are extremely popular with tourists nowadays.

Alongside with the tourist industry, the sanatoria and **health resorts** present another **priority** for the Autonomous Republic of the Crimea at present. This sector is based on using mineral waters (over 100 mineral **water springs** of various **chemical composition**), **curative mud** (26 **deposits** of curative mud and **brine**), beaches (517 km long), climatic and landscape resources, sea and mountain air, etc.

There are a total of over 600 sanatoria and resort facilities used for both year-round and **seasonal treatment** and recreation. The sanatoria and rest-homes providing treatment services are located **predominantly** at the Crimean South coast, as well as within resorts of Yevpatoriya and Saky. The South coast specializes in treatment of adults, whereas Yevpatoriya is a children's resort.

The Carpathian Mountains provide excellent opportunities for skiing in winter and hiking in summer. Some well-known resorts (Bukovel, Dragobrat) have **elaborated pistes** on the slopes of mountains to satisfy all visitors starting with highly-professional ones to beginners. Modern mountain-ski complexes function in Yablunytsia, Vorokhta and Kosiv. Experienced coaches can teach beginner to ski in 2-3 hours. In summer tourists are offered to live in camps or convenient **wooden huts** spending time hiking in the mountains or going fishing.

The network of **health spas** and resorts in the Carpathians now counts numerous health and spa centers, sanatoria, and recreation departments. The most popular of them are “Truskavets”, “Morshyn”, “Sonyachne Zakarpattya” (“Sunny Zakarpattya”), “Polyana” (“Glade”), “Kvitka Polonyny” (“The Flower of Polonyna”); “Karpaty” (“Carpathians”) and others. They provide different treatment methods such as baths, showers, swimming in mineral water pools, saunas, hydro massages, **inhalations**, etc. to improve your health. All of them have gained their popularity due to the unique healing natural springs, fresh mountain air, beautiful nature and landscapes of their location. That is why thousands of people from Ukraine and abroad come here to be treated and to relax.

Most of the Ukrainian resorts, however, need reformations and renovations, as the service provided does not correspond to the European standard. That is why a lot of the Ukrainian tourists prefer going abroad to visiting native **vacation centers** in which only the beauty of nature and unique curative resources can **make up for** several **inconveniencies** and **service drawbacks**.



III. Answer the following questions to the text:

1. How many tourists does Ukraine attract every year?
2. What well-known Crimean resorts can you name?
3. What do they specialize in?
4. What can tourists do in the Carpathian Mountains?
5. What do well-known resorts Bukovel and Dragobrat specialize in?
6. How can you improve your health in the Carpathian health and spa centers, sanatoria, and recreation departments?
7. What reformations and renovations do most of the Ukrainian resorts need?
8. Why do a lot of the Ukrainian tourists prefer going abroad?

Phonetic exercises



IV. Mind the diphthong [ɪə] pronunciation:

European

[ˌjʊərəˈpi:ən]

Carpathian [kɑ: 'peɪθiən]

Crimea [kraɪ 'miə]

Ukrainian [ju: 'kreɪniən]

sanatoria [ˌsænə 'teəriə]

here ['hiə]



V. Read the following sentences:

- Ukrainian students are knowledgeable, curious and sincere.
- Sanatoria of the Crimea are here in Ukraine.
- The Carpathian Mountains are near the European Union.

Vocabulary exercises



VI. Give Ukrainian equivalents of the following, make up your own 5 sentences with the phrases:

to attract tourists, mass tourism, to provide a third of tourist services, alongside with, to present another priority, year-round and seasonal treatment and recreation, to specialize in treatment of smb., to elaborate pistes, to gain popularity, unique healing natural springs, reformations and renovations



VII. Give English equivalents of the following:

цілющі грязі, морська вода, кліматичні та ландшафтні ресурси, сприятливі для курортів умови, дитячий курорт, досвідчені тренери, зручні дерев'яні хатинки, мережа оздоровчих спа та курортів, інгаляції, підґрунтя привабливості для туристів, історичний спадок (багатство), деякі незручності та недоліки сервісу



VIII. Match the definition with the defined word:

inhalant	involving or intended for a very large number of people
mass	a place where people pay to stay so that they can do physical exercise, eat healthy food, and have beauty treatments
rural	a medicine or drug that you breathe in, for example when you have a cold

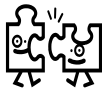
health spa	a type of hospital for sick people who are getting better after a long illness but still need rest and a lot of care
sanatorium	happening in or relating to the countryside, not the city



IX. Fill in the missing words:

skiing, brine, mass, pistes, network, resorts

1. The sardines were soaked in _____.
2. Your friends told us to follow the _____ and we'd be sure to meet you head on.
3. A large sports centre has been made at Aviemore, mainly for winter _____ but also for the use of summer tourists.
4. A _____ of veins and arteries carries the blood around the body.
5. Lift tickets at most ski _____ are about \$30 to \$40 a day.
6. Email has made _____ mailings possible at the touch of a button.



X. Find synonyms or antonyms for the following words in the text:

urban	r_____
new in smth	b_____
sea water	b_____
healing	c_____
grown-ups	a_____



XI. Translate into English:

1. Туристи зі Східної, а також і Західної Європи залюбки приїжджають в Україну.
2. В Криму є багато відомих курортів: Євпаторія – основний курорт на березі моря на заході Криму, Ялта – міжнародний курорт та туристичний центр на Південному узбережжі Криму, Алушта, Алушка – відомі курорти та туристичні міста, та багато інших.
3. У цих містах та взагалі в Криму є багато санаторіїв та оздоровчих курортів, які спеціалізуються на лікуванні цілющими

грязями, особливими кліматичними умовами та численними джерелами мінеральної води різного хімічного складу. 4. Курс лікування можуть пройти як дорослі на Південному узбережжі Криму, так і діти, особливо у дитячих оздоровчих курортах Євпаторії. 5. Будь-який курорт в Карпатах зробить відпочинок незабутнім і ви повернетесь додому з масою позитивних вражень, і обов'язково поїдете туди знову. 6. Тут ви можете покататись на лижах взимку та здійснити пішохідну подорож у гори влітку. 7. Якщо ви ще не вмієте кататись на лижах, вам допоможуть досвідчені інструктори, які навчать вас кататись за 2-3 години. 8. У Карпатах безліч оздоровчих курортів та спа-центрів, які забезпечують різні методи лікування як, наприклад, ванни, оздоровчі душі, басейни з мінеральною водою, сауни, гідро масажі, інгаляції і т.п. для поліпшення вашого здоров'я. 9. За даними Всесвітньої організації туризму, Україна входить до десятки лідерів міжнародного туризму за кількістю відвідувань.

Speaking exercises



XII. Topics for discussion:

1. Speak about some Ukrainian resorts you have visited. What have you enjoyed about them?
2. What would you like to improve and why?
3. Speak about the development potential for touring and recreation facilities in our region.



XIII. Make up your own 10 questions to the text (3 general, 3 special, 3 disjunctive, 1 alternative).



Reading exercises

XIV. Read the text "So You Want to Be a Resort Representative?":

Resort representatives are the first point of contact for holidaymakers at their destination. They represent the tour operator, and aim to ensure the success of the clients' holidays.

Representatives meet each party of holidaymakers on their arrival at the airport and accompany them by coach to their accommodation. Usually, they hold a welcome meeting soon after arrival to give the holidaymakers information about resort facilities and attractions.



Resort representatives arrange regular times to meet holidaymakers to make announcements and deal with enquiries and problems. They keep an information board, and often a folder of useful information, up-to-date. They may also arrange, book, and sometimes accompany excursions and sightseeing trips and arrange car or ski hire.



In addition to this they need to be available at almost any time to give advice, solve problems, and deal with emergencies such as loss of passports or money, illness, or difficulties with accommodation.

The competition of paperwork is an important aspect of the job. This involves keeping records and writing reports of complaints and incidents such as illness.

Hours and environment

Representatives' work is seasonal. Depending on the resort / country, holiday seasons may run from April onwards, October to January or January to April. Hours of work are variable. Representatives often work from early morning to late evening and at weekends and can be on call 24 hours a day.

A driving license is usually needed, as representatives need to travel between hotels or other holiday accommodation and may be responsible for a wide area.

Skills and personal qualities

As a resort representative you should be self-confident, with a pleasant, cheerful, and outgoing nature.



XV. As you can see from the text, the job of holiday reps (representatives) is very hard. On the basis of the text decide which aspects of their job:

- have to be done once with each group of holidaymakers
- have to be done once a day
- have to be done several times during a holiday
- mean being available almost 24/7 (24 hours a day/ 7 days a week)



XVI. Answer the following questions:

1. "Representatives' work is seasonal". What does *seasonal* mean here?
2. "Hours of work are variable". What does *variable* mean here?



XVII. Make a list of skills and personal qualities that a holiday rep needs. Discuss with your partner, which qualities you already have and which need improvement.

- ✓ _____
- ✓ _____
- ✓ _____
- ✓ _____



Business Skills

A Welcome Meeting Talk

Q XVIII. Work in small groups. Make up a welcome meeting talk about any of the



meeting talk about any of the Ukrainian resorts, ensuring you meet the requirements below:

- ❖ use natural voice;
- ❖ ensure that the content is suitable for the audience;
- ❖ provide resort and accommodation information;
- ❖ provide safety information;
- ❖ use sales techniques to promote at least two suitable excursions to meet customer needs, highlighting features and benefits, up-selling and attempting to close the sale;
- ❖ respond to queries from holidaymakers.

Unit XVI. INTERNATIONAL TOURISM



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

profitable ['prɒfɪtəbl] прибутковий

to provide [prə'vaɪd] забезпечувати, постачати

to provide services – надавати послуги

spiritual needs ['spɪrɪtʃuəl] духовні потреби

money transfer ['trænsfɜ:(r)] переказ грошей

employment possibility [ɪm'plɔɪmənt] можливість працевлаштування

cash injection [ɪn'dʒekʃn] вливання готівки

annual income – річний дохід

to expand [ɪk'spænd] розширювати

considerable growth [kən'sɪdərəbl] значне зростання

flow of tourists – наплив туристів

to grow by – зростати у ... разів

according to – згідно з

to account for – відповідати за

global consumer spending – світові витрати споживачів

gross world product – валовий світовий продукт

overall investments [ˌəʊvər'ɔ:l] загальні інвестиції

general tax benefits ['dʒenrəl tæks 'benɪfɪts] загальні податкові виплати

upturn ['ʌptɜ:n] зростання

to predetermine [ˌpri:di'tɜ:mɪn] зумовлювати

to prolong [prə'lɒŋ] подовжувати, збільшувати

to cause [kɔ:z] призводити до

interpersonal relations [ˌɪntə'pɜ:sənəl rɪ'leɪʃns] міжособистісні відносини

visa requirements ['vi:zə rɪ'kwaɪəmənt] вимоги до оформлення візи

low customs tariffs ['klɒstəmz] низькі тарифи на митниці

currency reserves [rɪ'zɜ:vs] резерви, запаси валюти

there is no end in sight – немає кінця



to double ['dʌbl] помножувати

tourism boost [bu:st] зростання туризму



II. Read and translate the following text:

INTERNATIONAL TOURISM

International tourism is one of the leading, highly **profitable** sectors of international economy. It can be viewed as the specific type of economic activity, oriented towards different kinds of tourism **services provided** to meet the growing demand for travellers' material and **spiritual needs**.



This industry grows rather dynamically and plays an important social and economic role, as it:

- maximizes **money transfers** to local economies;
- provides new **employment possibilities**;
- develops all industries related to the tourism services production;
- provides growth of local living standards;
- makes massive **cash injections**.

International tourism is one of the three main industries in the world. It comes third after the oil and automobile industries. General tourism revenue represents 13% of world export and 8% of services export.

It can be called the business of the XXIst century as it generates more revenue than other industries and agriculture in several countries. Recreational complexes in the USA, for example, contribute an **annual income** three times higher than the one received from agriculture while the occupied area is 10 times smaller.

In recent years the area of land used for recreation has been quite **expanded**. This happened because the role of international tourism increased significantly in

world economy. There is **considerable growth** of the **flow of international tourists**: for the former 20 years their number **grew by 2.5 times**.

According to the World Tourism Organization the industry **accounts for** more than 13% of **global consumer spending**, 10% of **gross world product**, 7% of **overall investments**, and 5% of **general tax benefits**. Tourism directly influences approximately 40 industries in the world as well as 10 – 15% of employees in any country.

Among the factors, which are basic for international tourism development are favourable economic growth and social development. These two factors lead to the increase in business and leisure trips as employment **upturn predetermines** the overall improvement of living standards while intensification of labour **prolongs** holiday terms. No less important is the substantial development of political cooperation and cultural exchange between countries that **causes interpersonal relations** within and between the regions. In addition, minimum **visa requirements**, currency transfers and **low customs tariffs** make the trip organization easier and faster from year to year.

Tourism importance continues to grow as it is substantial source of foreign **currency reserves** and employment in a country. According to the World Tourism Organization review of 171 countries tourism profits were worth \$6.48 trillion in 2006 and **there is no end in sight**. It is said that the sum will be **doubled** in 10 years only. In addition, the industry employs 234 million people now. These employment numbers will increase together with the industry growth. Thus, it is not surprising that **tourism boost** has currently become one of the most attractive social and economic phenomena. That is why every country should understand its power and give it due attention.



III. Answer the following questions to the text:

1. What is international tourism?
2. What is the social and economic role of international tourism?
3. After what industries does international tourism come first?
4. What information does UNWTO provide about international tourism?

5. What factors are basic for international tourism development?
6. What makes the trip organization easier and faster?
7. What are the prospects for tourism development in 10 years?

Phonetic exercises



IV. Mind the letters au pronunciation in the following words:

au [o:]

automobile

authority

because

audit

to cause

fauna

laundry

to authenticate



V. Read the following sentences:

1. In august I'll go to Austria.
2. In autumn the authority organizes an auction.
3. They authenticated the authorship of an old poem.
4. This author presented his autobiography to the audience.

Vocabulary exercises



VI. Give Ukrainian equivalents of the following, make up your own 5 sentences with the phrases:

International tourism; to meet the growing demand for; material and spiritual needs; to maximize money transfers; to make cash injections; to generate revenue; the flow of international tourists; according to the World Tourism Organization; global consumer spending; gross world product; favourable economic growth; intensification of labour; low customs tariffs; substantial source of foreign currency reserves; tourism boost



VII. Give English equivalents of the following:

високоприбутковий сектор міжнародної економіки; динамічно зростати; надавати нові можливості працевлаштування; зростання рівня життя; машинобудівна та нафтова промисловості; щорічний дохід; нещодавно (в

останні роки); значне зростання; кількість зросла у 2.5 рази; загальні інвестиції; загальні податкові виплати; зростання рівня зайнятості; політична співпраця та культурний обмін; мінімальні вимоги до оформлення візи; звертати належну увагу на



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

to meet _____ world product
 _____ transfer _____ tax benefits
 living _____ interpersonal _____
 cash _____ global _____

injections, money standards, the demand, consumer spending, gross, general, relations



IX. Match the definition to the defined word:

To predetermine	to decide something in advance so that it does not happen by chance
To generate	an increase in something
To prolong	the total value of all the goods and services produced in one year
Gross world product	to make something last longer
Boost	to produce or create something



X. Find out which prepositions are used with the following words from the text:

according ____; to account ____; to grow ____ 2.5 times; no end ____ sight;
 ____ addition; a demand ____ needs; as well ____; to be basic ____; to lead ____; the
 increase ____; ____ year ____ year; to be viewed ____ to be oriented ____



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

1. The banking sector can continue to grow at 20% per annum and there is no end ___ sight. 2. Travel and tourism industry accounts ___ 9% of world GDP and 260 million jobs. 3. Canada's economy grew ___ 2.5 times over the previous year. 4. According___ the WTO international tourism receipts exceeded US\$ 1 trillion in 2011, up from US\$ 928 billion in 2010. 5. ___ addition to every one dollar increase in tourism output, 92cents are generated in the rest of the economy. 6. Tourism and travel industry boosts ___ year ___year. 7. The tourism sector accounted for the highest increase ___ number of licenses in Dubai during 2011. 8. Despite all its advantages, tourism leads ___ an increase ___ pollution in the environment. 9. Our country is likely to meet consumer demand ___ new hotels and restaurants. 10. Tourism has been crucial in social progress as well ___ an important vehicle of widening socioeconomic and cultural contacts.



XII. Restore the word order:

1. tourism surpass 2011 receipts US\$ International 1 trillion. in
2. receipts. international Europe the share largest holds of tourism
3. accounts services. exports for 30% International currently tourism of the world's of
4. in tourism by grew International receipts 3.8% 2011.
5. 2010. Receipts international US\$ Middle 50 billion tourism from reached in the East in
6. In 55 million down 2011. international arrivals tourist to the Middle were East by 8% to



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

1. 2011 / international tourist arrivals / Middle East / down / 8% / 55 million.

In 2011 international tourist arrivals to the Middle East were down by 8% to 55 million.

2. 2010 / international tourist arrivals / North Africa / down / 10% / 17 million.

3. the first two months of 2011 / international tourist arrivals / all world (sub)regions / up / 5% / 124 million.

4. 2010 / international tourism arrivals / all world (sub)regions / up / nearly 7% / 940 million.

