

МІНІСТЕРСТВО ОСВІТИ І НАУКИ, МОЛОДІ ТА СПОРТУ УКРАЇНИ

**ХАРКІВСЬКА НАЦІОНАЛЬНА АКАДЕМІЯ
МІСЬКОГО ГОСПОДАРСТВА**

**ЗБІРНИК ТЕКСТІВ І ЗАВДАНЬ
ДЛЯ ОРГАНІЗАЦІЇ ПРАКТИЧНОЇ РОБОТИ З ДИСЦИПЛІНИ**

**«ІНОЗЕМНА МОВА (ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ)
(АНГЛІЙСЬКА МОВА)**

*(для студентів 1 курсу денної форми навчання
напряму підготовки «Туризм»)*

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Збірник текстів і завдань для організації практичної роботи з дисципліни «Іноземна мова (за професійним спрямуванням)» (англійська мова) (для студентів 1 курсу денної форми навчання напряму підготовки «Туризм») / Харк. нац. акад. міськ. госп-ва; уклад.: О. В. Анісенко. – Х.: ХНАМГ, 2011. – 118 с.

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Збірник текстів і завдань призначений для студентів денної форми навчання, які у майбутньому будуть працювати у сфері туризму. Тематика збірника дає змогу ознайомитися зі сферою туризму та поширює знання студентів про світові сфери туризму. Запропонована інформація є необхідною для ефективного використання професійних обов'язків майбутніх спеціалістів.

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INTRODUCTION

These educational materials are designed for the students of the 1st course of speciality “Tourism” to develop their knowledge and skills in English language according to their profession.

The manual is based on the authentic texts concerning tourism. It also has the tasks for reading, translating, lexical and grammar tasks, texts for self-study. It has 12 units. Each unit contains:

- activities on vocabulary;
- activities on grammar.

The manual can be also recommended for students’ self-study. It is expected to teach students working at English texts on their own, to increase the level of their knowledge and to form foreign communicative competence.

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UNIT 1.

THE TOURIST INDUSTRY

1. Read and memorize the following words and word-combinations:

to exceed – перевищувати, переходити межі, перевершувати

rapid – швидкий, стрімкий

to distinguish – розрізняти, проводити відмінність, відзначати

purpose – ціль

entirely – цілком, повністю

recreation – відновлення сил, розвага, відпочинок

reason – причина, привід, підстава, мотив, довід

to reason – міркувати, обговорювати, аргументувати, доводити

convention – з'їзд, конвенція

accommodation – приміщення, житло, притулок

catering – громадське харчування

the catering trade – ресторанна справа

to cater for – поставляти провізію, догоджати

facilities – устаткування, пристосування

relatively – порівняно, відносно, відповідно

to depend on – залежати від

means – засіб, спосіб

means of transportation – транспортні засоби

to put together – організовувати

to remain – залишатися

prominent – відомий, видатний

2. Give English equivalents of the following:

говорити мовою, зрозумілою всім

морська подорож

іммігрант

вільний час

кочівники

мінеральне джерело

зупинка в дорозі

навколишнє середовище

3. Fill in the blanks with appropriate words:

purpose recreation convention accommodation to cater facility cruise leisure excursion domestic

1. The college will provide _____ for all new students.
2. I like _____ activities such as sailing and swimming.
3. She shocked her neighbours by ignoring every social _____.
4. A _____ animal is kept as a pet.
5. The main _____ of my stay is to visit the museum.
6. A _____ is a holiday on a large ship.
7. It's important that students find time for _____ and leisure.
8. There was an _____ to the island of Burano.
9. Who's _____ your daughter's wedding?
10. The program has a search _____.

4. Read and translate the text:

The tourist industry

Tourism has been one of the fastest growing industries in recent years. The growth rate of tourism has generally exceeded the growth rate for the worldwide economy.

In spite of its rapid growth, it is not easy to define tourism.

Tourism necessarily involves travel; a tourist is usually defined as a person who is visiting some place other than his usual residence for more than 24 hours.

A tourist is distinguished by the length of his trip from an excursionist, who is away from his usual residence for less than 24 hours, or a weekend.

The purpose of travel must also enter into the definition of tourism.

Many people travel entirely for the purpose of recreation or pleasure; they are people on holiday. Other people travel for reasons of health.

Other people travel to visit friends or relatives, a reason that has become more important because of increased mobility throughout the world. Still others travel in order to educate themselves because travel is broadening.

All of these people are generally considered tourists since the primary reason for their trips is recreation. Most tourist statistics also include people who are travelling on business. Among them are businessmen and government officials on specific missions, as well as people attending meetings or conventions.

Many people among those travelling on business often combine pleasure with their work. They also use the same transportation, accommodations, and catering facilities as the holiday tourists.

Accommodations refer to hotels or other places where a traveler can find rest and shelter; catering facilities refer to places where a traveler or another member of the public can find food and drink.

Tourism is a relatively new phenomenon in the world. Since being away from home is a necessary component of tourism, its development as a mass industry depended on modern means of rapid and inexpensive transportation.

Tourism as we know it today began with the building of the railroads in the 19th century. In fact, the words tourism and tourist themselves were not used for the first time until about 1800. The first tour in the modern sense was put together by Thomas Cook in England, in 1841, and the firm of Thomas Cook and Sons has remained one of the prominent names in the tourist industry.

5. Find in the text answers to these questions:

1. Why is tourism the fastest growing industry?
2. What is the difference between a “tourist” and an “excursionist”?
3. What are the most common reasons for travelling?
4. Why do tourist statistics include those people who are travelling on business?
5. What is the difference between the terms “accommodations” and “catering facilities”?
6. What has the development of tourism as a mass industry depended on?
7. When did the words “tourism” and “tourists” appear?
8. What is the name of the best known company in the tourist industry?

6. Match the words from the left-side column with their definitions from the right-side column:

1. to exceed	a) a service or feature that a machine or system has
2. rapid	b) to recognize or understand the difference between similar things or people
3. to cater	c) a large formal meeting of people who belong to the same profession, organization etc
4. facility	d) famous or important
5. convention	e) to go beyond an official or legal limit:
6. accommodation	f) a method, system, object etc that is used as a way of doing something
7. purpose	g) a place to live, stay, or work in
8. means	h) done or happening very quickly
9. prominent	i) what you want to achieve when you do something
10. to distinguish	j) to provide and serve food and drinks at a party, meeting etc

7. Read the sentences and decide if they are true or false:

1. Tourism has been one of the fastest growing industries in recent years.
2. In spite of its rapid growth, it is easy to define tourism.
3. A tourist is usually defined as a person who is visiting some place other than his usual residence for more than 24 hours.
4. The purpose of travel cannot also enter into the definition of tourism.
5. Most tourist statistics also include people who are travelling on business.

6. Many people among those travelling on business don't combine pleasure with their work.

8. Fill in the gaps with the words and expressions from the text:

1. The growth rate of tourism has generally _____.

2. The purpose of travel must also _____.

3. Many people among those travelling on business _____.

4. Tourism is a relatively _____ -.

5. Tourism as we know it today began with the building of the railroads _____.

6. The first tour in the modern sense was put together by _____.

9. Find pairs of words as they occur in the text:

1. growing	a) statistics
2. worldwide	b) residence
3. usual	c) name
4. increased	d) component
5. tourist	e) facility
6. government	f) industry
7. catering	g) transportation
8. necessary	h) official
9. inexpensive	i) economy
10. prominent	j) mobility

10. Say it in English:

1. Люди, які змушені подорожувати з метою пошуку роботи, не є туристами.

2. Розвиток туризму від загального економічного розвитку країни.

3. Індустрія туризму дуже швидко розвивається в усьому світі. Розвиток туризму в різних регіонах залежить від багатьох факторів.

4. На ринку туризму існує жорстка конкуренція.

5. Люди подорожують з різних причин, тому класифікація в туризмі ускладнена.

6. Мотивація поїздок обумовлена багатьма причинами, причому вартість подорожі грає дуже важливу роль, особливо в країнах з низькими доходами населення.
7. Люди, які часто їздять у відрядження, прагнуть поєднувати приємне з корисним, і користуються тими ж засобами пересування, місцями проживання і харчування, що і звичайні туристи.

UNIT 2.

REGULATION, RESEARCH AND DEVELOPMENT IN TOURISM

1. Read and memorize the following words and word-combinations:

to perform – виконувати, проводити

research – дослідження

to involve – залучати, зачіпати

to involve in – включати в себе; розуміти; припускати; викликати

to occur – траплятися, відбуватися; попадатися

to be engaged in – займатися чимось

to engage – займати, залучати

to promote – сприяти; сприяти розвитку, підтримувати; заохочувати

“red tape” – бюрократичні процедури

requirement – вимога; необхідна умова

entry formalities – норми і правила в'їзду в країну

to discourage – розхолоджувати; відмовляти

to encourage – заохочувати, підтримувати; стимулювати

to restrict – обмежувати, укладати в межі

restricted hotel – готель для обмеженого кола осіб

a fee – вступний внесок, плата за навчання, гонорар, винагорода

to ensure – забезпечувати; гарантувати

to maintain – підтримувати; зберігати

expenditure – трата, витрата; споживання

impact – вплив

to undertake – вживати; брати на себе певні обов'язки

personnel – персонал, особовий склад; кадри

to attempt – намагатися, пробувати

environment – оточення; навколишнє середовище

environmental – відноситься до боротьби із забрудненням навколишнього середовища

to be in favour of – бути за...; стояти за щось; бути прихильником чогось

2. Give English equivalents of the following:

маршрут	різноманітність
спадщина	різний
місцевість	певною мірою
жива природа	туризм, що не руйнує навколошнє середовище

3. Fill in the blanks with appropriate words:

to perform research to involve to promote to encourage to ensure fee expenditure personnel environment

1. We _____ 'Hamlet' last year.
2. You must _____ that this door remains locked.
3. There are laws to protect the _____ in our country.
4. He is doing _____ for a book on the Middle Ages.
5. _____ are the people who work in an organization or for one kind of employer.
6. Schools are trying _____ parents more in their children's education.
7. The _____ on medical care has doubled in the last 20 years.
8. College _____ have increased for the last few years.
9. We aim _____ understanding between cultures.
10. Cheaper tickets might _____ people to use public transport.

4. Read and translate the text:

Regulation, research and development in tourism

The roles of government are vital to tourism. First, governments generally set the policy of their country, state, or locality towards tourism. They also regulate the different components of the industry on a day-to-day basis.

Second, they perform the research and analysis that result in statistics on the tourist industry. Third, they are often involved in the development of tourism in their areas. This is especially true in the developing countries, but it occurs in industrialized areas as well. Fourth, governments are actively engaged in promoting a flow of tourism. In many countries, tourism is so important that its interests are

represented at the ministerial level of government. Spain, for example, has a Ministry of Tourism and Information.

One of the ways in which countries or regions can promote tourism is by relaxing the kind of regulation that usually comes under the heading of “red tape”. Travel is made easier when there are no visa requirements and when the entry formalities are simple.

National policy can also discourage tourism. In some cases, this may work to prevent the country’s nationals from travelling outward.

Any country can discourage incoming tourism simply by not providing accommodations and catering services or by restricting the length of time a traveler can stay in that country.

Some countries have set visa and entrance requirements that severely restrict entry.

Governments at all levels are also involved in day-to-day regulation of the tourist facilities, including various kinds of licensing.

A license is a document giving permission to carry on a particular kind of activity after meeting prescribed standards and paying a fee.

Catering establishments must be inspected periodically in most localities to ensure that they maintain standards of cleanliness.

An interesting kind of regulation is the official system, used in France and other countries, for rating accommodations establishments according to objective standards.

Research involves travel statistics, tourist expenditures, the purpose of the trip or the tourist’s reaction to his vacation. Much of the purpose of research simply involves a classification count - business, pleasure, visiting friends or relatives, health and so on.

Deeper research tries to find out why tourists visited a particular resort and what their reactions were.

Still another kind of research in tourism involves trying to determine the social impact of tourism on an area. This has become an important factor before

undertaking tourist development, in part because of the negative effect that tourism has had on many places in the Caribbean.

Most governments now try to regulate the location and density of new developments, thereby spreading the economic benefits more widely.

Where government investment in tourism is not direct, there must be an indirect investment in the form of building or improving the infrastructure. The infrastructure consists of those things that are necessary before development can take place – roads, sewers, electricity, telephone service, airports and water supply.

The facilities that are based on the infrastructure are often called the superstructure.

Another way in which governments encourage tourism is through training programs for service personnel.

Before a government undertakes tourist development, it usually attempts to determine the market potential – the number or percentage of travelers it can hope to attract.

This is followed by studies of the social impact and very often of the environmental impact – what tourism will do to the natural surroundings.

The research is followed by the actual planning and development that include improvement of the infrastructure, financial arrangements, and construction of the superstructure.

The tendency at the present time is strongly in favour of careful research and planning instead of unrestricted growth and expansion.

5. Find in the text answers to these questions:

1. Why are the roles of government vital for tourism?
2. How can tourism be promoted?
3. In what ways can travel be made easier?
4. How can national policy discourage tourism?
5. What is a license? Why is it important?
6. Why must catering establishments be inspected regularly?
7. What does research in tourism involve?

8. What is the purpose of deeper research?
9. Why is the social impact of tourism on an area important?
10. In what way can development of tourism affect the environment?
11. What is the role of infrastructure for development of tourism?
12. What is the superstructure?
13. How else can government encourage tourism?
14. What is the market potential?
15. What steps should be taken before starting tourist development?
16. What is the tendency in tourist development at the present time?

6. Match the words from the left-side column with their definitions from the right-side column:

1. to perform	a) the land, water, and air that people, animals, and plants live in
2. research	b) to include or affect someone or something
3. to involve	c) the total amount of money that a government, organization, or person spends
4. to promote	d) the people who work in an organization or for one kind of employer
5. to encourage	e) to make certain that something happens or is done
6. to ensure	f) to do something such as a job or piece of work
7. fee	g) to help something develop and be successful
8. expenditure	h) serious and detailed study of a subject in order to find out new information

9. personnel	i) an amount of money that you pay for professional services or that you pay to do something
10. environment	j) to try to persuade someone to do something, especially by making them more confident

7. Read the sentences and decide if they are true or false:

1. The roles of government are vital to tourism.
2. They don't regulate the different components of the industry on a day-to-day basis.
3. They perform the research and analysis that result in statistics on the tourist industry.
4. Spain, for example, has a Ministry of Tourism and Service.
5. Travel is made easier when there are no visa requirements and when the entry formalities are simple.
6. National policy can also encourage tourism.

8. Fill in the gaps with the words and expressions from the text:

1. Some countries have set visa and _____.
2. Governments at all levels are also involved in _____.
3. A license is a document _____.
4. Deeper research tries to find out _____.
5. Most governments now try to regulate _____.
6. Another way in which governments encourage tourism is _____.

9. Find pairs of words as they occur in the text:

1. day-to-day	a) tape
2. developing	b) policy
3. ministerial	c) arrangements

4. red	d) requirements
5. visa	e) investment
6. entry	f) basis
7. national	g) establishments
8. catering	h) level
9. government	i) formalities
10. financial	j) countries

10. Say it in English:

1. Необхідно проводити дослідження і аналіз туристичної індустрії для того, щоб більш ефективно регулювати її.
2. Зняття обмежень на в'їзд в країну або послаблення правил в'їзду сприяє розвитку туризму.
3. Політика держави в галузі туризму відіграє істотну роль у розвитку необхідної інфраструктури.
4. Уряди займаються на різних рівнях повсякденним регулюванням індустрії туризму.
5. Ліцензування є невід'ємною частиною такого регулювання.
6. Діяльність всіх компаній і підприємств, що працюють в області туризму, має контролюватися державою.
7. Прямі і непрямі інвестиції в розвиток туризму повинні розподілятися таким чином, щоб економічні вигоди рівномірно розподілялися по всіх регіонах.
8. Туризм має бути екологічно безпечним, його вплив на навколишнє середовище обов'язково має враховуватися при складанні перспективних планів.

UNIT 3

ENVIRONMENTAL TOURISM

1. Read and memorize the following words and word-combinations:

encouragement – підбадьорення, підтримка, заохочення

trash – *amer.* мотлох, сміття

litter – *brɪt.* сміття; безлад

to cart in – привезти на візку

campaign – кампанія

to pick up – збирати; підбирати

to go easy on – не приносити шкоди; не завдавати клопоту

to go easy on the environment – не забруднювати навколишнє середовище

to preserve – зберігати; оберігати; охороняти

to conserve – зберігати

to strive – намагатися; докладати зусилля

to avoid – уникати; ухилятися; сторонитися

to sustain – підтримувати; підкріплювати (життя, порядок, рівновагу)

endangered species – вимираючі біологічні види

approach – наближення, підхід; підступ

to approach – наблизатися, підходити

schedule – розклад; графік; план

to schedule – намічати; планувати

to stagger – регулювати години роботи; час відпусток

staggered hours – різні години початку роботи

choking – задушливий

to choke – душити

to boom – швидко рости (про ціну; про попит), рекламиувати

to top the list – бути на чолі списку; мати найбільше значення

to be filled to capacity – бути повністю заповненим (про готель)

to mitigate – пом'якшити; зменшити (негативний вплив), полегшити (біль)

a vehicle – перевізний засіб (автомобіль, вагон, транспортний засіб; віз)

to ferry – перевозити (на човні, паромі); переїжджати (на човні, паромі, регулярна переправа); переганяти (літаки), доставляти по повітря
ferry – перевезення; переправа; паром, регулярна авіатранспортна служба

to pollute – забруднювати; опоганювати

pollution – забруднення навколишнього середовища

payoff – виплата; компенсація

to reduce – зменшувати; занижувати

to find out – дізнатися (отримати інформацію, приклавши до цього певні зусилля)

to get by – влаштовуватися; обходить малим

overloaded waste systems – перевантажені системи вивезення сміття та відходів

ski slopes – лижні схили

ski runs – лижня; лижний шлях

hiking trails – туристичні, пішохідні стежки

stray – збитися з шляху; відхилитися від маршруту

to avoid straying – уникати відхилення від наміченого маршруту

a path – шлях; доріжка; маршрут

to enable – давати можливість або право щось зробити; полегшувати; сприяти чомусь

to survive – залишитися в живих; уціліти; продовжувати існувати; пережити; винести; витримати

a survivor – що залишився в живих; уцілілий

survival – виживання

damage – шкода, збитки; пошкодження

to damage – пошкоджувати, псувати; завдавати шкоди

irreversible – необоротний

lush – соковитий; буйний, пишний (про рослинність)

2. Give English equivalents of the following:

підтримка	перевізний засіб
кампанія	забруднювати
зберігати	влаштовуватися
наближення	лижня
різні години початку роботи	маршрут
зменшити	виживання

3. Fill in the blanks with appropriate words:

to encourage trash to preserve to sustain approach to boom schedule pollution path damage

1. The easiest _____ to the beach is down the cliff path.
2. We went up on the roof to have a look at the _____.
3. All the old buildings had been very well _____.
4. Cheaper tickets might _____ people to use public transport.
5. The police cleared _____ through the crowd.
6. There's so much _____ on TV these days.
7. _____ levels are dangerously high in many of our rivers.
8. He couldn't _____ his interest in learning the violin.
9. Hector's voice _____ above the others.
10. I have a very busy _____ this week.

