

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ, МОЛОДІ ТА СПОРТУ УКРАЇНИ**

**ХАРКІВСЬКА НАЦІОНАЛЬНА АКАДЕМІЯ МІСЬКОГО  
ГОСПОДАРСТВА**

**ЗБІРНИК ТЕКСТІВ І ЗАВДАНЬ**

до практичної роботи з дисциплін

«ІНОЗЕМНА МОВА (ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ)»

(англійська мова),

«ІНОЗЕМНА МОВА ПРОФЕСІЙНОГО СПРЯМУВАННЯ»,

«ДІЛОВА ІНОЗЕМНА МОВА ДРУГА»



**Харків**

**ХНАМГ**

**2012**

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(для студентів 2 курсів денної форми навчання

за напрямами підготовки 6.020107 (6.140103) «Туризм»

та 6.140101 «Готельно-ресторанна справа»)

**ХАРКІВ**

**ХНАМГ**

**2012**

Збірник текстів і завдань до практичної роботи з дисциплін «Іноземна мова (за професійним спрямуванням)» (англійська мова), «Іноземна мова професійного спрямування», «Ділова іноземна мова друга» (для студентів 2 курсів денної форми навчання за напрямками підготовки 6.020107 (6.140103) «Туризм» та 6.140101 «Готельно-ресторанна справа») / Харк. нац. акад. міськ. госп-ва; уклад.: О. Л. Ільєнко. –Х.: ХНАМГ, 2012. – 92 с.

Укладач: О.Л. Ільєнко

Збірник текстів і завдань призначений для студентів денної форми навчання, які у майбутньому будуть працювати у сфері готельного, ресторанного і туристського сервісу. Тематика збірника та система завдань дає змогу продовжити формування комунікативної та соціальної компетенції студентів. Запропонована інформація є необхідною для ефективного виконання професійних обов'язків майбутніх спеціалістів.

Рецензент: канд. філол. наук, доцент кафедри іноземних мов Харківської національної академії міського господарства Л.В. Шумейко

Затверджено на засіданні кафедри іноземних мов  
протокол №1 від 30.08.2010 р.

## INTRODUCTION

### *Dear Student,*

This booklet is designed to help you learn and practice the English that you will need in a variety of situations in tourism and hospitality settings. You have already had experience working with professional materials during the first three years of studying at the academy but the present paper deals with the issues you will need as a student of the fourth year. The booklet actively involves you in reading and discussing texts presenting information on the latest developments in the field, role-playing professional situations, making graphs and tables on the basis of the information received, write business letters and other documents and a variety of other activities designed to prepare you for the situations that you will face in your job. We know that a booklet can't tell you everything, but the teacher can give you some useful tools for when you are at work and need to use English. The author hopes that you enjoy the activities prepared for you and presented in the booklet.



## ***Dear Teacher***

The author hopes you will find the booklet useful in preparing your students for the English language tasks that they will face in tourism and hospitality settings. The material of the booklet deals with the topics you should discuss with the students of the fourth year at the department of Hotel and Restaurant Business and Tourism. The reading material is devoted to discussing issues closely connected with the content modules. The texts used are authentic and supply the students with the information on the activities of the hotel, restaurant and tourism industry in the English speaking countries, their latest developments as well as challenges and problems they face. The booklet actively involves the students in activities that will prepare them for many of the situations they will encounter.

In the following collection of six with tasks the materials for the two content modules (змістовні модулі) and five submodules are presented, which help to continue the process of professional competence forming. There are Module I. “Professional communication” (1.1. Tourism today. Booking a holiday, 1.2. Jobs in hotel business and tourism. Application documents, 1.3. Teamwork in tourism. Professional duties) and Module II. “Social and cultural aspects of tourism” (2.1. National values and traditions in tourism, 2.2. Business etiquette in tourism, 2.3. Tourism development in the world. Marketing and promotion).

Each module includes several content units and each unit presupposes a set of various activities which help students to develop integrated skills in reading, speaking, listening and writing. The students are also expected to enforce grammatical competence, develop skills in their vocabulary enlarging, making presentations, participating in role games, doing project work (including Internet search). The activities cover topics relevant to the students to motivate their involvement and active participation in the class work. Many activities can be performed both in class or at home (as self-study) with further discussing and evaluating of the results.

Depending on the teacher’s strategy as well as students’ learning styles some materials or units can be viewed as optional without damaging the main aim of the present collection of texts with tasks, i.e. professional competence and socio-cultural awareness forming.

# MODULE 1

## PROFESSIONAL COMMUNICATION



## 1.1. TOURISM TODAY. BOOKING A HOLYDAY

### *A. Reading and discussing.*

#### **TOURISM: THE BIGGEST BUSINESS IN THE WORLD**

*1. Discuss these statements with a partner. Write **T** (true) or **F** (false).*

1. One in fifty of all workers are employed in tourism related industries.
2. The number of international tourism arrivals will more than double between 2004 and 2020.
3. Tourists often worry about international security.
4. Tourism has only had a good influence on the modern world.

*2. Read the article to check your answers.*

#### **TOURISM TODAY: FACTS AND CHALLENGES**

Tourism is one of the biggest businesses in the world. There are nearly 800 million international tourist arrivals every year. It employs, directly or indirectly, one in fifteen of all workers worldwide, from A to Z, from airport cleaners to zookeepers, and includes bar staff, flight attendants, tour guides, and resort reps. It is a huge part of the *economy* of many countries - in countries such as the Bahamas, over 60% of the economy is based on tourism.

Tourism is a fast-growing business. When Thomas Cook organized his first excursion from Leicester to Loughborough in 1841, he probably didn't know what he was starting. Key developments in the last 150 years or so have led to the rise of mass tourism. There have been technological developments in transport, in particular the appearance of air travel and charter flights. There have been changes in working practices, with workers getting paid holiday time and working shorter and more *flexible* hours.

In recent years we have seen the growth of the Internet and globalization, making the world seem a smaller but very fascinating place. The tourism industry grows faster and faster each year. In 1950, there were 25 million international tourist arrivals. In 2004, the figure was 760 million, and by 2020 it is predicted to be 1.6 billion.

But what are the **challenges** today? The tourism industry is affected by many different things: international events, economic change, changes in fashion. New concerns and worries appear every year, for example as people become more worried about **security** and international terrorism, or as the value of their **currency** changes. But new destinations and new sources of tourists also seem to emerge every year.

Tourism survives. It is a powerful and sometimes dangerous force in the modern world. Tourism creates many good jobs and careers, but it also produces many poor and badly paid jobs. Tourism can help to protect environments and animal life, but it can also damage them. Tourism can save cultures and the local way of life, but it can also destroy them. Tourism can change countries - and people -for the better, but it can also change them for the worse.

Tourism is one of the biggest industries in the world. It is perhaps also the most important.

**challenge** (n) something new and difficult that forces you to make a lot of effort

**currency** (n) the system and type of money that a particular country uses

**economy** (n) the operation of a country's money supply, commercial activities, and industry

**flexible** (adj) that can be changed easily

**security** (n) the state of feeling safe and being free from worry

*In pairs, answer and discuss these questions.*

1. What do these numbers in paragraphs 2 and 3 refer to?
  - a. 1841
  - b. 25 million
  - c. 760 million
  - d. 1.6 billion



2. What are the four positive and four negative effects of tourism mentioned in the article?

3. How many jobs in tourism can you think of?

#### EXAMPLES

A	is for airline check-in clerk.
B	is for baggage handler.
C	is for...

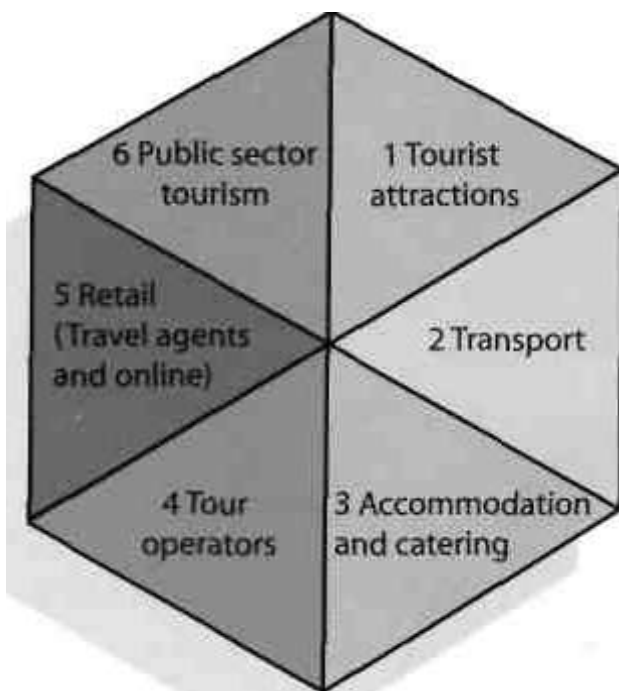
4. Which of the key developments in tourism do you think were the most important?

5. Can you think of some recent international events that have affected the tourism industry?

6. Do you think tourism is a positive or a negative influence in the world?

#### **B. Vocabulary**

#### **INDUSTRY SECTORS**



1. The travel and tourism industry has different sectors. Look at the diagram and match the descriptions a - f below with the six sectors.

a people or companies that organize and assemble the different parts of a holiday or tour

- b places to stay, such as hotels, and the food and services that are provided there
- c places that tourists want to visit
- d ways of travelling between different places, such as trains and airplanes
- e government organizations that promote and develop tourism
- f people or companies that sell the holiday or tour to the customer

*2. Think of a local example for each of the sectors from your city or country, for example, the name of a local travel agent.*

### ***C. Reading and speaking.***

#### **BOOKING TERMS AND CONDITIONS**



*1. Look at the booking conditions. Match these headings with the different conditions.*

1. Cancellations
2. Booking changes
3. Compulsory insurance
4. Flight delays
5. If we change your holiday before you leave
6. If we make changes after you have booked your holiday
7. Your holiday price

- a** We may need to make changes to the information in this brochure as our holidays are planned many months beforehand. If we make any changes before you make your booking, your travel agent will tell you about them before you finish your booking.
- b** Occasionally we have to change your accommodation. If we make a change after you have made your booking, we will put you into accommodation of the same standard or higher, and in a similar type of resort.

- c The prices in our brochure were correct at the time of printing, but we **reserve the right** to make changes. If we do this, your travel agent will confirm all price changes before you make your booking.
- d If you want to cancel your booking, the person who made the booking must send us written instructions. If you cancel your booking, we may ask you to pay cancellation charges. We will not refund any insurance **premiums** you have paid.
- e If you want to change your booking, we will try to help you, but we cannot **guarantee** that we will be able to do this. If you change your booking, we will charge you €15 for each person in your group.
- f If you make a booking with us, you must take out suitable insurance, either with us or with another company. If you have a known medical condition, please tell our sales agent when you make your booking.
- g We try hard to **avoid** flight delays, but they do sometimes happen. If there is a delay, we will try to provide extra services, food, and accommodation. If we are unable to provide these services for any reason, then we will pay you compensation.

**avoid (v)** to prevent sth happening or to try not to do sth beforehand (adv) at an earlier time than sth

**guarantee (v)** to promise that sth will be done or will happen

**premium (n)** an amount of money that you pay regularly to a company for insurance against accidents, damage, etc.

**reserve the right (v)** to have or keep a particular power

## 2. Look at the booking conditions. Which ones are about

1. situations / problems the tour operator may have?
2. situations / problems a tourist may have?
3. situations / problems that happen before a holiday?
4. situations / problems that happen during a holiday?

3. Have you (or your family or friends) ever had a problem when you were on holiday? Tell your partner about it. Where were you? When was it? Who was with you? What happened?

### ***D. Vocabulary***

*1. Look at the text on booking conditions again.*

1. Underline the sentences beginning with if.
2. Are these sentences referring to the past, the present, or the future?
3. What verb tense is used in the if part of the sentence?
4. What verb forms are used in the other part of the if sentences? (Hint: There are four different forms.)

*2. Match phrases from A with phrases from B to create information and advice for tourists.*

<b>A</b>	<b>B</b>
1. If you travel with us to an airport,	a) please ask for assistance - we serve more than 1,200 towns and cities in the country.
2. If the destination you want is not listed in this timetable,	b) we cannot accept responsibility for your complaint.
3. If you have a problem during the journey,	c) tell the driver at the earliest possible moment.
4. If you have a complaint to make during your holiday,	d) you may be asked to pay a small surcharge at some hotels on the tour.
5. If you do not contact our representative before the end of your holiday,	e) you must allow at least one hour between the coach arrival time and the flight check-in time.
6. If you have asked for a special diet,	f) you must contact our representative at the resort before you return home.

*3. Complete these four pieces of information / advice for a tourist coming to your country.*

1. If you are going to hire a car ...
2. If you come to our country in the high season ...
3. If you are a vegetarian ...
4. If ...

### ***E. Role-game***

#### **EXPLAINING BOOKING CONDITIONS**

*1. Work with a partner. Take turns to be a travel agent sales clerk or a customer. The customer will ask questions about the booking conditions. Here are some questions.*

1. Are the prices in the brochure all correct?
2. What happens if we cancel our holiday?
3. Do we need insurance or is that included in the price ?
4. Can we change our booking if we have to?
5. Will we definitely get the hotel we asked for in the booking form?
6. What happens if there are flight delays ?

*2. The travel agent should look at the booking conditions, but try to answer in her / his own words, like this:*

**Customer** Are the prices in the brochure all correct?

**Travel agent** Well, the prices were right when the brochure was printed, but if they are different now, the tour operator will tell me when I make the booking. And if the prices have changed, I'll tell you before you sign the booking form.

### ***F. Reading and discussing.***



#### **BOOKINGS AND RESERVATIONS STAGES IN BOOKING A HOLIDAY**

*For the travel agent there are many different stages involved in the booking of a holiday for a client - from handling the initial enquiry to carrying out follow-up and feedback.*

*1. Here are the stages typically followed by one particular travel agent. Can you put them in the right order?*

- a take initial payment/deposit
- b create computer file for client (personal details, etc.) - or add to existing client history if a previous customer
- c enter details of this particular booking
- d deal with initial enquiry
- e issue 'Welcome Home' feedback letter
- f tickets checked against computer system
- g confirm booking on computer system - booking links directly to tour operator system
- h offer insurance and other services
- i tickets collected (or sent to client)
- j tickets sent out by tour operator to travel agent
- k notify client that tickets are ready
- l produce printed booking form (booking authorization form)

*2. Now read the story of Sharon Kett from the Thomas Cook travel agency explaining the stages they go through. See if the order you chose was correct.*

There are a number of stages we go through when we're booking a holiday for someone. We like to be fully involved in every stage and have as much client contact as possible, right through from the initial enquiry to ticket issue and welcome home. The computer system is crucial to all this, but we also try to keep as much personal contact as possible.