5. the first half of 2010 / international tourist arrivals / Asia / up / 7% / 421 million.



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

- | | |
|--------------------------|---|
| 1. According to the WTO | туристична промисловість відповідає більше, ніж за 13% глобальних витрат споживачів, 10% валового світового продукту, 7% загальних інвестицій та 5% сукупних податкових виплат. |
| 2. Tourism grows, as it | максимізує грошові перекази до місцевих економік; забезпечує нові можливості працевлаштування; розвиває всі промисловості, пов'язані з виробництвом туристичних послуг; забезпечує ріст місцевих життєвих стандартів; здійснює потужні готівкові ін'єкції. |
| 3. Tourism can be called | промисловістю XXI ^{го} століття, оскільки він є високоприбутковим сектором світової економіки; знаходиться на третьому місці після нафтової та машинобудівної промисловості; створює більше прибутку, ніж інші промисловості та сільське господарство в декількох країнах. |

Speaking exercises



XV. Put the key words in the correct order, state the situation in which they are used in the text:

- ___ economic growth and social development
- ___ expanded areas for recreation
- ___ source of foreign currency reserves and employment
- ___ World Tourism Organization

- ___social and economic role
- ___general tourism revenue
- ___annual income
- ___leading, highly profitable sector



XVI. Speak about the advantages and disadvantages of the international tourism rapid growth:

ADVANTAGES (AGREE / DISAGREE / ADD YOUR OWN):

- ❖ employment growth (1 emp/1000 tourist)
- ❖ infrastructure development (roads, water, electricity, telecom, but not necessarily local priorities)
- ❖ cultural preservation (economic incentives to preserve food, fashion, festivals and physical history, but these tend to be superficial elements of a culture)
- ❖ environmental protection (economic incentives to preserve nature, wildlife and urban cleanliness)
- ❖ foreign exchange (generates resources to import food, pharmaceuticals, technology, consumer goods)
- ❖ development of health care services (these aren't always available to local people)

DISADVANTAGES (AGREE / DISAGREE / ADD YOUR OWN):

- ❖ cultural destruction (modernization (world mono-culture) leads to losses in language, religion, etc.);
- ❖ environmental destruction (tourists consider world as a playground);
- ❖ marginal employment (low skill, low wage, low services);
- ❖ development of illegal and/or destructive economic activities (markets for drugs, endangered species, etc.)
- ❖ concentration and seasonal employment
- ❖ unrealistic expectations (divert young people from school and brighter futures)
- ❖ unstable market (fickle, affected by local and world events, generally highly elastic)

THINK ABOUT YOUR SOLUTIONS TO MINIMIZE THE DISADVANTAGES WHEN YOU ARE A TOURIST / A HOST.



XVII. Ranking Exercise:

You are intending to go on holiday to The Gambia. You know it is a very poor country. You also know that tourism can help a country develop economically. Below are nine actions you could take if you were asked to help Gambian people benefit from tourism. (You can also make a suggestion of your own if you want.)



Rank the actions in order, starting with the one you would most prefer to take. Then discuss your reasons for ranking the actions in the order you've chosen.

Possible actions:

- ✓ Bring pens and sweets to give to children you meet
- ✓ Agree to pay more for your accommodation
- ✓ Decide to give money to a UK charity which supports development projects in The Gambia (e.g. providing clean water supplies in rural areas)
- ✓ Make a point of using local shops, markets and restaurants
- ✓ Agree to pay a higher departure tax at the airport
- ✓ Give money or pens and notebooks to your tour operator to help a Gambian school
- ✓ Employ a 'bomsa' (a local youth) to take you around the sights
- ✓ (Add another action here if you want to)

✓ None of these – it's not your problem



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

Reading exercises



XIX. Read about the main problems international tourism faces nowadays:

International tourism is already the biggest world industry yielding only to the profits from the export of oil and cars. However, there are still several problems which hamper the continual growth of tourism.

According to the results of the sociological survey conducted by the German Institute of Spare Time Study in the European Union, the following problems worry most travellers in the world:

1. War, peace problems, political instability (74%).

This factor restrains tourists from oversea journeys to one or another country the most. In practice its influence is far more important as it concerns not only the state with some political troubles, but the neighboring countries as well. The Near East can be the brightest example to characterize the given situation.

2. Ecological problems (57%).

This factor is characteristic of Ukraine foremost because of the explosion at the Chernobyl nuclear power station in 1986. This factor's negative effect is strengthened by its long-term character, as it takes much more time to change the society attitude than to do away with the consequences of the ecological catastrophe.

3. Diseases and epidemics (55%).

The influence of this factor is especially considerable in Africa. Today the amount of tourism does not exceed 2% of the world scale in this region. The fact that this continent is not studied enough together with numerous illnesses and epidemics which take terrible tolls hinder tourism growth in Central Africa.

4. Natural cataclysms and catastrophes (49%).

This factor provides an unstable influence as natural catastrophes can happen practically anywhere and it is almost impossible to prevent or even to predict them. The factor is characteristic of regions with an increased seismic activity. As a result of earthquakes in Japan and California (the USA) regions, 50% of tourists perished both for the period of consequences elimination and in the first few months after the catastrophe.

5. Criminal activity (44%).

Lately this factor becomes more and more important. It deals not only with single cases of attack, robbery or even murder of tourists but also with planned terrorism.

However long-term perspectives of the industry development are still optimistic. The results of the WTO research presuppose that the flow of tourists will rise up to 1.6 billion a year in 2020 and their total spending will reach 2 trillion US dollars that is 5 billion a day.



XX. Discuss the following items:

- Which of the main tourism problems listed above you consider most influential and why?
- Could you offer any possible solutions to lessen the impact of these factors on tourism growth in this or that country?
- What other problems are characteristic for Ukrainian tourism?
- What can be done about them?

Business Skills

Meetings in English

Whether you are holding a meeting or attending a meeting, it is important that you understand key English phrases and expressions related to meetings. A successful meeting has no surprises. With proper preparation and careful organization, a meeting can run smoothly. Setting goals and time limits, keeping to the agenda, and knowing how



to refocus, are key components of an effective meeting. This may sound simple in your native language, but it is a little trickier when you or the participants do not speak fluent English. These pages will help you hold or attend a meeting with success.



XXI. Read and learn the following vocabulary:

Word <i>Part of speech</i>	Meaning	Example Sentence
absent <i>adj</i>	not present	The vice president is absent due to unforeseen circumstances.
accomplish <i>verb</i>	succeed in doing	We have a lot to accomplish today, so let's begin.
address <i>verb</i>	deal with; speak on	I hope we do not have to address this matter again in the future.
adjourn <i>verb</i>	close a meeting	If there are no further comments, we will adjourn the meeting here.
agenda <i>noun</i>	list of objectives to cover in a meeting	Please forward the agenda to anyone who is speaking at the meeting.
AGM <i>noun(abbr.)</i>	Annual (yearly) General Meeting	We always vote for a new chairperson at the AGM .
AOB <i>noun(abbr.)</i>	Any Other Business (unspecified item on agenda)	The last item on the agenda is AOB .
apologies <i>noun</i>	item on agenda announcing people who are absent; apologies for absence	Everyone is present today, so we can skip the apologies .
board of directors <i>noun</i>	group of elected members of an organization/company who meet to make decisions	The board of directors meets once a month to discuss the budget.
boardroom <i>noun</i>	a large meeting room, often has one long table and many chairs	The boardroom is reserved for a managers' meeting, so we'll have to meet in the lounge.

chairperson/ chair <i>noun</i>	the person who leads or presides at a meeting	As chair , it is my pleasure to introduce to you, Mr. Allan Davis.
commence <i>verb</i>	begin	We will commence as soon as the last person signs the attendance sheet.
comment <i>verb or noun</i>	express one's opinions or thoughts	If you have a comment , please raise your hand rather than speak out.
consensus <i>noun</i>	general agreement	If we cannot come to a consensus by the end of the meeting we will put it to a vote.
deadline <i>noun</i>	due date for completion	The deadline for buying tickets to the conference is May 25th.
guest speaker <i>noun</i>	person who joins the group in order to share information or deliver a speech	I am delighted to welcome our guest speaker Holly, who is going to be offering some sales pitch tips.
minutes <i>noun</i>	a written record of everything said at a meeting	Before we begin with today's meeting, let's quickly review the minutes from last month.
motion <i>noun</i>	a suggestion put to a vote	The motion to extend store hours has been passed.
opening remarks <i>noun</i>	chairperson or leader's first words at a meeting (i.e. welcome, introductions)	As I mentioned in my opening remarks , we have to clear this room before the end of the hour.
overhead projector <i>noun</i>	machine with a special light that projects a document onto a screen or wall so that all can see	I'm going to put a pie chart on the overhead projector so that everyone can visualize how our profits have declined.
show of hands <i>noun</i>	raised hands to express an opinion in a vote	From the show of hands it appears that everyone is in favour of taking a short break.
unanimous <i>adj</i>	in complete agreement; united in opinion	The vote was unanimous to cut work hours on Fridays.
vote <i>verb or noun</i>	to express (the expression of) an opinion in a group by voice or hand etc	We need to vote for a new vice chairperson now that Jerry is retiring.

wrap up <i>verb</i>	finish	Let's wrap up here so that we can get back to our desks.
-------------------------------	--------	---



XXII. Act out the following scenario in your group:

Imagine a fictional company called *Paris Tours*. The owner of the small tour company is Pierre. He has ten employees, including four supervisors, Kana and Thomas (guides), Nolan and Jane (travel agents). These four supervisors will be called to a meeting to discuss the upcoming tourist season.

Pierre has already arranged for the room& time, invited everyone to the conference and submitted an Agenda. Try to act out this meeting, keeping as close to the agenda as possible:

Pierre's Notice:

<p>MEETING</p> <p>LOCATION: Room 3</p> <p>DATE: Friday, May 5th</p> <p>TIME: 2:00 PM-4:00 P.M.</p> <p>FOR: Supervisors only</p> <p>SUBJECT: Tourist Season</p> <p>ATTENDANCE IS MANDATORY</p>

Pierre's E-mail:

To: jane@paristours.com

cc: kana@paristours.com; thomas@paristours.com; nolan@paristours.com

From: pierre@paristours.com

Subject: Meeting

Hi Everyone,

We will be having a meeting next Friday from 2:00 PM-4:00 PM in Room 3.

All supervisors are expected to attend. The purpose of the meeting is to discuss the upcoming tourist season. As you probably have heard, this could be our busiest season to date. There are already twenty bus tours booked from Japan, and fifteen walking tours booked from North America. We are also expecting Korean and Australian tours in late summer. Please make arrangements to have other staff members cover your duties during the meeting.

Thank you,

Pierre

AGENDA

- 1 Welcome, Introduction: Pierre (5 minutes)
- 2 Minutes from previous meeting: Jane (10 minutes)
- 3 Japan Tours: Nolan (15 minutes)
- 4 North American Tours: Kana (15 minutes)
- 5 Korean Tours: Thomas (15 minutes)
- 6 Australian Tours: Jane (if time allows 10 minutes)
- 7 Feedback from last year: Everyone (15 minutes)
- 8 Vote on staff picnic: Everyone (15 minutes)
- 9 Questions/Closing remarks/Reminders: Everyone (5 minutes)
- 10 AOB

Unit XVII. WORLD DESTINATIONS



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

a treat to watch – задоволення для спостереження

World Heritage Site – пам'ятник Світової спадщини

historic settlement – історичне розміщення

rustic ['rʌstɪk] первісний, первинний

scenic beauty ['si:nɪk] мальовнича краса

migratory route ['maɪgrətri] маршрут міграції

wildebeest ['wɪldəbi:st] антилопа гну

world-renowned [rɪ'naʊnd] всесвітньовідомий

inception [ɪn'sepʃn] відкриття

decorative dome ['dekəreɪtɪv] декоративний купол

intricate ['ɪntrɪkət] складний, хитромудрий

crafted artifacts ['ɑ:tɪfækt] майстерно виготовлені артефакти

royal splendor ['splendə(r)] королівський блиск, велич

pathway ['pɑ:θweɪ] доріжка

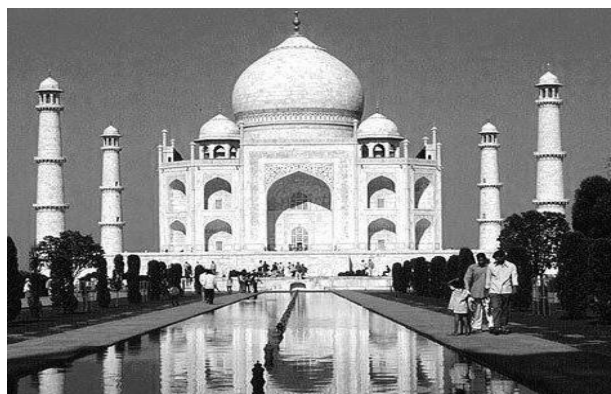


II. Read and translate the following text:

World Best Tourist Destinations and Resorts

There are several tourist destinations all over the world. But not all the tourist destinations are alike. Among the five best world tourist destinations you can find Taj Mahal in India, London in the United Kingdom, Pyramids in Egypt, Paris in France and Tulip Garden in Switzerland.

Taj Mahal is one of the greatest architectures in the whole world. This fantastic monument is situated at Agra; near the capital of India, Delhi. This monument is one of the Seven Wonders of the World, built by the great emperor



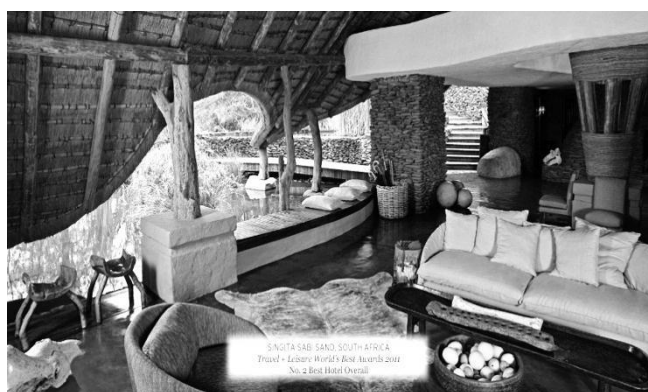
Shahajehan as the graveyard of his beloved queen, Mumtaz. The capital city of England London is full of monuments and places, which are indeed **a treat to watch** and hence the city itself becomes the most entertaining tourist destination. London contains four **World Heritage Sites**: the Tower of London; Kew Gardens; Westminster Abbey and St Margaret's Church; and the **historic settlement** of Greenwich. Other famous landmarks include Buckingham Palace, the London Eye,



Piccadilly Circus, St Paul's Cathedral, Tower Bridge, Trafalgar Square, numerous museums, galleries, libraries and up to 40 theatres. Egypt is attracting millions of history lovers from the whole world every year. Though there are several ancient monuments to be watched in Egypt, the most famous are the pyramids.

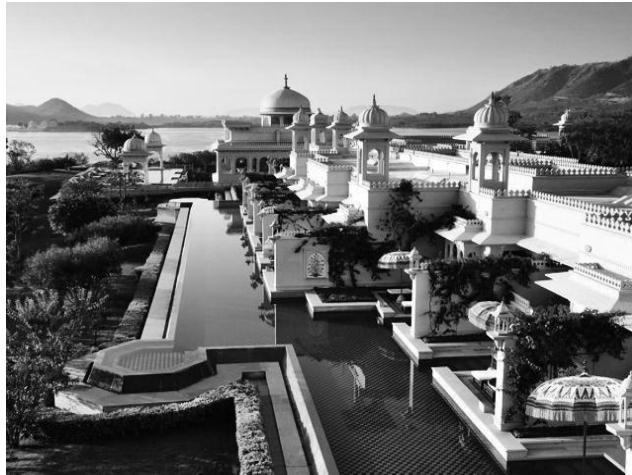
Almost all the people go to Egypt to see their **rustic** beauty. Paris is known as the city of romance all over the world. The main attraction of Paris is the Eiffel Tower. Most of the people come to this city, just to see this tower alone. However, there are much more famous landmarks, such as the 12th-century cathedral Notre Dame de Paris, the Napoleonic Triumphal Arch or Louvre. Speaking about Switzerland one can't but mention that this country is the favorite destination of many film directors and appears in movies most, due to its **scenic beauty**. Surely, you must have heard about the Tulip Garden of Switzerland where tourists spend days admiring its beauty!

The first place among the world's best hotels occupies Singita Grumeti Reserves in Tanzania, which is located on the **migratory route** of more than a million **wildebeest**, providing guests with incredible photo opportunities from their bedroom windows



combined with five-star service and accommodations. Singita Sabi Sand ('place of

miracles’) in South Africa comes second. It is **world-renowned** for providing ‘the best safari experience in Africa’ and has won virtually every hotel and travel award since its **inception** in the mid-90s. Another world famous hotel is The Oberoi Udaivilas in India which is a



traditional Indian palace with grand architecture. Its **decorative domes**, hand painted frescoes, **intricate** mirror work and beautifully **crafted artifacts** create an atmosphere of **royal splendour**. World-renowned and very spectacular are also Mandarin Oriental Dhara Dhevi Hotel in Thailand which comes seventh in the top ten



list as well as Fairmont Mount Kenya Safari Club in Kenya, which comes twelfth.