4. Read and translate the text:

The environmental tourist

How to be an ecofriendly tourist in the Alps

Guests at the Waldhaus Am See in St Moritz bring more than baggage to the 36-room hotel. With manager Claudio Bernasconi's encouragement, each week in summer they cart in box loads of trash they've found in the Swiss mountains.

The visitor who brings in the most litter gets room and board for a week on the house. The record is 19 kilograms, mostly cans, collected by two Swiss women on vacation last August.

“They said they worked so hard they were going to need another holiday,” Bernasconi laughs.

The hotel’s two-year-old campaign is meant to encourage visitors to protect the Alpine environment. But Bernasconi and tourist officials throughout the Alps know that responsible or “soft” tourism requires more than picking up litter.

Successful ecotourists, they say, must start with careful planning – finding leisure activities and transportation that go easy on the environment and searching out resorts that promote active preservation of the Alps.

Once the traveler has arrived, moreover, he or she must strive to conserve energy, avoid endangered species and purchase local products, generally produced by mountain farmers who sustain the fragile landscape of the Alps.

One approach to soft tourism is scheduling a trip between seasons.

Staggering of holiday schedules helps reduce the choking, noisy traffic that tops the list of environmental concerns in most Alpine regions. Alpine resorts generally boom during the height of winter, when hotels are filled to 100 percent of capacity.

Another important way to mitigate the environmental assault from autos is to take public transportation whenever possible.

In some areas, like Zermatt, Switzerland, local transport is an attraction in itself. In Zermatt, a mountain community, 1,620 meters high, cars are forbidden. In their place, a fleet of five electric buses carries skiers to lifts (the fare about \$1.40).

Hotels ferry luggage on some 380 smaller electric vehicles. The payoff for the environment is low pollution and energy demand, and blissful quiet.

The environmental ethic should continue inside the hotel.

Responsible tourists reduce their own demand for energy whenever possible by flicking off unnecessary lights, by turning down heat, and by finding out how often the hotel changes sheets and towels, and letting the concierge know if they can get by with the same laundry for a longer period of time.

Tourists who visit local shops can try to buy items with minimal wrapping that will add less trash to overloaded waste systems. They can also purchase locally made

products when possible. Goods made nearby require less energy to transport, and their sale supports the Alpine economy.

Finally, ecotourists should take their environmental ethic onto the ski slopes and hiking trails of the Alps.

It is important to avoid straying from marked paths or ski runs unless a local guide is present. Snow protects plants and animals through the winter and skis can slash the blanket that enables them to survive.

The future of the alpine ecosystem depends on the behavior of the millions of tourists each year who enjoy the beauty and grandeur of the Alps.

Damage done by the unthinking tourist can be irreversible, and in some parts of the Alps, trash thrown to the side of the trail will be preserved for decades in a deep freeze.

But if everyone cooperates, the payoff will be rewarding vacations in the lush alpine environment for generations to come.

5. Find in the text answers to these questions:

1. How did one Swiss hotel help protect the environment?
2. What does “soft” tourism require?
3. What should successful ecotourist start with?
4. How do responsible tourists sustain the fragile landscape of the Alps?
5. What is another approach to soft tourism?
6. Why is staggering of holiday schedules so vital in most Alpine regions?
7. Are there any other ways to mitigate the environmental assault form cars?
8. How should the environmental ethic continue inside the hotel?
9. What shopping principles should ecotourists follow?
10. How can ecotourists protect the environment on the ski slopes and hiking trails of the Alps?
11. What does the future of the alpine ecosystem depend on?
12. Why is damage done to the nature irreversible?
13. What is the payoff for everyone who takes care of the environment?

6. Match the words from the left-side column with their definitions from the right-side column:

1. to encourage	a) to keep something from being harmed or damaged
2. trash	b) a plan of what someone is going to do and when they will do it, or a plan of when work is to be done
3. to preserve	c) physical harm done to something, so that it is broken or spoiled
4. to sustain	d) to make a loud deep sound
5. approach	e) to make it easier for something to happen
6. to boom	f) waste material such as old food or paper that is thrown away
7. schedule	g) a track across an area of land that people walk along
8. pollution	h) to make something continue to exist
9. path	i) damage caused to the environment by harmful chemicals and waste
10. damage	j) a way of doing something or dealing with a problem

7. Read the sentences and decide if they are true or false:

1. The visitor who brings in the most litter gets room and board for a week on the house.
2. The record is 25 kilograms, mostly cans, collected by two Swiss women on vacation last August.
3. The hotel's five-year-old campaign is meant to encourage visitors to protect the Alpine environment.
4. One approach to soft tourism is scheduling a trip between seasons.

5. Tourists who visit local shops can try to buy items with minimal wrapping that will add less trash to overloaded waste systems.

6. Goods made nearby require much energy to transport, and their sale supports the Alpine economy.

8. Fill in the gaps with the words and expressions from the text:

1. Another important way to mitigate the environmental assault from autos is _____.

2. In some areas, like Zermatt, Switzerland, local transport is _____.

3. The environmental ethic should _____.

4. Finally, ecotourists should take their environmental ethic _____.

5. The future of the alpine ecosystem depends on the behavior of the millions of tourists _____.

6. But if everyone cooperates, the payoff will be rewarding vacations _____.

9. Find pairs of words as they occur in the text:

1. Swiss	a) trails
2. Alpine	b) vehicles
3. tourist	c) ecotourists
4. successful	d) hours
5. endangered	e) waste systems
6. staggered	f) mountains
7. overloaded	g) officials
8. ski	h) species
9. hiking	i) slopes
10. electric	j) environment

10. Say it in English:

З розвитком туризму проблема забруднення навколошнього середовища стала особливо актуальною. Туризм став галуззю з настільки високими темпами розвитку, що в найближчому майбутньому більша частина населення земної кулі буде залучена в цей вид діяльності. Не можна обмежити людей в їх бажанні подорожувати, а це створює не тільки нові робочі місця для місцевих жителів, але і багато екологічних проблем. Люди, які стали називатися "екотуристами" або "зеленими" туристами, добре усвідомлюють екологічну небезпеку масового туризму. Вони відповідально ставляться до навколошнього середовища і роблять все, що в їхніх силах, щоб уберегти місця туризму від екологічного "удару". Правила їхньої поведінки під час туристичного відпочинку надзвичайно прості.

Вони збирають і знищують сміття і відходи в місцях скупчення людей, намагаються звести до мінімуму використання автомашин, які забруднюють повітря, знаходять такі види відпочинку і пересування, які не шкодять навколошньому середовищу.

Турбота про екологію повинна бути частиною роботи турагенцій і туроператорів. Необхідно ретельне планування турів в урахуванням напливу відвідувачів. Дуже часто люди просто не замислюються про згубний вплив їх перебування на природу і спосіб життя місцевого населення.

Але якщо всі будуть діяти разом, то стане нагородою відпочинок у воєстину чистій і здоровій обстановці.

UNIT 4

TOURIST PROMOTION

1. Read and memorize the following words and word-combinations:

to retain – зберігати, підтримувати

fringe benefits – пільги, що надаються за місцем роботи крім заробітної плати:

наприклад, сплачені відпустки; службовий автомобіль

to cause – бути причиною; викликати

to overcome – подолати

bias – ухил; пристрасть; упередженість

seasonal bias – сезонні тенденції; сезонність

to extend – вишикуватися; тягнутися; поширювати (вплив)

to spread – поширювати; сприяти розвитку

retail – роздрібний; роздрібний продаж

to advertise – рекламиувати; розміщувати оголошення

advertising – реклама (як вид діяльності)

advertisement – реклама (як продукт реклами); рекламне оголошення

a feature – велика газетна стаття; сенсаційний матеріал (в статті, повідомлення по радіо чи телебаченні)

facilities – обладнання, споруди; кошти, можливості, сприятливі умови для здійснення будь-якої діяльності

amenities – все, що сприяє гарному настрою, відпочинку

familiarization – освоєння, ознайомлення

to generate – породжувати; викликати; виробляти; генерувати

income – дохід

brochure – брошура

word of mouth – "з вуст у вуста"; передача інформації при особистому спілкуванні

to influence – впливати

2. Give English equivalents of the following:

зберігати	освоєння
поширювати	дохід
реклама	ухил
обладнання	впливати

3. Fill in the blanks with appropriate words:

to retain to overcome to spread retail facilities to generate to influence income brochure to cause

1. The town had _____ much of its old charm.
2. I don't want _____ your decision.
3. Heavy traffic _____ long delays on the freeway.
4. News of her arrest _____ quickly.
5. _____ is a thin book that gives information or advertises something:
6. I'm trying _____ my fear of flying.
7. We have a lot of people on a low _____ in our country.
8. _____ profits went up by over 50%.
9. Our discussion _____ a lot of new ideas.
10. The hotel has excellent conference _____.

4. Read and translate the text:

Tourist promotion

There have been three aims of most tourist promotion in the last few years.

The first has been to retain the established market of people for whom travel is a normal form of recreation.

The second purpose of tourist promotion has been to increase the size of the market. In order for tourism to grow, it is necessary to attract people who would not have travelled much until the last few years.

It is significant for tourism that trade unions now fight for fringe benefits for workers such as longer paid holidays and shorter work weeks. A three-day weekend would almost certainly cause an increase at least in domestic tourism.

The third goal of tourist promotion has been to overcome what might best be called its seasonal bias.

In many countries, summer is the traditional vacation season. In France, for instance, the summer vacation has extended even to the shutting down of many stores and small businesses. Hundreds of thousands of Frenchmen leave Paris in August for the south of France or for destinations outside the country. Winter vacations have been heavily promoted to spread tourism more evenly throughout the year. There has been a big increase in facilities for winter sports.

Ski resorts have sprung up which attract not only the wealthy to resorts in Switzerland, but also the office or factory workers who want to get out on the ski slopes for a winter weekend.

Many different organizations are involved in tourist promotion. They include tourist bureaus, the transportation companies, tour operators, retail travel agents and individual hotels or hotel chains.

Through their tourist offices, governments do a great deal of travel promotion, both in the form of advertising and publicity.

There are two major kinds of promotion – publicity and advertising.

Publicity might well be termed free advertising. It consists of stories placed in newspapers and magazines about travel, accommodations, restaurants, and other parts of the whole tourist industry. Many newspapers and magazines carry such stories regularly as features. Professional travel writers journey from resort area to resort area to report on the facilities and amenities that are available.

Another kind of tourist-connected public relations comes under the heading of familiarization. People in the industry, especially those involved in sales – travel agents – are frequently provided with free trips to tourist destinations. They will be able to answer questions from their own experience.

Tourist advertising is a large business in itself. Most of the advertising is directed toward the large tourist-generating regions.

Media, the plural of medium, is a term that is used for the different means of spreading information in the form of news and advertising. Newspapers and

magazines – the print media, and radio and television – the broadcast media – are usually included in the term.

Television reaches the largest market, one that generally cuts across different social and income groups. TV time is also very expensive, so it is used principally by transportation companies and government tourist agencies.

Radio serves a more limited audience since it cannot transmit the beautiful pictures and colors of television. But it is unique because it can reach people driving their cars.

Another form of advertising is the brochure. Tour operators distribute brochures in large numbers to travel agents in the market area they are trying to reach. In addition, many of them are sent out by direct mailing to selected lists of customers by tour operators and travel agents.

Perhaps the most effective kind of tourist promotion is the one that cannot be manipulated by the industry.

This is word of mouth, what one person says to another about his or her vacation. And this is indeed a major topic of conversation among people who travel.

Like news stories, the results of “word of mouth” can be good or bad. A recommendation of a resort or hotel by one family to another can significantly influence the choice people are likely to make. On the other hand, a bad report spread around by dissatisfied tourists may sharply cut tourism.

Among other things, “word of mouth” guarantees that the tourist industry will provide more or less what it promises. One might say that it is a powerful force in keeping the industry honest.

5. Find in the text answers to these questions:

1. What has been the first aim of most tourist promotion in the last few years? What has been the second purpose of tourist promotion?
2. In what way is the effort by unions to obtain more fringe benefits for workers significant to the tourist industry?
3. What has been the third aim of recent tourist promotion?
4. What has been done to spread tourism more evenly during the year?

5. What kinds of organizations are involved in tourist promotion?
6. What are some types of publicity in tourist promotion?
7. How do professional travel writers provide publicity for tourism?
8. What is another kind of tourist-connected public relations?
9. What does this involve?
10. Where is tourist advertising directed?
11. What kind of market does television reach?
12. Why does radio serve a more limited audience?
13. How are brochures distributed?
14. What is an effective form of tourist promotion that cannot be controlled by the industry?
15. What does “word of mouth” guarantee concerning the tourist industry?

6. Match the words from the left-side column with their definitions from the right-side column:

1. to retain	a) the activity or business of selling goods to people in shops
2. to overcome	b) to make something happen or start to exist
3. to spread	c) a thin book that gives information or advertises something
4. retail	d) to keep something and not lose it, give it away etc
5. facilities	e) to make something happen
6. to generate	f) the money that you earn
7. to influence	g) to succeed in controlling a feeling or problem
8. income	h) to affect a larger area or more people, or to make something do this
9. brochure	i) rooms, equipment, or services that are

	provided for a purpose
10. to cause	j) to have an effect on the way someone or something develops, behaves, or thinks

7. Read the sentences and decide if they are true or false:

1. There have been three aims of most tourist promotion in the last few years.
2. The first has been to retain the established market of people for whom travel is a occasional form of recreation.
3. The second purpose of tourist promotion has been to increase the size of the market.
4. The third goal of tourist promotion has been to overcome what might best be called its seasonal bias.
5. In many countries, winter is the traditional vacation season.
6. Television reaches the largest market, one that generally cuts across different social and income groups.

8. Fill in the gaps with the words and expressions from the text:

1. Hundreds of thousands of Frenchmen leave Paris in August for the south of France or _____.
2. Ski resorts have sprung up which attract not only the wealthy to resorts in Switzerland, _____.
3. Many different organizations are involved _____.
4. There are two major kinds of promotion – _____.
5. Another kind of tourist-connected public relations comes _____.
6. Radio serves a more limited audience since _____.

9. Find pairs of words as they occur in the text:

1. tourist	a) bias
2. trade	b) season
3. fringe	c) chains
4. seasonal	d) travel agents
5. domestic	e) resorts
6. vacation	f) promotion
7. ski	g) companies
8. transportation	h) benefits
9. retail	i) tourism
10. hotel	j) unions

10. Find a text of Russian advertisement promoting a tourist destination in Russia and translate it into English.

UNIT 5

TOURIST ATTRACTIONS AND ENTERTAINMENT

1. Read and memorize the following words and word-combinations:

to entertain – приймати, пригощати гостей, розважати, займати

entertaining – цікавий, розважальний; забавний

entertainment – розваги, забави; естрадний концерт

to occur – траплятися, відбуватися

income – дохід, заробіток

income tax – прибутковий податок

access – доступ; підхід

accessible – наявний; приятний

scenery – пейзаж

to gamble – грati в азартнi ігri

gamble – азартна гра; авантюра

scuba diving – пiдводне плавання

scuba вiд self-contained underwater breathing – дихання пiд водою за допомогою акваланга

handicraft – ремесло, ручна робота; мистецтво ремесника

handicraft – ремесличий; кустарний

handicraft industry – ремесличе виробництво

handicraftsman – ремесник

to float – плавати; триматися на поверхнi води

floating – плаваючий; плавучий

to devise – збагнути; придумувати; винаходити

to hire – наймати; брати на роботу

to amuse – забавляти, розважати

amusement – розвага, звеселяння; забава, веселошi часу

amusement park – парк з атракцiонами

a thrill ride – атракцiон зi спецiальними ефектами для катання

gourmet – гурман

gourmet restaurant – ресторан для гурманів

package – тур, комплексне обслуговування туристичної поїздки

merchandise – товари, товар

to afford – дозволити собі; бути в змозі

I can't afford it. – Це мені не по кишені.

I cannot afford the time. – Мені ніколи.

familiar – добре знайомий; звичний; звичайний

familiarity – повсякденність; звичність

boredom – нудьга

survey – опитування; обстеження; огляд

2. Give English equivalents of the following:

розваги

ремесло

доступ

плавати

пейзаж

наймати

підводне плавання

гурман

3. Fill in the blanks with appropriate words:

to entertain access scenery to float to amuse gourmet to afford familiar boredom survey

1. He spent the next hour _____ us with jokes.

2. A _____ is someone who enjoys and knows a lot about good food and drink.

3. There was a _____ of people's eating habits.

4. Students need to have _____ to the computer system.

5. The voice on the phone sounded very _____.

6. You should visit Norway – the _____ is magnificent!

7. _____ is the feeling you have when you are bored.