So, after we've dealt with the initial enquiry, and the client has decided where they're going and what sort of holiday they want, we go into the computer system and create a file for the person - basic information like name, address, telephone number, number of people travelling. Or if they're an existing customer we add to what we call their 'client history'. Then we'll enter the details of this particular booking as a

new transaction and this will produce a printed booking form, that's the booking authorization form.

Now, the initial payment or deposit is taken at the time of the booking - if it's less than eight weeks before departure then we have to ask for the full payment. We'll also offer insurance and other services at the same time. Once we've received the deposit we confirm the booking on our computer system, and this booking links directly into the tour operator's computer system. Ideally, all of that is done with the customer in the office on their first visit, and they walk out with a confirmation in their pocket. Of course, if the customer needs time to think or isn't quite sure, then we can put the whole thing on a 24-hour hold. That means the reservation is safe for another day, and then if we don't hear anything from the customer the next day we'll let it go.

The next stage will probably be weeks later when the tour operator sends out the tickets - to us. We check them against the computer booking to make sure the details are the same on the computer as on the tickets, and if everything's OK we'll let the client know, either by phone or by letter. We'll ask the client if they want to come and collect the tickets or if they want us to send them by post. That's it really. After the holiday we'll send them a 'welcome home' letter which invites them to give us any feedback they may have. Hopefully, it also reminds them that we're here in case they want to book their next holiday with us.

### ***G. Reading and speaking.***

#### **TRAVEL AGENCY DOCUMENTS**

*Look at these extracts from travel agency computer screens and printouts which are related to some of the stages mentioned in by Sharon Kett.*

*Which is from*

- *the booking authorization form?*
- *the booking details (new transaction) screen?*
- *the printout from the payment history screen?*
- *the printout from the document history screen?*

**A**

I have read and understood the general information pages and booking conditions of Airtours (Tour Operator), as contained within their brochure and accept them on behalf of myself and every member of my party. I am over 18 years of age.

Further, I authorize Thomas Cook Group Limited (Travel Agency) to make the booking detailed above, and as per the attached printout, on my behalf and that of my party.

Signed (Client)

Date

**B**

DOC

Type	Description	Ref	Transact
PAY	Receipt No: 012165 for £403.04	AV	08/MAR
LET	Automated Insurance Indemnity Letter produced	AV	08/MAR
DOC	FIN No: LC024110from AIR for Inclusive Tour	PE	14/MAR
LET	Final Invoice Letter	PE	14/MAR
DOC	Tickets Received from AIR for Inclusive Tour	PE	28/MAR
LET	Tickets Awaiting Collection Letter	PE	15/APR
LET	First Balance Due Letter	JV	15/APR
PAY	Receipt No: 012957 for £103.50	GB	19/APR
DOC	Tickets Collected for Inclusive Tour with AIR	JV	19/APR
DOC	Tickets Received from HCH for Car Hire	JV	19/APR

k

**C**

Tran type	Oper	Receipt number	Payment value	Payment mode type	Ref	Date of payment	Travel receipt
IT	AIR	012165	164.16	PS DEP	AV	08MAR	01248
IT	AIR	012165	238.88	VI BAL	AVAV.	08MAR	01248
CARH	HCH	012957	21.96	PS DEP	GB	15APR	01333
CARH	HCH	012957	81.54	PQ BAL	GB	15APR	01333

IT=inclusive tour

PQ = personal cheque

VI = visa

PS = staff point (discount)

rt> . . .

J



**D**

Operator				AIR Airtours	Package Holiday
Date	20 APR			6 nights	
Dept.	LGW London Gatwick			Hotel Name	Corralejo
Dest.	FUE Fuerteventura _____			Accom. Type	self-catering
OFU.	745				
Fit.	IH475				
Outbound	17.40	21.40	Flt. No. AIH475		
Inbound	17.40	21.40	Flt. No. AIH476		
Book. Ref.	LC024110				

J

2. *Using the information on the printout extracts, how would you answer these questions from a customer in your travel agency?*

1. Which tour operator are we going with?
2. What am I signing here?
3. What's the flight number of the return flight?
4. What time does the flight get back?
5. What's the hotel called?
6. How much is the visa payment? I'm not sure I've got enough on my credit card.
7. What's the total cost of the holiday, including car hire?
8. What's the basic cost without the car hire?
9. I thought receipt number 012165 was for the car hire?
10. When will I be able to collect the tickets?

## H. Reading and writing.

### TAKING A RESERVATION BY TELEPHONE



1. Look at the screen from a hotel computer reservation system. In which order do you think the receptionist will ask for the information? Read the dialog of a phone call and see if you were right.
2. Read again and fill in the missing information.

**R=Receptionist, C=Caller**

- R** The Hadrian Hotel, Sara speaking. Can I help you?
- C** Hi. Would you have a room for next week?
- R** For next week, madam? When would that be exactly?
- C** From the 12th to the 15th.
- R** And would that be a single room?
- C** No, it's for me and my daughter.
- R** Would you prefer a twin or two singles?
- C** A twin, please.
- R** Smoking or non-smoking?

**C** Non-smoking.

**R** So that's arriving Monday the 12th, departure Thursday the 15th, twin, non-smoking?

**C** That's right.

**R** One moment, please. I'll just check availability. Yes, we can do that. What name is it, please?

**C** Steinmetz. Barbara Steinmetz.

**R** Could you spell that, please?

**C** Yes, it's S-T-E-I-N-M-E-T-Z.

**R** ... I-N-M-E-T-Z.

**C** That's right.

**R** We need you to confirm this, Ms Steinmetz. By fax or email. Or you can give us your credit card details.

**C** Credit card is easiest.

**R** Could you give me the number of the card?

**C** Just a moment... Yes, it's 49 double 2 6481 6262 double 3 83.

**R** So that's 49 double 2 64816262 double 3 83.

**C** Yes, that's it.

**R** Is that Visa, Ms Steinmetz?

**C** No, it's Mastercard.

**R** And what's the name on the card, please?

**C** My own name. It's my name.

**R** OK. And could you just tell me the expiry date?

**C** C It expires August 2012.

**R** That's fine then, Ms Steinmetz. Your reservation number is H-A-D, 280,6 double 5, double 03.

**C** ... double 5,double 03.

**R** Could I ask you to use this if you need to modify or cancel your booking?

**C** Yes, of course.

**R** And we look forward to seeing you on the 12th. Thank you for calling.

**C** Thank you. Goodbye.

**R** Goodbye.

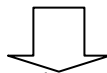
## *I. Role game*

### **TAKING A TELEPHONE BOOKING**



1. *Work in pairs. Student A, you are the receptionist at the Hadrian Hotel. Answer the phone and follow the telephone booking sequence. Take notes of the booking details.*

State name of hotel. State own name. Greet client.



Determine client's room needs - dates, number of guest(s),  
number of rooms, room type(s)



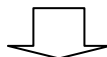
Double check dates and needs



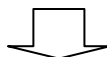
Check availability



Take client's name



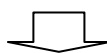
Request confirmation (fax, email, or credit card)



Double check details of the confirmation option taken



Give client reservation number and request its use for booking changes



Close conversation

*Student B, you are the caller. Use the information below.*

**Caller 1**

guest name: Wei-Wei Lai

room type: single, smoking

contact telephone: 669 374 370 7713

arrival: Thursday 23

departure: Monday 27

credit card type: Visa

card holder's name: Wei-Wei Lai

card number: 63818352 7497 6832

expiry date: 07/08

**Caller 2**

guest name: Regina Loreto

room type: double, non-smoking (at the back of the hotel)

contact telephone: 0034 93 863 5569

arrival: Monday 13

departure: Friday 17

credit card type: American Express

card holder's name: Regina Loreto

card number: 7400 6583 4545 4890

expiry date: 01/09

2. *Now change roles.*

3. *Make up your own caller and accommodation information. You do not need to limit yourselves to hotels. Phone each other and book accommodation.*

## 1.2. JOBS IN HOTEL BUSINESS AND TOURISM. APPLICATION DOCUMENTS

### A. Reading and writing.

#### LETTER OF APPLICATION

1. Read the letter of application and answer the following questions.

1. What job is she hoping to find?
2. What points does she include from her Personal Statement? Are there any extra ones?

The Manager	Gabriela Cometa
Sunnyside Holiday Camps	via Statute 246
Ipswich Road	Milan 1008
Kessingland	
Suffolk NR3 7JN	
UK	
15 April 2006	

Dear Sir or Madam

I am writing to enquire if you have any opportunities for children's entertainers and nannies at your resort this summer.

I am eighteen years old and I am currently studying for a Diploma in Tourism at the College of Travel and Tourism in Milan. I have also worked as a part-time assistant at a local nursery. I am fully experienced in looking after babies and young children up to the age of twelve. I am able to help with babysitting, preparing children's meals, and organizing activities. I enjoy looking after children and I like working as part of a team.

My mother tongue is Italian and I have a good spoken level of English. I also speak a little French.

I would be grateful if you could send me details of any available positions, including an application form.

I look forward to hearing from you.

Yours faithfully

Gabriela Cometa

2. Look at the extracts from a summer jobs book below. Prepare a letter of application for one of them. Use the same layout and some of the same expressions as Gabriela.

Address of company      Your name and address  
you are writing to  
Date  
Dear Sir or Madam I am writing to...

### **EAC ACTIVITY CAMPS**

59 George Street, Edinburgh EH2 2LQ

Multi-activity day and residential camps for children aged 5 to 16 throughout the UK. Positions available: Camp Directors, Assistant Camp Directors, Qualified Instructors (archery, swimming, football, and tennis). Accommodation and food provided. Must have all round sporting ability and be enthusiastic. Approx 40 hours per week. The work is hard but good fun and very rewarding. Overseas applicants welcome.

### **BUTLINS SKYLINE BOGNOR REGIS**

Bognor Regis, West Sussex P0211JJ

Summer staff required for variety of positions in following departments: Guest Catering, Accommodation, Sports and Leisure, Security, Retail, Nursery, Entertainments, Funfair, Administration, Lifeguards. Competitive rates of pay and benefits. Training available. Accommodation available.

## DE VERE HOTELS AND LEISURE

2100 Daresbury Park, Warrington WA4 4BP

A highly-focused company concentrating on two growth markets -hotels and health and fitness. Vacancies for Waiting Staff, Room Attendants, Porters, Bar Staff, Commis Chefs, and Casual Banqueting Staff. Must be over eighteen and available to work for a minimum of four weeks between May and October. Overseas applicants who speak English and are eligible to work in the UK may apply.

### ***B. Reading and discussing.***

## HOW TO BE A GOOD GUIDE

1. *What does a tour guide have to do? What does the job involve? Make two lists.*

- a** the things a guide must do/is responsible for
- b** the personal and professional qualities needed

*Compare your lists with another pair.*

2. *Jenny Townsend is a London 'Blue Badge' guide. Read the text on the next page. It gives Jenny's view of what the job involves and what people expect from a tour guide. Does she mention any of the things you listed? Add the extra items to your lists.*

3. *Read the text again and find words that match the following definitions.*

- a** working for oneself, not for a particular company
- b** a description of action and moving events
- c** silly, not serious
- d** easy to talk to and ask questions of
- e** a planned travel route



- f** a person representing his or her country
- g** feeling tired and unwell as a result of air travel
- h** immediate medical help (after an accident, etc.)
- i** to advertise and publicize
- j** careful and skilful management of people and their problems
- k** treating someone like a child
- l** a very important person



So you want to be a tour guide? Although I work mainly in London and England I'm sure the job's more or less the same wherever you do your guiding. So let me give you some advice...

Most guides are freelance and are hired for particular jobs. Tour operators and other people employ guides mainly to inform tourists about the places they are visiting. Therefore a guide has to have a good sound knowledge not only of a particular place but also of other things which are generally relevant - for example, architecture, history, and local customs. During our training we intensively learn a vast amount of information about a whole range of subjects, and we have to be capable of jumping from one topic to another in the same sentence! But the way in which a person

conveys this knowledge is the key: you have to be good at judging what your audience is interested in and you have to know how to keep their attention. These are not easy skills, I can tell you!

A guide's commentary should be interesting, lively, and above all, enthusiastic. It shouldn't be too academic and 'heavy', but neither should it be frivolous. A sense of humour is also important, but again one should only be humorous where appropriate. 'Getting the balance right' is the main skill of guiding and commentaries should vary

according to each group. A group of schoolchildren and a group of architects require a very different approach.

Tourists ask a lot of questions and a guide should be friendly, helpful, and approachable. Guides shouldn't claim to know everything - we're not superhuman! If you don't know the answer, say so, but add 'I'll find out for you'. Questions can vary. They can be practical ones; it's important to know where the toilets are situated as well as the date of a monument! When things go wrong - as they occasionally do - a guide should pause and calmly sort out the problem, and try to make sure that the original itinerary is kept to.

A guide takes on a number of roles for the tourist: teacher, entertainer, ambassador, nurse, and 'the boss'. As 'teacher' the guide is passing on information, as we've discussed. Most tour groups are on holiday so they want to enjoy themselves and want to be entertained to a certain extent. People also need looking after, so you sometimes have to be a nurse. Some people are jet-lagged or have minor illnesses (sometimes worse!). When we train, we do a basic first-aid course.

As a guide you really are an ambassador for your country and it is your job to promote it. For many people you are the only person from that country that they have any contact with. As an ambassador you also have to know about diplomacy and you are responsible for making sure everyone is happy.

You also have to be 'the boss' in order to ensure that the itinerary runs smoothly. You're often in charge of checking in and out of hotels, taking care of baggage, money, and so on. Efficiency is very important in all of this.

Above all as a guide you have to like people. You meet the world in this job, some great people and some awful ones, but you have to try to treat them all as equals. Don't be patronizing, but welcome everyone as if they were a VIP to your country. But most of all, enjoy it!