Numerous beach lovers come to world most famous coastal resorts every year. They offer beautiful scenery, hot sun, sea wonders and many water-sports for you such as swimming, snorkeling, windsurfing and scuba diving.

Everybody loves and knows Hawaii beaches which get busy in winter. The island of Bali is also a famous beach resort. Another popular tourist destination is Thailand in Southeast Asia. It has many world class tourist spots, among which is the Royal Cliff Beach Resort. It consists of four 5 star hotels connected by **pathways**. They have 1,090 rooms and 10 restaurants. In addition, there are 10 bars, swimming pools, health spas, meeting rooms and many others. Cancun, a coastal city in Mexico, is another world-renowned tourist resort with about 150 hotels consisting of more than 24,000 rooms and 380 restaurants. Unbelievable it may seem but 4 million tourists arrive each year in Cancun in an average of 190 flights daily.

As you can see, there are numerous places to go on this planet and even more things to do. Keep travelling and you'll discover a lot in your lifetime!



III. Answer the following questions to the text:

1. What are the five best world tourist destinations?
2. What can you tell about Taj Mahal?
3. What is the capital city of England London famous for?
4. What Paris attraction would you like to visit and why?
5. Why is Egypt among the most visited places on Earth?
6. What is Switzerland world-renowned for?
7. What world's best hotels do you know?
8. What are world's most famous coastal resorts?

Phonetic exercise



IV. Mind the following words pronunciation:

Taj Mahal [tɑdʒ ma'hɑl]

Delhi ['deli]

Eiffel Tower [ˈaɪfəl ˈtaʊə(r)]

Triumphal Arch [traɪ ˈʌmfl ɑ:tʃ]

Louvre ['lu:v(r)]

Switzerland ['swɪtsələnd]

Tanzania [ˌtænzə'niə]

Thailand ['taɪlənd]

Kenya ['kenjə]

Hawaii [hə'waɪ]

Bali ['bɑ:lɪ]

Cancun [kən'kʌn]

Mexico ['meksɪkəʊ]

Vocabulary exercises



V. Give Ukrainian equivalents of the following, make up your own 5 sentences with the phrases:

tourist destination, one of the greatest architectures, historic settlement of Greenwich, scenic beauty, favorite destination of many film directors, scenic beauty, migratory route of wildebeests, 'the best safari experience in Africa', inception, traditional Indian palace with grand architecture, decorative domes, hand painted frescoes,

intricate mirror work, beautifully crafted artifacts, tourist spot, connected by pathways, a coastal city, an average of, lifetime



VI. Give English equivalents of the following:

сім чудес світу; місце поховання, задоволення для спостереження, пам'ятник Світової спадщини, відомі пам'ятники архітектури, Лондонське око, Лондонський Тауер, Собор Святого Павла, Букінгемський палац, Вестмінстерське абатство, первозданна краса, Собор Паризької Богоматері (Нотр-Дам де Парі), Триумфальна Арка, «місце чудес», створювати атмосферу королівської величі, найвідоміші приморські курорти, підводне плавання із аквалангом, плавання в масці, трубіці і ластах



VII. What words go together according to the text:

tourist	spa
heritage	painted
historic	resort
film	garden
tulip	diving
migratory	room
photo	experience
safari	route
hand	settlement
coastal	director
scuba	opportunity
health	destination
meeting	site



VIII. Make up your own five sentences, using the above mentioned collocations:

e.g. Coastal resorts are famous tourist destinations.



IX. Supply the necessary preposition:

1. There are multiple coastal resorts all ____ the world. 2. London ____ the United Kingdom is ____ the five best world tourist destinations. 3. World's best hotel Singita Grumeti Reserves ____ Tanzania is located ____ the migratory route ____ more than a million wildebeests. 4. Switzerland is the favorite destination ____ many film directors and appears ____ movies most, due ____ its scenic beauty. 5. Mandarin

Oriental Dhara Dhevi Hotel ____ Thailand comes seventh ____ the top ten list. 6. The Royal Cliff Beach Resort consists ____ four 5 star hotels connected ____ pathways. 7. Taj Mahal was built ____ the great emperor Shahajehan and is a treat ____ watch. 8. All people go ____ Egypt ____ see the rustic beauty of pyramids.



X. Translate into English:

1. Англійська столиця Лондон сповнена пам'ятників архітектури та інших місць, які є дійсно задоволенням для спостереження. 2. Швейцарія є улюбленим місцем всіх кінорежисерів завдяки своїй красивій природі. 3. Багато відвідувачів приїжджають в Париж, щоб побачити лише Ейфелеву вежу. 4. У світі є багато всесвітньовідомих приморських курортів, які дійсно варто відвідати, особливо, якщо ви захоплюєтесь морем, сонцем, підводним плаванням чи серфінгом. 5. Готель у Танзанії займає перше місце серед світових готелів, оскільки пропонує неймовірну можливість фотографувати диких тварин з вікна готельного номеру у поєднанні з п'ятизірковим сервісом. 6. Готель Оберой Юдайвілас в Індії – не лише всесвітньо відомий готель, а й справжній індійський палац із декоративними куполами, розписаними вручну фресками, красиво оздобленими дзеркалами і майстерно виконаними артефактами.

Speaking exercises



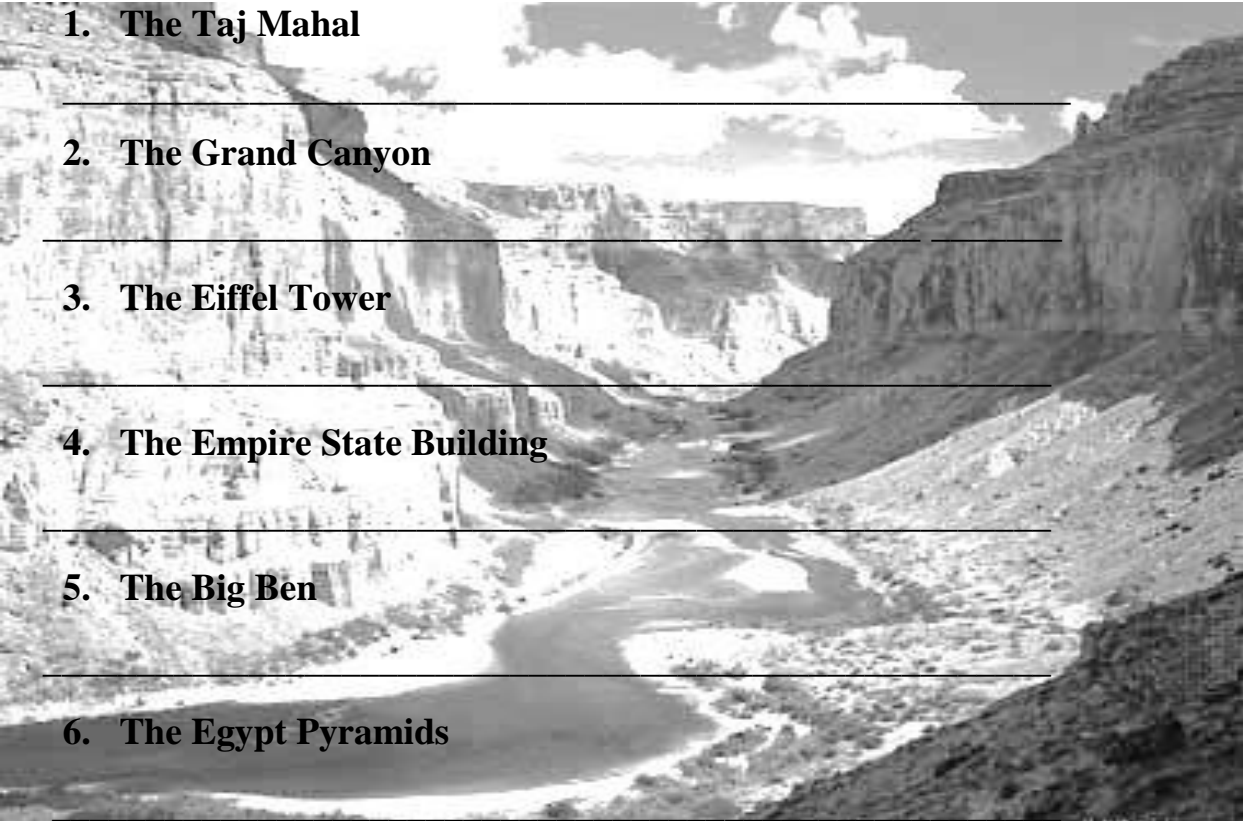
XI. Explain the following and say in what situations these phrases are used in the text:

- tourist destination
- World Heritage Site
- a treat to watch
- five-star service
- rustic beauty
- coastal resort
- Seven Wonders of the World
- famous landmark





XII. Using your own ideas, say what you know about the following places and monuments:



1. The Taj Mahal

2. The Grand Canyon

3. The Eiffel Tower

4. The Empire State Building

5. The Big Ben

6. The Egypt Pyramids



XIII. Which of the above mentioned monuments (places)/your own place (monument) would you like to visit first and why?

Use the following expressions:

To my mind...

I would say that...

In my view...

I feel that...

I strongly believe that...

It's true that...



XIV. The things that attract tourists to a particular country can be divided into different groups. Look at the table:

Climate	Natural features	Built attractions	Events	Food, drink, and entertainment	Accommodation	Transport
rainy	beach	cathedral	carnival	restaurant	hotel	train
sunny	desert	museum	folk dance	bar	motel	plane

- ❖ Decide which column the words in the list should go in (there may be more than one possibility):

harbour, music festival, campsite, waterfall, chilly, castle, concert, countryside, art gallery, damp, metro, nightlife, temperate, coastline

- ❖ Choose one country and characterize its attraction to tourists according to the above mentioned categories



XV. Make up a dialogue as in the example:

Tour operator: *Good morning, madam (sir), how can I help you?*

Tourist: *Good morning, I'd like to find out more about Egypt. What can I see or visit there?*

Tour operator: *Egypt is a wonderful country. The most famous here are the pyramids. However, there are many more ancient monuments to be watched in Egypt.*

Tourist: *What ancient monuments can you offer me to visit?*

Tour operator: *You can visit Egyptian temples, like the temple of Abu Simbel; the Great Sphinx; the Red Sea Riviera or the Cairo Opera House.*


Tourist: *Thank you! You were very helpful!*



2. Good afternoon / Italy / marvelous / Rome and Venice / ancient cities and monuments / see / the Coliseum; the Milan Cathedral and the Florence cathedral; The Leaning Tower of Pisa and many more.

3. Good evening / Spain / awesome / corrida or bullfighting / ancient monuments / ancient monuments / discover / Altamira Cave paintings in Cantabria; La Giralda, the bell tower of Seville Cathedral; Burgos Cathedral; El Escorial and many other.

4. Hello / Germany / fascinating / Berlin and its Reichstag government building / interesting sites / explore / Kölner Dom; DDR Museum; Nuremberg Castle; Dresden Gallery and a lot more

 **XVI. You are a tour operator. Think of the destination you'd like to promote to your potential customers (your fellow students). Make statements to describe it. Can your group mates guess the place in less than ten statements? You get a point for every statement that does not lead to a successful guess.**

Reading exercises



XVII. Read the text 'Disappearing Tourist Destinations', choose an appropriate heading for each paragraph:

- a. Venice - the Next Atlantis?
- b. The Indian Ocean is Swallowing Maldives
- c. Some of the Most Popular Tourist Destinations are in Danger
- d. Quick, Innovative Intervention May Help
- e. Warming Temperatures are Causing the Alpine Glaciers to Disappear
- f. The Great Barrier Reef is in Danger
- g. Mexico City May Sink!
- h. Is It Our Last Chance?

1. **Some of the Most Popular Tourist Destinations are in Danger.** It may be inevitable that some of the planet's most remarkable sites will be gone forever. It may sound like something from an end of the world science fiction joke, but fact of the matter is, entire cities, forests and mountain ranges can be gone in a few years' time.

2. _____ Call it climate change or Global Warming, something is happening which is causing some of the world's best vacation spots to disappear. If you haven't been to these places, now could be your last chance.

Without quick, innovative intervention, places like The Alps, The Great Barrier Reef and even Mexico City could be gone from the map.

3. _____ The Alpine Glaciers also known as the Alps, the range of snow-capped mountains, can be all but gone by the end of the century according to scientists. This is caused by warming temperatures and irregular rains in the area.

4. _____ It is predicted that 95% of the Great Barrier Reef would be gone in four decades along with more than 300 species of corals and 1,500 species of marine animals. Also, this reef serves as a protection for Polynesian towns. Without it, they will become more vulnerable to storms and tsunamis. It is believed that the cause of this destruction are rising sea levels and intensifying storms. Again, this can be traced to greenhouse gas emissions.



5. _____ One of the world's busiest urban centers, Mexico City is built on a drained lake. To serve the water demands of more than 22 million people, water is sourced from reservoirs found underneath the city. Because of this, Mexico is sinking by 19 inches a year. Since it was established it has sunk by 30 feet. Although the government is looking for new sources of water, 70% of their needs is still sourced from the underground reservoirs.



6. _____ The charm of Venice is derived from its old, beautiful buildings and extensive canals. However due to the rising Adriatic Sea, these canals are causing more than a hundred floods a year in the city. In a few years' time, this



could rise up to 250 floods a year. To prevent the city from becoming the next Atlantis, government officials have launched Operation Rialto and Project Moses which would elevate city landmarks and create mobile seawalls respectively.

7. _____ The smallest Asian country, Maldives is



slowly being swallowed by the Indian Ocean. Right now, they are only 3 feet above sea level. Erosion is the main cause of their sinking. Despite efforts to reseed and speed up coral growth, it is said that Maldives' sinking is inevitable.

8. _____ Al

l of the approaching disappearances are predicted to happen within the next hundred years. If you want to visit these places, now could be your last opportunity. They might not be there anymore the next time you plan a trip.

XVIII. Discuss the following:

- ❖ Find out if there are any places in our country that may become extinct because of climate changes.
- ❖ Think what can be done to prevent this.

Business Skills

How to Write an E-Mail



Here are the fields of the Email defined with example texts.

Subject The Subject is more important than the email itself, it should be focused, clear and informative.

Here are some strong subjects examples:

Invitation to the ABC Conference, Nov 2009

Application for Account Manager Position #413 – Jane Smith CV

Agenda for the meeting on Monday, 10am

Party Invitation for John, Sally and Martin

Updates on the building plans

Meeting scheduled for Oct 15, Thursday @ 10am

Great craft ideas using recyclable materials

Weak subjects:

Hi, Hello, How are you?

First line of the email message

Words to avoid: Help, Percent Off, Reminder, Free

Greeting Don't misspell the name!

Dear [name],

Hi [name],

Hi,

Hello [name],

Hello,

To whom it may concern,

Opening Sentence

Following our phone conversation, I am sending you...

Attached please find the documents you requested regarding...

In regards to the upcoming pilot program, I have listed below the tasks and deadlines that need to be completed.

Further to our last discussion, I would like to bring to your attention the following issues:

As we agreed, there will not be ...

Please reconsider our proposal for ...

In response to your job post for Marketing Director, please find below a brief overview of my skills. I have also attached my CV for your review.



Information in Detail (details, information and actions required)

In addition to the attached agenda, please click on this link <http://www...>

To register for the online event, please go to...

Closing Sentence

I look forward to your reply.

Thank you for the time you have taken to review my candidacy for the position.

Please don't hesitate to contact me with any questions or concerns you may have.

Thank you, in advance, for your time.

I await receipt of the information we discussed.

Please forward me the exact information.

Sign-offs before the Signature (identify yourself, company and contact information)

Sincerely,

Thank you,

Best Regards,

Thanks,

Signature

Name

Title, company name

Email

Phone/Fax

Web Address



XIX. Write your own e-mail, e.g. an email giving general information about the destination and its attractions / a hotel (rooms, facilities, location, price, restaurant, special features) in reply to an enquiry.

Video Supplement

Unit I. Extreme Sports

I. Pre watching

Speak about your best and worst extreme sports experience. Exchange your information with a partner.

II. While watching

1) Watch the video and tick those extreme sports that are mentioned in the video:

rock climbing fishing mountain biking horse-riding diving
alpinism snorkeling rafting canoeing kayaking
off-roading hang-gliding sailing paragliding hunting

2) Watch again and fill in the missing words to complete the abstract:

A large part of Bulgaria's _____ is covered by mountains that challenge the fans of _____ experiences. There are many regions ideal for _____ and alpinism. They also offer excellent technical routes. The range of extreme experiences is complimented by _____ on steep slopes and sharp cliffs. Nothing can stop the fans of this type of mountain experience. And the wonderful _____ of Bulgaria, fast and foamy rivers challenge daredevils on boats. The _____ season lasts from early _____ to July when water levels drop. The favourite rafting place is the Struma River. There is the lower and an upper _____. The lower is for beginners, the upper is much harder for advanced rafters only. Naturally, many people love _____, but they prefer more relaxed experiences. For them many rivers and reservoirs offer _____ and kayaking. Tourists can also explore the mountain on horseback, where the view is completely different. You can practice _____ in many places: in small villages, in larger cities, and even at the seaside in the sunny Bulgarian _____ resorts.

