

МІНІСТЕРСТВО ОСВІТИ І НАУКИ, МОЛОДІ ТА СПОРТУ УКРАЇНИ
ХАРКІВСЬКА НАЦІОНАЛЬНА АКАДЕМІЯ
МІСЬКОГО ГОСПОДАРСТВА

МЕТОДИЧНІ ВКАЗІВКИ
ДЛЯ ОРГАНІЗАЦІЇ ПРАКТИЧНОЇ РОБОТИ
З ДИСЦИПЛІН

«ІНОЗЕМНА МОВА ПРОФЕСІЙНОГО СПРЯМУВАННЯ»,
«ІНОЗЕМНА МОВА (ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ)»
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Методичні вказівки для організації практичної роботи з дисциплін «Іноземна мова професійного спрямування», «Іноземна мова (за професійним спрямуванням)» (англійська мова) (для студентів 2 курсу заочної форми навчання напряму підготовки 6.030601 «Менеджмент») / Харк. нац. акад. міськ. госп-ва; уклад.: С. А. Бучковська. – Х.: ХНАМГ, 2012. – 53 с.

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INTRODUCTION

The instructions presented were designed for the learners studying for qualifications in Management in Hospitality and Tourism and deal with the English language from the students' potential occupational perspective.

The booklet contains materials developed for two modules taught to the students of the extramural department during the second year of their education at the academy.

Each module consists of two sections: the reading skill and the language focus section. The reading skill section is based on authentic materials for those who are going to get employment in hospitality and tourism and therefore equip the learners with the necessary professional acquisition. The tasks developed are focused on the general comprehension of the texts offered as well as on the development of students' problem solving abilities that can be of special demand in their future job. The language focus section aims to teach practical grammar aspects supposed to be considered during the second year of study. The grammar revision is supplemented with exercises to consolidate the knowledge gained.

The following instructions are supposed to provide professional knowledge, functional language practice as well as the hospitality and tourism vocabulary enrichment.

MODULE 3

READING

TEXT 1

SEGMENTS OF THE LODGING INDUSTRY

A portion of an industry that is characterized by a particular trait or a set of traits is called a segment. Segments of the lodging industry are typified by the level of price, luxury, and service, and are ranked from low to high as follows:

- Economy/limited service hotels
- Mid-market hotels
- All-suite hotels
- First-class hotels
- Luxury hotels

Economy/Limited Service Hotels

An economy/limited service hotel provides efficient, sanitary private rooms with bath. The furnishings and décor are acceptable to the majority of travellers. The first budget motels did not have televisions or telephones in the rooms, but these amenities are now standard at most properties. Food and beverage service may not be available, and bell attendants, door attendants, and concierge services are virtually nonexistent. Room rates typically range about 45-percent less than a first-class hotel. To maintain low-end rates, economy/limited service hotels are located on inexpensive real estate and constructed at relatively low cost. Operating costs are kept low by eliminating food and beverage service and employing small staffs.

Mid-Market Hotels

Besides comfortable accommodations with private baths, a traditional mid-market hotel also offers on-premises food and beverage service and employs a uniformed bell staff. Sometimes called a tourist-class or standard hotel, a mid-market property offers above-average luxury and comfort, a professionally designed decor, and on-premises food and beverage service. Mid-market accommodations may have scenic views or advantageous locations.

All-Suite Hotels

All-suite hotels were created to compete against first-class hotels by offering above-average facilities at mid-market rates. A typical all-suite hotel offers separate sleeping and living areas, along with other benefits such as a kitchenette and a stocked bar. Some properties offer food and beverage service and employ bell staffs, whereas other properties are designed for extended stays.

A variation of the all-suite hotel, the condominium hotel, is a fully equipped apartment complex that rents accommodations for a short term. Condominium hotels are typically located in resort areas as alternatives to full-service luxury properties.

All-suite hotels are presently one of the fastest growing segments of the lodging industry.

First-Class Hotels

First-class hotels may be luxurious or near-luxurious, with outstanding comfort and décor, a highly trained and competent staff, and very good food and beverage facilities. First-class hotels are also called executive-class or superior hotels. They have luxury suites, two or more dining rooms, and a cocktail lounge. Many of the rooms have excellent views, refrigerators, and fully stocked bars.