*4. Would you like to be a guide? In what ways do you think it would be a good job or a bad job?*

### **C. Vocabulary**

*Here are some words and expressions often used when booking a guide. Match them with the definitions below.*

- |                      |                     |
|----------------------|---------------------|
| 1. pick-up point     | 6. incentive tour   |
| 2. voucher           | 7. hospitality desk |
| 3. transfer          | 8. commission       |
| 4. gratuity ('grat') | 9. panoramic tour   |
| 5. pax               | 10. rooming list    |

- a** abbreviation for 'passengers'
- b** place, usually at a hotel or conference, where visitors can get help and advice
- c** place where the guide and coach meet the passengers
- d** a percentage paid to someone for bringing customers to a shop or other service
- e** written details of which rooms visitors are staying in at a hotel
- f** a general sightseeing trip
- g** a ticket which a guide can use instead of cash to take a group into a famous place
- h** a trip offered to a group of employees as a reward for good work
- i** taking a group of visitors from their place of arrival to their hotel
- j** money given to someone to say 'thank you' for good service

### **D. Writing.**

#### **GUIDING LANGUAGE**

- 1. There are a number of different forms which occur frequently in guiding language. Look at the language boxes below.*

#### **Indicating position**

- |                    |                    |
|--------------------|--------------------|
| On your right is   | the beautiful...   |
| On your left is    | the magnificent... |
| In front of you is |                    |
| We are now passing |                    |
| You can now see    |                    |

## Superlatives

... is one of the	finest	buildings	in the world.
	most famous	sights	in Europe.
	most beautiful		

## Passives

...was built	by (person)
...was painted	in (date)
...was designed	
...is said to	be haunted
	be the best example of...
	have lived here

## Present perfect

X	has stood	here	for (time period).
	has been standing		since (date).

## Other expressions

Imagine, if you can,...

... without doubt...

...so the story goes...

*2. Now use these models to expand the following notes into eight sentences to make a commentary about St Paul's Cathedral in London.*



- a** on/left/beautiful/St Paul's Cathedral
- b** stood/over 300 years
- c** designed/Christopher Wren
- d** one/large/dome/world
- e** said/influenced/design/Capitol building/Washington
- f** Lord Nelson/buried/crypt
- g** Charles and Diana/married/1981
- h** imagine/how impressive/London/17th century

3. *Think of two famous places you know. Make notes about them and produce a series of sentences like the ones for St Paul's Cathedral.*
4. *Describe one of the places to another student. Using the language you have studied in this unit, make your description sound interesting and exciting. When you have guessed each other's place, move on to another student and repeat the activity.*

### ***E. Reading and discussing.***

## **CURRICULUM VITAE**

*Work in groups. Discuss the following questions. Then read a human resources manager talk about CVs and compare your ideas.*

1. What makes a good CV?
2. How long should it be?
3. What should it contain?

## **WRITING A CV**

There's lots of advice on CVs and a lot of it differs so it's hard to say exactly what the perfect CV is. I'd say a good CV should cover no more than two sides of A4 paper and be divided into clear headings. The first section should include personal details: name, address, telephone number, email and things. Some employers like to see a photo, too.

You can always phone the company and find out.

Next comes education and qualifications starting with the most recent things. The third section deals with work experience - again starting with the most recent job. I think it's important here to be brief so use bullet points and action verbs. You don't need to use complete sentences as long as it's very clear what you've done.

Following this is the section on professional skills. Show the employer your abilities, including your ability to use IT and foreign languages.

Finally, detail your interests. An employer likes to know what kind of person you are and things like team sports, for example, show this.

Perhaps the most important thing is to show how you meet the criteria in the job advertisement. Make it easy for the employer to ask you to an interview.

Presentation is also important. Good quality paper and a clear typeface make a difference. And once you've written your CV check your grammar and spelling carefully. Then put it in a good quality large envelope so you don't have to fold it.

*Are these statements true or false? Correct any false statements.*

1. A CV should be no longer than two pages.
2. You should always include a photograph.
3. You put the most recent experience first.
4. You should write in full sentences.
5. An employer is not interested in your hobbies and interests.
6. You should adapt your CV to the job description.
7. You should use good quality stationery.
8. You should make sure there are no grammar and spelling mistakes.

*Now look at the following CV. Does it follow this advice? How is this advice different to CVs in your country?*

### **PERSONAL DETAILS**

Michel Blanc  
5 rue de la Liberation  
76000 Rouen, France  
e-mail: [michel\\_blanco@yahoo.fr](mailto:michel_blanco@yahoo.fr)  
25 years old  
French



### **Education and qualifications**

Baccalaureat (Equivalent of British 'A' levels, specialising in economic subjects.)  
BTS Tourisme (Two years' vocational training in Leisure and Tourism.)

### **Work Experience**

Internship at the Ibis Hotel (Southampton) 62 bedrooms, three conference rooms.

Supervised the operation of the night shift, dealt with questions and complaints, implemented routine checks of the hotel, collected and compiled the daily business figures and entered statistics into a database to produce the daily reports.

Le Parc (Rouen) Assistant Manager of a three-star hotel. (45 rooms, 26,000 covers p.a.). Responsible for customer care, staff supervision, sales promotion (accommodation, seminars, banquets) and accounting.

### **Professional Skills**

Project management, sales, customer care and public relations, budgeting and forecasting.  
Computer skills: MS Office, specialist management software (HOTIX, LOGHOREST, CALLSTAR)

**Languages:** English, Spanish, some German

**Interests:** Sailing, skiing, scuba diving

### **Name and address of referee**

Mr Clark, Oasis Hotel, 26 Wharf Street, Southampton

*Read Michel Blanc's CV again and answer these questions.*

1. How does he describe his qualifications in English?
2. In what sector of the tourism industry has he worked?
3. What experience has he had?

*Draft your own CV and show it to a partner. Ask him or her to evaluate it using these check points.*

- Does it look good?
- Does it list experience starting from the present?
- Is it too long / too short?
- Is the contact information clear?
- Does it provide a good basis for an interview?

***F. Reading and writing.***

## **COVER LETTERS**

1. *A short cover letter should always accompany your CV. Read the text about writing cover letters and use the advice to complete the sentences below.*

When writing cover letters you need to use a standard format. Remember that the address of the person you are writing to always appears on the left-hand side of the page and your own address is in the top right-hand corner. Put the date under your address.

Always make sure you start and end your cover letters correctly. If you are writing to Mrs Linda Carr then you should start the letter 'Dear Mrs Carr' and finish it with 'Yours sincerely'. Note that 'sincerely' has a small S, not a capital letter.

If the advertisement asks you to send your application to Melanie Thompson, how would you begin your letter? 'Dear Melanie'? 'Dear Melanie Thompson'? 'Dear Mrs Thompson' is not really appropriate as she might not be married. It is probably safe to put 'Dear Melanie Thompson'.

If the advertisement just says 'reply to J. Brown' how would you address the letter? 'Dear Sir'? or 'Dear Madam'? or 'Dear Mr Brown'? You should ring the company and find out J. Brown's full name and whether this person is a man or a woman.

Remember that letter etiquette costs you nothing, but it can really pay dividends and you may be the only person who has made the effort to find out. This could help to make you different from all the other applicants and being noticed is important if you are going to get invited for interview.

If the advertisement just states: 'Write to the Human Resources Department' or 'Reply to Atlas Travel' it may not be possible for you to find out who will be dealing with your reply. In these cases you will have to start your letter 'Dear Sir/Madam' and finish the letter with 'Yours faithfully' with a small f.

1. The address of the person the letter is addressed to appears \_\_\_\_\_ .
2. If you begin a letter with 'Dear Mrs Healey' you should end with \_\_\_\_\_ .
3. You should write your own address \_\_\_\_\_ .
4. If an advertisement says 'Reply to Vikki West' you should \_\_\_\_\_ .
5. If an advertisement says 'Reply to R. Simpson' you should \_\_\_\_\_ .
6. If an advertisement says 'Please send CV + cover letter to Marketing Director, Austravel' you should begin your letter with \_\_\_\_\_ , and end with \_\_\_\_\_ .

*2. Organise the following advice of writing cover letters into two categories, dos and dont's.*

- Type your letter of application
- Use interesting coloured paper
- Write at least two pages
- Repeat what is already on your CV
- Point out professional skills that you have acquired



- Emphasise how you believe you meet the employer's needs
- Tell the employer that you will call in to discuss your application

3. Use these phrases to complete the cover letter below.

I am confident	I am available	please find enclosed
I am writing with reference to	I look forward to hearing	I have experience of

Michel Blanc  
5 rue de la Liberation  
76000 Rouen, France  
[michelBlanc@yahoo.fr](mailto:michelBlanc@yahoo.fr)  
Jl 6th August

The Human Resources Officer  
Global Tours  
80 Campbell Street  
London WC2 SAN

Dear Sir or Madam,

\_\_\_\_\_ <sup>1</sup> the position of Night Auditor as  
advertised in The Guardian of 11 January.

\_\_\_\_\_ <sup>2</sup> a copy of my CV outlining my  
background and hotel \_\_\_\_\_ <sup>3</sup>.

I also have practical experience of increasing room occupancy adducing  
financial statistics. If given the opportunity \_\_\_\_\_ <sup>4</sup>  
make a valuable contribution to the running of the hotel.

\_\_\_\_\_ <sup>5</sup> for interview at a time and place of  
your convenience: I can be reached at the above postal and email addresses or on  
0033 5543 7574. I appreciate your time and consideration and  
\_\_\_\_\_ <sup>6</sup> from you soon.

Yours faithfully,

Michel Blanc

Enclosures: CV and Photograph

***G. Reading and speaking.***

**JOBS IN TOURISM**

1. *Read the following job advertisements. Which job do you find the most / least attractive? Give your reasons why.*
2. *Read the advertisement again. Which of the jobs:*
  1. involves selling?
  2. requires management skills?
  3. means working abroad?
  4. offers extra financial benefits?
  5. involves making arrangements?
  6. needs excellent telephone skills?

**CONFERENCE EVENT CO-ORDINATOR**

Conference Consultants is a dynamic events management organisation which provides creative, exciting and affordable solutions for conferences and exhibitions. We are currently looking for a hard-working person to join our staff.

The successful applicant will be responsible for organising special events. This person will have excellent customer service and management skills and be prepared to work under pressure.

An excellent salary package and company car will be offered to the right candidate.

**NIGHT AUDITOR**

This is a chance to become part of a well-established international five-star hotel.

We are looking for a Night Auditor for a busy hotel front office. Reporting to the Front Office Manager, you will be skilled at supervising staff, handling guest queries and complaints, maximising room occupancy and producing the daily business figures.

You are well-presented and patient with a friendly, helpful personality. This position has unlimited potential and will suit someone looking at his/her career in the long term.

### TRAVEL SALES CONSULTANT

Leading travel agency is seeking a travel sales consultant to sell holidays and other travel products Good telephone, IT and numeracy skills are a must. The job involves booking package tours, making hotel reservations and arranging car hire as well as designing individual holidays for the independent traveller. You will be caring, have an outgoing personality and be able to put others first.

### RESORT REPS

If you enjoy being in foreign places but don't like being on the move the whole time, then being a resort representative is a great job for you. You will need to be enthusiastic, energetic, possess excellent communication skills and be good at dealing with emergencies and making decisions on your own. There is the opportunity to earn commission from selling excursions to boost your basic salary.

#### *H. Reading and discussing.*

*1. Read Louisa Smith's story about her job and decide which of the jobs advertised in the previous task she does.*

### GETTING A JOB

**Frank** Louisa. Can you tell the viewers at home how you got your present job?

**Louisa** Well, it was an accident really. I went to Spain two years ago and when I booked my holiday I got this travel magazine with my tickets and stuff and I saw an advert for a job in there. It said things like 'Have you travelled a lot?' and 'Do you like working with people?' and so on. And I just thought 'Yes. That's me!' and applied.

**Frank** That's great. And what does a typical day involve?

**Louisa** If I work upstairs then I'm on the phone most of the time - answering questions, taking new calls, dealing with existing clients who may have queries. If I work downstairs then I deal with people who have made an appointment to see me or perhaps come in off the street

because they've seen a notice in the window and they want to make an enquiry.

**Frank** What sort of questions do people ask?

**Louise** That depends. A customer may come in with a very specific question and ask something like 'Could you book me a flight for Helsinki on 5 November?' or 'How much is the cheapest flight to San Francisco?' or 'What's the weather like in Egypt in winter?' Other people may have been saving their money for years for a round the world trip and they want you to help them plan their whole holiday, so I have to ask questions such as 'How long do you want to go away for?' or 'How much money do you want to spend?' and things like that.

**Frank** I imagine that at a party or something that if people find out what you do they must ask you lots of questions.

**Louisa** Yes, they do. They ask me whether I travel for free or what countries I go to on holiday. They think it's a great life.

**Frank** And what countries have you been to lately?

**Louisa** Well, this year I've been quite lucky. I won a cruise for two to Malaysia and I've been to Boston for a week with work and I'm going to Rio next month.

**Int** Very nice. It does sound like a good life.

*2. Read again and answer the following questions.*

1. How did she get her present job?
2. What does she do when she works 'upstairs'?
3. Who does she do with when she works 'downstairs'?
4. What kind of questions do people ask her?
5. What questions does she ask customers?
6. What questions do people ask her at parties?
7. Which countries has she been to this year?

## ***I. Writing.***

### **INTERVIEW QUESTIONS**

*Isabella is looking for a new job. Complete the questions the interviewer asks her with an appropriate question word. Then match the questions with her answers below.*

1. What \_\_\_\_\_ is your full name? **d .**
2. \_\_\_\_\_ did you choose to study tourism?
3. \_\_\_\_\_ college did you go to?
4. \_\_\_\_\_ kind of job are you looking for?
5. \_\_\_\_\_ languages can you speak?
6. \_\_\_\_\_ did you find out about the job?
7. \_\_\_\_\_ would you be willing to start?

- a) I'd like to have a post with more responsibility.
- b) I can start at the beginning of next month.
- c) I wanted to combine work and travel.
- d) My full name's Isabella Mary Lock.
- e) I'm fluent in Spanish and Italian.
- f) I did a course at Westminster College.
- g) I saw the advert in the Travel Trade Gazette.

### 1.3. TEAMWORK IN TOURISM. PROFESSIONAL DUTIES

#### *A. Reading and discussing.*

#### JOBS IN TOURISM. TRAVEL AGENT



1. *Read the dialog between a travel agency sales consultant taking a booking and client, complete the booking form.*
2. *Which key data is still missing?*
3. *What did the travel agent forget to do before Mrs Venables signed the form?*
4. *When will Mrs Venables get her invoice and what must she do then?*

Booking reference number  
CTS 060625797H

**CICERONE TRAVEL SERVICES**  
9 Wilson Court, Bristol

#### **CUSTOMER DETAILS**

first name \_\_\_\_\_ family name Venables  
address \_\_\_\_\_  
daytime tel. no \_\_\_\_\_ evening tel. ho \_\_\_\_\_  
mobile tel. no \_\_\_\_\_  
e-mail \_\_\_\_\_

#### **PARTY DETAILS**

No of people in party \_\_\_\_\_ Ages of children \_\_\_\_\_  
Date of outward journey \_\_\_\_\_ Date of return journey \_\_\_\_\_  
Ticket type \_\_\_\_\_

ACCOMMODATION	PAYMENT DETAILS
name of hotel / _____	Method of payment _____
resort _____	Deposit details _____
number of rooms _____	_____
type of rooms _____	Customer's signature _____
meal basis _____	_____
Special requirements _____	Date of booking _____
_____	
Other services _____	
_____	

**T =Travel agent, S=Susan Venables**

**T** Hi. Can I help you?

**S** Yes. We were here last week. We were thinking about a holiday in the Dominican Republic. And you gave us this brochure, and we went away to think about hotels.