III. Post watching

Describe extreme sports activities offered in Ukraine to advertise them to foreign tourists (your fellow students).

Unit II. Taking an Order

I. Pre watching

Describe a perfect waiter. Say what s/he should do, how s/he should act, etc. to please the customer.

II. While watching

Read the following recommendations and put them in the correct order:

- ___ ensure you've noted the table number;
- ___ ask if you may take the order;
- ___ be prepared to answer questions about the menu;
- ___ remove unnecessary cutlery;
- ___ make sure your pen is working and that your order book has enough spare pages;
- ___ suggest extras using positive and descriptive language;
- ___ repeat the order and remove the menus;
- ___ you should also thank customer;
- ___ say Excuse me;
- ___ give a few extra minutes, but don't leave waiting too long;
- ___ you must know the ingredients;
- ___ write the order clearly so as others can read;
- ___ remember to ask for preferences on specific dishes;
- ___ never use abbreviations.

III. Post watching

Discuss what recommendations you consider most and least important and why.

Unit II. At the Restaurant

I. Pre watching

Think about phrases that are most commonly used at the restaurant when ordering, taking an order, paying the bill, etc.

II. While watching

Fill in the missing words to complete the dialogues:

Welcome

- Hello, sir. Are you _____ alone?
- Yes, a table for _____, please.
- Smoking or non-_____?
- Non-smoking, please.
- I have a _____ for you. Please, follow me.
- Thank you.
- Would you like a _____ with your meal, sir?
- Can I see the wine list, _____? Thank you.
- I can recommend you House Red. It's a dry _____ from the country valley, here in South Wales.
- OK, I'll have a _____ of the House Red, please.
- Certainly, sir. Here's tonight's _____. A waitress will be with you shortly to take your _____.
- OK, thank you.

Ordering

- Here is the wine that you _____, sir. Would you like to let it breathe for a little while or shall I pour it _____?
- I'll have a glass now, _____.
- Are you ready for me to _____ your order?
- Yes. I'll have the T'-bone _____, please.
- How would you like it _____?
- _____ rare.
- OK, that is served with the seasonable vegetables and your choice of _____ or chips.
- Jacket potato, please. I haven't had a jacket potato for a long _____.
- OK. That's one T'-bone steak medium _____ with seasonable vegetables and jacket _____.
- Yes, thank you.
- Was everything OK, sir?

- Yes, that was delicious. _____.
- Would you like some _____? We have cheese and biscuits, fresh _____ and chocolate éclairs.
- Yes, I'll have a _____ éclair, please.
- Can I get you anything else?
- Yes, I'd like a cafe latte, _____.
- I'll bring it to you _____.

Bill

- Could I have the _____, please?
- Certainly, I'll get it for you. Would you like to _____ now or shall I charge it to your _____?
- I'd rather pay now please.
- I will be back with the bill.
- OK, so you had a T'-bone steak, a _____ of the House Red, a chocolate éclair and _____ coffee. That will be 36.74.
- Is service included?
- Yes, that includes tax and 10 per cent service charge.
- OK. Here's \$40. You _____ keep the change.
- Thank you _____.
- Thank you. Good-bye.
- Good-bye.

III. Post watching

Role play similar situations with your group mates.

Units III and IV

Manchester's New Visitor Information Centre

I. Pre watching

Study the following words and their definitions:

State-of-the-art - using the most modern or advanced techniques or methods;
Mancunian - of or relating to Manchester, England; a person from Manchester in England.

II. While watching

Note down necessary information to answer the following question:

How many people work within the industry? _____

How much do the visitors to Manchester spend? _____

How many international visitors do they have in day? _____

How much have they invested in a center? _____

What locations can you discover with the help of this visitor center? _____

III. Post watching

How does this visitor center differ from the one in your city?

Unit V

Montreal Travel – Public Transportation

I. Pre watching

Name as many means of public transport as you can. Say which you like / hate most, explain why.

II. While watching

Fill in the missing words to complete the abstract:

Montreal has many transport options including Metro, _____, taxis, bicycles and walking. Let's start with the _____ – a safe, convenient, and cheap option for getting around the city. This blue sign with arrows is hanging to identify a Metro _____. The Metro connects the different points of interest making them easily reachable. What's unique about Montreal's Metro is the _____ and public art installations defining many of the stations. Often talented musicians play in the stations _____ commuters. Here is the map. There are four coloured lines which connect you to the major tourist _____ as well as to the bus and intercity rail system. To find the direction where you're going looks at the end of the line. In this case we're going direction Honore Beaugrand. See that's borough McGill

and we're going to Berri – that's the direction we're heading. Here is how you will buy the _____. A ticket for one trip costs _____ using which you can go anywhere on the Metro and bus network. We enter through here. Be sure to hold on to your ticket. The trains come every few minutes depending on the line and the day of the week. If you are continuing your journey on the bus, make sure to get a transfer ticket from machines like these once you pass through the turnstile. If you need to get away from the city center where the Metro doesn't run, try the _____. Taxis of course are another good option. They're not as cheap as the bus or Metro, but they are still cheap compared to other cities. You can also get a limo taxi from the _____. In case you're driving, remember that you cannot make a ride on the red light here. Montreal is a very bike friendly city. There are _____ lanes on many roads and bike racks everywhere. I'm Lisa Shalom showing you Montreal.

III. Post watching

Speak about public transportation in your city. Does it differ from Montreal?

Unit VI

At the Airport

I. Pre watching

Think about your last visit to the airport. What did you have to do there? How many procedures did you pass? What did you say or do?

II. While watching

Fill in the missing words to complete the dialogues:

At the Airport

- Good _____, sir. Can I see your _____ and passport?
- Certainly. There you are.
- Thank you. OK, and how many suitcases will you be _____?
- Just one suitcase.
- Did you pack your _____ yourself?
- Yes, I did.
- OK, do you have and electrical goods?

- I have the electric shaver in my _____. Is that OK?
- That's fine. So nothing in your suitcase?
- No.
- OK. Would you like a window or an _____ seat?
- A window seat, please.
- OK. Just one moment. This is your seat number and the _____. You can go straight through to the _____. Enjoy your flight.
- What time will we be boarding?
- We begin boarding at _____.
- OK, thank you.

On the Plane

- Would you like a _____ to read, mam?
- No, thank you.
- Would you _____ a newspaper to read, sir? Sir? Sir? Would you like a newspaper to read, sir?
- Ah, yeah. I'll _____ The Daily Mail.
- There you go, sir.
- Thank you. It will help to take my mind off things. I'm always a little _____ before flying.
- Oh, well. Try not to worry too much. You know, _____ is the safest form of travel.
- I know. I'm sure I'll be better after we _____.
- You know? We have some flight _____ for you too. You'll find the film guide in the pocket in front of you or in-flight _____.
- Oh, good. A nice _____ will help me to relax.
- Programs will start shortly after takeoff. If there is _____ I can get for you, then please, just call for assistance.
- When will _____ be served?
- In about an hour or so. We have a fish, _____ and a vegetarian option. Which one would you like?

- Err... Fish, please.
- OK, I'll be back later. Now, please, just try to relax and _____ the flight.

Duty Free Goods

- Sir, have you seen the _____ for our inflight shop?
- This one?
- That's it! Would you like to order any _____ goods?
- Yes, please. Can I pay by _____?
- Yes, all major credit cards are accepted, but purchases must not exceed US\$ 500.
- OK, um...I'd like this bottle of Scotch Whiskey, please at _____.
- Right, that will be one bottle of Johnny Walker Malt Whiskey. Is there _____ else you'd like, sir?
- Yes, I'd like these titanium _____.
- Yes, they are priced at a US\$ 145. Will that be all, sir?
- Ah, yes, that's everything, _____.
- The total bill comes to a US\$ 179. Can I have your credit card, please?
- Ah, sure. _____.
- Thank you. Sir, please, wait while I collect your duty free _____.
- Thank you.

Passport Control

- Good _____, sir. May I see your passport and _____, please.
- Sure. Here you are.
- Thank you.
- _____ anything to declare?
- No, I just have these duty-free _____ that I bought on a plane.
- That's OK. Welcome to _____. Is this your first trip here?
- No, I came here on business a few _____ but I couldn't stay long.
- Are you here on business or _____ this time?
- Purely pleasure _____.
- Good, are you _____ on travelling around during your stay?
- Well, I've only got a week, so I'm planning on staying in _____.

- Yes, Australia is a big place. You will need _____ to see it all.
- Maybe next time. This time I'm going to try to see all the _____ of Sydney.
- Good, I hope you'll enjoy your _____.
- Thank you.

III. Post watching

Role play similar situations with your group mates.

Unit VII Princess Cruises

I. Pre watching

Study the following words and their definition:

Sashimi - a Japanese delicacy consisting of very fresh raw meat or fish sliced into thin pieces.

Sooji – a popular Indian sweet dish made of semolina, cashew nuts, almonds and raisins.

Atrium - a large high space, usually with a glass roof, in the centre of a modern building or cruise ship.

Cocoon - a soft covering that wraps all around a person or thing and forms a protection.

II. While watching

Fill in the missing words to complete the abstract:

Launched between _____ and 2008 Caribbean Princess, Crown Princess, Emerald Princess and Ruby Princess epitomize _____ and grace. Mid ship deck five is home to the Piazza the bustling heart of the ship. Check out the central Plaza with its wealth of activities and a lively side-walk café atmosphere just beyond. A fantastic selection of wine and fresh sushi, sashimi or sooji as well as other delicacies are way advanced. Or sample a wide array of specialties at the _____ café. Beyond the Atrium tempt your taste buds with elegant dining in one of three different _____. Or explore the specialty dining choices. Enjoy your table in the ship Crown Grill and the culinary show with a chair at the kitchen view culinary. Up on

deck sixteen left the best of Italy is yours with a multi-course feast at Sabotini's. Relax at some of cruising's most lavish fresh water _____. The central Calypso pool is perfect both day and night, especially for watching movies under the stars. There's the Neptune's Reef & Pool, the Lotus Spa Pool, and the Terrace Pool, each with its own delights. The Sanctuary is a cocoon for adult relaxation. Take a deep breath and unwind. _____ at sea are made for fun and there's a venue for every mood. Adagio is a sophisticated _____ perfect for a drink before or after dinner. The Explorers Lounge brings different entertainment every night. Club Fusion plants _____, cabaret and casino entertainment – all in one venue. All spirits soar in Skywalkers. The spacious _____ offers all the most popular table games and the latest exciting slots. And the Princess _____ will dazzle you with stunning original production shows in this dramatic venue. These remarkable ships offer an array of inviting accommodations and deluxe _____ with nearly nine hundred affordable balconies opening onto the majestic scenery. Crown Princess, Caribbean Princess, Emerald Princess and Ruby Princess create unforgettable vacations. They are the ideal ships to help you escape completely.

III. Post watching

Discuss the following:

- Would you like to travel somewhere on one of these cruise ships?
- What did you like most about these ships (e.g. restaurants, pools, casinos and nightclubs, shops, etc.)?

Take a Tour of Princess Cruises Staterooms

I. Pre watching

Name all possible types of cruise staterooms and cabins. How do they differ?

II. While watching

Provide a correct type of a stateroom to match the following description:

_____ feature 100 % Egyptian cotton linens, a luxury mattress, a European-style duvet, a flat screen television with extensive satellite programming, a handy refrigerator, complimentary room service on most items 24 hours a day and of course a gracious room steward to take care of your every need.

_____ represents a great value with your own picture window.

To enjoy the fresh sea air _____ is the perfect choice.

Pick a generous _____ complete with a welcome glass of champagne, two TVs on most ships, separate sitting room plus a full bath and a pillow menu. _____ offer two self-contained staterooms interconnecting to a large living-room.

Indulge with _____ complete with two flat panel TVs, luxurious bath and a variety of additional benefits from a DVD CD player with free access to a DVD library, a complimentary mini-bar set up, complimentary professional laundry services and web access in the internet café.

Princess also offers a selection of _____ designed for maximum accessibility and comfort.

III. Post watching

Did this classification and description of staterooms differ from the one you provided at the very beginning?

Units VIII and IX

How to Become a Travel Agent from Home

I. Pre watching

What qualities do you think a travel agent working from home should possess?

II. While watching

Put the following paragraphs in the correct order:

_____Research. Learn your state or country's requirements. Learn all you can about the business. The government requirements and license permit processes, membership prerequisites to travel organizations. Do the paper work thoroughly and do not even believe people who tell you that you can't make it.

Be prepared from the ground up. Be honest with yourself and make sure you've got what it takes. Working from home has its advantages, but it can also be draining. You can't expect to make it overnight. You need to put in lots of time and effort sometimes working at unholy hours especially when dealing with international travelers, and you need to push your services hard. You also need to possess a strong

drive, excellent interpersonal skills to deal with clients and service providers from different places and cultures.

_____ Find a trustworthy host agency. You need credibility and a solid reputation behind you before you can get any business. If you were a passenger, you won't risk your travel arrangements on a stranger who has no demonstrable experience or capability in doing your bookings especially one who works from home. There are many travel organizations who offer their services online to help home-based travel agents. But you need to check closely and be careful that you don't get scammed.

_____ Grow your skills.

- a) Enhance your computer skills, be teachable, and learn to harness technology. Travel arrangements, bookings, communication with clients and suppliers or service providers are increasingly being done through computers.
- b) Keep improving your interpersonal relations skills. Even something as simple as phone manners and etiquette can make or break a business.

_____ Take up a travel course if you plan making this a full-time career. Generally there is no requirement of a certification for travel agents whether they work from home or not nor other certification bodies such as those for medical or legal professions. You could, however, study and get a certificate for your efforts.

_____ Find clients from both sides of the spectrum. Make an effort to meet people, seek out possible business, work to retain customers. Expand your network of colleagues, clients, and service providers. You have two sets of clients: the travelers and the suppliers or service providers. Make sure to balance their needs and work to give both sides a win-win deal. Whether you want to make it a full-time career, a part-time supplement to the household income, or even just an occasional fall-back option, you have to start at knowing how to become a travel agent from home. You can stick to bookings, or you can expand your offering to something akin to full-range concierge services.

III. Post watching

What advice do you consider most helpful and why?

At the Travel Agent

I. Pre watching

Think of all possible problems you can solve at the travel agent.

II. While watching

Fill in the missing words to complete the dialogues:

Arranging a Trip

- Good _____, sir. How can I help you?
- Well, I have some time off from work _____. And I was thinking of going to _____.
- Mmm.. That sounds great. How long is your _____?
- Just one _____. My last day at work is _____ of July and I go back on _____ of August.
- OK. Here is our _____. Have a look and see if there's a _____ that you like.
- Ah, this one is good. The Four Seasons Hotel. It's _____, but I've been told that it's very nice.
- Yes, it's a very _____ hotel. I'm sure you'll enjoy your stay there.
- Would you like me to make the _____ now sir?
- Yes, please.

Giving Personal Information

- I just need to take some _____ information. What's your _____ name?
- Martin Andrew White.
- And your _____?
- 11, Sae Telenogoen Comsan Bangkok.
- And your _____ _____?
- 02 624 97 34
- Do you have a daytime number I can call _____?

- 02 777 12 12
- That's fine. Will you be travelling alone, Mr White?
- Yeah, just me.
- OK, you finish work on Friday the 26th. So shall I try to book your _____ for the next day?
- Yes, please. And a _____ flight on Saturday the 3rd of August.

Booking a Flight

- I'll just _____ the availability.
- OK.
- There are _____ available on the Qantas Airway's flight. But there is a _____ stopover in Singapore.
- Is there a _____ that I can take?
- Yes, Malaysian Airways. That flight _____ at 7 o'clock on Saturday morning and _____ in Sydney at 6:30 pm local time.
- That sounds better, but it's a little longer than I thought.
- Well, it's an _____ flight. Don't forget the time difference. All the times given are local times.
- Oh yes, that's right. They are three hours ahead, aren't they? Can I have the details of the _____?
- Certainly. That flight departs at _____ and arrives in Bangkok at _____ on that same night. Shall I _____ a seat for you?

Making a Hotel Reservation

- Now, let's _____ a room for you at The Four Seasons. Do you want a _____ room or a _____?
- Oh, a single room will be fine, thanks. Will I have a view of the harbor?
- Oh yes. All rooms have harbor views.
- They have a room _____. Shall I make the confirmation?
- Yeah, go ahead.
- OK. So now you have a room available at The Four Seasons from Saturday _____ of July until Saturday _____ of August.

- That's great. Can I pay by _____?
- No problem.
- So it is 66000 baht including your _____.
- OK. Here's my card.
- When will I be able to collect my _____?
- It should be ready in a couple of days. I can call you at work if you like.
- Thanks very much.

III. Post watching

Role play similar situations with your group mates.

Unit X

Travel Booster for Tour Operators

I. Pre watching

Think about tour operator's duties and responsibilities. Name as many as you can.