8. Someone had seen a body _____ near the shore.

9. I wish we could _____ a new computer.

10. Harry's jokes always _____ me.

4. Read and translate the text:

Tourist attractions and entertainment

Major tourist attractions include large cities like London, Moscow, Paris, New York; seashore areas in warm climates like the Caribbean and the Mediterranean; and ski resorts like those in Switzerland.

Actually, any place can become a tourist destination as long as it is different from the place where the traveler usually lives. Paris may not be a tourist attraction to a Parisian, but for a New Yorker it may have many charms.

People travel for various reasons, and there are numerous attractions that appeal to a wide variety of tastes.

In addition to being major business centers, the large cities offer attractions and entertainment for all kinds of people.

Cultural events occur frequently, including theatrical and opera performances, concerts, ballets, art exhibitions, to name a few.

There is also a wide selection of restaurants and a great variety of night life in urban centers. Shopping is an attraction for many visitors, whether in the great department stores of New York and Tokyo or in the boutiques of Paris and London.

The big cities also offer a unique atmosphere and history. One of the advantages of the big cities is their ability to absorb large numbers of tourists. These cities have an existing infrastructure that is capable of caring for the needs of millions of people; and many of the attractions that tourists visit have been developed primarily for the benefit of the inhabitants. Therefore, tourism is an economic plus for many big cities because it increases income from existing facilities, both public and private.

The large cities of course do not have a monopoly on architectural or historical monuments. Smaller towns and rural areas throughout the world have attractions of this kind that tourists visit.

One excellent example is Machu Picchi, the lost city of the Incas in Peru, which is a remote and difficult to reach area.

The ruins of Machu Picchu, a tourist attraction that has become accessible because of modern means of transportation, are visited by more and more tourists every year.

Natural scenery is also an attraction for tourists. Millions of people have visited wild areas in Africa, Middle East, Nepal and other places where they can see the wonders of nature.

Holiday resorts usually attract tourists because of their sunny beaches, their snow-covered ski-slopes, or their golf courses. In addition, they frequently offer other kinds of entertainment to their guests. At the ski resorts, it is often an atmosphere of informality, at a cosmopolitan resort like Miami Beach; it may be night clubs and stage shows. In San Juan, in addition to legal gambling, there are historical sites in the old city or tropical rain forests only a few miles away. Many of the resorts give instruction in scuba diving combined with visits to coral reefs. And of course most of them have a variety of stores and souvenir shops.

Shopping has been made a tourist magnet by government policy in some countries. Handicrafts appeal to touring shoppers in many places, where the souvenir shop that sells this kind of merchandise is as much a feature of most tourist areas as the hotel. Most people who visit these countries take home at least one sample of the local handicraft.

A cruise ship is a floating hotel, one which the passengers cannot leave outside a port. Most cruises therefore try to keep up a party atmosphere throughout the voyage, with games, dancing, costume parties, gambling and whatever other activities can be devised within a rather limited space. Entertainers are often hired for the entire trip, and they are often hit-name performers.

Throughout history, markets have given performers a chance to entertain. Many people have gone to trade fairs as much for amusement as for buying and selling. Dating from the Crystal Palace in London in 1812, many countries exhibit their products at big world's fairs in the midst of a sort of carnival atmosphere. Another modern development is the amusement park, a carnival with a variety of games, thrill rides, magic shows, and other kinds of entertainment.

A recent development is the theme park, an amusement park that designed around a unifying concept. The two huge Disney enterprises, Disneyland in California and Disney World in Florida, are the most successful examples of this kind of created tourist attraction. From a commercial point of view, they have the enormous advantage as they are designed to appeal to entire family groups rather than to any particular age level.

Many tourists don't want to be identified as tourists. These independent travelers try to visit the attractions they want to see on their own rather than a member of a tour group.

The majority of tourists however, travel in groups, with their entertainment and sightseeing included in the package. Many tour groups are formed around some kind of special purpose, such as eating a series of meals at the leading gourmet restaurants in France.

The tours that are put together for resort holidays rather than special groups often offer some entertainment or sightseeing in the package.

The sightseeing business is another part of the tourist industry that has grown rapidly in recent years. It includes selecting the sights that would appeal to tourists and then providing transportation, meals, and opportunities for shopping.

Some of the tours are part of the total travel service that is offered by such companies as Thomas Cook and American Express. A good deal of the excursion business, however, involves local enterprises whose services are sold through representatives in the tourist hotels or travel agents in the area. A large number of sightseeing trips are part-day or one-day excursions to local points of interest. A guide has a prepared talk during which he gives information about the sights that will be visited, But he must also be able to answer questions and to deal with the human problems that may arise. If the tour occupies a full day, meals are prearranged at a hotel or restaurant.

A few tourists do not want to travel in groups. Instead, they prefer the comfort of a guide to show them around and make arrangements for them. For a price, these services are available in many tourist centers. This might be described as a

personalized tour for those who can afford it. As with group excursions or tours, arrangements can ordinarily be made through the visitor's hotel or by a local travel agent.

Familiarity and boredom are the enemies of tourism. Surveys show that people who spend two weeks at a resort are generally more satisfied with their holiday than those who remain three weeks or more. This means that the entire range of amusement and entertainment available is an important factor in keeping the customers satisfied. The more variety is offered to tourists, the more pleased they are likely to be.

5. Find in the text answers to these questions:

1. What kind of places can become tourist attractions? Why?
2. What are some of the attractions and kinds of entertainment that make large cities major tourist destinations? Give examples.
3. Why do large cities have the ability to absorb large numbers of tourists?
4. Why is tourism an economic plus for many big cities?
5. What are some of the other places besides the big cities that offer historical or architectural interest? Give examples.
6. Why does natural scenery attract tourists? Where can they find it?
7. Do tourists go only to easy and comfortable places to see natural wonders? Why not?
8. What are the principal attractions of holiday resorts?
9. What other kinds of entertainment do they offer to their guests?
10. Why is shopping an important attraction for tourists?
11. What kind of merchandise is featured in many souvenir shops?
12. Why do most cruise ships try to keep up a party atmosphere throughout the voyage?
13. What forms of entertainment do they offer?
14. In what way can trade fairs and markets become tourist attractions? When did it start?
15. What is the amusement park? What is its modern development?

16. What economic advantage do the theme parks have?
17. How can independent travelers arrange their tour?
18. What kinds of entertainment or sightseeing might be included in packaged tours?
19. What activities are included in the sightseeing business?
20. What companies are known worldwide as leading travelling agencies?
21. What does the sightseeing business deal with?
22. What would usually be included in a sightseeing excursion?
23. How are sightseeing trips arranged? What are examples of more ambitious sightseeing trips?
24. Can an individual tourist employ a guide to show him around and make arrangements for him? How could a tourist do this?
25. Why is it important to offer as much variety as possible to tourists?

6. Match the words from the left-side column with their definitions from the right-side column:

1. to entertain	a) to stay or move on the surface of a liquid without sinking
2. access	b) someone who enjoys and knows a lot about good food and drink
3. scenery	c) the feeling you have when you are bored
4. to float	d) the chance or right to see or use something
5. to amuse	e) a set of questions that you ask a lot of people in order to find out information about their general opinions or behaviour
6. gourmet	f) to do something that interests and amuses people
7. to afford	g) easy to recognize because you have seen or heard them before

8. familiar	h) to have enough money to pay for something
9. boredom	i) the natural features of a place, such as the mountains, forests etc, especially when these are beautiful
10. survey	j) to make someone laugh or smile

7. Read the sentences and decide if they are true or false:

1. Any place can become a tourist destination as long as it is different from the place where the traveler usually lives.
2. People travel for one reason, and there are numerous attractions that appeal to a wide variety of tastes.
3. Cultural events occur frequently, including theatrical and opera performances, concerts, ballets, art exhibitions.
4. There are a few selections of restaurants and a great variety of night life in urban centers.
5. The big cities also offer a unique atmosphere and history.
6. One of the disadvantages of the big cities is their ability to absorb large numbers of tourists.

8. Fill in the gaps with the words and expressions from the text:

1. These cities have an existing infrastructure that is _____.
2. The large cities of course do not have a monopoly _____.
3. One excellent example is Machu Picchi, _____.
4. Natural scenery is also _____. _____.
5. Holiday resorts usually attract tourists because of _____. _____.
6. A cruise ship is a floating hotel, _____. _____.

9. Find pairs of words as they occur in the text:

1. scuba	a) ride
2. handicraft	b) attraction
3. amusement	c) life
4. a thrill	d) scenery
5. gourmet	e) resort
6. tourist	f) diving
7. ski	g) variety
8. wide	h) park
9. night	i) restaurant
10. natural	j) industry

10. Act out the conversation between the visitors and the person at the Disneyland Information Desk.

UNIT 6

WORKING IN TOURISM

1. Read and memorize the following words and word-combinations:

in comparison to – порівняно з

to generate – виробляти, створювати; генерувати

tolerant – терпимий

patient – терплячий

personnel – персонал, особовий склад, кадри

staff – штат співробітників

personnel management – керівництво кадрами

personnel department – відділ кадрів

to employ – наймати на роботу; надавати роботу

employer – підприємець; роботодавець

employee – службовець, який працює за наймом

employable – працездатний

to gain experience – придбати досвід

expertise – знання та досвід; компетенція; знання справи

to acquire – набувати; досягати; опановувати навичкою

to acquire knowledge – придбати знання

“red tape” – бюрократичні процедури

irritation – роздратування, гнів

to be in charge of smth – відповідати за щось; керувати чимось

reluctant – роблячий щось з небажанням; вимушений

to supervise – наглядати; завідувати; спостерігати; керувати

to keep up with – стежити за новітніми досягненнями; не відставати від сучасних тенденцій

lavish – щедрий; рясний; мармотратний

lavish treatment – щедре частування

a fee – плата; гонорар; винагорода

on a fee basis – на платній основі

2. Give English equivalents of the following:

порівняно з	придбати досвід
терплячий	бюроکратичні процедури
відділ кадрів	наглядати
роботодавець	гонорар

3. Fill in the blanks with appropriate words:

to generate patient staff to employ to acquire to irritate reluctant to supervise lavish a fee

1. Our discussion _____ a lot of new ideas.
2. Her attitude really _____ me.
3. A _____ is an amount of money that you pay for professional services or that you pay to do something.
4. He was always _____, even with the slowest students.
5. The critics were _____ with their praise for his new novel.
6. The hotel _____ were on strike.
7. My job is _____ school children at lunchtime.
8. The factory _____ over 2,000 people.
9. Think about how you can use the skills you have _____.
10. She was very _____ to ask for help.

4. Read and translate the text:

Careers in tourism

Like most service industries, tourism is labour-intensive; that is, it employs a high proportion of people in comparison to the number that it serves. The range of jobs is also very wide, from unskilled, like a dish washer in a restaurant, to semi-skilled, like a waiter or a chambermaid, to skilled, like a travel agent or a tour operator. In addition, tourism generates many jobs that are not usually considered to be within the industry itself – jobs in construction, manufacturing and merchandising.

A majority of the jobs in tourism have one common feature: contact with the public, including both the positive and negative aspects of dealing with ordinary human beings. Anyone who has chosen a career in tourism should enjoy working

with people and be tolerant, especially since the irritations of travel can bring out the worst qualities in some people.

In many jobs in which it is necessary to deal with the public, language skill is necessary or desirable. People who hold jobs of this kind include travel agency employees, ticket and reservations agents, airlines flights personnel, front-desk employees in hotels, tour conductors or guides, waiters, barmen and so forth. The degree of language skill may vary from using special terms in catering service jobs to speaking fluently among travel agents and tour guides. The degree of language skill may vary according to the location of the job.

The tourist industry differs from many others as it employs more women than other kinds of business. Indeed, women are found at all levels. Many successful travel agents are women who have established independent enterprises after gaining experience elsewhere in the industry. There are many different ways to acquire the necessary experience. Some agents begin as clerical workers or secretaries in travel agencies or in the transportation companies. Particular jobs that provide useful knowledge include those of ticket agent and reservations agent for the airlines.

In addition to dealing with the public, the travel agent must deal with people who work for the other components in the industry. One of the most important aspects of the job is keeping informed of the highly complex pricing policies of airlines and the resort hotels. The agent must also keep up with other developments in the industry – new resorts, changing travel regulations, new services. So travel agents who go on familiarization tours are given lavish treatment so as to impress them favourably with the services that are being offered.

The people who write about travel also receive lavish treatment from the tourist industry. There are relatively few travel writers, but they fill an important place in publicizing the industry. Some of them work full-time for magazines or newspapers. Others are free-lancers: they work for themselves and sell their articles to any publication that is interested in them. There is also a small industry in writing and publishing travel guidebooks.

The tour operators work much more within the framework of ordinary corporate practice than the small retail agencies do. Companies like Cook and American Express employ people in nearly all phases of tourism, ranging from the jobs that would be found in a retail travel agency to those that deal with packaging tours or establishing overall policy for the companies. They also employ a large staff to work on advertising and publicity.

Official and semi-official tourist bureaus also employ many people who perform different kinds of work. Some of the jobs are related to promotion which is extremely important to the whole industry. Others are involved with research, such as gathering travel statistics and trying to work out systems that increase their accuracy. Others are concerned with planning and development of existing facilities.

Consulting firms also play a part in the tourist industry.

A consultant offers the expertise he has acquired through study and experience to individual clients on a fee basis. In tourism, consultants are called in to give advice to government tourist bureaus or private developers.

Perhaps the most distinctive and difficult job in the entire industry belongs to the tour guide or conductor.

The term guide is used for one in charge of local sightseeing and “conductor” is the one accompanying a group throughout its travels and making all the arrangements for the group.

The sightseeing guide must be familiar with the points of interest that he is showing to the visitors. He usually gives a prepared talk that describes the points of interest, but he must also be prepared to answer a lot of questions. And he has to deal with any problems that occur during the tour or excursions, such as bad weather, sudden illness, and accident. A sightseeing guide needs two qualities above all – an outgoing personality and language skill.

The conductor or the guide who stays with a group throughout its trip needs the same two qualities. He also needs to have a thorough knowledge of all the regulations and red tape that the tourists will meet when going from one country to another. These are the aspects of travel that are likely to cause the most problems and create

the most irritation when they go wrong: handling the luggage of the group, easing them through government formalities, making sure they get the kind of accommodations, food and entertainment they have paid for. Another distinctive job in tourism is that of a social director. Many resort hotels and nearly all cruise ships employ a person who is in charge of the activities that are supposed to entertain and amuse the customers. The social director not only has to organize these activities, he must also involve the willing and the reluctant guests in the fun and games. A good social director should really enjoy the games and parties that are planned for the guests.

In addition to social directors, resorts employ people to supervise activities in which the resorts specialize – golf and tennis pros, or swimming, skiing and scuba diving instructors.

There are many facilities for training in the tourist industry. Many hotel companies, airlines have training programmes and courses for people who will fill both skilled and semi-skilled positions.

Tourism is an industry that is still growing rapidly. It provides people with a variety of occupations that require different kinds of skills. No matter what aspect of the industry one may work in, the final result of the effort should be a satisfied customer who remembers his trip and his holiday with pleasure.

5. Find in the text answers to these questions:

1. Why is tourism labour-intensive?
2. What is a common feature of all jobs in tourism?
3. Why are language skills necessary in many jobs in tourism?
4. What is the range of language skills required in various jobs in tourism?
5. How can people working in tourism acquire the necessary experience?
6. What are the most important aspects of different jobs?
7. Why do travel writers receive lavish treatment?
8. What is the range of activities of the tour operators?
9. What are the functions of official and semi-official tourist bureaus?
10. What does the job of consultants in tourism involve?

11. What is the difference between a tour guide and a conductor?
12. What does the sightseeing guide have to do in his job?
13. What qualities does the conductor need? Why?
14. What does the job of a social director involve? Why is this job important?
15. What kind of instructors are needed in tourism? Why?
16. What should the final result of any job in tourism be?

6. Match the words from the left-side column with their definitions from the right-side column:

1. to generate - f	a) the group of people who work for an organization
2. patient - i	b) to learn knowledge or skills
3. staff - a	c) unwilling and therefore slow to do something
4. to employ - j	d) an amount of money that you pay for professional services or that you pay to do something
5. to acquire - b	e) to make sure someone is doing their work or behaving correctly, especially by watching them
6. to irritate - h	f) to make something happen or start to exist
7. reluctant - c	g) big or impressive
8. to supervise - e	h) to annoy someone
9. lavish - g	i) able to wait calmly for a long time or to deal with difficult situations without becoming angry
10. a fee - d	j) to pay someone to work for you

7. Read the sentences and decide if they are true or false:

1. Like most service industries, tourism is labour-intensive.

2. A majority of the jobs in tourism don't have one common feature: contact with the public.
3. Anyone who has chosen a career in tourism should enjoy working with people and be tolerant.
4. In many jobs in which it is not necessary to deal with the public, language skill is not necessary or desirable.

5. The degree of language skill may vary according to the location of the job.

6. The tourist industry differs from many others as it employs more women than other kinds of business. Indeed, women are found at all levels.