Luxury Hotels

The segment represents the highest standard of excellence in the level of luxury and comfort; cleanliness and efficiency; staff specialization, competence, and courtesy; and diversity and quality of food and beverage service. A typical luxury hotel, also called a deluxe hotel, has at least ten percent of its space devoted to luxury suites, and two or more dining rooms, usually a gourmet-style dining room and a family-style restaurant, both which are themselves highly rated as restaurants. All or nearly all rooms have outstanding views, location, or ambience.

Properties that offer the very highest level of luxury are categorized as grand luxe.

1. Read the text and answer the following questions.

1. What forms a segment of a particular industry?
2. What are the segments of the lodging industry determined by?
3. How do economy service hotels manage to keep low-end room rates and be therefore affordable for most travellers?
4. What particular features distinguish mid-market hotels from economy service hotels?
5. What stimulated the appearance of all-suite hotels on the lodging market?
6. What makes the segment of all-suite hotels be one of the most dynamically developing on the modern hospitality market?
7. What terms can be used very often to refer to first-class hotels? What are the first class hotels typical characteristics?
8. What segment of the lodging industry is typified by the highest level of luxury and comfort?

2. Decide what lodging industry segments are characterized by the following distinguishing traits.

- | | |
|----------|----------|
| a) _____ | d) _____ |
| b) _____ | e) _____ |
| c) _____ | |

a)

- the highest standard of excellence in the level of luxury and comfort;
- staff specialization, competence, courtesy;
- diversity and high quality of food and beverage service;
- outstanding views;
- very high room rates

c)

- comfortable accommodations with private baths;
- uniformed bell staff;
- on-premises food and beverage service;
- above-average luxury and comfort at reasonable prices;
- scenic views or advantageous locations

e)

- luxurious or near-luxurious hotel;
- exceptional comfort and décor;
- highly trained staff;
- luxury suites;
- better-than-average food and beverage;
- two or more dining rooms, cocktail lounge;
- fully stocked bars
- excellent views;

b)

- efficient, sanitary private rooms with bath;
- small staff; bell attendants, door attendants, concierge services are often nonexistent;
- food and beverage service may not be available;
- located on inexpensive real estate;
- constructed at relatively low cost;
- quite cheap room rates

d)

- above-average facilities at mid-market rates;
- separate sleeping and living areas;
- kitchenette, stocked bar;
- food and beverage service;
- bell staff;
- invented to compete with first-class hotels

3. Give examples of each lodging industry segment in Ukraine. Make a list of their distinguishing features.

TEXT 2
PROPERTY TYPES

Within each industry segment are various types of properties that target different travel markets. Hotel properties are of six basic types:

1. Traditional hotels
2. Motels
3. Resorts
4. Convention /conference hotels
5. Resident hotels
6. Bed and breakfast inns

Traditional Hotels

A traditional hotel is modeled after the basic concept of private rooms with bath, front desk services, bell service, and food and beverage service on the same premises. Parking facilities may or may not be available. Most mid-market, first-class, and luxury hotels fall in this category, as well as full-service all-suite hotels.

Motels

A motel is typified by convenient access to a major thoroughfare and ample parking facilities for guests, usually without on-premises food and beverage service or bell service. A standard motel has one parking space per guest room. Motels with 50 or more private rooms, front desk services, and bell service are sometimes called motor hotels.

Resorts

To meet the changing needs of leisure travellers, traditional hotels adopted a variety of amenities, such as swimming pools, tennis courts, and golf courses, exercise facilities, and health clubs. As properties expanded their facilities, a new type of lodging establishment was born – the resort.

The resort business has undergone many changes to meet the changing tastes of leisure travellers. When jet travel became widespread, resorts in more remote destinations began to attract large numbers of visitors.

Social and business trends have exerted an enormous influence on the resort industry. Over the last decades, two highly profitable resort categories emerged: the specialty resort and the convention centre.

Specialty Resorts

The health and fitness trends of recent years created a demand for resorts that specialize in weight control, regimented exercises, and cosmetic surgery. Numerous

health-oriented resorts arose with specialized services and facilities. The health fad also brought new life to old spas.

Besides fitness, the popularity of outdoors activities gave rise to resorts specializing in particular activity such as skiing, sport fishing, or scuba diving.