II. While watching

Fill in the missing words to complete the video script:

So, you're a _____. You know you've got a long way to grow. You want to increase profits, attract _____, reduce expenses and make sure your business runs _____. For that you need a technology that lets you reach out to the world, _____ your products through new channels, sell more products to different types of clients and introduce new _____. And you want to operate and control this with a simple automated solution. No big deal, right? Well, one thing you know for sure this kind of solution is too expensive, too complicated, takes too many resources to install and maintain and doesn't exist under one roof. For all your needs you have to hunt down a solution or _____. Then deal with special customization needs, buy surfers, set up a network, expand your IT team and deal with countless updates and maintenance. That kind of product is only for the big boys. Is there no other way? Now there is. It's called Travel Booster a one stop shop where it's all inside. Travel Booster is a comprehensive solution including an

_____ that supports multiple points of sale, services, content sources, _____ and currencies. In addition a web-based medium back office tool supports all your administration needs so every element of the travel cycle is taken care of. To get going all you need is an Internet connection which means that the solution is quickly deployed and that no hardware purchase is needed. Starting to use this system is just like opening a Gmail account. It's simple and it's customizable which means this product suits the existing as well as the future size and needs of your _____. Oh, and the cost? It's a pay per use deal. So, where does this all come from? With over 20 years of _____ in the travel industry we've earned the confidence of over 700 large and small _____ in more than 25 _____ worldwide. Join us and we will support you and your _____ every step of the way. To get started all you need is to fill in our demo form. For more information check out our online clips or contact us at sales@travelbooster.com

III. Post watching

If you were a tour operator, would you use Travel Booster? Explain why!

Unit XI

Meet South Africa

I. Pre watching

Think of a good commercial. What qualities should it have?

II. While watching

Fill in the missing words to complete the following South Africa commercial:

Leave grey behind. Leave your old self behind. Leave ordinary behind. South Africa is different. The you who _____ South Africa won't be the same as the you who _____. You'll find that there's nothing ordinary about this place because you don't just _____ South Africa, you will meet South Africa. You will meet the wide open _____ of the wild coast and the chief whose ancestors have lived in the hills of Latonyanda River for a _____ years. You'll meet a taxi driver and the Shebeen queen who _____ forget. You'll meet the golden lights of the Timbavati as it covers everything in a soft and bed low. That reminds you of how things once were

and could be again... You'll meet a lady called Tannie Anna in Bo-Kaap who'll write her _____ for pickled fish on the back of the menu. You'll meet a _____ surfer who'll tell you about the time he set on his board listening to a _____ whose breathing sounded like the heartbeat of the ocean itself. You will _____ at night through the bush that you will never forget because it was the night you felt you saw _____ for the very first time. You'll have _____ under an acacia tree as the sun goes down and _____ gather by the watering hole. And years later you'll find that the call of the _____ still seems to echo through your heart. You will meet South Africa and you'll never be _____ again. South Africa and the things you _____ here will change the way you see the world and the way you _____ your life. Because when you open your arms to embrace this country you'll find that _____ who leave South Africa won't be the same _____ who arrived. Because when you meet South Africa you'll find that none of it, not one little bit is _____.

III. Post watching

Discuss what you liked or didn't like about the promotional video. What are its strong and weak points.

Unit XII

Promote Your Hotel in Video

I. Pre watching

Think of all possible ways of a hotel or resort promotion. Which ones are the most effective to your mind?

II. While watching

Fill in the missing words to complete the video script:

When it comes to promoting your _____ video can be one of your strongest marketing tools. Studies have found that people remember 30 % of what they _____ and only 20 % of what they _____. Yet an amazing 70 % remember what they _____. Video makes a lasting _____. With today's technology high definition video is an affordable option. Go World Productions is a _____ which specializes in HD video for the hotel industry.

Video can bring your _____ to life. Go World crews have work with clients in more than 20 countries from _____ to Indonesia. We know what it takes to promote the _____ hotels in video. In fact our most recent project was a _____ shoot for JW Maria International. Go World is a full-service production house that offers more than just _____ footage. We are a video _____ solution. Before we ever pick up a camera we take great care to understand each property's _____ and ensure that each image conveys your _____. Your beautiful HD video is a power tool that can be used in many ways including _____ online, link your video in newsletters or e-mail campaigns, show your video in room, create sales videos for _____, or create b-roll libraries for press usage. We have the expertise and knowledge to _____ your property to the world. When it comes to promoting your hotel or resort _____ there is no better choice than Go World Productions.

III. Post watching

How would you promote your hotel?

Would you use Go World Productions services?

Unit XIII

Checking In and Out

I. Pre watching

Think about possible phrases you can hear or say while checking in/ out of a hotel.

II. While watching

Fill in the necessary words to complete the dialogues:

Checking In at a Hotel

- Wow! I've never _____ in a place this fancy before!
- Welcome to the Hula Hula Hotel, how _____ help you?
- We'd like to _____. Our names are Lisa and Mary Lee. We have a reservation for _____.

- Let's see. Yes, we have a _____ for you on the third floor. Room 321 for _____.
- Great! Oh, and my sister's _____ was lost. Please, tell us if it's delivered to the hotel.
- Of course, I'll need your _____ and please sign this _____.
- OK, here you are. Oh, and what is the _____?
- 11 am, and if you need any assistance, please here's a concierge or call the _____.

Getting Information

- Hello, what _____ for you?
- We've just arrived _____. Can you tell us what _____ you have?
- The Hula Hula Restaurant is open now. There is also a complimentary _____ buffet each morning.
- Great! Can we get a _____ at eight tomorrow?
- No problem. What's your room _____?
- We're in room 321.
- OK. Be sure to try our _____ on the second floor, there's also a business lounge on the _____ with computers, copiers and fax machines.
- How about a nice place to _____ here?
- The beach is just down the street and out in back we have a _____, Jacuzzi and sauna.
- Great! Now we have an excuse to shop to buy _____.

Checking Out

- Hello, what can I do for you?
- We'd like to _____ of our room. Here're the keys. It's room number 321.
- Did you take anything from the _____?
- Yes, we had two colas. We also ordered _____ once.
- OK, your final total comes to _____. Are you paying by cash or _____?
- Credit card. Here you are. Oh, and can you call _____ for us?
- I'll do that right away. Please sign on the dotted line.

- You bought so much. We can barely carry it all. I'm glad they've lost my suitcases.
- Oh, and I almost forgot. Miss Lee, someone dropped this off for you _____.
- What? Hey, that's my _____.

III. Post watching

Role play similar dialogues in class.

Unit XIV

Welcome to Ukraine

I. Pre watching

What famous landmarks in Ukraine do you know?

What sights would you recommend your future tourists to visit?

Before you watch mind that *nomadic tribes* means *кочові племена*

II. While watching

Fill in the missing words to complete the video script:

The world hardly knows anything about a _____ and picturesque land full of contrasts and mysteries – Ukraine. Once upon a time somewhere among the _____ torrents and boundless planes where all the roads cross the first colourful fragments were desolated in the mosaics of this land. And over hundreds of centuries _____ added a story to fill up this manifold image. Ancient Trypillian settlers enriched it with deep _____. Nomadic tribes let it feel the universe move, the Slaves turned it into a great _____ and Ukrainian Cossacks instilled in it the spirit of _____. A world-wide center of Orthodoxy Ukraine greets and respects every _____ of the planet. A noble point of science and _____ it is surrounded with amazing stories and legends. Here are the cities where _____ is in dialogue with nature, where different styles blend in the capricious combinations of the Middle Ages and Art Nouveau, the Soviet _____ and Cossack baroque. And finally all the tiny creeks and deep _____ rush to the spiritual stronghold of Ukraine to eternal Kiev – the city of parks and golden domes. On the banks of the _____ Dnipro still remembers pagan idols and first Christians of Kievan Rus. The inimitable fusion of cultures, the

inevitable coexistence of _____ and Western mentalities – this is all about _____, an exclusive and exotic land in the very heart of Europe.

III. Post watching

Did you like this promotional video? What did you like most?

Would you recommend it to your friends? Why and why not?

Unit XV

Meetings in Crimea

I. Pre watching

Why is Crimea a wonderful place for conducting meetings and conferences?

What can one do or see there?

II. While watching

Fill in the missing words to complete the video script:

Crimea a small peninsular washed by the warm _____ of The Black and Azov Seas. _____ of tourists from the whole world have been here and continue to come here every year. They are always amazed by the unique character and _____ of this divine land. Mountain peaks and deep canyons, wondrous _____ and peaceful lakes, luxurious palaces and evergreen _____ will always attract cavalcades of fans of quality holidays and _____ travel. Crimea is also a popular place for conducting various tourist exhibitions and art festivals, scientific seminars and international _____. Crimea is an autonomous republic, which is part of Ukraine – a modern European _____ with a population of over 45 million people and the largest territory in Europe after Russia. The fly time from Ukraine’s capital Kiev to Crimea’s capital Simferopol is _____. This is the most convenient way of getting here. The Kiev international _____ receives flights from almost all countries in the world and there are _____ flights daily from Kiev to Simferopol. To get to Yalta where the convention will take place a transfer from Simferopol will be organized with the modern _____ buses. The ride will take just over an hour which will pass quickly while you’re enjoying the _____ of Crimean Mountains, steep cliffs, panoramic views of the sea shore

and the endless shimmer of the Black Sea. The climate on the peninsular is practically the same as the climate of the popular Mediterranean _____ such as Portugal, France, Spain and Italy. At the end of the June at the beginning of July the average _____ on the South Shore is 27 to 29 degrees Celsius. It rarely rains at this time. The sea water warms up to 25 degrees Celsius and the _____ lasts from the mid-May until mid-October. Numerous hotels in Crimea not only offer their guests comfortable suites, but also spacious conference room, internet, spa treatments, _____, gym services. The centuries old Crimean history is also very eventful and it brings together the _____ and traditions of various époques and nationalities. It is not by chance that Crimea is outdone in architectural structures which makes a holiday in Crimea not only useful but _____ in many way. In 1911 in Levadia the big _____ was erected for the family of the last Russian emperor Nicolaj II. The gala halls of the palace breathe history. The world has chosen Crimea before. Exactly here in Yalta in _____ the famous Crimean Conference took place which included the leaders of the anti-Hitler coalition: the USSR, the USA and the United Kingdom. Since then Crimea became a traditional place to hold _____ and even international conferences. Right here in the historical royal dining hall a gala dinner will be held for the participants of the event. The Crimean _____ deserve special consideration. This is the beauty, pride and the greatness of the peninsular. And look at the names – the Black Mountain, the Blacksmith, the Bear, and the Cat. Here it lies with its back curved on the shore of the Black Sea. Wine making has a special place in Crimea _____ and traditions. The duke Lev Sergeevich Galicin was the first to bring this art to the _____. The most popular resort town of Crimea is of course _____, the pearl of the South Shore. Yalta is the sea and mountains in the clouds, Cyprus trees and narrow alleys, old courtyards, enviable _____, gorgeous temples and luxurious villas and of course, the waterfront which is the main _____ of the city. In the recently renovated Chekhov Theater there is a modern conference hall equipped with the modern _____ which will be at the service of the participants of the event. Not so long ago the international genecology convention was held here.

At the guests' service are modern and cozy _____ of the South Shore all of which are up to European standards. The cost of a room is anywhere between 30 and _____ euros per day. All hotels are located in the close proximity of the convention location. Nevertheless for the participants' convenience there will be an organized transfer from the hotels to the _____ and back. In the leisure time all guests will be offered various culinary delights in the local restaurants and bars, entertaining _____, Crimean wine tasting in Tsar's cellars and of course the wonderful, one of a kind and ever festive atmosphere of Yalta. You can visit the legendary city of Sevastopol, see the ships of the Russian and Ukrainian Black Sea Navy. Visit the house of the great Russia writer Chekhov, the _____ of the count Vorontsov, and the palace of the Russian Tsar Alexandr III. Also you can admire the biggest collection of _____ in the world by Aivazovsky, visit the Han Palace in Bakczysaraj, and watch the sunrise on the peak of Ai Petri. See you soon.

III. Post watching

Have you visited all the landmarks mentioned in the video?

Which ones would you like to visit first? Which would you promote to your future customers?

Unit XVI

What is Global Tourism?

I. Pre watching

a) What is global tourism for you?

b) Study the following words and expressions before you watch:

newscast - випуск новин

newsletter - інформаційний бюлетень

tourism industry directory - каталог туристичної індустрії

enhanced - розширений

tourism directory listing - список каталогів туризму

advertorial materials – рекламні матеріали

non-traditional promo packs - нетрадиційні промо-пакети

II. While watching

Fill in the missing words to complete the video script:

The industry of _____ gathered pace with the creation of the commercial airline industry in _____. Since then the global tourism has significantly developed. _____ tourism news channels such as tourismreview.ru in Russia, tourismreview.de in Germany were created. They offer a wide scale of _____ newscasts like daily travel news, weekly newsletter, monthly magazine, tourism industry directories, tourism video channel, etc., thus creating plenty of options for PR and marketing professionals. The most common are:

- enhanced tourism directory listing;
- publishing and distribution advertorial materials;
- publishing and distribution press releases;
- announcing an event;
- banner ad;
- social marketing opportunity;
- video marketing;
- non-traditional promo packs, such as online competitions, etc.

The global tourism has become _____ and the fastest growing industry in the world. According to the data of _____, 2008 became a record for the global tourism. The number of tourists makes up 842 million people that year. Despite the _____ recession that hit the world, the sector worldwide _____ 235 million jobs in 2009. It is expected that the employment in tourism will grow to _____ jobs by _____. According to the forecasts of the _____ and Tourism Council, contribution of the tourism to the world's gross _____ will rise from \$5.751 billion in 2010 to \$11.151 billion by _____. For more information about global tourism, visit our web site www.tourism-review.com.

III. Post watching

According to the information presented in the video you have just watched try to answer the following question: What helps global tourism to grow?

Unit XVII

London Top Attractions

I. Pre watching

Have you ever been to London? Would you like to visit this city (again)?

Think of London attractions and famous landmarks. Which are the most worth visiting to your mind?

II. While watching

Fill in the missing words to complete the video script:

Planning your next vacation in London? This amazing city is the world's most popular travel _____ with more landmarks, monuments and _____ than any other city. If this is your first, second or even _____ to the city, you should pre-plan it to assure that you make the most of your _____. After all money you've spent on flights and hotel you don't want to waste your precious time in this city. This is why we produced special video guides about London in _____ languages at vidtur.com with ideas for family attractions, nightlife offers, budget tips, and much much more. In the meantime here is our special guide to help you plan the perfect vacation. Let's start with _____. London is literally packed with attractions and one might need more than a month to see it all. And we know vacation is not all about sightseeing, you should dedicate at least a day or two to this. Our Tips – stay _____ Thames or even better – take _____ that hop-on and off a bus to see the must see monuments on both banks of the river. The list is long including _____, Tower Bridge, St Paul's, Big Ben, Westminster Abbey, Shakespeare Globe Theater, Tate Modern and much more. You might not see all there is to see in London but this should be enough for you _____. Check vidtur.com to get our money-saving tips on visiting all the attractions we've just mentioned without raising the cost of your vacation through the roof. Fancy some _____ in London? As you can imagine London has everything one might desire from huge mega stores on high streets such as Oxford Street or Reason Street to small quaky boutiques and so on.

Two major _____ are in Shepherd's Bush and Stratford and let's not forget the famous London markets. Our tip – if you are on a tight schedule, you should concentrate either on _____ or visit the malls as they offer more or less the same brands and retail chains. Visit the markets to combine shopping with sightseeing and to enjoy the atmosphere. We recommend visiting at least two or three of them, maybe Camden Market, Portobello Market, Borough Market or Old Spitalfields Market. It all depends on your _____. Check vidtur.com for videos about all the markets we've mentioned and remember some markets are active throughout the week; others are open only during the weekend. Want to explore London's _____? This city has this all. First let's talk about most popular attraction in the city – Western Musical. Almost every tourist in London plans to see at least one _____. So you can imagine that good tickets sell out quickly. Our tip is to avoid the half-price ticket stands you see in Piccadilly and Leicester Squares. Don't waste your precious time standing in _____ only to discover that the musical you wish to see is sold out or that you bought the worst tickets in the house. Unfortunately, this is the reason why those tickets are sold at the discount. So you saved a couple of pounds on the price, but you've now found yourself sitting in the seat where you can only see half the stage. Now that would be annoying.

Planning a night out? _____ are basically located everywhere and clubs are scattered around. One important thing to remember is that the _____ stops working around midnight. So if you plan on spending your time at party, try to find the hotel nearby the club. Taking a taxi from one side of London to the other might cost you as much as one night in your hotel.

Now let's talk about visiting London with _____. There're numerous things you can do – from _____ on the London Eye, visiting Madame Tussauds, London Dungeon or a football stadium. Unfortunately, all of these attractions will be very _____ unless you pre-plan your trip in advance and mix free attractions with paid ones. For example, London's top museums are based on donations only and most of them have great _____ dedicated to kids. You could always add a visit to one of London's great _____ which are packed with things to see and do.

Just plan your schedule smartly. Check vidtur.com to find more ideas on planning a perfect family vacation in London.

This was just a small portion of the tips we have on offer. Visit our _____ for more information and remember London can easily be overwhelming. So, do your research and plan your vacation carefully – at joy.

III. Post watching

What can you say about this promotional video?

Would you check more videos about London from this website or not?

10 Best Places to See in Paris

I. Pre watching

a) Study the following words and expressions before you watch:

Beaux-Arts architecture expresses the academic neoclassical architectural style taught at the *École des Beaux-Arts* in Paris.