8. Fill in the gaps with the words and expressions from the text:

1. Many successful travel agents are women who _____.

2. In addition to dealing with the public, _____.

3. The people who write about travel also _____.

4. Official and semi-official tourist bureaus also employ many people who _____.

5. Consulting firms also play _____.

6. Perhaps the most distinctive and difficult job in the entire industry _____.

9. Find pairs of words as they occur in the text:

1. personnel	a) treatment
2. to acquire	b) director
3. lavish	c) management
4. fee	d) operator
5. free	e) guide
6. social	f) instructor
7. tour	g) knowledge

8. consulting	h) lancer
9. sightseeing	i) firm
10. tennis	j) basis

10. Say it in English:

Туризм відноситься до тих сфер діяльності, де співвідношення клієнтів і обслуговуючого персоналу дуже висок. Діапазон професій, потрібних в індустрії туризму, теж дуже великий. Однак, основною рисою всіх, хто працює в сфері туризму, є постійне спілкування з людьми, зі всіма його позитивними і негативними аспектами. Тому той, хто хоче працювати в сфері туризму, повинен володіти такими якостями, як терпіння, комунікабельність, доброзичливість, терпимість, витривалість і багатьма іншими. У багатьох професіях пов'язаних з туризмом, необхідно знання іноземних мов. Рівень володіння іноземними мовами може змінюватись залежно від професії та місцезнаходження роботи, але те, що мовні навички є невід'ємною частиною будь-якої роботи в туризмі, не викликає сумнівів. В туризмі працює багато жінок, які придбали необхідний досвід, починаючи працювати в якості агентів туристичних фірм.

Існують консультанти, які на платній основі дають необхідні рекомендації з розвитку туристичного бізнесу. Дуже важка, але цікава робота гідів, які повинні добре знати не тільки історію країни, але і всі визначні пам'ятки і вміти цікаво про них розповісти.

Супроводжуючий групу теж стикається з безліччю проблем. Він повинен бути готовий до будь-яких проблем, що виникають під час подорожі, і вміти добре і швидко з ними справлятися.

Такими є деякі аспекти професій в туризмі. Але насправді, туризм створює величезну кількість робочих місць, особливо під час сезону. Він вважається одним з найприбутковіших і ефективних шляхів розвитку національної економіки.

UNIT 7

TRAVEL AGENTS

1. Read and memorize the following words and word-combinations:

unlike – на відміну від

storage – зберігання, склад, сховище; накопичення; акумулювання

merchandise – товари

to establish – засновувати; створювати

clientele – постійні покупці; замовники; постійні відвідувачі

retail – роздрібний; роздрібна торгівля

wholesale – оптовий

to absorb – поглинати

inducement – спонукання; мотив; стимул

route – маршрут, курс, шлях, дорога

to route – направляти по певному маршруту

en route – по дорозі; в дорозі

confirmation – підтвердження

to confirm – підтвердити

branch – галузь, філія

to branch out – відкривати філії

emphasis – акцент; наголос; виразність; сила, основна увага

to emphasize – приділяти особливу увагу; акцентувати; робити акцент на; надавати особливого значення; підкреслювати

outlet – торгова точка; ринок збуту

retail outlet – роздрібна торгова точка

alert – тривога

to be on the alert – бути напоготові; насторожі

alert - пильний; насторожений

recreational – розважальний; що відноситься до сфери розваг

recreational facilities – місця відпочинку і розваг

2. Give English equivalents of the following:

зберігання	в дорозі
роздрібний	галузь
оптовий	акцент
маршрут	тревога

3. Fill in the blanks with appropriate words:

storage merchandise to establish retail to absorb route to confirm branch to emphasize

1. There's plenty of _____ space in the garage.
2. What is the shortest _____ from here to the station?
3. I knew that I had to remain wide awake and _____.
4. _____ is things that are for sale in shops.
5. The bank has _____ all over the country.
6. The school was _____ in 1922.
7. My teacher always _____ the importance of grammar.
8. _____ profits went up by over 50%.
9. Dr. Martin _____ the diagnosis of cancer.
10. The towel _____ most of the water.

4. Read and translate the text:

The retail travel agent

The travel agency business offers attractions to people with experience in the tourist industry. Unlike most retail businesses, there is no need for the storage and display of large quantities of merchandise. This means that the initial cost of setting up an agency is low in comparison with other retail businesses.

Retail travel services are similar to clothing stores, and agency offices are often found in the same shopping areas as expensive stores.

A good location is an important factor in the success of an agency, and so office space may be expensive. Another factor in success involves establishing a steady clientele. The best customer for a travel agent may be a corporation whose executives make a large number of business trips every year.

For customers who come in off the streets, so to speak, satisfying their travel needs is the best way to assure repeated business.

The retail travel agent sells all kinds of tourist products – transportation, accommodations, sightseeing and the like to the general public. The term “retail” distinguishes him from the tour operator or packager, who can be considered the manufacturer or wholesaler of the tourist industry.

A typical travel agency has a rack of colourful brochures that illustrate the delights offered by a wide variety of tours. The cost of this kind of promotion is paid for almost entirely by the tour packages. They prepare, print and distribute the brochures, and they also absorb the national or even sometimes international, advertising costs. The retail agencies may do some local advertising. Although even in this case may be shared with tour packages or transportation companies.

Nowadays, the growth of the airlines has led to a corresponding growth in the number of retail travel agents.

The agent offers the customer one-stop convenience. The traveler can make all the arrangements for his trip without having to go to separate places for his airplane seat, his hotel reservation, his rental car, and whatever else he may want for his trip. The airlines offer inducements to travel agents to handle reservations for them.

In return for the customers who are brought in by the agencies, the airlines give special care and attention to the agents. They may set aside seats on some popular flights just for the agencies. They also give assistance to the travel agents in working out fares.

Airline fares have become very complex in recent years, with a great variety of special categories – high season and low season fares, for example, or 21-day excursions, family plans and many others besides the customary price difference between first-class and economy.

The problem becomes even more complicated when the trip has several legs – different segments of the trip of different flights, often on different airlines. The routing of a particular trip also frequently makes a difference in the total fare.

Computerization has caused great changes in the travel agency business and will continue to cause additional changes in the future. Many travel agencies are equipped with computer terminals that permit access to the information stored in the computer. This makes possible the immediate confirmation of reservations for airline seats, hotel rooms, or rental cars.

A recent trend that has developed among travel agents is to operate on a chain basis, that is, with several outlets. Some of the large travel companies have operated in this way for many years. Now the smaller agencies are also branching out. Some of them have opened offices in different parts of the same city or its suburbs, while others have opened offices throughout an entire region.

There is some difference in emphasis in the kind of business handled by travel agents in the major tourist markets and those in the major tourist destinations.

In the market areas, the emphasis is on selling travel services and tours to people who are going to some other place. The agencies in the tourist destinations, on the other hand, often put a great deal of emphasis on services the traveler will need while he remains in that area. These services including local sightseeing tours, arrangements for independent travel, currency exchange, tickets for local entertainment, and so on. Since the agencies in same tourist areas deal with many foreigners, language skills are often more important than in the market areas. It should be noted that many places are both tourist and market areas that offer the entire range of travel services.

Any retail business involves a great deal of contact with the public, with all the pleasures and pains that such contact may bring. This is doubly true for travel agents, since they are selling services and not goods. Many of their customers expect them to advise them on where they should spend their vacations, on hotels, restaurants, health problems in all parts of the world. The successful sale of services depends on pleasing the customer. The agent can serve the customer by keeping up with changing fares so that he can offer his customers the best bargains or by helping them to work out complicated fares. The agent must also keep up with changing government regulations for international travel – visa and health regulations, customs

information, airport taxes – so that he can give the traveler accurate and reliable information. The agent must even be alert for possible political problems in the tourist destination countries. One of the primary necessities for recreational travelers is personal safety.

The retail agent is normally paid by means of commissions – percentages of sales made through the agency. The commissions vary from country to country and from time to time. There are of course many rewards other than the financial ones for the travel agent. One of them for some people simply involves dealing with the public and serving their needs. Another involves the opportunity to do a great deal of travelling themselves.

5. Find in the text answers to these questions:

1. How does retail travel business differ from other kinds of businesses?
2. What factors are important for the success of a travel agency?
3. What kind of services does a travel agency offer?
4. In what way is a travel agent different from a tour operator?
5. What kind of promotion do travel agents offer?
6. What makes travel agencies very attractive to customers?
7. How are the relations between travel agents and airlines built up?
8. Why are airline fares so complicated?
9. In what way have computers changed travel agency business?
10. What other recent trends does the text mention?
11. How does travel business differ in the market areas and in the tourist destinations?
12. What does any retail business involve?
13. What do customers expect from travel agents?
14. What is one of the primary necessities for recreational travelers?
15. What rewards do travel agents get for their job?

6. Match the words from the left-side column with their definitions from the right-side column:

1. storage	a) to start a company, organization etc that will exist for a long time
2. merchandise	b) if something absorbs liquid, heat etc it takes in the liquid, heat etc through its surface
3. to establish	c) to say or prove that something is definitely true
4. retail	d) always watching and ready to notice anything strange, unusual, dangerous etc
5. to absorb	e) the way from one place to another
6. route	f) when things are kept somewhere until they are needed
7. to confirm	g) to show that an opinion, idea, quality etc is important
8. branch	h) things that are for sale in shops
9. to emphasize	i) the activity or business of selling goods to people in shops
10. alert	j) one part of an organization, a subject of study, or a family group

7. Read the sentences and decide if they are true or false:

1. The travel agency business offers attractions to people with experience in the tourist industry.
2. Retail travel services are not similar to clothing stores.
3. A good location is an important factor in the success of an agency, and so office space may be expensive.
4. The retail travel agent buys all kinds of tourist products – transportation, accommodations, sightseeing and the like to the general public.

5. A typical travel agency has a rack of colourful brochures that illustrate the delights offered by a wide variety of tours.

6. Nowadays, the growth of the airlines has led to a corresponding growth in the number of wholesale travel agents.

8. Fill in the gaps with the words and expressions from the text:

1. The agent offers the customer _____.

2. In return for the customers who are brought in by the agencies,
_____.

3. The problem becomes even more complicated when the trip has several legs –
_____.

4. Computerization has caused great changes in the travel agency business and
_____.

5. A recent trend that has developed among travel agents is
_____.

6. Any retail business involves a great deal of contact with the public,
_____.

9. Find pairs of words as they occur in the text:

1. retail	a) costs
2. recreational	b) agent
3. travel	c) seat
4. agency	d) area
5. shopping	e) reservation
6. advertising	f) outlet
7. transportation	g) convenience
8. one-stop	h) companies
9. airline	i) facilities
10. hotel	j) offices

10. Say it in English:

Турагентства є невід'ємною частиною туристичного бізнесу. Це ті "роздрібні точки", де клієнти можуть отримати усі види туристичних послуг в одному місці. Ця зручність і визначає популярність цього виду бізнесу. Для успішної роботи турагентства суттєвими є такі чинники, як його місце розташування, наявність постійної клієнтури і правильні методи рекламної кампанії. Ще однією важливою ланкою в роботі турагентств є їх взаємодія з транспортними компаніями. Особливо авіалініями.

За останні роки в роботі турагентств відбулися значні зміни, викликані впровадженням комп'ютерів в цей бізнес. Комп'ютери дозволили настільки спростити доступ клієнтів до всіх видів туристичних послуг, що виникла проблема жорсткої конкуренції з замовленнями через Інтернет. Однак, незважаючи на це, люди все ж хочуть особисто обговорити проблеми свого відпочинку з досвідченим експертом.

UNIT 8

TOUR OPERATORS

1. Read and memorize the following words and word-combinations:

to gain acceptance – отримати визнання; бути прийнятим

to gain – домагатися; отримувати; купувати; заробляти; отримувати вигоду; вигадувати

ownership – власність; право власності

to own – володіти

emergence – вихід; поява

to emerge – з'являтися; виходити; виникати; з'ясовуватися

to encourage – підбадьорювати; заохочувати; підтримувати; підбурювати

to discourage – бентежити; розхолоджувати; відбивати полювання; відмовляти

sound – здоровий; міцний; правильний; логічний

to strand – сісти на мілину (переносний); посадити на мілину

stranded – сидячий на мілині; викинутий на берег; без засобів; в скрутному становищі

sufficient – достатній; достатня кількість

a spouse – чоловік; дружина; подружжя

principal – головний; основний; провідний

principal staff – відповідальні співробітники

variety – різноманітність; багатосторонність; ряд, безліч

for a variety of reasons – з цілої низки причин

fatigue - втома; стомлення; стомлююча робота

to be available – бути доступним; мати в наявності, в розпорядженні

to secure – охороняти; гарантувати; забезпечувати; страхувати; діставати; отримувати

access – доступ; прохід; підхід

accessibility – доступність; легкість огляду; зручність підходу

countless – незліченні

2. Give English equivalents of the following:

отримати відомання	чоловік
власність	різноманітність
здоровий	втома
достатній	охороняти

3. Fill in the blanks with appropriate words:

to gain to own to emerge to encourage sufficient principal variety to secure access sound

1. Cheaper tickets might _____ people to use public transport.
2. You can _____ a lot of computer experience doing this job.
3. The roof leaks, but the floors are _____.
4. Our _____ aim is to provide support for one-parent families.
5. He _____ two houses in Utah.
6. Students need to have _____ to the computer system.
7. He _____ from his hiding place.
8. We _____ the boat with a rope.
9. The police have _____ evidence to charge him with murder.
10. The college offers a wide _____ of language courses.

4. Read and translate the text:

Tour operators

Tour operators can be considered the wholesalers of the industry. Their product, which is a service, is the packaged tour.

Packaged tours offer transportation, hotel accommodations and transfer to and from the airport. The tourist pays a lower price for this package than if he were trying to make all the arrangements on his own.

In addition to the basic features, the tour package may also offer meals, entertainment, sightseeing, a rental car and many other extras.

The first tour in the modern sense was put together by Thomas Cook in 1841. Cook was soon offering tours all over the world, and the idea gained acceptance very

quickly not only in England but also in other European countries and in the United States.

The firm of Thomas Cook and Sons has remained a major force in the travel industry, despite the number of changes in ownership. The great increase in tourism that took place in the 1960s, especially in Europe, was in part the result of the emergence of a number of firms whose chief business was packaging and operating tours.

The typical package that the European tour operators put together consisted of the least expensive two-week holiday tour. It was primarily intended for northern Europeans who wanted a Mediterranean vacation. As the competition among the operators brought prices down, many people who had never travelled before were encouraged to try a trip abroad. Both tourism in general and the tour operating companies themselves expanded very quickly.

The rapid expansion, however, has also resulted in many changes in management and methods of operation for the firms in the business. A sounder financial base became necessary, since tour groups were sometimes left stranded because tour operators did not have sufficient cash to pay the price of the aircraft charter.

Tours are also arranged for employees and their spouses by corporations. The corporations typically offer these vacation trips as reward for superior sales effort or as an incentive to improve performance. This type of tour is not open to the general public, but it is welcomed by the airlines and by hotel operators in the established resorts that frequently attract business of this kind.

It is possible to distinguish between two general types of tours. One is the holiday package that has a resort hotel as its destination. While local sightseeing or entertainment may be included in the package, the tours are generally of the “no frills” variety – in other words, without expensive extras. The major attractions usually include sun, sea and activities such as golf or tennis that are offered by the resort itself. Local colour is not important – many holiday-makers are hardly aware of what country their hotel is in.

The second is the guided tour that features sightseeing or some other special attraction. These tours are accompanied by a guide who is in charge of travel arrangement and activities. The activity offered by the tour is its principal attraction. The tour may combine travel with education. Most of these tours include several different destinations and a good deal of local travel within one region. Thus, they require careful arrangement and coordination of accommodations, local transportation, luggage handling, and all the other details that accompany any kind of travel.

The person who leads such tours is the tour guide. He is multilingual, he relates well to other people, and he deals with the variety of problems that arise not only in making travel arrangements, but also in carrying them out.

He deals with the problems of lost luggage and unsatisfactory hotel accommodations, with rainy days and fatigue, with sudden illness, and with interpersonal problems that arise among the members of the group.

There are many advantages in the packaged tours, the most obvious being the price. When airplane tickets and hotel rooms are reserved in blocks by the tour operators, considerable savings are passed on to the customers. Many people would never travel at all without the price inducements offered by packaged tours.

A second advantage is the opportunity for tourist to make all his travel arrangements in one place at one time.

The independent traveler – one who does not travel as a member of a group – often has to go to considerable trouble to put the different pieces of his trip together. Airline seats may not be available when he wants them, or he may not be able to secure the hotel accommodations that he wants.

Even when a travel agent makes the arrangements, these difficulties still exist. The tour offers convenience as one of its inducements.

A third advantage can be summed up in the term accessibility. Tours make it possible for people to visit many remote areas that would otherwise be too difficult for them to try to see on their own. Tour operators have made countless places throughout the world accessible to the general public.

5. Find in the text answers to these questions:

1. Why are tour operators considered wholesalers of the tourist industry?
2. What do packaged tours offer?
3. When was the first packaged tour put together?
4. How did the emergence of a great number of tourist firms influence tourism in general?
5. What was the result of the competition among the tour operators?
6. What did the rapid expansion of tourism lead to?
7. What types of tours does the text mention?
8. What is the difference between a holiday package and guided tour?
9. What qualities does a tour guide need? Why?
10. What are the advantages of a packaged tour?

6. Match the words from the left-side column with their definitions from the right-side column:

1. to gain	a) to get or achieve something that is important, useful, or valuable
2. to own	b) most important; main
3. to emerge	c) to get something important, especially after a lot of effort
4. to encourage	d) to appear or come out from somewhere
5. sufficient	e) based on good judgement, and likely to produce good results
6. principal	f) as much as you need for a particular purpose
7. variety	g) the chance or right to see or use something
8. to secure	h) to legally have something because you bought it or have been given it

9. access	i) a lot of different types of things or people
10. sound	j) to try to persuade someone to do something, especially by making them more confident

7. Read the sentences and decide if they are true or false:

1. Tour operators can be considered the wholesalers of the industry.
2. Packaged tours offer transportation, hotel accommodations and transfer to and from the railway station.
3. In addition to the basic features, the tour package may also offer meals, entertainment, sightseeing, a rental car and many other extras.
4. The first tour in the modern sense was put together by Thomas Cook in 1941.
5. The firm of Thomas Cook and Sons has remained a major force in the travel industry, despite the number of changes in ownership.
6. The typical package that the European tour operators put together consisted of the least expensive one-week holiday tour.