**T** Mrs Venables, isn't it?

**S** Yes, that's right.

**T** And have you decided on a hotel, or do you need some more help?

**S** No, we've made our mind up. We thought the Playa Tropical seemed the best for us.

**T** Mm. Good. A lot of our clients go there. You've made a good choice. So, let me just get a few details down and we can make the booking.

**S** OK.

**T** Could you tell me your first name, please?

**S** Susan.

**T** OK. And could you give your contact details - your postal address, a daytime telephone number, and an evening number, as well.

**S** Yes, it's 64 Bridge Lane, Lazenthorpe.

**T** Is that with a 'z' and a final 'e'?

**S** That's right - L-A-Z-E-N-T-H-O-R-P-E.

**T** OK. And a telephone number?

**S** It's probably easiest to ring my husband on his mobile. That's 0 double 7

479 797 double 9.

**T** ... 7 double 9. You don't have an email address, too?

**S** Yes, it's '[venables.s-r@hotmail.com](mailto:venables.s-r@hotmail.com)'.

**T** ... dot V hyphen 'r' at hotmail dot com. OK. Now, let's see. Is it just the two of you going?

**S** That's right.

**T** And it was for the end of September?

**S** You've got a good memory! The 21st of September to the 11th of October.

**T** OK. 21st of the 9th to the 11th of the 10th. And to the Playa Tropical?

**S** Mm.

**T** And what about meals? Did you want full board or half board?

**S** Half board, I think. We want to get out of the hotel and try the local restaurants...

**T** Which are very good. I'll see if I can find a couple to recommend.

**S** Oh, that would be nice.

**T** OK, nearly finished. Let's see if there are any problems. There shouldn't be. No, look, it's come through straight away. Playa Tropical.

**S** Oh good. That's lovely.

**T** So if you leave me the deposit we can confirm the booking.

**S** How much is it?

**T** £120 per person. So that's £240 for the two of you.

**S** And I can pay that by credit card?

**T** Yes, of course. If you give it to me, I'll just swipe it.

**S** And when do we pay the rest? I did read it in the conditions...

**T** You need to pay the balance at least eight weeks before departure. That would be... July twenty seventh. Could you just sign here? So, this is your copy of the booking form. Now, you'll get an invoice through the post within the next two weeks, Mrs Venables. Could you be sure to check the details, and if there were to be any mistakes, let me know, and I'll sort it out for you. OK?

**S** Lovely. Thanks very much for your help.

**T** My pleasure. And we're here for anything you need.

**S** That's great. Bye, then.



**T** Goodbye.

***B. Role-game***

**CHOOSING A HOLIDAY**

1. *Work in pairs. A, you are the sales consultant and need to complete the booking form. B, you are the client and should think of all of the holiday details the sales consultant will ask. Choose the holiday you like most. Now add the details of your family and you are ready to go!*
2. *Act out a booking.*
3. *Change roles and act out a new booking, with B as the sales consultant.*

***C. Writing***

**CONFIRMING A BOOKING**

*When a booking is taken by email, it is standard practice to confirm the booking either by email, or by letter.*

*Use the information from the last activity and send an email to your partner confirming the details of the booking. (If you cannot send an email, send a letter instead.)*

*Please be sure to enter the following key data when taking holiday bookings.*

<b>To: All sales staff</b>		<b>Subject: Key reservations data</b>	
1. date of booking		9. accommodation - name of hotel / resort	
2. booking reference number			
3. full name and contact details of client (postal address, daytime and evening telephone numbers, etc.)	10. number and type of rooms required (double, etc.)		
4. number of people in party		11. special requirements (e.g. children, disabled, etc.)	
5. names of people in party		12. meal basis (full board, half board, etc.)	
6. ages of children (2-12 yrs old = discount)	13. other services (e.g. airport hotel, airport car parking, etc.)		
7. dates of outward and return journeys	14. method of payment (cash, cheque, etc.)		
8. ticket type (e.g. economy, etc.)	15. deposit details		

*Please also get clients to double check all details before signing the booking form.*

***D. Reading.***

**JOBS IN TOURISM**

*Read the text and make a short summary (100 words).*



Huayan Ye works with Spanish-speaking tourists in China. What does she think of them, and what does she do when she's not with her clients? Read on and find out.

**Studies:** Spanish, a bit of tourism, and international relations at Beijing University.

**Job:** Working in the biggest tourism company in China-it's called CTS-in the inbound tourism department. I look after Spanish tourists and tourists from Latin America. We offer them tourism services -hotel reservations, transfers, visits in China.

Why tourism? I like talking to people. I want to show foreign visitors the best of China.

**Likes:** I really like marketing and sales. Our department doesn't just look after the Spanish. It also studies the Chinese market. Right now it's growing a lot. China is one of the safest destinations in the world, and the Chinese are kind and friendly.

**Clients:** Our Latin-American clients are very friendly. Our Spanish clients are a little bit more demanding! The Spanish have a lot more experience travelling, and they know so much about tourism. That's why they are demanding, but that's good for us.

**Free time:** Young people in China like to go out for a drink, go shopping, go to stores, study English. I like reading, listening to music, and I study Latin-American

dance - salsa, tango. And like all young women we like to buy clothes, shoes, cosmetics...

### ***E. Reading and writing.***

## **HANDING OVER TICKETS**

### ***1. Look at the flight ticket and find***

<b>PASSENGER</b> BORDONI, GIORGIO MR				<b>ISSUING AGENT</b> CANTRAVEL TORONTO CA 8541					
<b>PORT</b>	<b>CARRIER</b>	<b>FLIGHT #</b>	<b>DATE</b>	<b>DEP</b>	<b>ARR</b>	<b>STATUS</b>	<b>FARE CL</b>		
TORONTO YYZ	AIRCAN	AC094	12AUG	2335	1210	OK	RAS		
BUENOS AIRES EZE	AIRCAN	AC093	23AUG	1655	0635	OK	WAI		
-- VOID --									
-- VOID --									
<b>RESTRICTIONS</b> NONE				<b>BOOKING REF</b> KMH155.5 HA DERN56.9ERF SADM CDA					
<b>CURRENCY</b>	<b>FARE</b>	<b>TAX</b>	<b>TOTAL</b>						
CAN\$	3851	99.74	3950.74						

1. the name of the passenger
2. the date of travel
3. the flight number
4. the origin of the flight
5. the destination of the flight
6. the flight times
7. the cost of the ticket.

### ***2. Read the dialog between the travel agent handing over the ticket and a client. Which of these pieces of information does the travel agent confirm with the client?***

**T=Travel agent, B=Mr Bordoni**

- T** Mr Bordoni, nice to see you. You've come for your ticket.
- B** Yes. Your colleague, Margaret? She rang the office and said I could pick it up. Did you manage to get it any cheaper?
- T** I'm sorry, Mr Bordoni. We had no luck there.
- B** I did leave it quite late.
- T** It was a bit late, but with this fare there's no fee if you need to change the dates of travel, and it's fully refundable if in the end you can't go.
- B** Oh well, that's good to know.

**T** Anyway, here's your ticket, and let's just go through the details. So, that's Toronto-Buenos Aires return, leaving August 12th on flight AC094. Departing Toronto at 23.35 and getting into Buenos Aires the next day at 12.10.

**B** That's not too bad.

**T** No, it's a good flight. Then there's your return. That's August 23rd, flight AC093. Depart Buenos Aires at 16.55. Arrive Toronto 06.35. One passenger - yourself. Total cost. Mm, this might hurt. Total cost 3,950 dollars 74 cents.

**B** Oh! That includes taxes, no?

**T** That includes taxes, fees, and surcharges.

**B** And it is refundable?

**T** One hundred per cent refundable, Mr Bordoni. If you don't go, you don't pay. And as I said, you can change the dates of travel up to two hours before take-off.

**B** OK. That's good. That's great. Will you bill the company directly?

**T** No problem.

**B** Then that's everything, I think.

**T** Good.

**B** Thanks for your help.

**T** Our pleasure, Mr Bordoni

3. *What does Mr Bordoni ask the travel agent about?*

4. *Read again and complete the extract of the dialog using the new vocabulary.*

**T** Here's your ticket. Let's just go through the \_\_\_\_<sup>1</sup>. So, that's Toronto-Buenos Aires \_\_\_\_<sup>2</sup>, leaving August 12 on \_\_\_\_<sup>3</sup> AC094. \_\_\_\_<sup>4</sup>. Toronto at 23.35h and \_\_\_\_<sup>5</sup> Buenos Aires the next day at 12.10.

**B** That's not too bad.

**T** No, it's a good flight. Then there's your return. That's August 23, flight AC093 \_\_\_\_<sup>6</sup> Buenos Aires at 16.55 \_\_\_\_<sup>7</sup> Toronto 06.35. One passenger - yourself. Total \_\_\_\_<sup>8</sup> \$3,950.74.

**B** Ouch! That includes taxes, no?

**T** That includes taxes, \_\_\_\_<sup>9</sup>, and \_\_\_\_<sup>10</sup>.

**B** And it is \_\_\_\_<sup>11</sup>?

**T** One hundred per cent refundable, Mr Bordoni. If you don't go, you don't

\_\_\_\_\_ <sup>12</sup>. And as I said, you can change the dates of travel  
 \_\_\_\_\_ <sup>13</sup> \_\_\_\_\_ <sup>14</sup> two hours  
 before take off.

**B** OK. That's good. Will you \_\_\_\_\_ <sup>15</sup> the company  
 directly?

**T** No problem.

**B** Then... then that's everything, I think.



**T** Good.

**B** Thanks for your help.

**T** Our pleasure, Mr Bordoni.

### ***F. Role-game***

#### **CHECKING THE DETAILS**

PASSENGER		ISSUING AGENT GLOBETRANS TA BERLIN 2344						
PORT	CARRIER	FLIGHT #	DATE	DEP	ARR	STATUS	FARE CL	
						OK	SAN	
RESTRICTIONS FLEX NON-TRANS		BOOKING REF KMH155.5 HA OERN56.9ERF SADM CDA						
CURRENCY	FARE	TAX	TOTAL					
								

1. Think about a return flight you would like to take. Complete the blank ticket with details of your journey. Make sure all of the information is properly covered.
2. Give your ticket to your partner.
3. When your partner is ready, ask for your ticket. Your partner should check all the details with you. Correct any details that are wrong.
4. Change roles and take the role of the travel agent.

### ***G. Reading and discussing.***

#### **IT'S MY JOB. DUTIES AND RESPONSIBILITIES**

*Read about Andrew Sharpe from Jamaica and answer the following questions.*

1. When did Andrew start working in tourism?
2. What jobs has he done in tourism?
3. What does he do now?
4. What does he think is important when you work in tourism?
5. What does he want to do in the future?

#### **ANDREW SHARPE**

Personal details

Age 28

Single

Born in the Parish of Manchester, Jamaica



#### **Tourism experience**

Started in tourism at the age of twelve, as an assistant in a restaurant. Trained on the Cayman Islands-one-year work experience as a chef. Other tourism jobs: hotel front desk, car rental supervisor, night manager of a small hotel, check-in clerk for a charter airline.

#### **Present job**

Runs his own tour company ('Authentic Caribbean Holidays Ltd.'). Promotes Unique Jamaica' program (adventure travel). Attends trade fairs. Runs in-school programs for Jamaican students to teach tourism development, sustainability, and community tourism. Offers internships and work experience for university students. 'There's so much to do in tourism. There are many aspects: hotels, water sports, tour operation, travel agents.'

#### **What do you need to succeed in tourism?**

'Working in tourism is about love-love for the industry. If you don't love it, forget it. It's a people industry. It's providing service. It's people enjoying and

experiencing your culture. That's crucial. If you don't have that love, it doesn't make sense. If you work in the industry you've got to love it.'



**What do you like about tourism?**

'You get to experience different cultures, coming to Europe to see how they operate and live, what they like... In Europe you see something done differently which can help you with the same procedure back home, looking at it from a different angle. Even travelling inter-island, visiting various islands, then you see OK, this island does it this way, we do it that way, and so forth.'

**What do you do to relax?**

'As a Caribbean, part of our life is enjoyment – having fun, our music, food, culture - it's natural for us. I play cricket. I love cricket, with friends, on the beach, and football...'

**What's the future for you?**

'My goal is hopefully to become Minister of Tourism, Director of Tourism, that's my main goal. You have to have a rounded knowledge of the industry, from ground level to the top. '

## ***H. Vocabulary.***

### **DUTIES**

#### ***2. Match the verbs with the nouns.***

- |              |                   |
|--------------|-------------------|
| 1) handle    | a) proposals      |
| 2) achieve   | b) emergencies    |
| 3) make      | c) staff          |
| 4) prepare   | d) problems       |
| 5) supervise | e) room occupancy |
| 6) maximize  | f) targets        |
| 7) write     | g) costs          |
| 8) solve     | h) decisions      |

#### ***I. Reading and discussing.***

### **CAMPSITE MANAGER. CELINA ALVAREZ VALLE**



*Campsites are the most economical form of accommodation, and are popular wherever the weather is good. But are they the most relaxing places to work? And would you fit in well with a team of campsite workers? Read on and find out.*

Celina and her family run a small campsite in the Picos de Europa mountains in northern Spain.

**Q** Celina, tell us a little bit about how Camping Picos de Europa began.

**A** Well, originally we were farmers, but in 1989 some friends suggested that a



campsite would be a profitable business here. Tourism was just becoming popular in the area then.

**Q** And how many places does the campsite have now?

**A** Right now it's got 140 pitches.

**Q** How many people is that if the campsite's full?

**A** Well, you can multiply that by three, or sometimes more. It depends on the time of the year.

**Q** So with a campsite, there is a certain amount of seasonality?

**A** Yes. Here the season for camping is very short. The best months are May, June, and September. And the really busy months are from mid- July to the end of August.