Linchpin - a person or thing that is the most important part of an organization, a plan, etc, because everything else depends on them or it.

Arrondissement - administrative district in Paris.

To bask - to enjoy sitting or lying in the heat or light of something, especially the sun.

Crypt - a room under the floor of a church, used especially in the past as a place for burying people.

Wing - one of the parts of a large building that sticks out from the main part.

II. While watching

Fill in the missing words to complete the video script:

Paris, the city of lights offers something for everyone from shopping to beautiful Beaux-Arts architecture. This city is a magical _____ alive in the twenty-first century. With so much to see and do it can be a bit overwhelming as to where to start. This is the reason why on our website we created thirty more videos about the city including food in Paris, Paris _____, Paris with kids and more. But for now let's countdown the top ten _____ that are a can list during your

visit to this magical city. At number 10 - the Pantheon. Located in the Latin Quarter in Paris in a short walk from Jardin du Luxembourg this one time _____ now functions as a circular mausoleum housing the remains of some of the most distinguished French citizens including Victor Hugo and Marie Curie. But it's not what's located underneath the Pantheon that's a must see attraction. The 360 degree _____ of the city are some of the best in all of Paris. And with shorter way time than that of the Eifel tower visiting the Pantheon can save you valuable time if you are on a tight schedule. And number _____ is the Arch de Triumph. Located at the western end of the famous Champs-Elysees the Arch de Triumph is the linchpin of the historical access which extends from the Louvre to the Arch. Check out our website for more videos about special tours in this area. The Arch de Triumph is accessible by both the RER train and _____ with an exit at Charles de Gaulle Etoile. A lift takes visitors to the top where you can enjoy a small _____ of the Arch and of course take in some breathtaking panoramic views of the city. At number _____ is The Tuileries Garden. Located between the Louvre Museum and the Place de la Concorde this public garden is a great place to take a break and relax after a long walk down the Champs-Elysees or after a long day of visiting the Louvre. It also offers a number of _____ for children giving parents a chance to relax. For more information about visiting Paris with children check out our special video on our website and know how visiting Paris doesn't mean having to leave _____. At number 7 is Centre Pompidou. Located in the fourth arrondissement of Paris near Les Halles, and the Marais. Centre Pompidou is the largest _____ museum in all of Europe. The Place Georges Pompidou which is located in the front of the museum is famous for _____ and in the spring it is home to miniature carnivals featuring a wide variety of bands, caricature and sketch artists, just the things to keep the kids happy after a long visit through the museum. Number _____ is Versailles. While not centrally located in Paris, if you can only fit in one day trip during your visit make it to the Palace du Versailles. Located _____ outside of Paris (via the RER train) presides the most luxurious and historic world chateaux in all of France. Be sure to do your _____ on the

many things to do while at Versailles before you go as it is so massive that you are sure to miss some hidden treasures if you are not prepared before your trip. For people with limited time in Paris you should consider skipping this _____ as it does eat up a full day of your time when visiting Versailles. Number five is Sacre Coeur a popular _____ located at the summit of Montmartre. Sacre Coeur is the highest point in the city and as a result offers some of the _____ in all of Paris. And the best part is – it’s all free. Sacre Coeur is also a great stop after a long walk through the streets of Paris where you can enjoy _____ underneath this incredible church while basking in the panoramic views of Paris. To learn more about Montmartre check out our website for an exclusive video about this area. Number 4 is _____ – one of the most beautiful buildings in all Paris. Opera is not a final _____ but rather a quick stop in the 12th arrondissement of Paris which is better known for the Grand Magasin Au Printemps and Galeries La Fayette – two of the most famous _____ in all Paris. What makes opera such an attractive stop is that it is a nice alternative for those to enjoy the cultural side of Paris while others venture of shopping. Opera is also adjacent to the Paris Story which is an amazing historical tour through Paris fully realized in 3D movies and a miniature replica of the entire city. Number _____ is Notre Dame probably the most well-known cathedral in the entire world thanks in large part to Victor Hugo’s novel The Hunchback of Notre-Dame is located on the eastern half of the Île de la Cité along the Seine. Due to its overwhelming popularity it is best to visit Notre-Dame during _____ when lines to visit the top are shorter. And be sure to check out the crypts of Notre-Dame which is an often forgot treasure of this _____. Number 2 is the Louvre, one of the world’s largest _____ housing nearly 35000 objects from prehistory to the nineteenth century which are exhibited over an area covering 60600 square meters. Located on the right bank of the Seine the Louvre is the most visited _____ museum in the entire world. When visiting we recommend that you prioritize what you want to see. If Egyptian _____ are your fancy, stick to that. However if you are more interested in Greek _____, go to those wings instead. To put it simply there is no way you can see all of the Louvre in one visit. So plan ahead. To maximize your time

in always purchase your tickets _____ to avoid waiting in long lines. Number one is of course the _____ as it is without a doubt the most famous attraction in all of Paris. It is also the most populated especially on the weekends. So it is best to visit the Eifel tower on _____ and you must book your tickets in advance if you want to travel to the top of the tower. Wait lines can exceed four hours and for those with the limited amount of time in Paris can find themselves there for the entire day. These were _____ attractions in all of Paris. Visit our website to view 30 videos with all of our tips and reviews in ten different languages so you can plan your perfect vacation. Bon voyage!

III. Post watching

What can you say about this promotional video?

Would you like to go to Paris after having watched this video?

Tips for Visiting the Taj Mahal

I. Pre watching

Have you ever been to India?

What would you like to visit there and why?

II. While watching

Fill in the missing words to complete the video script:

Any wonder what a building that took _____ years to build with the help of 20000 workers looks like in person? If so you may wanna stop by some of the new _____ on your next visit to India. The Taj Mahal is an incredible landmark with rich cultural significance. It's a must see if you have an opportunity to reach that corner of the world. The Taj Mahal _____ in 1630 by Mughal emperor Shah Jahan and is a final resting place of his wife Mumtaz Mahal, is considered to be one of the most grandiose burial sites ever created. No expense was spared to bring this _____ of his love for her to life. It consists of marble and many other precious materials as well as very formal and complex _____ and water features. It's a site to behold indeed. The Taj Mahal is located in Agra which is about 210 km outside of Delhi. It's included in what is known as India's golden triangle - tourist circuit of _____. Too ideal is to get there by high speed rail

service from Delhi or by joining a tour from Delhi which will provide _____ for you. If you get a chance to pick the time of year you might wanna consider coming during the Taj Mahotsav which takes place from February 18 to the 27th _____ the Taj Mahal. This gives you the opportunity to enjoy a cultural festival that includes arts, crafts and _____ from the Mughal time period including art dramas, elephant rides and games for children. Whenever you do decide to come, be aware of the Taj Mahal's _____ which are typically from 6 am to 7 pm every day except on Friday because this is the day of prayer. Be sure to check out the moonlight viewing from _____ until 12: 30 am which is two days before and after each full moon. And speaking of an ideal time to go, the colour of the building changes as the light hits it throughout the day. So you may wanna try _____ or sunset to get a burying effect. If you wanna avoid _____ and the beggars consider getting a view from across the river bank. You can see it in all of its glory while also taking in Mehtab Bagh a 25-acre garden which has a lower admission _____. Whether or not many tourist attractions in the city of Agra proper, you might wanna check out the city for Fatehpur Sikri, Bharatpur bird sanctuary, and the Keoladeo Kahna National Park or Akbar's Mausoleum. While prices are subject to change the current _____ for foreigners is a 250 rupees Entry Tax and a 500 rupees Toll Tax and the Indian nationals pay _____ rupees. Children under 15 years of age are free and nighttime tickets cost the same _____ for foreigners and 500 for Indian nationals, but are good for only a half hours admission. Tickets must be purchased 24 hours in advance. You can get them from the Archeological Survey of India office on Mall Road. I'm Jonathan Steward with about.com.

III. Post watching

What can you say about this promotional video?

Compare it with the previous two.

Speak about Taj Mahal. What emotions does it evoke in you?

Egypt, Land of Legend

I. Pre watching

What is Egypt most famous for?

What would you like to visit there and why?

Before you watch mind that

Souk is an open-air marketplace or commercial quarter in an Arab city.

II. While watching

Fill in the missing words to complete the video script:

In the beginning there was the sun and the sun gazed upon a land and chose it from among the others. And the land grew and became an empire destined to be the cradle of civilization and known as the mother of the world. A land of legend and mystery, a story to tell, a world to live, gift of the Nile, guardian of the past, capturing the hearts of people _____. Get inspired _____ where it all begins. Welcome to Egypt, the most fascinating place on earth. Land of the pharaohs, muse of the world. Travel back to _____; hear the voices from the past, marvel as you wonder through what is widely considered the greatest auto museum _____ on the planet. Meet the city of Cairo with its unique fusion of different _____. Enjoy the all-year-round sun on one of the countless beaches. Muse yourself among the Souks and markets to taste the flavor of Egyptian _____. Explore the ancient tombs, share the secrets from the past, hold your breath as you _____ what is considered the greatest spectacle in the whole world. Live the Egyptian nightlife, sail on a boat on the Nile or dive into _____ of colour and beauty. From East to West, from North to _____ visitors will find a unique place that will provide some of the _____ of the whole lives. Come and discover the land that has captivated the soul of the people throughout ages, an amazing _____ you won't easily forget. Get inspired by the muse of the world, start your personal journey where it all begins.

III. Post watching

What can you say about this promotional video?

Speak about its strong and weak points.

Tell what video (about London, Paris, Taj Mahal or Egypt) you liked most and why.

Video Scripts

Unit I

Extreme Sports

If you think Bulgaria is a country where you can experience adventures and practice extreme sports you are completely right. There are wonderful conditions for extreme sports and many maniacs who practice them. A large part of Bulgaria's territory is covered by mountains that challenge the fans of extreme experiences. There are many regions ideal for rock climbing and alpinism. They also offer excellent technical routes. The range of extreme experiences is complimented by mountain biking on steep slopes and sharp cliffs. Nothing can stop the fans of this type of mountain experience. And the wonderful mountains of Bulgaria, fast and foamy rivers challenge daredevils on boats. The rafting season lasts from early April to July when water levels drop. The favourite rafting place is the Struma river. There is the lower and an upper route. The lower is for beginners, the upper is much harder for advanced rafters only. Naturally, many people love water, but they prefer more relaxed experiences. For them many rivers and reservoirs offer canoeing and kayaking. Tourists can also explore the mountain on horseback, where the view is completely different. You can practice horse-riding in many places: in small villages, in larger cities, and even at the seaside in the sunny Bulgarian sea resorts. The wonderful world under the sea surface is accessible only to divers. A dive amid shipwrecks, rare fish and underwater caves and all of these captured in underwater pictures. This is an experience which qualified instructors can make accessible for everyone. The entire territory of Bulgaria offers opportunities for extreme sports: off-roading, hang-gliding, paragliding and many others. A choice is impressive. Up in the mountain or in the sea everyone in search for experiences on the edge can find something in Bulgaria and practice it safely with the help of experienced instructors.

Unit II

Taking an order

Before you start to take the order make sure your pen is working and that your order book has enough spare pages or that the electronic ordering system is ready. As you approach the table, ensure you've noted the table number, number of covers and the time at which the order is being taken. When you arrive at the table, say Excuse me and then ask if you may take the order. If they ask for more time, give them a few extra minutes, but don't leave them waiting too long. Make sure you know the position numbers before you take the order. Each establishment will have a different system, but there should be something in place which will allow waiters to identify who has ordered what dishes.

-What's the soup of the day?

- Soup of the day today is er... leek and potato.

You must be prepared to answer questions about the menu. You may have to accommodate the specific dietary or allergy requirements. This means you must know the ingredients. Always double check and never guess if you're uncertain of which ingredients are likely to cause a particular allergic reaction. Then when taking the order write clearly so as others can read and then transcribe them to the accountant's copy if you have one. If you're using an electronic ordering system, you should have been thoroughly trained in how to use it. Remember to ask for preferences on specific dishes. Some people like their steak medium rare, for example. Of course, you may be expected to know what each of these comes with. But you can also suggest extras using positive and descriptive language. It's important that when taking the order you never use abbreviations. Don't say veg, when talking to the customer, but vegetables, for example. Finally, you may repeat the order and remove the menus and using the service tray or plate remove unnecessary cutlery. Have the appropriate new cutlery ready. Remember, that you should also thank customer.

At the Restaurant (Welcome)

- Hello, sir. Are you dining alone?

- Yes, a table for one, please.

- Smoking or non-smoking?
- Non-smoking, please.
- I have a table for you. Please, follow me.
- Thank you.
- Would you like a drink with your meal, sir?
- Can I see the wine list, please? Thank you.
- I can recommend you House Red. It's a dry wine from the country valley, here in South Wales.
- OK, I'll have a bottle of the House Red, please.
- Certainly, sir. Here's tonight's menu. A waitress will be with you shortly to take your order.
- OK, thank you.

Ordering

- Here is the wine that you ordered, sir. Would you like to let it breathe for a little while or shall I pour it now?
- I'll have a glass now, please.
- Are you ready for me to take your order?
- Yes. I'll have the T'-bone steak, please.
- How would you like it cooked?
- Medium rare.
- OK, that is served with the seasonable vegetables and your choice of jacket potato or chips.
- Jacket potato, please. I haven't had a jacket potato for a long time.
- OK. That's one T'-bone steak medium rare with seasonable vegetables and jacket potato.
- Yes, thank you.
- Was everything OK, sir?
- Yes, that was delicious. Thank you.
- Would you like some dessert? We have cheese and biscuits, fresh apple pie and chocolate éclairs.

- Yes, I'll have a chocolate éclair, please.
- Can I get you anything else?
- Yes, I'd like a cafe latte, please.
- I'll bring it to you in a moment.

Bill

- Could I have the bill, please?
- Certainly, I'll get it for you. Would you like to pay now or shall I charge it to your room?
- I'd rather pay now please.
- I will be back with the bill.
- OK, so you had a T⁷-bone steak, a bottle of the House Red, a chocolate éclair and a cup of coffee. That will be 36.74.
- Is service included?
- Yes, that includes tax and 10 per cent service charge.
- OK. Here's \$40. You can keep the change.
- Thank you very much.
- Thank you. Good-bye.
- Good-bye.

Units III and IV

Manchester's New Visitor Information Centre

The tourism industry is hugely important to Manchester. I mean it's important because of basic economics. You've got 77000 people work within the industry, adjoining every one year. The visitors to Manchester spend about five and half billion pounds. In day we have over a million international visitors, come today to Manchester, so that makes us the third most visited destination after the capital cities of London and Edinburgh. It's incredibly important therefore that we service those visitors well. And that's why at the city, at the digital development agency have recognized the need to have a state-of-the-art visitor center. Um, and so they've invested over eight hundred thousand pounds in a center and I can honestly say a

center that is like no other where using state of the art technology. It's a mapping up location that's discovering locations in Manchester, whether it be hotels, theaters, restaurants, things to do or evening out. It's specifically built for bringing people to come into the visitor center, discover these places as if together in a social way. The same do, if you want, it hopefully will be just as useful for people from Manchester as visitors to the city. It's part of a strategy to ensure that visitors to Manchester have a very interactive and fun way to access information but also they still get the best of a mancurian welcome. They get people to really know what they are talking about, who are there to help them and maximize their visits to Manchester.

Unit V

Montreal Travel – Public Transportation

Montreal has many transport options including Metro, buses, taxis, bicycles and walking. Let's start with the Metro – a safe, convenient, and cheap option for getting around the city. This blue sign with arrows is hanging to identify a Metro station. The Metro connects the different points of interest making them easily reachable. What's unique about Montreal's Metro is the architecture and public art installations defining many of the stations. Often talented musicians play in the stations entertaining commuters. Here is the map. There are four coloured lines which connect you to the major tourist destinations as well as to the bus and intercity rail system. To find the direction where you're going looks at the end of the line. In this case we're going direction Honore Beaugrand. See that's borough McGill and we're going to Berri – that's the direction we're heading. Here is how you will buy the ticket. A ticket for one trip costs 2.75 using which you can go anywhere on the Metro and bus network. We enter through here. Be sure to hold on to your ticket. The trains come every few minutes depending on the line and the day of the week. If you are continuing your journey on the bus, make sure to get a transfer ticket from machines like these once you pass through the turnstile. If you need to get away from the city center where the Metro doesn't run, try the buses. Taxis of course are another good option. They're not as cheap as the bus or Metro, but they are still cheap compared to other cities. You can also get a limo taxi from the airport. In case you're driving, remember that you

cannot make a ride on the red light here. Montreal is a very bike friendly city. There are bike lanes on many roads and bike racks everywhere. I'm Lisa Shalom showing you Montreal.

Unit VI

At the Airport

- Good morning, sir. Can I see your ticket and passport?
- Certainly. There you are.
- Thank you. OK, and how many suitcases will you be checking in?
- Just one suitcase.
- Did you pack your baggage yourself?
- Yes, I did.
- OK, do you have any electrical goods?
- I have the electric shaver in my hand luggage. Is that OK?
- That's fine. So nothing in your suitcase?
- No.
- OK. Would you like a window or an aisle seat?
- A window seat, please.
- OK. Just one moment. This is your seat number and the departure gate. You can go straight through to the departure lounge. Enjoy your flight.
- What time will we be boarding?
- We begin boarding at seven.
- OK, thank you.