8. Fill in the gaps with the words and expressions from the text:

1. The rapid expansion, however, has also resulted in many changes in management and _____.
2. Tours are also arranged for employees and their spouses by corporations.
3. It is possible to distinguish between _____
4. The second is the guided tour that features sightseeing or _____.
5. The person who leads such tours is _____.
6. There are many advantages in the packaged tours, _____.

9. Find pairs of words as they occur in the text:

1. to gain	a) operator
2. principal	b) accommodation
3. tour	c) charter

4. packaged	d) trip
5. hotel	e) tour
6. rental	f) traveller
7. sufficient	g) cash
8. aircraft	h) acceptance
9. vacation	i) car
10. independent	j) staff

10. Say it in English:

Туроператори - це фірми, які займаються організацією турів, включаючи транспорт, проживання, програми розваг і відпочинку туристів.

Вони є "оптовими" продавцями туристичного бізнесу, в той час як агенти продають створювані ними послуги.

Розвиток туристичного бізнесу призвів до того, що фірми-оператори змущені були вдосконалювати методи управління і ведення справ.

Їм доводиться мати справу з величезним діапазоном потреб туристів і надавати широкий спектр послуг.

Переваги "пакетних" турів стали очевидними з моменту їх виникнення. Туризм став масовим саме тому, що подібні тури дозволяли туристам заощаджувати, і тим самим зробили відпочинок доступний широким верствам населення.

Зручно замовляти поїздку зі всіма зручностями в одному місці і за подібною ціною, вони довіряють всі турботи, пов'язані з організацією відпочинку, туристичним фірмам.

Тому на туристичні фірми лягає велика відповідальність виправдання надій їх клієнтів та забезпечення їм здорового, безпечного і цікавого відпочинку.

UNIT 9

TOURISM AND TRANSPORTATION

1. Read and memorize the following words and word-combinations:

tiny – дуже маленький; крихітний

freight - фрахт; вантаж; вартість перевезення; наймання судна для перевезення вантажів

to cope with – впоратися з чимось

to confront – стояти обличчям до обличчя; протистояти; зіткнутися з проблемами

carrier – перевізник; транспортне агентство; носій; возій

a ferry – переправа; пором

to ply – курсувати

to ply across – курсувати, перетинаючи будь-який простір

schedule – розклад, графік; план

to be behind schedule – запізнюватися

to be on schedule – точно, вчасно

to schedule – включати в розклад; призначати; намічати; планувати

the journey is scheduled for five days – подорож розрахована на п'ять днів

to aim at – прагнути; націлюватися на

affinity – спорідненість; близькість; властивість

substantially – в значній мірі; міцно; ґрунтовно

a convention – збори; з'їзд

subject – що підлягає чомуусь; підлеглий; підвладний

subject to – за умови; допускаючи, якщо

bilateral – двосторонній

to overcome – подолати; перемогти; здолати; перемогти

2. Give English equivalents of the following:

крихітний

розклад

vantazh

точно

переправа

збори

курсувати

подолати

3. Fill in the blanks with appropriate words:

*tiny freight journey to confront schedule to ply convention subject to
to overcome to cope with*

1. _____ is to travel regularly between two places in a boat, taxi.
2. There are thousands of _____ fish in the river.
3. How do you _____ all this work?
4. _____ is goods carried by road, trains, planes, or ships.
5. I'm trying _____ my fear of flying.
6. My _____ to work usually takes about an hour.
7. We're going to build a garage, _____ planning permission.
8. I have a very busy _____ this week.
9. She shocked her neighbours by ignoring every social _____.
10. I just can't _____ her about her drinking.

4. Read and translate the text:

Tourism and transportation

Transportation is a vital aspect in the total tourist industry because being in a different place from where you live is an essential feature of tourism.

Without the modern high-speed forms of transportation that are available to large numbers of people, tourism would be possible only for a tiny fraction of population. During the 19th century railroads spread across Europe, North America and many other parts of the world. They formed the first successful system of mass transportation, carrying crowds of people to such English seaside resorts as Brighton, Margate and Blackpool.

The tourists on Thomas Cook's first organized tour in 1841 travelled by railroad.

Steamships were developed at about the same time as railroads, but they were used for the most part on inland waterways. By 1900, they were developed so that they were carrying passengers and freight on all the oceans of the world.

Unfortunately for those people who prefer leisurely travel, both railroads and steamships have lost much of their business in the second half of the 20th century. The automobile has replaced the railroad for most local travel. It offers convenience.

The traveler can depart from his own home and arrive at his destination without transferring luggage or having to cope with any of the other difficulties that would ordinarily confront him. The apparent costs of a trip by automobile are also lower, especially for family groups.

A very large percentage of domestic tourism now takes advantage of the automobile for transportation. In Europe, where the distance from one national board to another may be very short, automobiles are also used extensively for international journeys.

For long-distance travel, the airplane has replaced the railroad and the ship as the principal carrier. The airplane had become so commonplace that we often fail to realize what a recent development in transportation it really is!

The railroads have suffered on short-distance routes as well as on long-distance routes. Motor buses, or coaches as they are called in England, have replaced railroad passenger service on many local routes.

Ships still play an important part in tourism for the purpose of cruising. A cruise is a voyage by ship that is made for pleasure rather than to arrive quickly at a fixed destination. The cruise ship acts as the hotel for the passengers as well as their means of transportation. When the tourists reach a port, they are usually conducted on one-day excursions, but return to the ship to eat and to sleep.

Ships play another part in modern tourism as car ferries. Particularly in Europe, the tourist who wants to have his car with him on a trip can take advantage of car ferries across the English Channel or the Strait of Gibraltar. Car ferries even ply across large bodies of water such as the North Sea between England or Scotland and Scandinavia. The city of Dover on the English Channel handles the largest volume of passenger traffic of any port in the UK primarily because of car ferries services.

The airlines are now very prominent in the tourist industry and it is important to remember that there are two kinds of airline operations, scheduled and nonscheduled.

A scheduled airline operates on fixed routes at fixed times according to a timetable that is available to the public.

A nonscheduled airline operates on routes and at times when there is a demand for the service. The nonscheduled airline is, in other words, a charter operation that rents its aircraft. The competition between the two has been very intense.

The scheduled airlines aim their services primarily at business travelers, at people visiting friends and relatives, and at others who travel alone or in small groups. A scheduled airline flight is usually filled with strangers going to the same destination.

As seating capacity increased with the introduction of newer, larger and faster planes, the airlines were able to offer a percentage of their seats for sale through travel agents or tour operators. They introduced special fares and by means of these special fares, they were able to increase their business substantially. The greatest growth in tourism began with the introduction of these ITX fares, as they are called, in the 1950's and 1960's.

IT stands for inclusive tour, a travel package that offers both transportation and accommodations, and often entertainment as well.

ITX stands for tour-basing fares. They are offered by scheduled airlines to travel agents or tour operators who sell the package to the general public.

Still another important abbreviation in tourism is CIT, charter inclusive tour, one that uses a charter plane for transportation.

The nonscheduled airlines got a start largely as a result of government business. In addition to transporting supplies or military personnel, the nonscheduled airlines chartered entire flights to groups that were travelling to the same destination – businessmen and their wives attending a convention, for example, members of a music society attending the Festival.

Groups travelling to the same place for a similar purpose are called affinity groups.

Charter inclusive tours were sold at even lower fares than the inclusive tours on the scheduled airlines.

All transportation is subject to regulation by government, but the airlines are among the most completely regulated of all carriers. The routes they can fly, the number of flights and many other matters are controlled by means of bilateral agreements between different countries in the case of international airlines.

The airlines, both scheduled and nonscheduled, must overcome many problems in the future. They need to reduce their operating costs to a level where they can continue to offer fares that will make holiday travel attractive to as many people as possible.

And they have not solved the problem of attracting new passengers. As important as air transportation is for the tourist industry, it is estimated that only about 2 percent of the world's population has ever travelled by plane.

5. Find in the text answers to these questions:

1. Why is transportation a vital aspect in the tourist industry?
2. How did means of transportation develop?
3. Why have railroads and ships lost much of their business?
4. What makes car a very convenient means of transportation?
5. What mode of transportation has become principal carrier for long-distance travel? Why?
6. Why do ships play an important part in tourism?
7. What is "cruise?"
8. What is "car ferry?"
9. What kinds of airline operations does the text describe?
10. What is the difference between a scheduled and nonscheduled airlines?
11. Why did airlines introduce special fares?
12. How did this influence their business?
13. What does IT stand for?

14. What does ITX mean?

15. How did nonscheduled airlines start?

16. What is “an affinity group?”

17. How is all transportation regulated?

18. What problems do the airlines have to solve in future?

6. Match the words from the left-side column with their definitions from the right-side column:

1. tiny	a) a trip from one place to another, especially over a long distance
2. freight	b) a plan of what someone is going to do and when they will do it, or a plan of when work is to be done
3. journey	c) to travel regularly between two places in a boat, taxi etc
4. to confront	d) a large formal meeting of people who belong to the same profession, organization etc
5. schedule	e) to succeed in controlling a feeling or problem
6. to ply	f) extremely small
7. convention	g) only happening if something else happens
8. subject to	h) to try to make someone admit they have done something wrong
9. to overcome	i) to deal with something successfully
10. to cope with	j) goods carried by road, trains, planes, or ships

7. Read the sentences and decide if they are true or false:

1. Transportation is a vital aspect in the total tourist industry because being in a different place from where you live is an essential feature of tourism.
2. During the 18th century railroads spread across Europe, North America and many other parts of the world.
3. The tourists on Thomas Cook's first organized tour in 1841 travelled by railroad.
4. Steamships were developed at about the same time as railroads, but they were used for the most part on inland waterways.
5. By 1800, they were developed so that they were carrying passengers and freight on all the oceans of the world.
6. The automobile has replaced the railroad for most local travel.

8. Fill in the gaps with the words and expressions from the text:

1. The apparent costs of a trip by automobile are also lower,
_____.
2. For long-distance travel, the airplane has replaced the railroad and the ship
_____.
3. The railroads have suffered on short-distance routes
_____.
4. Ships still play an important part in tourism _____.
_____.
5. Ships play another part in modern tourism _____.
_____.
6. A scheduled airline operates on fixed routes at fixed times
_____.

9. Find pairs of words as they occur in the text:

1. to ply	a) ferry
2. to be on	b) route
3. tiny	c) buses
4. rail	d) across
5. steam	e) fraction
6. long-distance	f) schedule
7. motor	g) travel

8. local	h) airline
9. car	i) roads
10. scheduled	j) ships

10. Render the following text into English.

"Зелений поїзд" - це назва туристичного маршруту в Сардинію. Залізниця Сардинії організувала туристичну поїздку у вагонах, які тягне паровоз. Але це назва, у більш широкому сенсі, відноситься до всіх залізничних турах, включаючи і ті, які проводяться на звичайних поїздах.

Цілий ряд проектів було здійснено в підтримку туру "Зелений поїзд". У цих проектах брала участь Рада з туризму Сардинії (Sardinian Tourist Board > E.S.I.T), а також Європейський Союз, який вніс значні фінансові кошти в реставрацію вокзалів і станцій для зупинок уздовж всього маршруту, відновлення залізничних гілок і залізничного музею в Мэнаррато.

Були відкриті туристичні бюро, які надають необхідну інформацію і займаються розміщенням туристів в готелях, а також відновленням парку старих локомотивів, в результаті чого були реставровані шість паровозів і чотири автобуси, які були зроблені на початку століття.

Поїздка на цих поїздах є, мабуть, кращим способом відкрити для себе самі прекрасні місця в Сардинії. Помірна швидкість дозволяє мандрівникам краще побачити, оцінити і зрозуміти красу ландшафту, особливо те, як він змінюється протягом маршруту. Насправді, ви не просто їдете за місцевістю, а як би досліджуєте цю територію, яка місцями виглядає такою дикою і важкодоступною, що дістatisя до цих місць можна було б тільки пішки, та й то витративши багато зусиль.

Існують і інші приємні аспекти подорожі на "Зеленому поїзді". Він рухається з такою розміrenoю і заспокійливою швидкістю, і за вікнами ви спостерігаєте такий спокійний, чарівний краєвид, що часом перетворюється в щось подібне мрії, і наше бажання піти від божевільного режиму міського життя повністю здійснюється.

UNIT 10

ACCOMMODATION AND CATERING

1. Read and memorize the following words and word-combinations:

to vary – мінятися, різнистися, урізноманітнити, варіювати

luxury – розкіш, предмет розкоші

luxurious – розкішний; марнотратний; що любить розкіш

vicinity – сусідство, близькість (відстані), околиці, округа, район

in the vicinity of – поблизу; близько; приблизно

in close vicinity – близько, по сусідству

impact – удар; поштовх; імпульс; вплив

pension – пансіон

heritage – спадщина

franchise – право голосу; привілей; франшиза (ліцензія); право на виробництво

або продаж іншої продукції компанії

to lease – здавати в оренду

lease – оренда; контракт, що дає право володіти і розпоряджатися нерухомістю

на визначений термін і за фіксовану плату

lounge – хол або кімната для відпочинку

lounge suit – піджачний костюм

condominium – кондомініум, співлодіння

joint owners – співласники

marina – морський пейзаж; марина; спеціальний причал для приватних човнів і яхт

gourmet – гурман, гастроном

delicatessen – делікатеси, кулінарія, гастрономічний магазин

liquor store – магазин лікеро-горілчаних напоїв

off-licence – магазин, де продають міцні алкогольні напої

furthermore – до того ж, крім; більш того

2. Give English equivalents of the following:

мінятися	пансіон
розкішний	спадщина
близько	оренда
удар	гурман

3. Fill in the blanks with appropriate words:

to vary luxury impact pension heritage lease gourmet marina delicatessen franchise

1. There was a two-year _____ on the apartment.
2. _____ is a permission given to another business person to sell a company's products or services.
3. Prices _____ from store to store.
4. _____ is a small area of water where people pay to keep their boats.
5. _____, which is pronounced in French, is another type of accommodation for travelers, especially in Europe.
6. We can't afford _____ like music lessons.
7. _____ is a small shop that sells cheese, cooked meat, salads, bread etc.
8. He had a big _____ on my life.
9. Ireland's musical _____ was presented in this concert.
10. _____ is a lover of good food.

4. Read and translate the text:

Accommodations and catering

A wide variety of accommodations is available to the modern tourist. They vary from the guest house or tourist home with one or two rooms to grand luxury hotels with hundreds of rooms.

Before the age of railroads, travelers stayed at inns in the country or in small hotels – most of them family-owned – in the towns and cities. The first big hotels with hundreds of rooms were built in the vicinity of railroad terminals to serve the flood of new passengers. These new hotels were more impersonal than the old-fashioned family-style inn or hotel.

A feature of Europe is the pension, a small establishment with perhaps ten to twenty guest rooms. Originally, pensions offered not only lodging but also full board, all of the day's meals for the guest. Nowadays, however, most of them offer only a bed, usually at an inexpensive rate, and a "continental breakfast" of coffee and rolls.

Many people travel to Europe because of its rich historical and cultural heritage. As a result, many old homes and castles have been converted into small hotels. Many old inns have also been restored to serve people with similar romantic tastes. The major trend in the hotel industry today, however, is toward the large corporate-operated hotel. Many of these hotels might be described as "packaged."

Some of the hotel corporations operate on a franchise basis; that is, the hotel and its operation are designed by the corporation, but the right to run it is sold and leased. His franchise can be withdrawn, however, if he does not maintain the standards that have been established. Large, modern hotels contain not only guest rooms, but many other facilities as well. They usually contain restaurants and cocktail lounges, shops and recreational facilities such as swimming pools or health clubs. Many hotels also have facilities for social functions, conventions and conferences – bathrooms, auditoriums, meeting rooms of different sizes, exhibit areas and the like.

Nowadays, convention facilities are very often included in resort hotels so that people who attend conventions there can combine business with pleasure.

Another development in the hotel business is the motel, a word made up from "motor" and "hotel". The motel might be described as a place that has accommodations both for automobiles and people. The typical motel is a low structure around which is built a parking lot to enable the guests to park their cars as close as possible to their rooms.

Another trend in resort accommodations is condominium construction. The condominium is a building or group of buildings in which individuals purchase separate units. At the same time they become joint owners of the public facilities of the structure and its grounds and recreational areas. The condominium has become popular because of the desire of many people to own a second home for holidays.

Caravanning and camping reflect another trend in modern tourism, thanks to the automobile. Cars variously called caravans, vans or campers come equipped with sleeping quarters and even stores and refrigerators. They are in effect small mobile homes, or at least hotel rooms. Many people also carry tents and other equipment with which they can set up a temporary home. Facilities are now offered in many resort areas for camping. The operator may rent only space, but he may also provide electricity and telephone service.

A similar kind of arrangement exists for boat owners who wish to use their boats for accommodation while they are travelling in them. This involves the marina, a common feature of resort areas on waterways.

The hotel business has its own load factor in the form of the occupancy rate. This is the percentage of rooms or beds that are occupied at a certain point in time or over a period of time. One of the main problems of the hotel business is a high occupancy rate during one season and a very low one during another.

Catering, providing food and drink for guests, has always gone together with accommodations. Food services are a feature of hotels. The typical modern “packaged hotel” includes a restaurant, a café shop for quicker and less expensive meals, and a bar or cocktail lounge. Many larger hotels have several restaurants, often featuring different kinds of foods, as well as different prices. Hotels also normally provide room service – food and drink that are brought to the guest’s room. In addition, catering service is usually provided in the hotel’s recreational areas. The poolside bar and snack bar for quick food are normal part of the service at a resort hotel.

Restaurants, bars and nightclubs outside the hotels are a standard feature of the resort scene. Indeed, many resorts could not really operate without them. They provide not only catering, but also some kind of entertainment for the tourist who is bored with the limits of hotel life.