**Q** How many people work here in August?

**A** Ten people, more or less. Sometimes more.

**Q** And what do they do in general?

**A** Let's see... cleaning, helping in the restaurant, reception duties, looking after the shop, and helping in the kitchen, of course. Then there's the swimming pool, which also needs quite careful maintenance. And we need a person to look after the washing machines and dryers, and to clean the washing rooms, the sinks, and the showers.

**Q** When you decide to employ somebody in the campsite, what do you look for in that person?

**A** Well, above all honesty. Next they have to be able to get on with people. Campers are very nice people but they are very different one from each other. And you have to know how to work in a team. That's essential. And no bad habits! A non-smoker!

**profitable** – that makes money

**pitch** – a place to put up a tent

**seasonality** – when smth. happens at a particular time of year

***J. Reading.***

**INSIDE TOURISM: GETTING AN AIRPORT JOB**

1. *Make a list of the different jobs there are in an airport. Which job would you most / least like to do?*
2. *Read the article for people training in tourism and complete the missing sections with the extracts below.*

When people think about working in the air travel industry they usually think of flight attendants and pilots - the cabin crew and the flight crew. But there are many other job opportunities at airports. These can include working in the various \_\_\_\_\_<sup>1</sup>, or more specifically tourism related services, such as the \_\_\_\_\_<sup>2</sup>.

The work of the airline ground crew includes \_\_\_\_\_<sup>3</sup> until they board the plane and are handed over to the cabin crew. Most employers will expect ground crew to have a good basic education, including a good level of English. You should have a pleasant helpful personality. Previous experience in a job which involves working with the public (such as \_\_\_\_\_<sup>4</sup>) is preferred.

As with travel consultants and cabin crew, ground crew are usually employed on permanent contracts but often work shifts. Free and discounted flights are usually offered after a probationary period.

Some jobs at the airport do not involve contact with the public. Examples of these are \_\_\_\_\_<sup>5</sup>.

For more information on getting a job at an airport, you should...

- a** information desk, the bureau de change, the check-in desk, the security check, and customs and immigration
- b** shops, hotels, restaurants, and banks
- c** baggage handlers, mechanics, and drivers
- d** restaurants, bars, and shops
- e** selling tickets, checking in passengers, dealing with enquiries, and supervising passengers

## ***K. Reading***

### **COMPUTER RESERVATION SYSTEMS**

1. *Tourism is full of abbreviations. For example, do you know what CRSs and GDSs are? Do you know the difference between the two?*
2. *Where can you find out what tourism terms mean? Read the text about computer reservation system.*

A computer reservations system, or CRS, is a computerized system used to store and retrieve information and conduct transactions related to travel. Originally designed and operated by airlines, they were later extended to travel agents as a sales channel. Major CRS operations are also known as Global Distribution Systems (GDS). Many systems are now **accessible** to consumers through internet **gateways** for hotel, rental cars, and other services as well as airline tickets.

Today, each system allows an operator to locate and reserve inventory (for instance, an airline seat on a particular route at a particular time), find and process fares prices / applicable to the inventory, generate tickets and travel documents, and generate reports on the transactions for **accounting** or marketing purposes.

**accessible** (adj) - possible to be reached or entered

**accounting** (adj) connected with the financial arrangements of a company

**gateway** (n) the place which you must go through in order to get somewhere else

3. *Look at the definition of CRS and GDS in the text. Write **T** (true) or **F** (false).*

1. Airlines were the first users of CRS.
2. A GDS is a larger version of a CRS.
3. Only airlines and travel agents can have access to GDSs.
4. It is now possible to book a car or a hotel room through a GDS.
5. GDSs give ticket information but cannot produce a valid ticket.
6. GDSs can tell a travel agents how many tickets they have sold.

***L. Reading and writing.***

**THE ORIGINS OF CRSS**



*Clemen works at the EU de Turismo de Asturias in Spain. She teaches students there how to use computer-based reservation systems like Amadeus or SABRE.*

*Read a dialog between Clemen explaining the origins of GPSs and the interviewer and complete the table.*

**I=Interviewer, C=Clemen**

- I** Clemen, could you tell us something about the first computer reservation systems?
- C** Well, the first system goes back to the 50s, when American Airlines and IBM decided to work together on a computer-based reservation system. The result was known as the Semi-Automatic Business Research Environment, which is quite a mouthful, so it gets shortened to SABRE.
- I** Ah, right. SABRE. And is that the same as Amadeus?
- C** No, no. I mean, they're both computer reservation systems. In that sense they're the same. But they were created by different people at different times. SABRE is an American Airlines creation. That was in 1959. But Amadeus was Air France, Iberia, Scandinavian Airlines, and Lufthansa. And that was quite a lot later.
- I** Quite a lot later?
- C** Mm. In 1987.
- I** So there's SABRE and there's Amadeus. Are there any other systems?
- C** There's Galileo, and Worldspan, but the two biggest are Amadeus and SABRE. They've each got about about 30% of the market. Galileo's about 25% and Worldspan is much smaller. It's only about 15% of the market. They're all very big, of course. Today we call them GDSs - Global Distribution Systems. Do you know the term GDS?
- I** Yes. GDSs. And when do Galileo and Worldspan date from?

- C** Galileo's from 1993. It was a product of British Airways, KLM, Swissair, and Alitalia joining forces.
- I** Uh-huh. And Worldspan?
- C** That was in 1990.
- I** And was that a consortium too?
- C** Yes. Worldspan was Delta, Northwest Airlines, and TWA - American companies.
- I** OK, that's interesting. And what about before GDSs...

<b>System</b>	<b>SABRE</b>	<b>Amadeus</b>	<b>Galileo</b>
Created by			
Created in			
Market share			

2. *Clemen mentions a fourth CRS - Worldspan. Read again and make notes about it.*

### ***M. Vocabulary.***

## **RESERVATION SYSTEMS FOR TOURISM**

*Choose the best meaning for each word as it is used in the text on CRS.*

- store** = (a) a large shop  
(b) the place where you keep things until you want to use them  
(c) to keep something for future use
- retrieve** = (a) to put something back into its original form  
(b) to get something back  
(c) to move back to a safe place
- conduct** = (a) to organize and do something  
(b) to direct the musicians in an orchestra  
(c) to allow electricity to pass
- channel** = (a) a television station  
(b) a route that information is sent along  
(c) the part of a river that boats can pass along

## *N. Reading and speaking*

### ABBREVIATIONS AND CODES

*1. Look at the computer printout for an air fare between Madrid and Paris.*

1. What are the dates for the journey?
2. Can you find the cost of the flight?
3. Is it a return flight ? How do you know?
4. What is the opposite of a return flight?

FQNO3										
** RULES DISPLAY **				TAX MAY APPLY						
				SURCHG MAY APPLY – CK RULE						
12JUN05*19JUN05/MADPAR										
LN FARE BASIS	OW	EUR	RT	PEN	DATES	DAYS	AP	MIN	MAX	AL
03 QKAP7DN1			129	NRF	S26JUN	26JUN+		+SU+		+IB
FCL: QKAP7DN1				TRF: 21 RULE: E270 BK: Q						
PTC: ADT-ADULT				FTC: XAC-SUPER/SPECIAL ADV PURCHASE						
RU. RULE APPLICATION										
IB ECONOMY FARES BETWEEN SPAIN AND CANARY ISLANDS AND EUROPE.										

- 2. There are a lot of abbreviations and codes. For example, **RT** means round-trip or return; **OW** means one-way. Find abbreviations that mean.*

- |                     |                         |
|---------------------|-------------------------|
| 1. adult            | 7. June                 |
| 2. advanced         | 8. minimum stay         |
| 3. airline          | 9. non-refundable       |
| 4. check            | 10. passenger type code |
| 5. euros            | 11. Sunday              |
| 6. flight type code | 12. tariff.             |

## ***O. Project work.***

### **IT IS INTERESTING TO KNOW**

Nowadays, more travel is sold over the Internet than any other consumer product. In America nearly 37 million internet users have already purchased travel products online. Online bookings were expected to reach \$63 billion in 2005.

Nothing is free in business - not even a client booking a hotel room. Reservations made directly by the client using the hotel's own website are probably the least expensive. In contrast, a booking made by a travel agent using a GDS is usually the most expensive.

*Which of the big four GDSs do Ukrainian local travel agencies use most - Amadeus, Sabre, Galileo, Worldspan?*

*1. Go to a local travel agency and ask them which system they use. Ask them what they like about the system they use, and why they don't use one of the other systems.*

*2. Prepare a presentation using "It is interesting to know" information and your findings.*

## **MODULE II**

### **SOCIAL AND CULTURAL ASPECTS OF TOURISM**





## 2.1. NATIONAL VALUES AND TRADITIONS IN TOURISM

### *A. Reading and discussing.*

#### THE CHANGING FACE OF TOURISM



*Discuss these questions with a partner.*

- 1. How do you think tourists' reasons for travelling have changed in the last twenty or 30 years?*
- 2. What do you think is meant by 'old' and 'new' tourism?*
- 3. Do you think these words are related to 'old' or 'new' tourism? Use a dictionary to help you.*

high-rise

independent

fly-drive

package

concrete

ecotourism

long-haul

authentic

*2. Read the article to check your answers.*

#### OLD AND NEW TOURISM

In the 1980s and early 1990s, when Africans first realized that tourism could be a way out of their poverty, they built very large concrete hotels on the beaches of Kenya, South Africa, and other countries. For a time the charter flights poured in from Germany and Italy. The tourists hoped to see lions, but also wanted to lie by the pool and to eat food from their own country and enjoy the other comforts of home. The revenue from tourism rose sharply, but most of it went to international tour operators.

That was then. Fortunately, a new kind of travel is now in fashion. Today's tourists are leaving the high-rise hotels and European comforts. Instead they are looking for more authentic experiences. On the wild coast of South Africa, young tourists ride horses on unspoilt beaches and make their way through hills of subtropical vegetation. In the evening they sit round the fire and eat a traditional

Xhosa meal of meat and vegetables; they listen to the local Xhosa people tell folk stories, before going to bed in simple tents and lodges. The experience is not offered by an international tour operator but by the Xhosa themselves. The Xhosa tour guides are paid two and a half times the average rate of pay.



The change from 'old tourism' to 'new tourism' did not happen suddenly. Interest in the traditional two-week sun and sea package holiday fell gradually towards the end of the last century. Individual tailor-made or independent holidays-such as fly-drive have steadily become more popular. Nowadays people are taking shorter yet more diverse holidays. Long-haul flights are increasing and are making faraway places easier to get to. More and more tourists are looking for adventure, activity, and authenticity. Adventure

travel, ecotourism, cultural tours, and sports vacations are taking people to more exotic destinations: China, the Maldives, Botswana, Vanuatu.

### **IT IS INTERESTING TO KNOW TOURISM IN AFRICA**

According to the WTO, tourist arrivals in Southern Africa will grow by 300% between 2000 and 2020. In East Africa they will grow by 170%. South Africa is the most popular destination in the African continent with 22% of all international arrivals. Little-known African countries like Ghana and Cape Verde are predicted to be popular tourist destinations in the future.

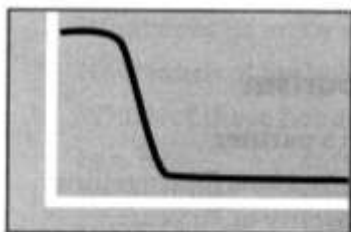
3. Use information from the text and “It is interesting to know” to complete these tables.

In Africa	Old tourism	New tourism
1. What do tourists want to do?		
2. What do tourists want to eat?		
3. Where do tourists stay?		
4. Who are the tourism employees?		

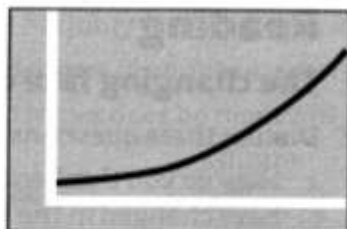
In general	Old tourism	New tourism
1. Types of holiday		
2. Length of holiday		
3. Types of activities on holiday		
4. Destinations		

### B. Reading and speaking.

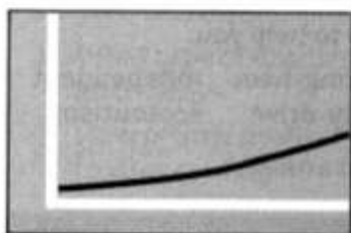
#### DESCRIBING TRENDS



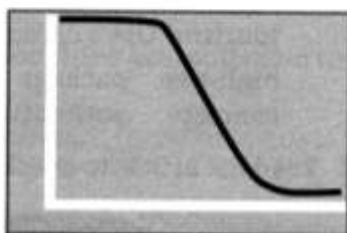
1 package holidays



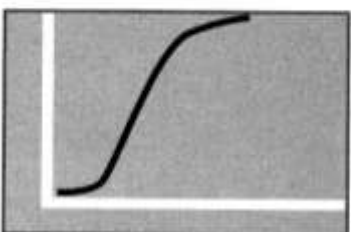
2 weekend city breaks



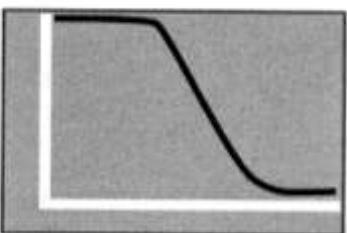
3 long-haul flights



4 beach holidays



5 online holiday bookings



6 High Street travel agents

1. Look at these sentences from the text of task A. Which ones describe.

a current trend?

a past trend?

a trend from the past to the present?

- a The revenue from tourism rose sharply.
- b Today's tourists are leaving the high-rise hotels and European comforts,
- c Interest in the traditional two-week sun and sea package holiday fell gradually towards the end of the last century,
- d Individual tailor-made or independent holidays - such as fly-drive - have steadily become more popular,
- e Nowadays people are taking shorter yet more diverse holidays,
- f Long-haul flights are increasing and are making faraway places easier to get to.

2. Which tense is used in each sentence?

3. Can you find any other examples of current trends in the text?

4. Divide these verbs into two groups: go up [▲] and go down [▼].

rise	increase
decrease	fall
grow	drop

5. Put these adverbs in order - from small change to big change.

dramatically	steadily
gradually	sharply

6. Use the graphs to write sentences about the current trends in 1-6.

Start each sentence with: **The number of...**

EXAMPLE

***The number of people taking package holidays is decreasing sharply.***

### C. Reading and speaking.

Do the quiz and decide if you have good cross-cultural skills:

### QUIZ: DO YOU HAVE GOOD CROSS-CULTURAL SKILLS?

When you meet someone for the first time, what should you do?