On the Plane

- Would you like a newspaper to read, mam?
- No, thank you.
- Would you like a newspaper to read, sir? Sir? Sir? Would you like a newspaper to read, sir?
- Ah, yeah. I'll take The Daily Mail.
- There you go, sir.

- Thank you. It will help to take my mind off things. I'm always a little nervous before flying.
- Oh, well. Try not to worry too much. You know, air flight is the safest form of travel.
- I know. I'm sure I'll be better after we take off.
- You know? We have some flight entertainment for you too. You'll find the film guide in the pocket in front of you or in-flight magazine.
- Oh, good. A nice film will help me to relax.
- Programs will start shortly after takeoff. If there is anything I can get for you, then please, just call for assistance.
- When will dinner be served?
- In about an hour or so. We have a fish, steak and a vegetarian option. Which one would you like?
- Err... Fish, please.
- OK, I'll be back later. Now, please, just try to relax and enjoy the flight.

Duty Free Goods

- Sir, have you seen the catalogue for our inflight shop?
- This one?
- That's it! Would you like to order any duty free goods?
- Yes, please. Can I pay by credit card?
- Yes, all major credit cards are accepted, but purchases must not exceed US\$ 500.
- OK, um...I'd like this bottle of Scotch Whiskey, please at 34 dollars.
- Right, that will be one bottle of Johnny Walker Malt Whiskey. Is there anything else you'd like, sir?
- Yes, I'd like these titanium sunglasses.
- Yes, they are priced at a US\$ 145. Will that be all, sir?
- Ah, yes, that's everything, thanks.
- The total bill comes to a US\$ 179. Can I have your credit card, please?
- Ah, sure. Here you go.
- Thank you. Sir, please, wait while I collect your duty free goods.

- Thank you.

Passport Control

- Good evening, sir. May I see your passport and immigration card, please.

- Sure. Here you are.

- Thank you.

- Do you have anything to declare?

- No, I just have these duty-free items that I bought on a plane.

- That's OK. Welcome to Australia. Is this your first trip here?

- No, I came here on business a few years ago but I couldn't stay long.

- Are you here on business or pleasure this time?

- Purely pleasure this time.

- Good, are you planning on travelling around during your stay?

- Well, I've only got a week, so I'm planning on staying in Sydney.

- Yes, Australia is a big place. You will need a week to see it all.

- Maybe next time. This time I'm going to try to see all the tourist areas of Sydney.

- Good, I hope you'll enjoy your stay.

- Thank you.

Unit VII

Princess Cruises

Launched between 2004 and 2008 Caribbean Princess, Crown Princess, Emerald Princess and Ruby Princess epitomize style and grace. Mid ship deck five is home to the Piazza the bustling heart of the ship. Check out the central Plaza with its wealth of activities and a lively side-walk café atmosphere just beyond. A fantastic selection of vine and fresh sushi, sashimi or sooji as well as other delicacies are way advanced. Or sample a wide array of specialties at the international café. Beyond the Atrium tempt your taste buds with elegant dining in one of three different restaurants. Or explore the specialty dining choices. Enjoy your table in the ship Crown Grill and the culinary show with a chair at the kitchen view culinary. Up on deck sixteen left the best of Italy is yours with a multi-course feast at Sabotini's. Relax at some of cruising's most lavish fresh water pools. The central Calypso pool is perfect both

day and night, especially for watching movies under the stars. There's the Neptune's Reef & Pool, the Lotus Spa Pool, and the Terrace Pool, each with its own delights. The Sanctuary is a cocoon for adult relaxation. Take a deep breath and unwind. Nights at sea are made for fun and there's a venue for every mood. Adagio is a sophisticated piano bar perfect for a drink before or after dinner. The Explorers Lounge brings different entertainment every night. Club Fusion plants nightclub, cabaret and casino entertainment – all in one venue. All spirits soar in Skywalkers. The spacious casino offers all the most popular table games and the latest exciting slots. And the Princess Theater will dazzle you with stunning original production shows in this dramatic venue. These remarkable ships offer an array of inviting accommodations and deluxe amenities with nearly nine hundred affordable balconies opening onto the majestic scenery. Crown Princess, Caribbean Princess, Emerald Princess and Ruby Princess create unforgettable vacations. They are the ideal ships to help you escape completely.

Take a Tour of Princess Cruises Staterooms

With Princess you'll find a wide array of inviting staterooms with options to suit every guest. And the little extras you'd expect to enjoy at an upscale hotel. All accommodations feature 100 % Egyptian cotton linens, a luxury mattress, a European-style duvet, a flat screen television with extensive satellite programming, a handy refrigerator, complimentary room service on most items 24 hours a day and of course a gracious room steward to take care of your every need. It's all a part of being the consummate host. Interior staterooms are well appointed, comfortable and offer an affordable option. An oceanview stateroom represents a great value with your own picture window. To enjoy the fresh sea air a balcony stateroom is the perfect choice. Pick a generous mini-suite complete with a welcome glass of champagne, two TVs on most ships, separate sitting room plus a full bath and a pillow menu. Family suites offer two self-contained staterooms interconnecting to a large living-room. Indulge with a full suite complete with two flat panel TVs, luxurious bath and a variety of additional benefits from a DVD CD player with free access to a DVD library, a complimentary mini-bar set up, complimentary

professional laundry services and web access in the internet café. To complement the spectacular views from your balcony order ultimate balcony dining available in all categories. Princess also offers a selection of rooms for passengers with disabilities designed for maximum accessibility and comfort. No matter which stateroom you select your ship will come to feel like a second home, your stateroom steward – a cherished friend. Princess Cruises escape completely.

Units VIII and IX

How to Become a Travel Agent from Home

Travel agents used to monopolize the business of airline booking and travel arrangements across the globe. Airline companies in particular sell tickets mostly through travel agents by commission on each ticket sold. But the advent of the Internet has allowed transport companies to sell directly to passengers largely eliminating the need for big booking companies. To adjust to the changing times booking companies developed internet presence and spread out the network of agents thus making it possible for home-based agents to enter the field. Now is a good time to find how to become a travel agent from home. What is a travel agent do? They book airline tickets, particularly those for international trips, ground transportation, attraction tickets, hotels, tour & vacation packages and cruises for passengers. Although anyone who knows his way around the Internet can book airline and hotel tickets online, a travel agent can immensely help in finding the best deals and reputable service providers. What must you do to become one?

1. Be prepared from the ground up. Be honest with yourself and make sure you've got what it takes. Working from home has its advantages, but it can also be draining. You can't expect to make it overnight. You need to put in lots of time and effort sometimes working at unholy hours especially when dealing with international travelers, and you need to push your services hard. You also need to possess a strong drive, excellent interpersonal skills to deal with clients and service providers from different places and cultures.

2. Research. Learn your state or country's requirements. Learn all you can about the business. The government requirements and license permit processes,

membership prerequisites to travel organizations. Do the paper work thoroughly and do not even believe people who tell you that you can't make it.

3. Find a trustworthy host agency. You need credibility and a solid reputation behind you before you can get any business. If you were a passenger, you won't risk your travel arrangements on a stranger who has no demonstrable experience or capability in doing your bookings especially one who works from home. There are many travel organizations who offer their services online to help home-based travel agents. But you need to check closely and be careful that you don't get scammed.

4. Take up a travel course if you plan making this a full-time career. Generally there is no requirement of a certification for travel agents whether they work from home or not nor other certification bodies such as those for medical or legal professions. You could, however, study and get a certificate for your efforts.

5. Grow your skills.

c) Enhance your computer skills, be teachable, and learn to harness technology. Travel arrangements, bookings, communication with clients and suppliers or service providers are increasingly being done through computers.

d) Keep improving your interpersonal relations skills. Even something as simple as phone manners and etiquette can make or break a business.

6. Find clients from both sides of the spectrum. Make an effort to meet people, seek out possible business, work to retain customers. Expand your network of colleagues, clients, and service providers. You have two sets of clients: the travelers and the suppliers or service providers. Make sure to balance their needs and work to give both sides a win-win deal. Whether you want to make it a full-time career, a part-time supplement to the household income, or even just an occasional fall-back option, you have to start at knowing how to become a travel agent from home. You can stick to bookings, or you can expand your offering to something akin to full-range concierge services.

At the Travel Agent

Arranging a Trip

- Good morning, sir. How can I help you?
- Well, I have some time off from work next month. And I was thinking of going to Australia.
- Mmm.. That sounds great. How long is your vacation?
- Just one week. My last day at work is the 26th of July and I go back on the 5th of August.
- OK. Here is our Sydney brochure. Have a look and see if there's a hotel that you like.
- Ah, this one is good. The Four Seasons Hotel. It's expensive, but I've been told that it's very nice.
- Yes, it's a very high class hotel. I'm sure you'll enjoy your stay there.
- Would you like me to make the booking now sir?
- Yes, please.

Giving Personal Information

- I just need to take some personal information. What's your full name?
- Martin Andrew White.
- And your address?
- 11, Sae Telenogoen Comsan Bangkok.
- And your telephone number?
- 02 624 97 34
- Do you have a daytime number I can call if necessary?
- 02 777 12 12
- That's fine. Will you be travelling alone, Mr White?
- Yeah, just me.
- OK, you finish work on Friday the 26th. So shall I try to book your flight for the next day?
- Yes, please. And a return flight on Saturday the 3rd of August.

Booking a Flight

- I'll just check the availability.

- OK.
- There are seats available on the Qantas Airway's flight. But there is a three hour stopover in Singapore.
- Is there a direct flight that I can take?
- Yes, Malaysian Airways. That flight departs at 7 o'clock on Saturday morning and arrives in Sydney at 6:30 pm local time.
- That sounds better, but it's a little longer than I thought.
- Well, it's an eight hour long flight. Don't forget the time difference. All the times given are local times.
- Oh yes, that's right. They are three hours ahead, aren't they? Can I have the details of the return flight?
- Certainly. That flight departs at 6 pm and arrives in Bangkok at 11: 15 on that same night. Shall I reserve a seat for you?

Making a Hotel Reservation

- Now, let's reserve a room for you at The Four Seasons. Do you want a single room or a double?
- Oh, a single room will be fine, thanks. Will I have a view of the harbor?
- Oh yes. All rooms have harbor views.
- They have a room available. Shall I make the confirmation?
- Yeah, go ahead.
- OK. So now you have a room available at The Four Seasons from Saturday the 27th of July until Saturday the 3rd of August.
- That's great. Can I pay by credit card?
- No problem.
- So it is 66000 baht including your flight.
- OK. Here's my card.
- When will I be able to collect my ticket?
- It should be ready in a couple of days. I can call you at work if you like.
- Thanks very much.

Unit X

Travel Booster for Tour Operators

So, you're a tour operator. You know you've got a long way to grow. You want to increase profits, attract new clients, reduce expenses and make sure your business runs efficiently. For that you need a technology that lets you reach out to the world, distribute your products through new channels, sell more products to different types of clients and introduce new services. And you want to operate and control this with a simple automated solution. No big deal, right? Well, one thing you know for sure this kind of solution is too expensive, too complicated, takes too many resources to install and maintain and doesn't exist under one roof. For all your needs you have to hunt down a solution or multiple solutions. Then deal with special customization needs, buy servers, set up a network, expand your IT team and deal with countless updates and maintenance. That kind of product is only for the big boys. Is there no other way? Now there is. It's called Travel Booster a one stop shop where it's all inside. Travel Booster is a comprehensive solution including an online reservation system that supports multiple points of sale, services, content sources, languages and currencies. In addition a web-based medium back office tool supports all your administration needs so every element of the travel cycle is taken care of. To get going all you need is an Internet connection which means that the solution is quickly deployed and that no hardware purchase is needed. Starting to use this system is just like opening a Gmail account. It's simple and it's customizable which means this product suits the existing as well as the future size and needs of your growing business. Oh, and the cost? It's a pay per use deal. So, where does this all come from? With over 20 years of experience in the travel industry we've earned the confidence of over 700 large and small clients in more than 25 countries worldwide. Join us and we will support you and your business every step of the way. To get started all you need is to fill in our demo form. For more information check out our online clips or contact us at sales@travelbooster.com

Unit XI

Meet South Africa

Leave grey behind. Leave your old self behind. Leave ordinary behind. South Africa is different. The you who leaves South Africa won't be the same as the you who arrived. You'll find that there's nothing ordinary about this place because you don't just visit South Africa, you will meet South Africa. You will meet the wide open beaches of the wild coast and the chief whose ancestors have lived in the hills of Latonyanda River for a thousand years. You'll meet a taxi driver and the Shebeen queen who you will never forget. You'll meet the golden lights of the Timbavati as it covers everything in a soft and bed low. That reminds you of how things once were and could be again... You'll meet a lady called Tannie Anna in Bo-Kaap who'll write her recipe for pickled fish on the back of the menu. You'll meet a 70-old surfer who'll tell you about the time he set on his board listening to a whale whose breathing sounded like the heartbeat of the ocean itself. You will go on a walk at night through the bush that you will never forget because it was the night you felt you saw the stars for the very first time. You'll have supper under an acacia tree as the sun goes down and giraffes gather by the watering hole. And years later you'll find that the call of the hippos still seems to echo through your heart. You will meet South Africa and you'll never be the same again. South Africa and the things you experience here will change the way you see the world and the way you live your life. Because when you open your arms to embrace this country you'll find that the you who leaves South Africa won't be the same you who arrived. Because when you meet South Africa you'll find that none of it, not one little bit is ordinary.

Unit XII

Promote Your Hotel in Video

When it comes to promoting your hotel or resort video can be one of your strongest marketing tools. Studies have found that people remember 30 % of what they see and only 20 % of what they hear. Yet an amazing 70 % remember what they see and hear. Video makes a lasting impression. With today's technology high definition video is an affordable option. Go World Productions is a video marketing company which specializes in HD video for the hotel industry.

Video can bring your destination to life. Go World crews have work with clients in more than 20 countries from Italy to Indonesia. We know what it takes to promote the world's top hotels in video. In fact our most recent project was a worldwide shoot for JW Maria International. Go World is a full-service production house that offers more than just beautiful footage. We are a video marketing solution. Before we ever pick up a camera we take great care to understand each property's brand and ensure that each image conveys your messages. Your beautiful HD video is a power tool that can be used in many ways including run your video online, link your video in newsletters or e-mail campaigns, show your video in room, create sales videos for groups and meetings, or create b-roll libraries for press usage. We have the expertise and knowledge to promote your property to the world. When it comes to promoting your hotel or resort in video there is no better choice than Go World Productions.

Unit XIII

Checking In at a Hotel

- Wow! I've never stayed in a place this fancy before!
- Welcome to the Hula Hula Hotel, how can I help you?
- We'd like to check in. Our names are Lisa and Mary Lee. We have a reservation for double room.
- Let's see. Yes, we have a suite for you on the third floor. Room 321 for five nights.
- Great! Oh, and my sister's luggage was lost. Please, tell us if it's delivered to the hotel.
- Of course, I'll need your passport and please sign this guest card.
- OK, here you are. Oh, and what is the check-out time?
- 11 am, and if you need any assistance, please here's a concierge or call the front desk. Here are your keys.

Getting Information

- Hello, what can I do for you?
- We've just arrived at the hotel. Can you tell us what restaurants you have?

- The Hula Hula Restaurant is open now. There is also a complimentary breakfast buffet each morning.
- Great! Can we get a wake-up call at eight tomorrow?
- No problem. What's your room number?
- We're in room 321.
- OK. Be sure to try our gym on the second floor, there's also a business lounge on the third floor with computers, copiers and fax machines.
- How about a nice place to relax here?
- The beach is just down the street and out in back we have a swimming pool, Jacuzzi and sauna.
- Great! Now we have an excuse to shop to buy swimming suits.

Checking Out

- Hello, what can I do for you?
- We'd like to check out of our room. Here're the keys. It's room number 321.
- Did you take anything from the refrigerator?
- Yes, we had two colas. We also ordered room service once.
- OK, your final total comes to \$310. Are you paying by cash or credit card?
- Credit card. Here you are. Oh, and can you call an airport taxi for us?
- I'll do that right away. Please sign on the dotted line.
- You bought so much. We can barely carry it all. I'm glad they've lost my suitcases.
- Oh, and I almost forgot. Miss Lee, someone dropped this off for you this morning.
- What? Hey, that's my luggage.

Unit XIV

Welcome to Ukraine

The world hardly knows anything about a unique and picturesque land full of contrasts and mysteries – Ukraine. Once upon a time somewhere among the mountain torrents and boundless planes where all the roads cross the first colourful fragments were desolated in the mosaics of this land. And over hundreds of centuries every

people added a story to fill up this manifold image. Ancient Trypillian settlers enriched it with deep traditions. Nomadic tribes let it feel the universe move, the Slaves turned it into a great cultural center and Ukrainian Cossacks instilled in it the spirit of freedom. A world-wide center of Orthodoxy Ukraine greets and respects every religion of the planet. A noble point of science and education it is surrounded with amazing stories and legends. Here are the cities where architecture is in dialogue with nature, where different styles blend in the capricious combinations of the Middle Ages and Art Nouveau, the Soviet classicism and Cossack baroque. And finally all the tiny creeks and deep rivers rush to the spiritual stronghold of Ukraine to eternal Kiev – the city of parks and golden domes. On the banks of the river Dnipro still remembers pagan idols and first Christians of Kievan Rus. The inimitable fusion of cultures, the inevitable coexistence of Eastern and Western mentalities – this is all about Ukraine, an exclusive and exotic land in the very heart of Europe.