Food, in fact, may be one of the reasons why people travel. Many people go out of their way to visit France, for example, because of the gourmet meals that are served there. Similarly, the excellent restaurants of Hong Kong constitute one of its

principal tourist attractions. It should also be pointed out that many grocery stores, delicatessens, and liquor stores make money from tourism.

The accommodations and catering service industries employ large numbers of people. At a luxury hotel, there may be as many as two or three employees for every guest room. At a large commercial hotel, there are usually about eight employees for every ten guest rooms. This intensive use of labour is one of the reasons why tourism is so attractive to developing countries. Furthermore, many of the hotel and restaurant jobs are semiskilled work, so only a small amount of training is necessary to fill them.

5. Find in the text answers to these questions:

1. What kinds of accommodations are available to modern tourists?
2. Which of them date back to old times?
3. What features are typical for European hotels? Why?
4. What is the major trend of development in the hotel industry today?
5. What does franchise basis mean?
6. What facilities do modern hotels contain?
7. What is a motel?
8. Why has the condominium become so popular?
9. What are the attractions of caravanning or camping?
10. What are arrangements for boat owners?
11. What is the occupancy rate?
12. What does the typical “packaged hotel” include?
13. Why is catering closely connected with hotel business?
14. What does catering involve?
15. What are the attractions of food service?
16. Why is hotel business and catering important for development of national economy?

6. Match the words from the left-side column with their definitions from the right-side column:

1. to vary	a) a legal agreement in which you pay
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	rent in order to use a building for a period of time
2. luxury	b) someone who enjoys and knows a lot about good food and drink
3. impact	c) permission given to another business person to sell a company's products or services
4. pension	d) the effect something or someone has
5. heritage	e) a small area of water where people pay to keep their boats
6. lease	f) if things of the same type vary, they are all different from each other
7. gourmet	g) the traditional beliefs, customs etc that have been in a society for a long time
8. marina	h) a small shop that sells cheese, cooked meat, salads, bread etc
9. delicatessen	i) great comfort, especially resulting from beautiful or expensive things
10. franchise	j) money that a company or the government pays regularly to someone after they have stopped working because they are old or ill

7. Read the sentences and decide if they are true or false:

1. A wide variety of accommodations is available to the modern tourist.
2. After the age of railroads, travelers stayed at inns in the country or in small hotels.
3. A feature of Europe is the pension, a small establishment with perhaps ten to twenty guest rooms.

4. A little amount of people travel to Europe because of its rich historical and cultural heritage.

5. Many old inns have also been restored to serve people with similar romantic tastes.

6. Small hotels contain not only guest rooms, but many other facilities as well.

8. Fill in the gaps with the words and expressions from the text:

1. Nowadays, convention facilities are very often included in resort hotels

2. Another development in the hotel business is the motel, a word made up from “motor” and “hotel”.

3. Another trend in resort accommodations is _____.

4. Caravanning and camping reflect another trend in modern tourism,

5. A similar kind of arrangement exists for boat owners

6. The hotel business has its own load factor

9. Find pairs of words as they occur in the text:

1. lounge	a) house
2. joint	b) rate
3. liquor	c) board
4. guest	d) bar
5. occupancy	e) hotel
6. room	f) owners
7. snack	g) suit
8. luxury	h) basis
9. full	i) service
10. franchise	j) store

10. Render into English.

Ласкаво просимо на Кіпр, в апартаменти "Маріанна".

Апартаменти "Маріанна" розташовані в туристичній зоні Лімасола в безпосередній близькості від магазинів, ресторанів і барів і всього в 300 метрах від моря.

Розміщення.

До ваших послуг апартаменти або однокімнатні квартири з невеликою кухнею, холодильником, ванною.

Є радіо і телевізор, кондиціонер, центральне опалення та індивідуальний сейф (за бажанням).

Устрій комплексу.

Реєстрація цілодобово, міні-маркет, пральня самообслуговування, ресторан, бар, басейн, телегостина, дитяча ігрова кімната, гімнастичний зал, сауна, тенісний корт, можливий догляд за дитиною.

Розваги.

Яскраві видовища організовуються практично кожен вечір: традиційні фольклорні шоу, дискотеки, караоке, барбекю, бінго.

Апартаменти розроблені з урахуванням сучасних вимог комфорту, більшість мають балкони і прекрасно обладнані. Повне самообслуговування відкидає вторгнення в приватне життя клієнтів і забезпечує їм абсолютну незалежність.

М'які, прозорі хвилі Середземного моря, блакитне небо, золотисті пляжі, екзотична рослинність, привітний народ, а найголовніше - зручні і зі смаком обставлені апартаменти зроблять "Маріанну" справжнім раєм, а відпустку незабутнім для Вас, Вашої сім'ї або друзів.

UNIT 11

BUSINESS TRAVEL

1. Read and memorize the following words and word-combinations:

executive – керівник вищої ланки

squall – крик, пронизливий крик, вереск

to squall - волати, пронизливо кричати, верещати (про дітей)

to pamper – балувати, розпещувати

to jet-set – елітно подорожувати; "вершками товариства"

mundane – світський; мирський; земний

virtually – фактично, в сутності; воістину

to relinquish – відмовлятися від права; поступатися; передавати комусь

mishap – невдача, нещастя

reconciliation of the costs – врегулювання витрат; приведення обліку всіх витрат

у відповідність з урахуванням компанії; узгодження витрат

expense containment – зміст витрат на поїздку

paramount – першорядний, переважаючий

of paramount importance – першорядної важливості

his influence became paramount – його вплив став переважаючим

to woo – домагатися; вмовляти; докучати проханнями

anxious – сильно бажаючий; прагнучий до чогось

to be anxious for success – прагнути до успіху

I am anxious to see the place. – Мені дуже хочеться побачити ці місця.

glamorous – чарівний; ефектний

2. Give English equivalents of the following:

крик

невдача

балувати

першорядний

світський

домагатися

фактично

чарівний

3. Fill in the blanks with appropriate words:

to reconcile to pamper to relinquish paramount to woo anxious glamorous virtually executive mishap

1. June's _____ about going such a long way on her own.
2. The couple are now _____.
3. We completed our journey without further _____.
4. If a man _____ a woman, he spends time with her, hoping to persuade her to marry him.
5. You _____ that boy too much!
6. _____ is an important manager in a company:
7. The General refuses _____ control of the city.
8. The town was _____ destroyed.
9. Protecting the children's privacy is considered to be of _____ importance.
10. _____ is attractive and exciting, especially because of being connected with wealth or success.

4. Read and translate the text:

Business travel

Travelling on business has been one of the growth sectors of the travel industry in the past decade. Yet a decade ago many business travelers were still being forced to share aircraft cabins with squalling children and laid-back tourists.

Now the trend is to pamper the executive not only with his or her own compartment away from tourists but to give business travelers greater control over their environment – eating when they want to, for example – as well as acknowledging the demands of work.

Being able to make international telephone calls from the cabin of a Jumbo jet at 30,000 feet, for example, will increasingly be seen as an essential part of international business travel.

Yet the business travel industry is not simply about those executives who jet-set to New York and back in a day on Concorde.

The bulk of business travel is carried out on a more mundane level: virtually all employees at a managerial or executive level within companies travel at some time on company business.

Most often this will be via a train or company car and the type of hotel used will be more modest than Claridges or the Savoy. In fact, fastest growth is seen in the mid-price sector – such as Marriott's Courtyard hotels or Holiday Inn's Garden Court. Both these budget-value chains have proved a success in the US and are being introduced into the UK and continental Europe.

Leading international hotel chains now find that business travelers account for over 60 percent of their occupancy, a significant rise on a decade ago when business travelers accounted for under 50 percent of average international hotel occupancy.

But while business travel of any type seems glamorous to those back in the office or at home, most surveys of frequent travelers on business show that stress is common.

The Hyatt hotel chain, for example, surveyed 700 international travelling executives and found that while many found travel stimulating, at least in part, most were of the belief that the only certainty about business travel was that “something will go wrong.” The survey found that most travelers became stressed as a result of losing their individual corporate status. “Travelers relinquish office status for anonymity among the mass of other business travelers,” the survey reports.

“Stress is seen as a reaction to separate, isolated circumstances such as airport crowds, airline or hotel mishaps, or the separation from home or family,” it adds.

The report pointed out that the only way to overcome such loss of individuality when travelling was to take on the trappings of importance, such as flying first class, having a personal limousine, and staying in expensive hotel suites.

Surprisingly, however, that frequent business travelers were no better at coping with the stress of travel than infrequent travelers. Another thing is that majority of executives felt their companies were not doing enough about travel management to relieve stress.

“The travel agent had booked me on the wrong flight, leaving me stranded in Jamaica when I should have been in Puerto Rico,” commented one executive.

Improved travel management is one of the areas of most corporate interest as the benefits of controlling business travel costs become more apparent.

American Express points out that business travel costs are part of a cycle of activity: this starts with planning travel, physical arrangements of the trip and the travel itself; payment; reviewing the cost; and reconciliation of the costs.

Thomas Cook’s corporate travel division suggests companies should continue to focus on expense containment.

The introduction of computer reservation to book airline seats means that they offer the best travel arrangements for individual travelers without favouring one airline over another.

The new computer system offer a real prospect of improving further the efficiency of business travel booking and the service they provide truly meets the customers’ needs.

The benefits of an international chain of business hotels are part of the reason for the move to buy world-wide hotel chains.

The importance of computer technology in both the airline and hotel industries is paramount.

Although the state of the world’s economy is clearly a large determinant for business travel, there are also other factors that influence its development. The creation of the European single market, the opening up of Eastern Europe has led to a considerable increase in business travel. A number of leading hotel chain are developing business hotels in Poland, Hungary and Moscow to meet the demand.

As the world’s economies become ever more integrated, and the ability to travel becomes both cheaper and easier, business travelers are increasingly wooed by a travel industry anxious to win their custom.

5. Find in the text answers to these questions:

1. How has the attitude to business travelers changed in the past few years? Why has it changed?

2. What sectors of business travel are developing especially fast?
3. Why is business travel stressful?
4. What are the results of surveys concerning the dissatisfaction factors of business travel?
5. What are the ways to overcome this dissatisfaction?
6. Why is travel management important?
7. What new benefits do computer reservation systems offer?
8. Why is computer technology of paramount importance for travel industry?
9. What factors influence further development of business travel?
10. In what way?

6. Match the words from the left-side column with their definitions from the right-side column:

1. to reconcile	a) more important than anything else
2. to pamper	b)
3. to relinquish	c) to have a good relationship with someone again after arguing with them
4. paramount	d) very worried about something that may happen
5. to woo	e) an accident or mistake
6. anxious	f) if a man woos a woman, he spends time with her, hoping to persuade her to marry him
7. glamorous	g) to give your position, power, rights etc to someone else
8. virtually	h) attractive and exciting, especially because of being connected with wealth or success
9. executive	i) almost completely
10. mishap	j) to give someone a lot of care and attention

	attention
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7. Read the sentences and decide if they are true or false:

1. Travelling on business has been one of the growth sectors of the travel industry in the past decade.
2. Now the trend is to pamper the executive only with his or her own compartment away from tourists.
3. Being able to make international telephone calls from the cabin of a Jumbo jet at 10,000 feet, for example, will increasingly be seen as an essential part of international business travel.
4. Yet the business travel industry is not simply about those executives who jet-set to New York and back in a day on Concorde.
5. The bulk of business travel is not carried out on a more mundane level.
6. Most often this will be via a train or company car and the type of hotel used will be more modest than Claridges or the Savoy.

8. Fill in the gaps with the words and expressions from the text:

1. But while business travel of any type seems glamorous to those back in the office or at home, _____.
2. The survey found that most travelers became stressed _____.
3. "Stress is seen as a reaction to separate, isolated circumstances such as _____.
4. Surprisingly, however, that frequent business travelers were no better _____.
5. Improved travel management is one of the areas of most corporate interest _____.
6. Thomas Cook's corporate travel division suggests companies _____.

9. Find pairs of words as they occur in the text:

1. expense	a) level
2. of paramount	b) chain
3. aircraft	c) crowds
4. squalling	d) children
5. business	e) limousine
6. mundane	f) containment
7. company	g) cabins
8. hotel	h) business
9. airport	i) traveler
10. personal	j) importance

UNIT 12

CUSTOMER RELATIONS IN TOURISM

1. Read and memorize the following words and word-combinations:

subjective – суб'єктивний

outlay – витрати

to outlay – витрачати

a legally binding contract – юридично зобов'язуючий контракт

to be under a legal obligation – бути пов'язаним юридичним зобов'язанням

to crop up – несподівано виявлятися; виникати

to be entitled to smth – мати право на щось

entitlement – право

to be covered – бути захищеним від ризику страховкою; бути застрахованим

to seek compensation – вимагати компенсації

persistent – наполегливий

surcharges – додаткова оплата; приплата; доплата; перевитрата, витрати понад кошторису

to go bust – розоритися

to ensure – забезпечувати; гарантувати

bonding schemes – схеми боргових зобов'язань; види туристичного страхування

to go to court – звертатися до суду; подавати позов

to incur – піддаватися, накликати на себе

to incur losses – зазнати збитків

to incur debts – влізти в борги

to incur taxi fares – бути змушеним платити за таксі

hassle - спір, неприємність

frustration – розчарування; розлад (планів), крах надій

breach of contract – порушення контракту

lukewarm – теплюватий; ледь теплий

an implied term – зрозуміла умова

to reimburse – повернати, відшкодовувати

reimbursement – компенсація, відшкодування

evidence – докази

liable – зобов'язаний; відповідальний за

to be liable to compensate – зобов'язаний відшкодувати

2. Give English equivalents of the following:

витрати	розоритися
право	забезпечувати
наполегливий	спір
доплата	докази

3. Fill in the blanks with appropriate words:

to compensate outlay obligation to entitle persistent to ensure to incur hassle frustration evidence

1. You must _____ that this door remains locked.
2. Her intelligence more than _____ for her lack of experience.
3. What _____ do you have to support your theory?
4. _____ is an amount of money that you spend to start a new business, activity etc.
5. There is a deep sense of _____ among many high school teachers.
6. The oil company _____ a debt of \$5 billion last year.
7. Employers have an _____ to provide a safe working environment.
8. It's such a _____ not having a washing machine.
9. She keeps saying 'no' but he's very _____.
10. Citizens of EU countries are _____ to free medical treatment.

4. Read and translate the text:

Customer relations in tourism

Holidays are meant to be enjoyed but enjoyment is an extremely subjective concept. A noisy, sleepless night for one person is a lively evening in the hotel disco for someone else. Similarly, a pleasant, quiet hotel for some guests will seem deadly boring to others.

The same can be said of most of the facilities provided by a typical tour operator; it all depends on your personal tastes and, most important, your expectations.

But wherever we take our holidays and whatever their duration, holidays are something we look forward to, and often involve considerable outlay, so we do not want anything to spoil them.

When your booking is accepted by the hotel, tour operator or airline, a legally binding contract is made between you and the company providing the accommodation, holiday package, air transportation or indeed any other travel arrangements. For most package holidays abroad, your contract is with the tour operator. The contract is not with the travel agent, although travel agents are under a legal obligation to do their job with reasonable skill and care, and you will have a claim if they do not.

However, things can go wrong. The descriptions in the holiday brochure may not be accurate, the accommodation may not be of the standard you expected, you may not get the room with the view you requested, the flight may be delayed or your luggage may not turn up.

You will find below answers to the questions most frequently asked by consumers (holiday-makers or travelers).

Question 1.

What can I do to protect myself against problems arising when I book a holiday with a tour operator?

Answer.

You cannot guarantee that problems won't crop up, but to reduce the risks as far as possible, follow these tips:

make sure that any special requirements which you consider important (such as disabled access or en suite facilities) are noted on the confirmation invoice. If all it says that these items are a "special request" the tour operator may say you have no entitlement to such facilities;

always take out a good travel insurance policy at the time you book, so that if you or someone close to you becomes ill before the holiday, you are covered in the event of cancellation;

make sure the policy provides adequate medical cover, especially if you are visiting a country where medical bills can be very high, such as the USA;

if something goes wrong on your holiday, complain to the tour operator's rep as soon as possible. Ask to be moved if your accommodation is unacceptable;

when you get home, write to the company's head office without delay, quoting your holiday reference number, and seek compensation;

Be polite but firm in your dealings with the tour operator. Do not be deterred by its first letter, which is likely to refuse you compensation. If you have a good legal case, it is worth being persistent;

take legal advice if you feel unsure of your legal position.

Question 2.

I recently booked a holiday, but the tour operator is now demanding another \$100. Can he do this?

Answer.

Check the tour operator's booking conditions to see if they mention surcharges. Some brochures boast 'no-surcharge guarantees', which they must honour. Operators must explain what the surcharge is for (usually the reason is changes in exchange rates or increases in fuel prices), and may not impose one less than 30 days before your departure.

The tour operator should absorb increases up to two percent of your holiday cost, but may pass on amounts above this.

If the surcharge represents a "significant" change in price (over 10 percent according to "standards on surcharges") you are entitled to cancel, and are entitled to a full and prompt refund.

Question 3.

When a holiday company goes bust what sort of protection do its customers have?

Answer.

The protection you get when a tour operator or airline goes bust depends on the type of travel arrangements you made and with which company you booked. Bonding schemes are financial guarantees intended to prevent you losing your money, or being stranded abroad, in the event of a travel agent, tour operator or airline going out of business.

Question 4.

I asked for a hotel room with a sea view. When I arrived I found the room overlooked the car park. What can I do?

Answer.

It is not generally enough to fill in the “special request” box on the booking form because the tour operator will only be agreeing to try to provide you with a room with a view.

But if the operator knew of your requirement and guaranteed it before you booked, it will be part of the contract. So you must ensure that it was shown on your confirmation invoice. If it was guaranteed but was not provided, and things were not put right when you complained, claim compensation.

Question 5.

We've just returned from a dreadful package holiday abroad. The first few days were a nightmare, but after complaining to the representative we enjoyed the rest. Our letter to the tour operator produced an offer of \$50. But the holiday cost us \$1,400. How do we assess the amount of compensation?