**True(T) or False(F)?**

- A** It's usual to shake hands the first time you meet a British colleague.
- B** It's not a good idea to call German colleagues by their first names at work.
- C** When a Japanese business person gives you his/her business card, it's polite to say thank you and put it in your pocket.
- D** In the Mediterranean, embrace colleagues when you meet them.
- E** Take off your shoes when you visit someone's house in Poland.
- F** In Saudi Arabia it is rude to refuse a cup of coffee.
- G** In the UK ask about your host's family when you meet for the first time.
- H** In Asian countries, it is rude to look people in the eyes.
- I** British people like to talk about their salaries.
- J** When you visit Poland, your host gives you flowers at the airport

*(from S. Robbins. New Insights into Business. 2000)*

***D. Reading and making presentations***

*To understand cultural differences better, read the articles presenting rules of behavior for different nationalities.*

- 1. Make up four groups and in your groups read Texts A, B, C, D.*

**Text A**

In Germany, as you walk sadly back to your hotel room, you may wonder why your apparently friendly hosts have not invited you out for the evening. Don't worry, it is probably nothing personal. Germans do not entertain business people with quite the same enthusiasm as some of their European counterparts.

The Germans are also notable for the amount of formality they bring to business. As an outsider, it is often difficult to know whether colleagues have been working together for 30 years or have just met in the lift. If you are used to calling people by their first names this can be a little strange. To the Germans,

titles are important. Forgetting that someone should be called Herr Doctor or Frau Directory might cause serious offence. It is equally offensive to call them by a title they do not possess.

Taking off your jacket and rolling up your sleeves is a sign of getting down to work in Britain and Holland, but in Germany people regard it as taking it easy.

In Denmark a visitor who is invited to a business associate's home should take flowers or some unusual delicacy.

In Norway, to be totally correct, the visitor should send a gift the day after the dinner.

The British, however, consider it impolite to interrupt a visitor, even after all business has been transacted. The commercial caller is expected to be sensitive to this point, know when to stop, and initiate his or her own departure.

*(from L. Jones, R. Alexander. New International Business English. 1998)*

### ***Comprehension check***

#### *1. Mark the statements as True (T) or False (F).*

1. People in Britain shake hands just as much as people in Germany.
2. Visitors to Germany never get taken out for meals.
3. In Britain, business visitors can stay as long as they like.
4. German business people do not like to be called by their surnames.
5. Make sure you know what the titles of the German people you meet are.
6. You should expect the gift from your Norwegian partner a day before his/her visit to your home.

#### *2. What title can you suggest for Text A?*

### **Text B**

Good office manners in Indonesia require the visitor to present a business card immediately. If no card is offered, long delays may result. The mark of a thoughtful executive is to have one side in English and the other in Bahasa. In Japan a visitor should be prepared to distribute as many as 40 business cards a day.

In Japan certain guests at evening business gatherings will leave early. They should be allowed to leave without effusive good-bys. The Japanese consider formal departures to be disruptive in such cases and disturbing for remaining guests.

In the Middle East, the word “no” must be mentioned three times before it is accepted. In contrast, it is considered good business manners to make many and long efforts to pick up the check. You should take care not to admire anything in your hosts’ home. They will feel that they have to give it to you.

Young Korean businessmen expect their wives to be invited by foreigners to attend business or pleasure meetings in the evening. They also expect their wives to decline the invitation.

In Korea guests of honor (as well as the elderly and revered) are supposed to serve themselves first from community dishes. Good manners, however, require that the foreign guest of honor decline the privilege at least once, sometimes twice.

Middle East visitors also should not be surprised "if others barge right into the office in the middle of your conversation with the person you are seeing," notes "Travel Pak." An old Arab custom calls for keeping an "open office."

*(from B. Hunter, American Way, 1983)*

### ***Comprehension check***

*Mark the statements as True (T) or False (F)*

1. A formal departure from parties is important for Japanese people.
2. An Indonesian businessperson will appreciate if you give him/her a card in two languages.
3. Wives of Korean businessmen do not usually attend social occasions.
4. In the Arab world never make compliments to the things in the host’s home.
5. Uninvited visitors are welcome in Middle Eastern offices.
6. In the Middle East, the guest always pays the bill.

*2. What title can you suggest for Text B?*

### **Text C**

In Europe the most common challenge is not the content of the food, but the way you behave as you eat. Some things are just not done. In France it is not good manners to raise tricky questions of business over the main course. Business has its place: after the cheese course. Unless you are prepared to eat in silence you have to

talk about something - something, that is, other than the business deal which you are continually chewing over in your head.

Italians give similar importance to the whole process of business entertaining. In fact, in Italy the biggest fear, as course after course appears, is that you entirely forget you are there on business. If you have the energy, you can always do the polite thing when the meal finally ends, and offer to pay. Then, after a lively discussion, you must remember the next polite thing to do - let your host pick up the bill.

In Italy the question of title is further confused by the fact that everyone with a university degree can be called Dottore - and engineers, lawyers and architects may also expect to be called by their professional titles.

In many European countries handshaking is an automatic gesture. In France good manners require that on arriving at a business meeting a manager shakes hands with everyone present. This can be a demanding task and, in a crowded room, may require gymnastic ability if the farthest hand is to be reached. Protocol in France calls for listing academic credentials in one's calling card.

*(From L. Jones, R. Alexander New International Business English 1998)*

### ***Comprehension check***

#### ***1. Mark the statements as True (T) or False (F)***

1. In France you are expected to shake hands with everyone you meet.
2. It is polite to insist on paying for a meal if you are in Italy.
3. In France people prefer talking during meal.
4. Italian professionals are usually addressed by their titles.
5. It is not necessary to mention the degrees and titles in your business card when you meet French partners.

#### ***2. What title can you suggest for Text C?***

### **Text D**

American executives sometimes signal their feelings of ease and importance in their offices by putting their feet on the desk whilst on the phone.

American business people usually use first names when addressing each other. But only call a person of a higher position by first name if they invite you to. In many cases, Americans will insist on using first names almost immediately, this is just a cultural norm rather than a sign of real intimacy. It is necessary to shake hands with an American if you are meeting for the first time.



A handshake is the customary greeting for both men and women, although you should wait to see if the woman offers her hand first.

When talking to Americans, never ask what their house cost and how much rent they pay.

If you are houseguest in the USA, you should send a handwritten note of thanks to your host and hostess afterwards.

When you go out to a nice restaurant in the States, you must wait in a line for a table and be prepared to a 15% tip at the end of the meal.

If you want to smoke in the USA, you should always ask if you may. Many areas are non-smoking and many people object to this habit.

There is no pressure to drink when you go out with Americans for lunch or dinner. Alcohol may not even be available.

*(from <http://www.executiveplanet.com>)*

### ***Comprehension check***

1. *Mark the statements as True (T) or False (F).*
2. It is polite to discuss the amount of house rent with an American.
3. You should always address an American partner by his/her first name.
4. After visiting an American home you should send a letter of thanks to your host and hostess.
5. The amount of tips at American restaurants depends on your satisfaction by the service.
6. American woman offers her hand first.

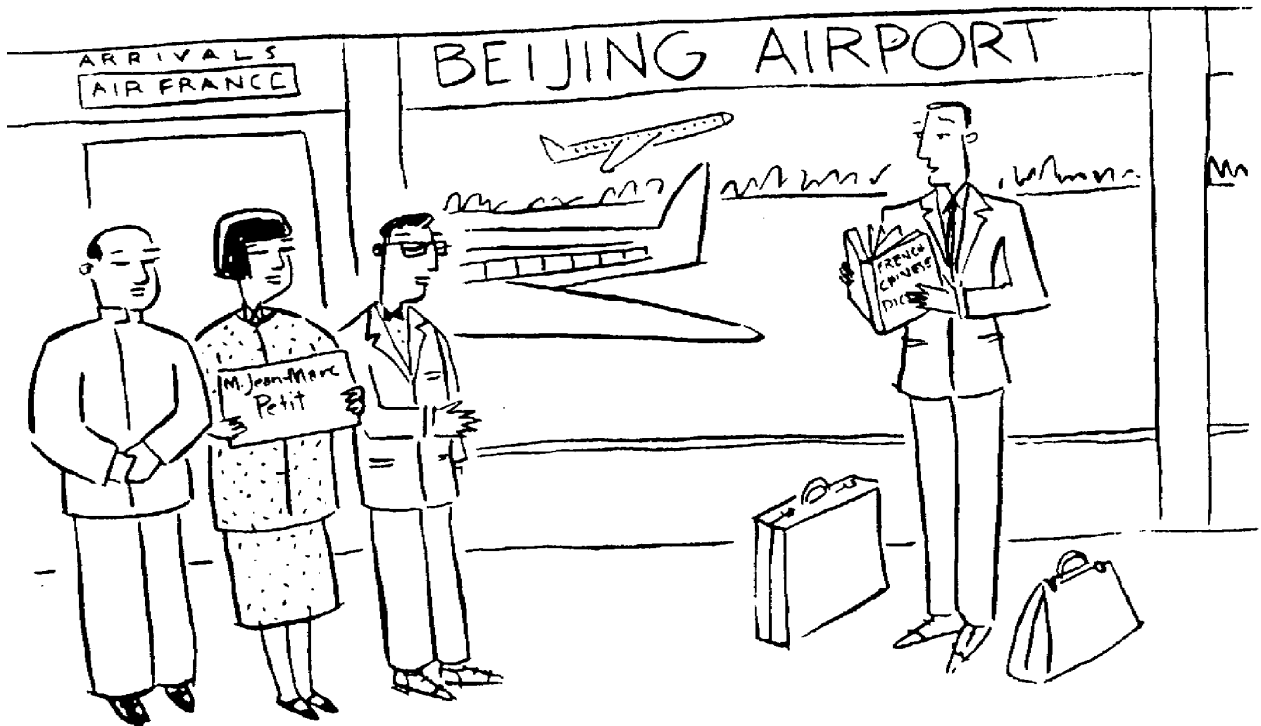
2. *What title can you suggest for Text D?*

3. *In your group try to define which regions of the world are described in the terms of national cultures and traditions. Then, prepare and present a short summary of the text without mentioning the name of the region before the other groups. Let the other groups guess what region of the world your group has presented.*
4. *Correct your answers to the quiz. Discuss the new information on cultures and traditions of different regions of the world.*

5. Try to fill out the table using the information from texts A, B, C, D. Some parts of the task have already been done for you. Add the information about Ukraine.

Country/Region	Business protocol	Social customs
USA		
Britain		
Denmark		People visit their partner's home with flowers or delicacies
France	Academic credentials should be listed in the business card.	
Germany		
Indonesia		
Italy		
Japan		
Korea		
Middle East		
Norway		
Ukraine		

## 2.2. BUSINESS ETIQUETTE IN TOURISM



*Look at the picture presenting a French businessmen visiting China and try to answer the questions:*

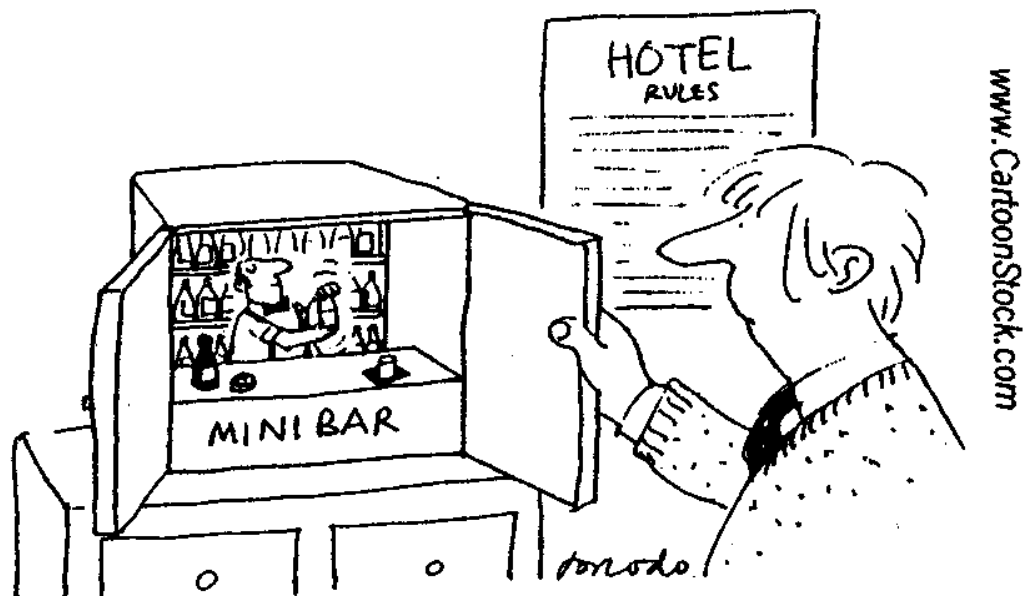
- 1. Where is this French businessman at the moment? Does he look relaxed? What do you think he is feeling?*
- 2. Have you ever arrived in a country without any knowledge of the language or without knowing anyone?*

### **BRAINSTORMING**

*Today more and more people travel around the globe on different reasons.*

*On their way travelers face various challenges coming in contact with people of different nationalities and cultures. It is often in the hotel where the cultural differences are most evident.*

### ***A. Reading and making presentation***



- *What special cultural difficulties and needs would a person from abroad have in Ukraine? Think about social customs/behaviour, greeting people and meeting in general, language difficulties, food and eating habits (and meal table etiquette), and business situations (dress, negotiating, making deals, etc.)*
- *What can the hotel administration do to help people of different nationalities and cultures feel at home and able to communicate with others? Think about reception procedures, room design and facilities, information sheets and signs, restaurants, and staffing and make up a list of your suggestions*

*A significant proportion of business travellers are Japanese, and some hotels try to cater for their specific requirements.*

#### ***Pre-reading task:***

1. *Why would a Japanese visitor probably not want to stay in room 444?*
2. *What particular features would a Japanese visitor want to find in a hotel bathroom?*

## **HOW HOTELIERS CAN PREPARE TO WELCOME THEIR JAPANESE VISITORS**

*The following points suggest how hoteliers can make adjustments to satisfy Japanese visitors ' requirements*

The manager or a senior member of staff should be on duty when a party of Japanese visitors is checking in and should preferably have a Japanese business card and a lapel badge. This person should, if possible, remain as their main contact in the hotel throughout their stay and extend a personal welcome and farewell. To say goodbye is extremely important in Japan.