Unit XV

Meetings in Crimea

Crimea a small peninsular washed by the warm waters of The Black and Azov Seas. Millions of tourists from the whole world have been here and continue to come here every year. They are always amazed by the unique character and beauty of this divine land. Mountain peaks and deep canyons, wondrous waterfalls and peaceful lakes, luxurious palaces and evergreen parks will always attract cavalcades of fans of quality holidays and adventurous travel. Crimea is also a popular place for conducting various tourist exhibitions and art festivals, scientific seminars and international conventions. Crimea is an autonomous republic, which is part of Ukraine – a modern European country with a population of over 45 million people and the largest territory in Europe after Russia. The fly time from Ukraine's capital Kiev to Crimea's capital Simferopol is one hour. This is the most convenient way of getting here. The Kiev international airport receives flights from almost all countries in the world and there are five to six flights daily from Kiev to Simferopol. To get to Yalta where the convention will take place a transfer from Simferopol will be organized with the modern comfortable buses. The ride will take just over an hour

which will pass quickly while you're enjoying the scenery of Crimean Mountains, steep cliffs, panoramic views of the sea shore and the endless shimmer of the Black Sea. The climate on the peninsular is practically the same as the climate of the popular Mediterranean resorts such as Portugal, France, Spain and Italy. At the end of the June at the beginning of July the average temperature on the South Shore is 27 to 29 degrees Celsius. It rarely rains at this time. The sea water warms up to 25 degrees Celsius and the swimming season lasts from the mid-May until mid-October. Numerous hotels in Crimea not only offer their guests comfortable suites, but also spacious conference room, internet, spa treatments, swimming pools, gym services. The centuries old Crimean history is also very eventful and it brings together the cultures and traditions of various époques and nationalities. It is not by chance that Crimea is outdone in architectural structures which makes a holiday in Crimea not only useful but interesting in many way. In 1911 in Levadia the big white palace was erected for the family of the last Russian emperor Nicolaj II. The gala halls of the palace breathe history. The world has chosen Crimea before. Exactly here in Yalta in February 1945 the famous Crimean Conference took place which included the leaders of the anti-Hitler coalition: the USSR, the USA and the United Kingdom. Since then Crimea became a traditional place to hold conventions and even international conferences. Right here in the historical royal dining hall a gala dinner will be held for the participants of the event. The Crimean Mountains deserve special consideration. This is the beauty, pride and the greatness of the peninsular. And look at the names – the Black Mountain, the Blacksmith, the Bear, and the Cat. Here it lies with its back curved on the shore of the Black Sea. Wine making has a special place in Crimea culture and traditions. The duke Lev Sergeevich Galicin was the first to bring this art to the peninsular. The most popular resort town of Crimea is of course Yalta, the pearl of the South Shore. Yalta is the sea and mountains in the clouds, Cyprus trees and narrow alleys, old courtyards, enviable towers, gorgeous temples and luxurious villas and of course, the waterfront which is the main attraction of the city. In the recently renovated Chekhov Theater there is a modern conference hall equipped with the modern facilities which will be at the service of the participants of

the event. Not so long ago the international genealogy convention was held here. At the guests' service are modern and cozy hotels of the South Shore all of which are up to European standards. The cost of a room is anywhere between 30 and 100 euros per day. All hotels are located in the close proximity of the convention location. Nevertheless for the participants' convenience there will be an organized transfer from the hotels to the conference hall and back. In the leisure time all guests will be offered various culinary delights in the local restaurants and bars, entertaining sea tours, Crimean wine tasting in Tsar's cellars and of course the wonderful, one of a kind and ever festive atmosphere of Yalta. You can visit the legendary city of Sevastopol, see the ships of the Russian and Ukrainian Black Sea Navy. Visit the house of the great Russia writer Chekhov, the Palace of the count Vorontsov, and the palace of the Russian Tsar Alexandr III. Also you can admire the biggest collection of paintings in the world by Aivazovsky, visit the Han Palace in Bakczysaraj, and watch the sunrise on the peak of Ai Petri. See you soon.

Unit XVI

What is Global Tourism?

The industry of global tourism gathered pace with the creation of the commercial airline industry in 1950th. Since then the global tourism has significantly developed. International tourism news channels such as tourismreview.ru in Russia, tourismreview.de in Germany were created. They offer a wide scale of tourism review newscasts like daily travel news, weekly newsletter, monthly magazine, tourism industry directories, tourism video channel, etc., thus creating plenty of options for PR and marketing professionals. The most common are:

- enhanced tourism directory listing;
- publishing and distribution advertorial materials;
- publishing and distribution press releases;
- announcing an event;
- banner ad;
- social marketing opportunity;

- video marketing;
- non-traditional promo packs, such as online competitions, etc.

The global tourism has become the largest and the fastest growing industry in the world. According to the data of the World Tourism Organization, 2008 became a record for the global tourism. The number of tourists makes up 842 million people that year. Despite the economic recession that hit the world, the sector worldwide provided 235 million jobs in 2009. It is expected that the employment in tourism will grow to 303 million jobs by 2020. According to the forecasts of the World Travel and Tourism Council, contribution of the tourism to the world's gross domestic product will rise from \$5.751 billion in 2010 to \$11.151 billion by 2020. For more information about global tourism, visit our web site www.tourism-review.com.

Unit XVII

London Top Attractions

Planning your next vacation in London? This amazing city is the world's most popular travel destination with more landmarks, monuments and attractions than any other city. If this is your first, second or even third visit to the city, you should pre-plan it to assure that you make the most of your vacation. After all money you've spent on flights and hotel you don't want to waste your precious time in this city. This is why we produced special video guides about London in 10 different languages at vidtur.com with ideas for family attractions, nightlife offers, budget tips, and much much more. In the meantime here is our special guide to help you plan the perfect vacation. Let's start with sightseeing. London is literally packed with attractions and one might need more than a month to see it all. And we know vacation is not all about sightseeing, you should dedicate at least a day or two to this. Our Tips – stay by the river Thames or even better – take a river cruise that hop-on and off a bus to see the must see monuments on both banks of the river. The list is long including the Tower of London, Tower Bridge, St Paul's, Big Ben, Westminster Abbey, Shakespeare Globe Theater, Tate Modern and much more. You might not see all there is to see in London but this should be enough for you for one visit. Check vidtur.com to get our money-saving tips on visiting all the attractions we've just

mentioned without raising the cost of your vacation through the roof. Fancy some shopping in London? As you can imagine London has everything one might desire from huge mega stores on high streets such as Oxford Street or Reason Street to small quaky boutiques and so on. Two major shopping malls are in Shepherd's Bush and Stratford and let's not forget the famous London markets. Our tip – if you are on a tight schedule, you should concentrate either on high street stores or visit the malls as they offer more or less the same brands and retail chains. Visit the markets to combine shopping with sightseeing and to enjoy the atmosphere. We recommend visiting at least two or three of them, maybe Camden Market, Portobello Market, Borough Market or Old Spitalfields Market. It all depends on your schedule. Check vidtur.com for videos about all markets we've mentioned and remember some markets are active throughout the week; others are open only during the weekend. Want to explore London's nightlife? This city has this all. First let's talk about most popular attraction in the city – Western Musicals. Almost every tourist in London plans to see at least one show. So you can imagine that good tickets sell out quickly. Our tip is to avoid the half-price ticket stands you see in Piccadilly and Leicester Squares. Don't waste your precious time standing in long lines only to discover that the musical you wish to see is sold out or that you bought the worst tickets in the house. Unfortunately, this is the reason why those tickets are sold at the discount. So you saved a couple of pounds on the price, but you've now found yourself sitting in the seat where you can only see half the stage. Now that would be annoying.

Planning a night out? Pubs are basically located everywhere and clubs are scattered around. One important thing you remember is that the underground stops working around midnight. So if you plan on spending your time at party, try to find the hotel nearby the club. Taking a taxi from one side of London to the other might cost you as much as one night in your hotel.

Now let's talk about visiting London with kids. There're numerous things you can do – from taking a ride on the London Eye, visiting Madame Tussauds, London Dungeon or a football stadium. Unfortunately, all of these attractions will be very

expensive unless you pre-plan your trip in advance and mix free attractions with paid ones. For example, London's top museums are based on donations only and most of them have great exhibitions dedicated to kids. You could always add a visit to one of London's great parks which are packed with things to see and do. Just plan your schedule smartly. Check vidtur.com to find more ideas on planning a perfect family vacation in London.

This was just a small portion of the tips we have on offer. Visit our website for more information and remember London can easily be overwhelming. So, do your research and plan your vacation carefully – at joy.

10 Best Places to See in Paris

Paris, the city of lights offers something for everyone from shopping to beautiful Beaux-Arts [boo'zar] architecture. This city is a magical fairy-tale alive in the twenty-first century. With so much to see and do it can be a bit overwhelming as to where to start. This is the reason why on our website we created thirty more videos about the city including food in Paris, Paris at night, Paris with kids and more. But for now let's countdown the top ten attractions that are a can list during your visit to this magical city. At number 10 - the Pantheon. Located in the Latin Quarter in Paris in a short walk from Jardin du Luxembourg this one time church now functions as a circular mausoleum housing the remains of some of the most distinguished French citizens including Victor Hugo and Marie Curie. But it's not what's located underneath the Pantheon that's a must see attraction. The 360 degree panoramic views of the city are some of the best in all of Paris. And with shorter way time than that of the Eifel tower visiting the Pantheon can save you valuable time if you are on a tight schedule. And number 9 is the Arch de Triumph. Located at the western end of the famous Champs-Elysees the Arch de Triumph is the linchpin of the historical access which extends from the Louvre to the Arch. Check out our website for more videos about special tours in this area. The Arch de Triumph is accessible by both the RER train and Metro stations with an exit at Charles de Gaulle Etoile. A lift takes visitors to the top where you can enjoy a small Museum of the Arch and of course take in some breathtaking panoramic views of the city. At number 8 is The Tuileries

Garden. Located between the Louvre Museum and the Place de la Concorde this public garden is a great place to take a break and relax after a long walk down the Champs-Élysées or after a long day of visiting the Louvre. It also offers a number of activities for children giving parents a chance to relax. For more information about visiting Paris with children check out our special video on our website and know how visiting Paris doesn't mean having to leave the kids at home. At number 7 is Centre Pompidou. Located in the fourth arrondissement of Paris near Les Halles, and the Marais. Centre Pompidou is the largest modern art museum in all of Europe. The Place Georges Pompidou which is located in the front of the museum is famous for street performers and in the spring it is home to miniature carnivals featuring a wide variety of bands, caricature and sketch artists, just the things to keep the kids happy after a long visit through the museum. Number 6 is Versailles. While not centrally located in Paris, if you can only fit in one day trip during your visit make it to the Palace du Versailles. Located 30 minutes outside of Paris (via the RER train) presides the most luxurious and historic world chateaux in all of France. Be sure to do your research on the many things to do while at Versailles before you go as it is so massive that you are sure to miss some hidden treasures if you are not prepared before your trip. For people with a limited time in Paris you should consider skipping this attraction as it does eat up a full day of your time when visiting Versailles. Number five is Sacre Coeur a popular landmark located at the summit of Montmartre. Sacre Coeur is the highest point in the city and as a result offers some of the best views in all of Paris. And the best part is – it's all free. Sacre Coeur is also a great stop after a long walk through the streets of Paris where you can enjoy a picnic underneath this incredible church while basking in the panoramic views of Paris. To learn more about Montmartre check out our website for an exclusive video about this area. Number 4 is opera – one of the most beautiful buildings in all Paris. Opera is not a final destination but rather a quick stop in the 12th arrondissement of Paris which is better known for the Grand Magasin Au Printemps and Galeries La Fayette – two of the most famous shopping centers in all Paris. What makes opera such an attractive stop is that it is a nice alternative for those to enjoy the cultural side of Paris while others

venture of shopping. Opera is also adjacent to the Paris Story which is an amazing historical tour through Paris fully realized in 3D movies and a miniature replica of the entire city. Number three is Notre Dame probably the most well-known cathedral in the entire world thanks in large part to Victor Hugo's novel The Hunchback of Notre-Dame is located on the eastern half of the Île de la Cité along the Seine. Due to its overwhelming popularity it is best to visit Notre-Dame during the week when lines to visit the top are shorter. And be sure to check out the crypts of Notre-Dame which is an often forgot treasure of this cathedral. Number 2 is the Louvre, one of the world's largest museums housing nearly 35000 objects from prehistory to the nineteenth century which are exhibited over an area covering 60600 square meters. Located on the right bank of the Seine the Louvre is the most visited art museum in the entire world. When visiting we recommend that you prioritize what you want to see. If Egyptian artifacts are your fancy, stick to that. However if you are more interested in Greek culture, go to those wings instead. To put it simply there is no way you can see all of the Louvre in one visit. So plan ahead. To maximize your time in always purchase your tickets in advance to avoid waiting in long lines. Number one is of course the Eifel tower as it is without a doubt the most famous attraction in all of Paris it is also the most populated especially on the weekends. So it is best to visit the Eifel tower on weekdays and you must book your tickets in advance if you want to travel to the top of the tower. Wait lines can exceed four hours and for those with the limited amount of time in Paris can find themselves there for the entire day. These were top ten attractions in all of Paris. Visit our website to view 30 videos with all of our tips and reviews in ten different languages so you can plan your perfect vacation. Bon voyage!

Tips for Visiting the Taj Mahal

Any wonder what a building that took 22 years to build with the help of 20000 workers looks like in person? If so you may wanna stop by some of the new Seven Wonders of the World on your next visit to India. The Taj Mahal is an incredible landmark with rich cultural significance. It's a must see if you have an opportunity to reach that corner of the world. The Taj Mahal was built in 1630 by Mughal emperor

Shah Jahan and is a final resting place of his wife Mumtaz Mahal, is considered to be one of the most grandiose burial sites ever created. No expense was spared to bring this monument of his love for her to life. It consists of marble and many other precious materials as well as very formal and complex gardens and water features. It's a site to behold indeed. The Taj Mahal is located in Agra which is about 210 km outside of Delhi. It's included in what is known as India's golden triangle - tourist circuit of sights. Too ideal is to get there by high speed rail service from Delhi or by joining a tour from Delhi which will provide transportation for you. If you get a chance to pick the time of year you might wanna consider coming during the Taj Mahotsav which takes place from February 18 to the 27th each year near the Taj Mahal. This gives you the opportunity to enjoy a cultural festival that includes arts, crafts and entertainment from the Mughal time period including art dramas, elephant rides and games for children. Whenever you do decide to come, be aware of the Taj Mahal's open hours which are typically from 6 am to 7 pm every day except on Friday because this is the day of prayer. Be sure to check out the moonlight viewing from 8:30 pm until 12: 30 am which is two days before and after each full moon. And speaking of an ideal time to go, the colour of the building changes as the light hits it throughout the day. So you may wanna try sunrise or sunset to get a burying effect. If you wanna avoid admission and the beggars consider getting a view from across the river bank. You can see it in all of its glory while also taking in Mehtab Bagh a 25-acre garden which has a lower admission fee. Whether or not many tourist attractions in the city of Agra proper, you might wanna check out the city for Fatehpur Sikri, Bharatpur bird sanctuary, and the Keoladeo Kahna National Park or Akbar's Mausoleum. While prices are subject to change the current entrance fee for foreigners is a 250 rupees Entry Tax and a 500 rupees Toll Tax and the Indian nationals pay 20 rupees. Children under 15 years of age are free and nighttime tickets cost the same 750 for foreigners and 500 for Indian nationals, but are good for only a half hours admission. Tickets must be purchased 24 hours in advance. You can get them from the Archeological Survey of India office on Mall Road. I'm Jonathan Steward with about.com.

Egypt, Land of Legend

In the beginning there was the sun and the sun gazed upon a land and chose it from among the others. And the land grew and became an empire destined to be the cradle of civilization and known as the mother of the world. A land of legend and mystery, a story to tell, a world to live, gift of the Nile, guardian of the past, capturing the hearts of people all over the world. Get inspired to start your own story where it all begins. Welcome to Egypt, the most fascinating place on earth. Land of the pharaohs, muse of the world. Travel back to ancient times; hear the voices from the past, marvel as you wonder through what is widely considered the greatest auto museum anywhere on the planet. Meet the city of Cairo with its unique fusion of different cultures. Enjoy the all-year-round sun on one of the countless beaches. Muse yourself among the Souks and markets to taste the flavor of Egyptian life. Explore the ancient tombs, share the secrets from the past, hold your breath as you stand before what is considered the greatest spectacle in the whole world. Live the Egyptian nightlife, sail on a boat on the Nile or dive into amazing world of colour and beauty. From East to West, from North to South visitors will find a unique place that will provide some of the richest experiences of the whole lives. Come and discover the land that has captivated the sole of the people throughout ages, an amazing trip you won't easily forget. Get inspired by the muse of the world, start your personal journey where it all begins.

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