Answer.

A tour operator is legally obliged to provide the type and quality of holiday booked, taking account of the price paid, the description in the brochure and any specific requirements. However, the booking conditions may allow for changes of hotel or resort. The amount of compensation you can expect to receive following holiday dissatisfaction depends largely on how much the problems affected your enjoyment.

Assessing disappointment is not an exact science, however, and if your claim has to go to court you may not be able to recover what you consider a reasonable sum.

None the less, there are three basic components of holiday compensation:

- a) loss of value – the difference between the value of the holiday you got and the one you paid for. If, for example, you were put into a cheaper hotel for the first week because the one you booked was full, work out what a week in the cheaper hotel would have cost: you must also take account of the cost of those parts of the holiday that were not affected by the problem, such as flights and sightseeing tours which were included in the price. If it was only the room that was unsatisfactory, and you were on the beach or out exploring most of the day, the effect will not have been so great. So, if three days out of a total of seven were totally ruined, or if there was a continuing problem which partially spoiled the whole of the holiday, the amount in this instance might be about two-thirds of the cost of the accommodation;
- b) out-of-pocket expenses – the refund of any reasonable expenses you incurred as a result of the tour operator's breach of contract, such as taxi fares incurred because the replacement hotel was further away from the resort attractions;
- c) loss of enjoyment – to compensate you for the disappointment and frustration of your holiday going wrong, and for the hassle involved in trying to sort it out.

You must ask yourself whether the holiday was a complete disaster as a result of the tour operator's breach of contract, or OK apart from the unpleasantness of the room, plus the inconvenience of moving to the new hotel. This is the hardest part to assess in any claim as it is highly subjective.

You must complain to the representative when the problems arise, and write as soon as you return. If you do not get a satisfactory result, you can take the tour operator to court.

Question 6.

The food at our hotel in Spain was very disappointing – lukewarm, burnt or tasteless. After the first week, we decided to eat out every night. Can we claim this cost from the tour operator?

Answer.

In a package tour which includes meals, there may be a specific promise about food standards in the tour operator's brochure. If so, the tour operator will be in breach of contract if this promise is not kept. And even if no specific promises are made, there is an implied term in your contract with the tour operator that food should be of a reasonable standard, in accordance with the type and price of the holiday.

Question 7.

When I arrived at the hotel where I'd booked a weekend break, I was told that they had made a mistake and the hotel was full. The only other hotel in the area that and room for me was a more expensive one in the next town, so I'm out of pocket.

Answer.

The hotel accepted your booking and was obliged to keep a room available for you. It is in breach of contract and liable to compensate you for the additional expenses arising out of that breach – the difference in cost between what you were expecting to pay and what you ended up having to pay in the more expensive hotel, plus any extra travelling costs. You should write first to the hotel manager explaining what happened, and enclosing copies of receipts for your additional expenditure.

5. Find in the text answers to these questions:

1. Why is enjoyment a subjective concept?
2. What happens when your booking is accepted?
3. Why do things go wrong during holidays?
4. How can people protect themselves against problems arising during their holidays?
5. Who should they complain to about their dissatisfaction and when?
6. How can you avoid surcharges?
7. How are travelers protected against bankruptcy of a holiday company?

8. In what case are you entitled to compensation if your ‘special request’ was ignored?

9. How is amount of compensation assessed?

10. What are the three basic components of holiday compensation?

11. Are you likely to be compensated for food of poor quality? Why not?

12. How can you get compensation for the additional expenses arising out of the breach of the contract by the hotel?

6. Match the words from the left-side column with their definitions from the right-side column:

1. to compensate	a) an amount of money that you spend to start a new business, activity etc
2. outlay	b) if you incur a debt, a punishment etc, you do something that means you own money, will get that punishment etc
3. obligation	c) to give someone the right to have or do something
4. to entitle	d) to make certain that something happens or is done
5. persistent	e) facts, statements, or signs that make you believe that something exists or is true
6. to ensure	f) to have a good effect which makes the bad effect of something else much less important
7. to incur	g) a moral or legal duty to do something
8. hassle	h) the feeling of being impatient or angry because you are unable to do what you want to do
9. frustration	i) something that is annoying because it

	causes problems or is difficult to do
10. evidence	j) something unpleasant or annoying that is persistent continues to exist or happen for a long time

7. Read the sentences and decide if they are true or false:

1. Holidays are meant to be enjoyed but enjoyment is an extremely subjective concept.
2. But wherever we take our holidays and whatever their duration, holidays are something we don't look forward to.
3. When your booking is accepted by the hotel, tour operator or airline, a legally binding contract is made between you and the company providing the accommodation, holiday package, air transportation or indeed any other travel arrangements.
4. For most package holidays abroad, your contract is with the travel agent.
5. However, things cannot go wrong.
6. You will find below answers to the questions most frequently asked by consumers (holiday-makers or travelers).

8. Fill in the gaps with the words and expressions from the text:

1. You cannot guarantee that problems won't crop up,
_____.
2. Make sure the policy provides adequate medical cover,
_____.
3. When you get home, write to the company's head office without delay,
_____.
4. Take legal advice _____.
_____.
5. Check the tour operator's booking conditions _____.
_____.
6. The tour operator should absorb increases up to two percent of your holiday cost,
_____.

9. Find pairs of words as they occur in the text:

1. a legally	a) schemes
2. to seek	b) losses
3. to go	c) to compensate
4. bonding	d) concept
5. to incur	e) policy
6. breach	f) binding contract
7. an implied	g) of contract
8. to be liable	h) bust
9. subjective	i) term
10. insurance	j) compensation

10. Render the newspaper article into English.

Турфірма з брудними руками

Наближається відпустка, і дуже хочеться моря, сонця і сосен. Але, судячи з редакційній пошті, неприємні несподіванки в турпоїздках, на жаль, не рідкість.

Приїхавши до Анталії, Ганна Волгіна виявила, що в номері кондиціонер працює лише 3 години в добу. Москвичів Самсонових в Хургаді не зустріли, цілий день вони залишалися абсолютно "безхазяйними". Їх поселили в номер лише на наступний день, причому в 2-зірковий готель замість сплаченого 5-зіркового.

Ледачого "кинути" легко

Чому ж турфірми не бояться "кидати" клієнта? Адже за останні роки вийшло декілька законів, що регулюють цю сферу послуг, є на них відповідні ГОСТИ.

Турфірми навчилися виходити з положення за допомогою "розумно" укладеного договору. Так, щоб вивести себе з-під відповідальності за конкретні речі: рівень готелю, кондиціонер з цілодобовою працевдатністю, за те, як вас зустрінуть і проводять, які і скільки оплачених екскурсій і т. д. Тут розрахунок

на нашу втому, лінь. Так, може, варто все продумати заздалегідь і піднапружитися? Адже договір - не типовий документ. Це договір двох сторін. І ви можете вписати в нього всі свої вимоги, які повідомите турфірмі. Можливо, щось вона не зможе гарантувати. Але тоді у вас є вибір - відмовитися від поїздки або знайти іншу фірму. Або піти на ризик.

Отже, читаемо запропонований турфірмою текст договору. Перше, на що потрібно звернути увагу, - які послуги будуть надані за цим договором. Причому те, що фірма бере на себе зобов'язання за ці послуги, має бути чітко прописано. У тому числі - хто забезпечує квитки, візи, трансферти. Добре, коли в договорі є і назва готелю. Краще всього - отримати ваучер на замовлений вами готель і копію факсу приймаючої сторони про те, що вона виконала умови резервування. В договір вписуються і ваші вимоги, продиктовані пристрастями або станом здоров'я. Наприклад, цілком можна обумовити, що автостоянка повинна бути не ближче ніж в 500 метрах від готелю.

Підписувати договір може тільки керівник фірми (якщо його немає, то до підпису іншої відповідальної особи повинна додаватися копія довіреності на право такого підпису).

Готуйте компромат

Звичайно, всім нам хочеться відпочивати, а не займатися збором компромату для судового розгляду. Але іноді доводиться робити і це. Раз вже зіпсований відпочинок, хай хоч гроші повернуть. Якщо щось не так - готовьте докази. Наприклад, брудний номер або ту ж автостоянку під вікнами можна зняти на фото або відео. Але не забудьте проставити дату.

Поміняли готель? Візьміть проспекти того, куди вас поселили. Але як підтвердити, наприклад, хамство з боку персоналу? В готелі "Монтерія" працівниця їдалальні обшукала сумку однієї з відвідувачок. Нічого кримінального не знайшла, але навіть не вибачилася. Відпочинок був зіпсований.

Юристи радять у подібних випадках надіслати факс зі скаргою в свою турфірму або ту, що приймає туристів у країні. Якщо не допоможе, то після

повернення цей факс стає документом, що підтверджує, що мав місце моральний збиток.

І якщо вже поїздка не вдалася, пам'ятайте: претензію фірмі потрібно пред'явити протягом 20 днів після повернення. 10 днів дається фірмі на те, щоб відповісти вам. А далі - або полюбовне вирішення конфлікту, або суд. Не потрібно бачити в кожній турфірмі потенційну обманницю. Але і проявляти свою безпечності і недбале ставлення до оформлення поїздки не варто. Тоді у вас буде більше шансів на те, що відпустка стане справжнім святом.

Supplementary texts for reading and discussion

Text № 1. Packing for a trip.

By Kaitlin Duck Sherwood

The number-one rule in packing for a trip, unless you have hired several football players to carry your gear for you, is to pack lightly. You will be moving your luggage into the trunk of your car, out of the trunk of your car, through the airport, off of the luggage carousel, to the train station, to the bus stop, onto the bus, off the bus, back two kilometers because you overshot your stop, up six flights of stairs, and onto the dresser.

While this might be great exercise, you might rather save your energy for climbing up to the top of the cathedral. Leave the bowling ball at home.

Absolutely

Here are things that it is difficult to imagine not packing:

Toiletries

Toothpaste

Toothbrush

Contact lens equipment and spare glasses

You might also wish to consider disposable contact lenses, especially if you are going to be going somewhere with poor water supplies.

Makeup (for business trips)

Razor

Hair care equipment (brushes, comb, blow dryer)

You might wish to consider growing a beard, letting your leg hair grow out, and/or getting a crew cut if you are going on a long, low-budget trip.

Business/calling cards

If you are travelling on business, the utility of business cards should be obvious. Small cards with your name and address can be very handy for tourists as well, to give to the people you make friends with along the way.

If you are doing a low-budget trip, you should also bring cleansing products:

Soap (in a plastic bag)

Shampoo (or shave your head and use bar soap)

Towel

If you will be looking at ceilings (like on a castle or church crawl), bring a small mirror so that you won't strain your neck.

Clothes

My rule of thumb is to take enough underwear for one week, or for the length of the trip plus two days, whichever is shorter.

If you are travelling on business, you can probably take two suits and rotate between them. Try to take different colors of shirts/blouses; mixing and matching might fool people into thinking you brought more clothes than you did.

If you are going on an extended trip, pick color and stick with it. If you are part of Generation X, rejoice, as black travels very well. You can get horse slobber all over your black jeans, and as long as nobody stands too close, you'll look fine.

Plan on inclement weather. It will happen, and everybody there will say, "Oh, it almost never rains/snows/hails/blows/floods like this! This is very unusual weather." In particular, be prepared for it being colder than you expect. A polypropylenes shirt is a wonderful thing to take travelling with you: it is light, very warm, and dries quickly. Packing a Gore-Tex shell is another good way to save a vacation; Gore-Tex rain pants wouldn't hurt.

I also recommend bringing a pair of flip-flops (also called thongs or shower slippers). Not only can they come between you and the strange things that are growing in the bathroom of the scummy dive you ended up in, but if your shoes get wet, this gives you something that you can wear while they dry.

Miscellaneous

Day pack

If you are doing any sort of sight-seeing, take some sort of small backpack or fanny pack. You will want to carry maps and perhaps phrase books, guidebooks, water bottles, sunglasses, and so on.

Neck wallet or money belt

This is especially important on the hostel/train circuit. Keep most of your money hidden away underneath your clothes. If you are as paranoid as I am, you might even want to go to a two-or three-level system: keep passport, airline tickets, and the bulk of your money in a money belt, about US\$50-100 in a neck wallet, and about US\$5-10 in your jeans pockets.

Tiny flashlight

This is optional, but you can get really tiny flashlights, and they can come in very handy.

Tape and magic marker

This is very useful if you are shipping a bicycle or anything else in a box.

Earplugs, water bottle, chewing gum, food

These can make your plane trip much more enjoyable. Aside from being noisy and prone to pressure changes, airplane cabins are very dry, and you will tend to dehydrate if left in one long enough. The gum helps with depressurization, and airline food is, well, about as good as airline food.

Phone Numbers

Imagine that you got rerouted to Omaha, Nebraska because of the weather, and then got all the runways were iced over. You really want to have the number of Aunt Martha, who lives in Omaha. You won't care that you haven't seen Aunt Martha for seventeen years – anyplace with a bed is better than the airport floor.

Passport

Even if you are inside the country, it is a good idea to take your passport with you. It is light and you never know when your company is going to want to send you to China, the Feds are going to catch up with you, you're going to fall in love with a sexy Italian, or your rich great-uncle in Ghana is going to die. At a trade show in Dallas, I bumped into some former colleagues who asked if I'd like a quick contract that would involve leaving for Paris the next day. Had I had my passport with me, I would have gone.

Passports can also act as identification if your wallet gets lost or stolen.

Watch with alarm

A cheap digital watch with an alarm is small, light, and very useful.

Outside Your Country

Phone beeper

If you have an answering machine or voicemail to check while abroad, you will probably need a small electrical device to generate the appropriate phone tones for your country.

Electrical transformers/plug adaptors

Most places in the world have different plugs and different power supplies. If you want to use your computer/modem/electric razor/alarm clock abroad, you will need to get equipment to translate from “your power” to “their power”.

Leave It Behind!

Do not pack camp fuel or even an empty fuel container. In some countries, the airlines get upset about even the SMELL of fuel. If you plan on camping, bring a stove that does not have an integrated fuel canister and leave the fuel at home.

It is a very good idea to avoid controlled substances. You probably do not want an extended vacation in another country’s jail system, even if room and board is free.

If you are travelling internationally, be very hesitant to take anything for anyone else, especially if you do not know them well. At best, the airlines will ask you lots of questions about what you are taking. At worst, the airplane will explode and you will die.

Text № 2. American Orient Express.

A trip on board the *American Orient Express* begins, as so many memorable journeys do, with a departure from one of North America's storied cities. Cities like Washington, D.C., Los Angeles, New Orleans, Seattle, Vancouver or Montreal. There, you board an inviting line of railway passenger cars – gleaming royal blue and gold along the quarter-mile consist. As you embark on the train, the excitement you feel is an inherent component of the American Experience.

Greeted by formally-attired attendants, you enter a fleet of rail cars created at the height of luxury rail travel – the 1940s and '50s, putting you at ease on an adventurous trip.

Each car you pass through on the *American Orient Express* has been restored to a new level of contemporary splendor. Tied together as a unit by the dark mahogany walls rubbed to a matte luster and adorned with delicate marquetry. Done up in varying shades of lighter wood, they are reminiscent of the early and long tradition of George Pullman, the first builder of the early rail cars.

In no time the train begins to glide forward, bound for sites carefully selected to accentuate the natural beauty and dramatic history of North America. Whether you settle into the comfort of your room, or remain with fellow travelers in one of the lounge cars or the new dome car, it occurs to you that there is nothing like a train.

Whether racing along the shoreline of the Pacific Coast or while drifting past the sprawling fields and ranches that make up central Alberta, the train brings you closer to the destination.

The *American Orient Express* brings you back to a time of unhurried travel. A time when the journey was as enjoyable as the final destination. A time when dining by rail was a great way to pass the time and take in the beautiful surroundings. Join us and experience the romance of the past.

Painted in their signature blue-and-gold, the 16 *American Orient Express* vintage carriages were assembled from museums and private collections throughout America. Each departure carries approximately 100 passengers who are attended to by a highly trained, professional staff and crew.

While traveling aboard the *American Orient Express*, chances are good that you will find a bridge game in progress in one of our club cars – or you may want to just settle into a comfortable chair, relax in the piano lounge and listen to pop, jazz and old-time favorites. Is there a better way to conclude an absolutely wonderful day?

Vintage Rail Cars

The great streamliner trains – Twentieth Century Limited, Capitol Limited and the Santa Fe Super Chief – offered specialized cars to their passengers.

The cars are for your enjoyment – places to enjoy the scenery, relax over refreshments, create conversations, or read or write without concern for the time.

The Dome Car

The *American Orient Express* is proud to have restored two rare Grand Dome cars, one for each train set.

Day or night, the glass-enclosed dome car offer a 360 C view of the world outside. Furnished with comfortable couches, chairs and tables, each car seats 72.

The domes were built by the Budd Company in the 1950s for the Great Northern Railroad. Once called “super domes,” they remain today, in the words of John H. White, Jr., former Curator of Transportation at Smithsonian Institution, “the most outstanding of the postwar cars.”

The Observation Car (New York)

Bringing up the “markers”, as trainmen might say of the last car, is the bow-tailed observation car. This car optimizes rail, with a ring of eleven extra-high windows.

Known as the Lookout Lounge, the car features an elegant round settee facing over-stuffed easy chairs and sofas.

In the center, a classic horseshoe-shaped club bar services plush swivel rockers with slender tables for writing, playing cards, or reading, with refreshments nearby.

The Lounge Car

For intimate seating on plush chairs and sofas, lively conversation, or live piano music the 1940s-era lounge car is the place to be.

Enjoy cocktails while a pianist performs songs by George Gershwin, Hoagy Carmichael, Kenny Wayne, and Cab Calloway, on the baby grand piano at the car's center.

Sleeping Accommodations

We offer sleeping accommodations. Here we describe our two most popular cabins, the new Deluxe Suite and the Vintage Pullman.