Avoid putting Japanese visitors in rooms with the number 4,44,444, etc., as this is considered unlucky. Four is 'Shi' in Japanese, the verb 'to die' being 'Shinu', so this superstition should be taken seriously. Some hotels in Asia do not designate a 4th floor at all.

Ensure a consistently prompt response for service, as well as complaints, in all departments. The Japanese are used to abundant staff on duty and a high level of service. This may initially require a higher level of staffing, but the benefits in terms of future business are obvious.

A welcome sign in Japanese at the reception desk is much appreciated. Exit and other directional signs in Japanese throughout the hotel will make the guests feel more at home. Try to have at least one Japanese national on your staff; the other staff should receive basic training in Japanese language and should receive cross-cultural training.

Japanese print should be available at Reception or in rooms, for example, a letter of welcome and guidance notes, general information, Yellow Pages, a city guide, and a newspaper. Sources of Japanese publications could also be provided.

A selection of toiletries and a hair-drier should be provided in bathrooms. It is also appreciated if a yukata (cotton dressing-gown) and slippers are provided in rooms.

Bathrooms must have a constant supply of hot water and should have a bath and shower attachment. The Japanese are accustomed at home to showering outside the bath tub before soaking in a tub of clean water. There should be a drain in the

bathroom floor, or else a notice in Japanese and at least one other language, advising on the correct use of the shower and bath. This could prevent flooding or other damage caused through misunderstanding.

Twin beds should be provided for Japanese guests rather than double beds, even for honeymooners.

In the case of groups, care should be taken to give all members rooms of a similar standard.

For refreshment, the Japanese like to have green tea bags, plum tea sachets, and miso soup packets in their rooms with kettle, cups and saucers.

The Japanese like to see evidence of a high level of security, especially with so many ladies traveling unaccompanied. Relevant information could be provided in room literature and promotional leaflets.

For the business visitor, some hotels provide a Business Centre staffed with Japanese linguists, offering translation and word processing.

1. *According to the text, which of these things are especially important to a Japanese visitor?*



- a. plenty of staff on duty
- b. notices and signs in Japanese
- c. TV and video in their rooms
- d. A Japanese-speaking staff member
- e. politeness
- f. a high level of security
- g. Japanese newspapers
- h. Japanese food

2. *Role play. Split into two groups. One of the group will do Task 1 and the other group will work with Task 2*

**TASK 1.** *You are the 'Astoria' hotel manager and you are going to be responsible for receiving a VIP delegation from Japan. It is very important for the hotel to make a good impression on the guests as it is planned to receive other Japanese delegations in future. Give instructions to your team members on the reception procedure for the delegation of:*

- a. a General Manager of a large software company (aged 62);*
- b. a member of the Board of Directors (aged 54);*
- c. another member of the Board of Directors (aged 46);*
- d. personal assistant of the General Manager (aged 31).*

*It is quite natural for the members of your team to ask questions about the details.*

**TASK 2.** *You are the members of the Japanese delegation:*

- a. a General Manager of a large software company (aged 62);*
- b. a member of the Board of Directors (aged 54);*
- c. another member of the Board of Directors (aged 46);*
- d. personal assistant of the General Manager (aged 31).*

*You understand your visit is very important for the hotel 'Astoria'. Describe the procedure of the reception you expect from the hotel manager.*

*Make your presentations and compare the core ideas of them.*

### ***B. Speaking.***

*Comment on the proverb 'When in Rome, do as the Romans do.' Do we have a similar saying in Ukrainian/Russian?*

### ***C. Creative writing***

*Before you start voicing your ideas try to comment on the saying of English philosopher John Locke 'Reading furnishes our mind only with materials of knowledge; it is thinking that makes what we read ours'. Why is it so important to think over what you have read and give your ideas? Now, try to give your ideas on customs and traditions in Ukraine in a small summary (100 words).*

- a. What are the rules of greeting people in Ukraine? When do you shake hands? When do you kiss?
- b. Think of one or two examples of bad manners in Ukraine. For example, in Britain, it is considered impolite to ask people how much they earn.
- c. What advice would you give somebody coming to live and work in Ukraine?

***D. Reading and speaking.***

**THE PERFECT EUROPEAN**

1. *Look at the postcard (Picture 1) which presents national stereotypes of the European Union members (antistereotypes). Discuss them in small groups. Are some of them new for you? Do you agree with some of them?*
2. *In small groups try to design a stereotype and an illustrating picture for Ukrainians.*

***E. Writing.***

*Fill out the table of stereotypes for different nationalities (Picture 2). Some parts of the table have been done for you as an example. For the last column choose any nationality you like. Discuss your answers with the partners*



Picture 1.

# THE PERFECT EUROPEAN SHOULD BE



COOKING...



...LIKE A BRIT

AVAILABLE...



...AS A BELGIAN

TALKATIVE...



...AS A FINN

HUMOROUS...



...AS A GERMAN

DRIVING...



...LIKE THE FRENCH

TECHNICAL...



...AS A PORTUGUESE

FLEXIBLE...  
...AS A SWED



FAMOUS...



...AS A LUXEMBOURGER



PATIENT...AS AN AUSTRIAN

CONTROLLED...



...AS AN ITALIAN

SOBER...



...AS THE IRISH

HUMBLE...



...AS A SPANIARD

GENEROUS...



...AS A DUTCHMAN



ORGANISED...AS A GREEK

DISCREET...  
...AS A DANE

Picture 2. Stereotypes

	American	English	Ukrainian	Japanese	Your choice
Works:					
Lives:	in a house	in a flat			
Hobby:					
Carries:		an umbrella			
Drinks:					
Eats:					
Newspaper:					
Favourite part of paper:					

	American	English	Ukrainian	Japanese	Your choice
Wears:		a bowler hat dark suit			
Talks about:		weather			
Loves:					
Has:		a garden a pipe			
Pets:					
Sport:		cricket			
Behaviour:		reserved			
Emotions:					

## ***F. Vocabulary***

### **MONEY**

*Choose the correct word to complete each sentence.*

- 1 Always check your \_\_\_\_\_ change \_\_\_\_\_ when you pay in cash.  
a) exchange b) change c) money d) purse
- 2 I'd like to buy €2,000 \_\_\_\_\_ of traveller's cheques.  
a) amount b) value c) worth d) currency
- 3 It's usually more \_\_\_\_\_ to take the train than to fly.  
a) saving b) cheaper c) economic d) economical
- 4 You pay a deposit now and the \_\_\_\_\_ six weeks before departure.  
a) balance b) sold c) credit d) down payment
- 5 We gave her a \_\_\_\_\_ after she had complained to the manager.  
a) refund b) charge c) credit d) change
- 6 American Express is \_\_\_\_\_ in most big cities.  
a) acknowledged b) excepted c) accepted d) accounted
- 7 The hotel bill came \_\_\_\_\_ €534.  
a) at b) to c) up to d) for
- 8 Could you please make out a cheque \_\_\_\_\_ €79.5.  
a) of b) in c) at d) for

## ***G. Project work.***

*Read the information in “It is interesting to know”, then do an Internet search and find out about the progress of “plastic money” transactions in Ukraine. Make a presentation.*

### **IT IS INTERESTING TO KNOW PLASTIC SOCIETY**



The UK is the biggest card user in Europe, owning 60% of all credit and debit cards. Spain is next with 15%. British adults own an average of 3.5 cards each. There are 246 card transactions every second in Britain, and the average weekly spend is £ 100.

## 2.3. TOURISM DEVELOPMENT IN THE WORLD. MARKETING AND PROMOTION

### *A. Reading and discussing.*

#### **THE MARKETING PROCESS IN TRAVEL AND TOURISM**

1. *Make a list of five different products from the tourism industry.*

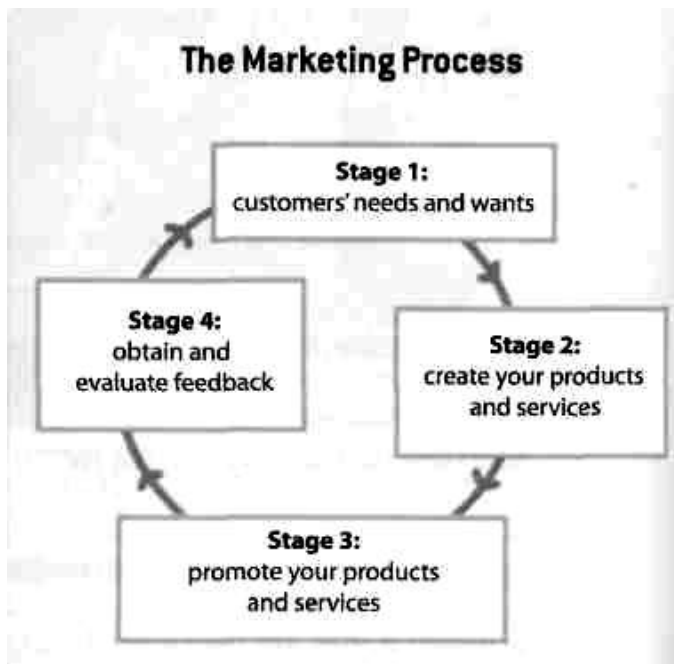
Example: a package holiday

2. *Think of different ways you could advertise them. Which ones are the most effective?*

3. *Look at the statements on marketing. Decide if they are true or false.*

1. Marketing is the same as advertising.
2. Marketing means knowing what your customers want.
3. Marketing is what you do before the product is sold.
4. Marketing is done by both public and private organizations.

4. *Now read about the marketing process and find out if you were right.*



Every day of our lives we can see examples of travel and tourism marketing around us - adverts on TV, adverts in newspapers and magazines, brochures in travel agencies, internet pages, posters in stations, etc. This is because all tourism businesses need to market their products if they hope to be successful. But marketing is not just advertising; it is about researching and identifying the needs of a specific group of customers, and then creating a product that satisfies them.

A large hotel chain, for example, will spend a lot of time and money finding out what its guests want -- what kind of services and facilities they need most, which location they prefer, or how much they are prepared to pay. It will then develop a new product, taking care to gear it to the customers' needs. Then, once the company has the right product, it will use different promotional techniques to let its clients know about it.

Private companies are not the only ones that use marketing. Tourist boards and other public sector organizations also have products, and it is important that their customers are aware that these exist. From a museum in a country village to the multiple attractions of a major city like Sydney, all travel and tourism products need good marketing.

The marketing process does not end after a product has been sold, however. Customers might not be happy with it, and of course people's tastes change with time. Because of this, it is essential to evaluate how customers feel about a product. With the results of the evaluation, it is then possible to improve your product, and in this way continue to meet your customers' expectations.

5. *Which stage are these marketing activities part of*

1. develop?
2. monitor?
3. research?

6. *Which stage of marketing*

1. is the most expensive?
2. needs most creativity?

7. *Which part of the marketing process do you think you would be good at? Why?*



### ***B. Vocabulary***

## **MARKETING TERMINOLOGY**

*Match 1-9 with a - i to produce nine marketing tips.*

1.	Monitor	<b>a</b>	and wants are the first thing you must find out.
2.	Advertise	<b>b</b>	your customers' preferences by using market research.
3.	Research	<b>c</b>	the effectiveness of your advertising and promotional techniques.
4.	Knowledge	<b>d</b>	uses questionnaires to find out what people want.
5.	Evaluate	<b>e</b>	of what your clients want is essential in marketing.
6.	Tastes	<b>f</b>	the market carefully before you create your product.
7.	Identify	<b>g</b>	your product in the places where your customers will see it.
8.	Needs	<b>h</b>	your product towards your clients.
9.	Gear	<b>i</b>	change with time so products must change too.

### ***C. Reading and writing.***

#### **MONGOLIA FACT FILE**

Capital: Ulan Bator Population: 2.6 million

- Situated between Siberia and China.
- Terrain varies from desert to mountain. Temperature variations are also extreme.
- Many Mongolians live a nomadic lifestyle, living in special tents (called gers).
- Tourism is growing in importance (by approximately 20% in recent years).
- Most tourists come from China and Russia.

#### **CULTURAL DIFFERENCES**



1. *Work in pairs. Look at the Mongolia fact file and the list of 'cultural tips' for tourists when mixing with Mongolian people. Which do you think are 'dos' and which are 'don'ts'?*

1. have long conversations in your own language in front of hosts who don't understand.
2. sit with your feet underneath you or cross-legged.
3. walk in front of an older person.
4. let a post or fence come between you if you are walking with a Mongolian.



5. receive food or a gift from a Mongolian with both hands.
6. point a knife in the direction of anyone.
7. turn your back on an altar or religious object.
8. take a sip or nibble of drink or food that is offered.
9. walk round inside a house or tent in a clockwise direction.
10. take food from a plate with your left hand.
11. keep your hat on when entering a house or tent.
12. touch other people's hats.
13. leave a small gift, other than money, for your hosts.
14. take off your gloves before shaking hands.

2. *Look at the following recommendations and check your answers. Do any of the tips surprise you?*

- Don't** have long conversations in your own language in front of hosts who don't understand.
- Do** sit with your feet underneath you or cross-legged.
- Don't** walk in front of an older person.
- Don't** let a post or fence come between you if you are walking with a Mongolian.
- Do** receive food or a gift from a Mongolian with both hands.
- Don't** point a knife in the direction of anyone.
- Don't** turn your back on an altar or religious object.
- Do** take a sip or nibble of drink or food that is offered.
- Do** walk round inside a house or tent in a clockwise direction.
- Don't** take food from a plate with your left hand.
- Do** keep your hat on when entering a house or tent.
- Don't** touch other people's hats.
- Do** leave a small gift, other than money, for your hosts.
- Do** take off your gloves before shaking hands.

3. Complete this table of dos and don'ts for (a) Ukraine, and (b) another country you know about. Mark dos with a tick (V), don'ts with a cross (X), and write (-) if it doesn't matter.

	(a)	(b)
Smoke in a public building		
Wear a hat in a religious building		
Wear shorts in a religious building		
Point at someone with your finger		
Kiss family or friends in public		
Blow your nose in public		
Eat with your left hand		
Take photos of local people		
Leave food on the plate at the end of the meal		
Arrive on time for an appointment		

#### ***D. Writing***

#### **CULTURAL TIPS**

*Write a list of cultural tips for visitors to Ukraine. The list could appear in a guidebook or on a website. Include categories on*

- eating and drinking
- visiting famous and religious buildings
- being a guest in someone's house
- gestures, body language, and physical contact and space
- any other categories you think are important.