Convention or Conference Hotels

Because there are more conventions and meetings now than at any previous time, there are also more convention centres. A convention hotel may be a traditional resort that hosts meetings or a facility constructed especially for conventions and conferences.

To convention groups, the resort has become the ideal environment for shedding the distractions of the city and focusing on business in a relaxed, comfortable atmosphere. Many traditional resorts have remodeled their facilities to better accommodate large convention gatherings.

Typically, conventions are scheduled during the off-season, conveniently lengthening the resort season. The additional revenues earned from the convention trade are so essential for many resorts that accommodating groups may be a priority, on or off season.

Although resorts are often used for conventions, specially designed and built convention/conference centres with large exhibit halls and numerous meeting and banquet rooms are the mainstay of the convention business. Many of these conference complexes are constructed with funding from local governments that are eager to attract conventioners and tourists to their cities. To support a large convention centre, a city must be serviced by a major airport capable of handling a large volume of passengers.

A typical convention hotel hosts over 100 conventions per year, has more than 200 rooms, and is located in a popular convention city.

Conference hotels are similar to all-suite properties, with conference rooms in many or all accommodations. A typical conference hotel may offer secretarial services and provide guests with access to equipment such as photocopy and fax machines or desktop computers.

Resident Hotels

A resident hotel is any lodging establishment designed primarily for extended stays. Most such properties offer reduced rates for weekly, monthly, or seasonal rentals. Some resident hotels have contracts with local businesses, or schools to provide temporary residence to executives, contractors, employees, or students. Others cater to special segments of society, such as the wealthy, elderly, or transient population.

A typical resident hotel offers suites or private rooms with bath, front desk service, bell service, and security. Limited food and beverage service may be available, but most suites in a resident hotel have fully equipped kitchens.

About two percent of hotels are operated exclusively as full-time residences. Many offer a high degree of security, including a uniformed guard at the entrance.

Bed and Breakfast Inns

The bed and breakfast inn originated as a private residence offering temporary quarters in a home-style atmosphere, with a daily meal included at no additional charge. Bed and breakfast inns are usually situated in scenic areas, historical residences and even lighthouses.

The recent rise of bed and breakfast inns is due to solidified ties with travel agencies and tour wholesalers. Many inns now pay commissions to travel agents who book reservations with the properties.

1. Read the text and answer the following questions.

1. What main concept is a traditional hotel based on?
2. In what hotel type is the availability of parking facilities supposed to be obligatory?
3. What modern facilities make resort hotels popular with leisure travellers?
4. What specific tourists needs are specialty resorts oriented to?
5. Why have resorts hotels become of great demand and special popularity with the organizers of conventions and other public events?
6. What needs are resident hotels primarily designed for?
7. What stimulates the rapid development of bed and breakfast inns?

2. Indicate the hotel types according to the definitions given below.

- | | | | |
|----------|--|----------|---------------------|
| 1 | <i>a hotel with parking facilities and other services for motorists, normally situated on a highway</i> | a | an airport hotel |
| 2 | <i>a hotel offering long term accommodations</i> | b | a casino hotel |
| 3 | <i>a hotel normally situated at a tourist resort by the sea or in the mountains</i> | c | a B&B hotel |
| 4 | <i>a luxurious hotel with the main purpose to support some gambling operation</i> | d | a commercial hotel |
| 5 | <i>a hotel with meeting and exhibition facilities, audio-visual equipment and banquet rooms for large and small groups</i> | e | a residential hotel |
| 6 | <i>a hotel normally situated in the city centre catering mainly to business clients</i> | f | a resort hotel |
| 7 | <i>a small family type hotel where the guests are offered domestic comfort and cuisine</i> | g | a motel |
| 8 | <i>a hotel situated near an airport</i> | h | a conference hotel |

1 -...; 2 -...; 3 -...; 4 -...; 5 -...; 6 -...; 7-...; 8 -...

3. Give one example of each of the main property types in your local market. Give some information concerning the services and facilities of these hotels.

TEXT 3

CLASSIFICATIONS AND RATINGS OF HOTELS

Michelin travel guides, published in France, initiated the practice of classifying and rating lodging establishments. Numerous other travel guides, trade associations, and government agencies have also attempted to classify hotels, for the information of travellers. In total, more than a hundred rating systems have been developed worldwide.