The Deluxe Suite was built in 2002 as an answer to the overwhelming demand from passengers and travel agents for our higher level cabin categories. These cabins offer two lower beds – converting into sofa, love seat and table during the day. The suite provides ample storage space, a wash basin with vanity, en suite water closet and private shower.

The Vintage Pullman cabin is configured to the same design of sleeping cabins in the 1940s and '50s – hence the name. *American Orient Express* has modernized these cabins to meet the needs of today's traveler.

Each car is staffed by a full-time attendant, who turns down your bed and places a copy of tomorrow's itinerary in your cabin. Would you like coffee or tea delivered to your cabin in the morning? Just ask. We're ready to accommodate your requests.

Dining

Passengers consistently rate dining on board the American Orient Express high among their favorite aspects of the journey.

The dining car atmosphere is comfortable and elegant. Each table, set for two or four with our signature china, offers a window view of the passing scenery – a natural backdrop to complement the evening's meal. The intimate atmosphere enables our wait staff to provide the highest level of personal service in the industry.

Chef Warren McLeod carefully plans our menus to include regional specialties and recognized favorites. Warren is assisted by a team of culinary professionals who prepare each entrée daily from fresh ingredients provided by local merchants along our route.

You can expect to be served fresh seafood in coastal areas, specialty vegetables inland, and dinner in the southwest might include a sauce blended from local roasted peppers.

Dinner is a relaxed four-course affair, with several entrée choices. On the menu might be, for example, grilled Copper River sockeye salmon with orange Chablis sauce, filet mignon with roasted tomato demiglace, seared chicken breast with Madeira sauce, or roasted lamb chops with a pinot noir thyme sauce – complemented by lobster mashed potatoes and roasted vegetables.

Lunch is equally creative, though lighter; and the full breakfast menu changes daily. A continental buffet is set out every day for early risers.

Afternoon tea is served in the club cars with an assortment of fresh pastries baked earlier that same day. Our pastry chef is always on the lookout for in-season fruits and berries. On our Pacific Coast route, golden raspberries are always a favorite. While passengers are on tour, our chef is visiting local markets in search of fresh ingredients that will make her torts, cakes or pies extra-special.

Dining By Rail was a film produced by the Food Network last year and highlighted regional cuisine along our Pacific Coast route. It featured famous chefs, restaurants, distilleries and vineyards along the way and we were proud that the *American Orient Express* was selected as the train to bring these regions together. Through recipes and menus prepared in its kitchens and presented to our guests in the well-appointed dining cars, viewers were able to visually sample fine cuisine from Washington State to Southern California. Dining on the American Orient Express is a wonderful experience on all of our routes throughout North America. Even so, based on the interest level that we have received from viewers of the Dining By Rail television program, we have decided to offer a special culinary theme itinerary on the Pacific Coast route in fall 2004. Operating in late September and early October, this itinerary will visit vineyards, fertile valleys, markets and restaurants during peak harvest season. If food is your passion, we have the right experience for you.

Bon Appétit!

Text № 3. Travelling by Air.

By Kaitlin Duck Sherwood

On my grandmother's eightieth birthday, I asked her what had surprised her most about how the way her life had unfolded. One of the two things that she said was that she had never expected to see so much of the world as she had. The advent of cheap airplane travel is undoubtedly the biggest contributor to the changes she saw.

Airplanes are obviously a much more comfortable conveyance than covered wagons, but hurtling around the world in a metal box can have its unpleasant moments.

Space Limitations

One obvious problem is lack of space. This does vary considerably from airline to airline, and from airplane model to airplane model. If you travel a lot, you might want to sample different airlines and airplanes to determine your preferences.

If you are very tall, you may prefer an aisle seat. This will hopefully give you a chance to stretch your legs into the aisle from time to time. Even better is to get a 'bulkhead seat': there is usually more legroom in those positions. Be advised, however, that those seats go quickly; it pays to book ahead!

Oddly, something that helps you feel less cramped is to travel with a friend instead of alone. The better you are acquainted with someone, the harder it is to have your 'personal space' isolated.

Air Sickness

If you get motion sick easily, you may be more comfortable if you take some sort of motion sickness drug before you fly. Note that you must take the drugs before you get sick; there is unfortunately nothing that I know of that will relieve motion sickness once it has started.

My personal drug of choice is Dramamine? (TM), a readily-obtained over-the-counter medication. Unlike Bonine? (TM), another over-the-counter drug, it tends to make one drowsy. I feel that this is a benefit on a long plane ride! Another motion sickness treatment (usually used for boating) is scopolamine patches. These patches

go behind the ear, and usually have no noticeable side effects. I believe that in the USA, a prescription is required. Furthermore, there can be unpleasant side effects, such as dry mouth, blurry vision, and one other one that I forget. (Oh yeah – loss of memory).

Motion sickness is caused in part by a discrepancy between what the eye sees and what the inner ear feels. (This is why the driver of a car gets sick much less frequently than a passenger: the driver is continuously watching the road, getting a good idea of what is coming next.) It may help to close your eyes the moment you start to consider thinking about getting airsick.

If you do come down with discomfort, one relatively easy but embarrassing way to feel better is to empty your stomach. ‘Barf bags’ are usually located in the pouch on the back of the seat in front of you. Frequently, using them reduces and/or eliminates the discomfort.

Air Quality

The air that you breathe inside an airline cabin isn’t nearly as good as what you will find most other places.

The cabin is pressurized, since the air is so thin at altitude. However, they don’t pressurize it to sea level; it is substantially weaker. (This is part of why air travel can be so draining; you can end up with mild altitude sickness!)

Furthermore, the air is very very dry. This can lead to dehydration, which can also make you feel lousy. I strongly advise bringing a litre or two of water with you, and guzzling that non-stop throughout the trip.

Finally, the air is filled with the exhaust products of your fellow travelers. One of these can be cigarette smoke; while smoking has been banned on domestic US flights; such rules are not followed around the globe. Although it might horrify some Americans, not all countries even mandate separate smoking sections!

Another exhaust product is germs. Because airplane tickets are so expensive, and because such effort is involved in making such a trip, people will fly sick. If your immune system is compromised in any way (HIV, chemotherapy, immunoglobulin deficiency), you may well want to wrap your face in a scarf or wear a surgical mask.

Temperature

Because of the altitude, airplanes can also be quite cold (especially the floor). I always take a jacket with me on the plane and take one of the blankets that the airline provides. Wool socks are not a bad idea either. On the larger planes, there is usually a little fan that blows on you. The airflow can be adjusted by twisting the unit.

Noise

Planes are also very noisy. You might not think this is a big deal, but it wears away at you. Consider bringing some earplugs with you.

Most of the large jets have sound systems built-in. Many of the newer planes also have built-in TV systems for movies and infomercials. Usually, you have to pay a small fee (generally around five US dollars) to rent headphones if you want sound. Be advised that the sound quality will NOT rival that of a compact disk player: the tapes get played over and over again, and the lack of fidelity can pain a purist.

You can bring portable tape and/or compact disk players aboard with you, but airlines may restrict their use (especially on takeoff and landing). There is some concern that the electromagnetic fields generated by consumer electronics can interfere with the airplane's navigational signals. I don't know if these concerns have been empirically substantiated, but I don't care. I'd rather be bored than in a plane crash.

Food

Food on airlines is about what would expect, considering that all the food must be prepared ahead of time and served to a large number of people with very different taste preferences. It is amazing that the food is as good as it is, but still, it frequently will not please you.

US carriers are pretty good about accommodating standard dietary preferences, but you have to help them out. If you are vegetarian or keep kosher, tell your travel agent when you purchase the ticket, and the airlines will usually accommodate you.

If you have food allergies, you are probably safest bringing your own food with you. (In fact, even if you eat anything, you are probably better off bringing your own food with you!) Be advised that many countries have import restrictions on foods; if

you bring food, be sure that you either finish it all on the plane or make sure that it will clear customs.

Morley Selver suggests never getting on an airplane hungry. You might think you will get a meal shortly, but the following could happen: 1. Everyone boards the aircraft, then they decide they have to fix something. They are not sure how long it will take, therefore nobody is allowed off. 2. You take off on a 3 hour flight that has 2-1/2 hrs of turbulence where the flight crew is not allowed to serve meals. 3. You do not like the food. 4. There is an electrical problem with the galley and your half of the plane does not get a meal. The best bet is to eat before you get on or take something you can snack on.

Fear of Flying

Most people have a fear of heights. This is a reasonable survival trait! However, when coupled with extreme media coverage of disasters, this can lead to very debilitating fear of flying. Furthermore, for many people, not having any control of the plane makes the fear worse. This is not unlike how one usually worries more as a passenger in a car than as a driver of a car.

This is not necessarily a rational fear, if looked at in the context of all possible hazards. There are far fewer fatalities per airline passenger-mile than there are per automobile driver-mile. This is probably due in part to the fact that someone else is doing the driving, and that someone else has been extremely well trained, is not tired, is not drunk, and has a backup in case he or she spills coffee in his or her lap.

Knowing a little bit about aerodynamics can sometimes reduce your anxiety. Despite what we all learned from watching Saturday morning cartoons, you do not hang in the air until you look down, you can not run into and become part of a painting, and, in particular, you do not go straight down the moment you run out of speed. Cartoon Laws Of Motion do not apply in The Real World.

Even if airplanes flew like bricks, the plane would cover quite a few horizontal miles were it to fall. But planes are not bricks, they are sideways sails. Lift is generated by the forward motion of the plane, so the plane does not even fall as fast as a brick. In the time that it takes for the airplane to get to the ground, the pilots have

quite a bit of time to search around for a convenient highway to land on. Captain Tom Bunn, who is both an airline captain and a licensed therapist, tells me that a 747 at cruising altitude that lost all power to all engines would have about 132 miles to find a suitable road on which to make an emergency landing. Captain Bunn is president of SOAR, which counsels people with fear of flying.

Furthermore, commercial jets always have at least two engines. The chances of two failing simultaneously are very very slim. So relax.

Personally, I lost all fear of flying after living close to an airport for a few years. The airplanes kept going up and they kept landing. They kept going up, and they kept landing. Over and over and over again, hundreds of times per day. And never once did a plane crash at that airport. This made me understand at a very visceral level just how safe air travel is.

If all this logic doesn't help you, join the ranks of thousands and do what they do: get drunk before you get on the plane!

Pets

You can ship your pets on an airline, but you need to put the animal in a special animal container. Flying can be pretty traumatic for people, who know what is going on and asked fro it; imagine what your poor pet is going through!

Special Circumstances

There are some things beyond your control, and airlines actually have some flexibility in these circumstances.

If you are ill, you can usually cancel or reschedule your flight. You will need a note from your doctor and to fill out a number of forms at an airline office.

If you are flying to a funeral of a relative, many airlines will waive the advance purchase restrictions on fares, resulting in much cheaper tickets. You will need to tell the airline the name of your relative, your relationship to the dearly departed, and the name and phone number of the dearly departed's funeral home.

Text № 4. Travel by sea and river.

England, Scotland, Wales

Self-drive boats

England and Wales provide distinctive waterways on which to explore a diverse and lovely countryside, separating historic towns and castles recalling the legends of King Arthur and the Knights of the Round Table. The canals were built to provide a means of transport for the country's valuable coal. For practical reasons the locks and canals were built to a breadth no wider than 7 feet, which is why the narrow boats, originally propelled by horses plodding along the town path, were devised. The growing industrial need for coal caused the canals to be spread throughout the countryside which now makes possible a wide variety of itineraries for your narrow-boat holiday.

Stoke Prior is a hopping-off point for tours of the Severn and Avon, through lovely countryside and cities such as Birmingham and Worcester. *Stoke-on-Trent* has a variety of routes of which the Cheshire Ring and Four Countries Ring are great favorites. *Chirk* is the starting point for travel on the Llangollen Canal with its breathtaking Pontcysyllte Aqueduct which crosses 120 feet above the Dee Valley. Truly a spectacular engineering feat to behold. *Acton Bridge* is the base for Cheshire and the Anderton Lift. *Silsden's* Leeds and Liverpool Canal is the longest in England and the least crowded. The possibilities seem endless.

Along the east coast of England, the Norfolk broads offer miles of waterways, canals, rivers and lakes which can be travelled the more typical cabin cruisers such as those used in France.

Northwards, in Scotland, similar cruisers are available for travel on the Caledonian Canal between Fort William and Inverness, with visits to Loch Ness, historic Urquhart Castle and a stop or tow to taste good malt whiskey.

Camelot Cruises

Camelot Cruises offers spectacular dining and unique entertainment while cruising the scenic and ever-placid Connecticut River. Exciting menus, expert chefs

and Camelot's caring staff make every occasion on Camelot Cruises a unique and magical experience.

Our new 400 passenger luxury cruise ships are climate controlled and offer the ideal setting for your special event. Capture the spirit of the moment aboard the brand new Camelot ships.

Camelot Cruise ships are the place where important gathering happen. The sophisticated CAMELOT banquet facilities offer fine dining and spectacular accommodations. With live entertainment, breathtaking scenery and delightful cuisine, Camelot Cruises is the perfect place to take out-of-town guests or for special occasions.

Wedding receptions, business events and social gatherings are a special and unique celebration aboard the Camelot. Whether you are planning for a group of 50 or an event for 400, Camelot Cruises offers an exciting alternative to traditional facilities.

General Cruises

Camelot Cruises presents a unique way to dine, entertain, and sight-see while cruising the placid waters of the Connecticut River.

Camelot's Cruises offers an array of cruises to choose from. Our popular dinner cruises include Murder Mystery Dinner Cruises, New Orleans Dinner Cruises, Oldies Rock & Roll Dinner/Dance Cruises and other exciting theme cruises. Luncheon Cruises offer the sounds of live entertainment with sumptuous menus and are great for the whole family! For day trips, you can cruise for the day to the picturesque port of Greenport Village, NY, where you can browse the shops and museums and dine in the many restaurants.

Groups rates are available for all of our cruises, and private dining rooms are available for groups of 50 or more.

Camelot's new 400 passenger cruise ships are climate controlled and perfect for any occasion. Fine dining has never been so different and such fun!

The Naga Barges Cruises

Nature is at its most spectacular as it awakens to a new day stirred from its slumber by the golden beams of the rising sun...Or at dusk...when the setting sun casts its mellow hues over the land.

Age-old monuments seen in the distance take on an awe-inspiring magnificence when seen in the retreating light. An eerie yet enchanting silhouette of incredibly ornate forms break the horizon. A cool breeze sweeps over the land signaling it's time to call is a day.

In the olden days, with the river being the principle means of travel, ancient landmarks and historical monuments were often built facing the river with the most impressive architectural aspects best seen or approached from the river. The Naga Barge Cruises thus provides the ideal vehicle for a discovery of the cultural and historical treasures of the Kingdom, as well as its many natural wonders.

The Naga Barge Cruise is an exclusive river cruise for a party of six, or three couples, for an overnight trip and a maximum of ten persons for a day trip. The cruises are operated by Piphitmaya Co., Ltd., founded by Mr. Jean-Michel Beurdeley.

Text № 5. Hotels and Hotel Business.

Accommodation in Germany.

Hotel rooms in Germany have a wide selection of price ranges. You can stay overnight in luxury suites, rooms in middle class hotels or very inexpensive accommodation in smaller hotels. From Flensburg to Munich, from Aachen to Dresden, you can find hotels to fit your needs according to German hotel classification standards. Hotels are classified based on a uniform criteria and are categorized by a certain number of stars. Some of Germany's finer hotels are Accor, ArabellaSheraton and Maritim.

Magnificent Hospitality in Germany 2004/2005.

Lodge in royal style in luxurious surroundings with the finest possible facilities, furnishings and décor. Enjoy exquisite cuisine at finely-decorated tables served with costly porcelain and silver. Experience the pleasure of attentive service by friendly staff eager to satisfy your every need.

What sounds like a dream can easily become a reality at Germany's fine hotels! 42 selected state-of-the-art hotels all over Germany invite you. The choice is yours...

Great holidays on a small budget

Affordable places to stay in Germany for as little as EURO 40 or less

This chapter aims to give you some ideas on how to experience all the different aspects that Germany has to offer. Discovering Germany under your own steam can certainly be very good value too. With more than 300 places to stay, this chapter offers a representative selection of the wide variety of accommodation that is available.

Individual Travel in Germany

Experience the hospitality of Germany under your own steam.

300 selected hotels, all members of hotel associations, are looking forward to welcoming you. The hotels are superbly run and offer excellent value for money.

All prices including service charge and taxes.

Welcome to Germany!

Guesthouses and Inns

Besides hotels in all categories, there is naturally also a variety of guesthouses and inns which can be found almost everywhere in Germany. They offer a good opportunity for enjoying a low-priced vacation in a family atmosphere.

Vacation Villages and Houses

Whether on a short weekend getaway or on vacation with the whole family, vacation villages and homes offer relaxing lodging in some of the most scenic and beautiful areas of Germany. They are becoming increasingly more popular as they provide a unique and enjoyable atmosphere at a low-price.

Bed & Breakfast

A Bed and Breakfast is typically a lower-priced alternative to hotels and inns. Instead of staying in anonymous hotel beds, you sleep in cozy, private guest rooms. You are welcomed cordially by your hosts who offer a pleasant atmosphere in which to enjoy your stay. In the morning, breakfast is prepared just for you according to your taste. Your hosts take a personal interest in helping you with providing tips and information about the area, the country and the people.

Youth Hostels

The youth hostels in Germany are open to all people, whether young or old. Suitable for short visits or longer stays, hostels are ideal for many different types of people and activities. Guests can include single people, families, tour groups, sport teams and youth groups. They come for everything from vacation camps to ski trips as well as conferences and seminars. The only requirement is that one must be a member of the German Youth Hostel Association. You may purchase a membership card directly from the German Youth Hostel Association or in the youth hostels themselves.

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(англійська мова)

(для студентів 1 курсу денної форми навчання
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