#### ***E. Project work***

*How can you find out about cultural tips for visitors to other countries? Think of a country that you would like to visit. Look at the website of the national tourist office. Does it give any useful advice? Ask your local travel agent for useful cultural advice.*

***F. Reading and discussing.***

**PUTTING A PACKAGE TOGETHER**

*Read the article and find the answers.*

*1. Package holidays are created by tour operators and then sold through the chain of distribution.*

- a** What are the components of a typical package holiday?
- b** Who else forms part of the chain of distribution?
- c** How many different types of tour operator are there?

*2. There are two other terms that mean the same as **package holiday**. What are they?*

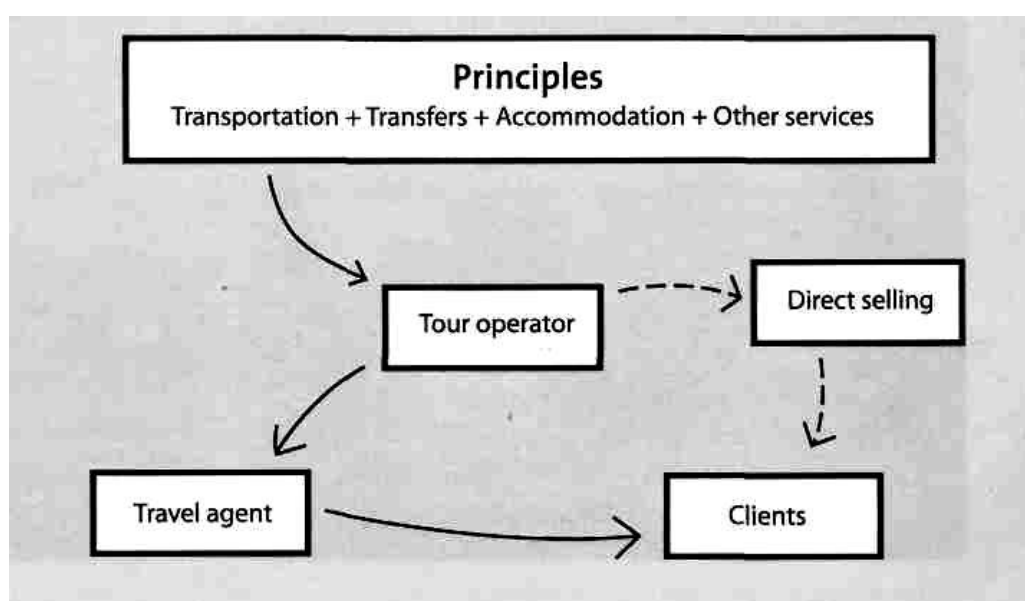
*3. To **buy in bulk** means to buy something*

- a** on the Internet
- b** in large quantities
- c** in secret
- d** a long time before you need to use it.

*4. Why is it important to buy in bulk in tour operation?*

*5. Why do you think specialist tour operators prefer to sell direct to their clients?*

*6. If you could work for one of the four types of tour operator, which would you choose?*



Package holidays, which are also known as package tours, include all of the components necessary for a complete vacation:

- transport to and from the destination
- transfers between the airport / station / port and hotel
- food and accommodation at the
- destination
- other services such as a guide or holiday 'rep'.

The professionals who bring these elements together to create a holiday are called tour operators. They buy in advance and in bulk from the principles: airlines, shipping lines, hoteliers, and so on. Because they buy hundreds of seats or rooms from the principle, they pay a much lower price for them than an ordinary member of the public. The tour operator then converts this bulk into individual packages known technically as inclusive tours (ITs). These are marketed to the consumer through travel agents or by other systems.

In the past tour operators sold almost entirely through travel agents, but today they also use direct selling. This strategy eliminates the travel agents from the chain of distribution, and this reduces the final cost of the holiday package because direct sell operators do not have to pay commission to a travel agent. Many smaller tour operators, for example, prefer to deal directly with their clients.

Not all tour operators sell the same type of holiday. The really big operators, the mass market operators, produce low-cost holidays to traditional sea, sun, and sand destinations like Spain, Greece, or Turkey. Other operators limit their product to customers who want a very specific type of holiday. These specialist operators sell adventure holidays, holidays for single people, holidays for motor-racing fans, and so on. Domestic operators specialize in tours for people who want to holiday in their own country, whilst incoming tour operators are specialists in providing holiday packages to visitors coming from abroad. For example, 'Vastravel', an Italian incoming tour operator, sells tours of Italy to people from the rest of the world.

## ***G. Speaking and making presentation***



### **DESIGNING A PACKAGE TOUR**

*1. You are going to prepare a five-day coach tour of your country or region. To do this, you will need to make decisions about*

1. which places you will visit
2. which places you will overnight in
3. how many nights you will spend in each place
4. where your tour will begin and end
5. which services and meals you will include in the price
6. the different possible dates of your tour
7. the name of your tour
8. three ways you are going to personalize your tour.

*2. Look at these phrases. They are often used by people in discussions.*

#### **Asking for suggestions**

What can we call the tour?

Have you got any ideas about a name?

#### **Making suggestions**

We could call the tour...

Let's call the tour...

What about calling the tour... ?

#### **Agreeing with a suggestion**

Yes, OK. Good idea. That's fine by me.

#### **Disagreeing with a suggestion**

I don't know about that.

I don't think that's a very good idea.

*3. Work in groups of three or four. Nominate one person to be the secretary. The secretary must write down the decisions about each point you discuss.*

*4. Plan your tour, and make sure that everybody participates in the discussion.*

## **H. Writing**

### **A WEB PAGE FOR A PACKAGE TOUR**



*Use the information from your discussion and write the text for a web page advertising your tour. You can use the web page for any other tour as a model.*

## **I. Speaking**

*Discuss the following issues with your partner.*

1. Have there been similar changes in tourism in your country or region?
2. What was tourism in your country like (a) twenty years ago, (b) ten years ago?
3. How can you find out? Who can you ask?
4. What are the main reasons why tourists come to your country or region now?

*Use the information you have found out to make a list of 'old' and 'new' tourism features in Ukraine or Kharkiv region.*

## **J. Writing.**

*Use the information from the previous activity to write a short article - with graphs and charts if appropriate - about trends in 'old' and 'new' tourism in Ukraine or Kharkiv region.*

## **K. Reading and discussing.**

### **TRAVEL AGENCY MYTHS AND REALITIES**

*Many holidays are now sold on the Internet. Travel agencies around the world are worried about this and are trying to explain why they are still important. The American Society of Travel Agents (ASTA) is using the Internet to do this!*

*1. Here are five popular myths about travel agencies.*

1. all travel agencies are the same so it does not matter which one a client uses
2. because of the Internet, people will not use travel agencies in the future
3. travel agencies are against travel products being on the Internet
4. travel agencies are just shops that sell tickets for planes
5. young people do not use travel agents

*Four of these myths are discussed in the ASTA article. Which four?*

**Myth:** Travel agents are just glorified sellers of airline tickets.

**Reality:** Travel agents are professionals who provide value b) helping save time and money. They act as travel consultants, offering personal service for their clients. Clients who turn to an ASTA travel agent want the advice and expertise of a professional who

- analyses current promotions
- explains the small print, such as cancellation charges and
- restrictions
- makes recommendations on travel options
- gets problems solved.

**Myth:** The Internet will replace the need for travel agents.

**Reality:** When it comes to booking travel, travel agents are experienced professionals. Travel agents sell

- 87% of all cruises
- 81 % of all tours and packages
- 51 % of all airline tickets
- 47% of all hotels
- 45% of all car rentals.

The Internet is a valuable resource, but it cannot replace the expertise, guidance, and personal service of a travel agent.

**Myth:** Travel agents do not support use of the Internet.

**Reality:** Both consumers and travel professionals benefit from the Internet. The Internet gives travellers the ability to shop for attractive offers or packages. It has also helped many travel agencies, hotels, resorts, and other travel-related suppliers to grow by bringing in business through websites.

**Myth:** Young people do not understand or value the services of a travel agent.

**Reality:** Yes, they do. Of the people who use travel agents

- 43% are age 35-54
- 33% are Generation X and Y travellers, age 18-34.

One of the winners of ASTA's and Hyatt Hotel's 'Best Practices Program' has made a point to educate students about the adventure of travel and of being a travel agent as a career. This process has made young people aware of the expertise required to be a professional travel agent.



**benefit** (v) to produce a good or useful effect

**career** (n) the series of jobs that sb has in a particular area of work

**expertise** (n) a high level of special knowledge or skill

**myth** (n) an idea or story which many people believe but that does not exist or is false

**value** (n) sth that is well worth the money it costs

*2. What is the reality for each myth according to ASTA?*

*3. How would you answer the fifth myth from ASTA's point of view?*

### ***L. Reading and speaking.***

## **TIPS FOR FOREIGN VISITORS TO THAILAND**

Thailand is a very popular tourist destination and a country possessing an old and specific culture. The country is famous for its hospitality, and the average visitor will have no difficulty in adapting to local customs. The following tips are mostly common sense, but to avoid giving offence, foreign visitors may find them useful.

*1. Read the interview given by Mr. Nipotam to the British journalist. Mr. Nipotam speaks about the challenges foreign visitors can have during their stay in his country, Thailand.*



**I** = interviewer    **N** = Nikam Nipotam

- I:** So what kind of things would a visitor to Thailand need to know about? Are there any social customs that are very different from a European country, say?
- N:** Well, there are a lot of things that are different ... um ... for example, the names, the way you address people is different.
- I:** How is that?
- N:** Well, you always call people by the first name ... the polite way to address people is by their first name.
- I:** What, even in a formal situation?
- N:** Yes, you say 'khun' - it's like 'Mr' or 'Miss' or 'Mrs'.
- I:** Oh, you mean it's the same for men and women?
- N:** Yes, 'khun' is for men and women, it's the same. You say 'khun' and the first name, and also, when you meet people, you don't shake hands usually, there's a traditional greeting called a 'wai'.
- I:** A 'wai'? And what's that exactly?
- N:** Well, you put your hands together, like when you pray, when you say a prayer, and you bow your head forward slightly and the other person does the same. But it's not usually for friends, you don't need to do it, you just do it for people older than you.
- I:** I see. And in public are there any things that you find different? Is it true that it's not acceptable for a young couple to hold hands in public?
- N:** Well, nowadays some of them do, maybe because of the influence of Western society, but it's not so common. I think twenty years ago you couldn't do this, you couldn't hold hands in public, and even now, a couple kissing in public ... no, you wouldn't see that.
- I:** Uh, uh.
- N:** Another thing that people might find very different is that the head is very important for Thai people - you can't touch another person's head. You have to respect people, and in the same way as the head is the most important part, the feet is the lowest part. It's very rude to point at anything with your feet. If you want to open a door with your foot, you can't do it.
- I:** Right. So if someone invites you to their home, is there anything you should know about how to behave?
- N:** Yes, you have to take off your shoes! Don't forget!
- I:** You have to?



- N:** You have to. And if you're invited to eat in someone's home, it's a little bit different. When we eat a *meal*, we always put the food in the middle, for sharing, you have a big bowl for the rice and everyone helps themselves to the other dishes with a spoon and fork. We don't have salt and pepper, and we have something called 'nam pla' on the table. It's a fish sauce. It's got a very strong taste, it's typical of Thailand. For me, Thai food is very good, very delicious!
- I:** Right. Anything else, any other 'dos', 'don'ts'?
- N:** Mm ... let me see. Maybe one thing you should know is about the royal family, the Thai royal family - it's not the same as in England. In England you can say anything about the royal family, but in Thailand you can't talk about them like that - you always have to show respect.
- I:** That is very different from England. Well, thank you very much for your help. I'll try to remember everything you've told me!
- N:** You're welcome.

2. Read the following statements and using the information of the interview make a choice between the two options.

- a. When addressing a Thai person it is polite to use just their (1) ***first name / their surname***.
- b. In more formal situations you should use the word 'Khun'. This is like 'Mr' and is used for addressing (2) ***men / both men and women***.
- c. It is not usual to shake hands when you meet a Thai person. Instead you do a 'wai' - you put your hands together as if you are saying a prayer, and bow your head slightly. You should always use this greeting when you meet (3) ***older people / your friends***.
- d. Couples should be careful about how they behave. You don't see Thai couples (4) ***holding hands / kissing in public***.
- e. The head is very important in Thai culture. It is very (5) ***respectful / not respectful*** to touch another person's head.
- f. If you're invited to someone's home, you should (6) ***always take off your shoes / never take off your shoes***. It's very important to remember this!
- g. When eating a meal with Thai people, you should expect the food to be served in large bowls in the centre of the table. Everyone helps themselves, using (7) ***chopsticks / a spoon and fork***.
- h. Finally, you should never insult the Thai royal family. Thais always show respect towards their royalty, and they expect visitors to do the same.

### ***M. Project work***

*Decide with your teacher on any country or region of the world the culture, traditions and lifestyle of which you would like to investigate. Use the recommended encyclopedias, guidebooks and websites to get the information. Design a presentation in writing, prepare the necessary visual aids needed and make an oral presentation in your class*



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## **WEB RESOURCES**

1. <http://execpc.com/~dboals/diversit.html>
2. <http://pasture.ecn.purdue.edu/~agen.html>
3. <http://curry.virginia.edu:80/go/multicultural/home.html>
4. <http://www.worldculture.com>
5. <http://www.etiquetteintl.com/Articles>
6. <http://www.executiveplanet.com>
7. Britannica Encyclopedia: <http://www.britannica.com>
8. Online Dictionaries: <http://www.bucknell.edu/~rbeard/diction/html>

## **Newspapers on the web:**

9. <http://www.intercom.au/intercom/newsprs/index.html>
10. <http://www.online newspapers.com/>

## **Intercultural Email Classroom Connections (IECC)**

11. <http://www.iecc.org/>

## **Virtual Tours around the World**

12. <http://www.virtualfreesites.com/museums.museums.html>

## CONTENTS

	P.
INTRODUCTION .....	3
MODULE I.      PROFESSIONAL COMMUNICATION.....	5
1.1. TOURISM TODAY. BOOKING A HOLYDAY .....	6
1.2. JOBS IN HOTEL BUSINESS AND TOURISM. APPLICATION DOCUMENTS .....	21
1.3. TEAMWORK IN TOURISM. PROFESSIONAL DUTIES .....	37
 MODULE II.      SOCIAL AND CULTURAL ASPECTS OF TOURISM ..	 55
2.1. NATIONAL VALUES AND TRADITIONS IN TOURISM .....	56
2.2. BUSINESS ETIQUETTE IN TOURISM .....	66
2.3. TOURISM DEVELOPMENT IN THE WORLD. MARKETING AND PROMOTION .....	76
LITERATURE .....	91

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