Lodging establishments are sometimes classified by size, as measured by the total number of guest rooms. The top end includes hotels with 300 or more rooms, and at the low end are hotels with fewer than 25 rooms. However, in recent decades, the average size has tended to increase, and classifying hotels by number of rooms is no longer very meaningful. Numerous hotels now have more than 300 rooms, including budget motels, mid-market properties, and luxury resorts.

Most travel references group lodging establishments by class – the overall quality of the accommodations and services. The European rating system groups hotels into three broad classes and rates each property on a scale of one to five stars. Deluxe hotels are the top category, followed by first class and, finally, tourist class. All four-star European hotels have restaurants and cocktail lounges. Some three-star hotels have on-premises food and beverage service, but no two-star properties do.

The American Automobile Association (AAA) awards one to five ‘diamonds’ as a measure of a hotel’s overall quality. One diamond represents minimum standards, while five diamonds indicates the highest level of luxury and service.

Some government rating systems rely exclusively on price to rate hotels. However, most systems use the following criteria to evaluate properties:

- number and types of rooms
- elegance and comfort of surroundings
- room efficiency
- cleanliness and sanitation
- staff size and specialization
- range and level of services
- reservation and referral services
- quality and diversity of food service
- bar and beverage service
- accessibility to entertainment and activities
- available transportation, such as shuttle or bus service, on-premises car rental, and so forth
- courtesy and helpfulness of personnel.

The most widespread classifications are: ‘star system’, used in France, Austria,

Hungary, Egypt, China and in many other countries; ‘system of letters’ in Greece; typical for Great Britain ‘system of ‘crowns’; ‘system of digits’ etc.

In Greece the ‘letter system’ is used, although on the hotel facades one can see usual ‘stars’ as well. All Greek hotels are divided into 4 categories: A, B, C, D. The hotels of category A are equal to 4****class hotels, B –3***, C –2**. In Greece «de Luxe» is the highest (and not the rarest) category in hotel classification. English hotel classification is rather complicated. Usually there are not stars, but crowns on the hotel facades. To transform the ‘crowns’ into ‘stars’, one should take one crown away from the general amount of ‘stars’. Italian hotel classification is also rather complicated, and there’s no ‘star’ scale in the country. According to Italian standards, the hotels are divided into three categories: first category is approximately equal to 4**** level, the second – 3***, the third – 2**. In Spain there is also rather interesting classification of lodging facilities: hotels – (from 1* to 5*****); cottages, bungalow, apartments (from 1* to 4*****); travelling inns (from 1* to 3***); hostels of three categories.

Some members of the hospitality industry have claimed a six or seven-star rating for their operation. As no organization or formal body awards or recognizes any rating over five-star deluxe, such claims are meaningless and predominantly used for advertising purposes. The Burj Al Arab hotel in Dubai is widely described as a ‘seven-star’ property, but the hotel says the label originates from an unnamed British journalist on a press trip and that they neither encourage its use nor do they use it in their advertising. The Seven Stars Galleria is a hotel located in Milan, Italy. It describes itself for marketing purposes as the world’s first seven-star hotel, citing the private inspection company Société Générale de Surveillance, although official star classification in Italy includes no rating higher than five-star. The hotel is a member of luxury hospitality trade organisation *The Leading Hotels of the World*.

1. Read the text and answer the following questions.

1. What travel guides started the practice of classifying and rating lodging establishments?
2. Is there an integrated world system of lodging establishments rating?
3. What criterion of hotels classification has been the most common for many years? Why has this criterion become less meaningful?
4. How does the European rating system group lodging establishments? What is the system based on?
5. How does the American Automobile Association nominate hotels overall quality?
6. What are the main criteria most government rating systems use to evaluate properties?
7. What other classifications exist in different countries except for the ‘star system’?
8. Are seven-star hotels considered to be officially recognized?

2. Find the appropriate description of each element of the star rating classification approved by the English Tourism Council.

1	★	a	<p>These hotels are more formal style hotels, likely to be larger than one and two-star ones, with a greater range of facilities and services. Bedroom accommodation is spacious and designed for comfort and convenient use, including colour television, telephones, radios and desk/dressing table areas. Public areas include a restaurant, a lounge seating and a bar. More formal service includes a staffed Reception desk. Dinner is provided seven nights per week and light snack lunches are available in the bar or lounge, together with a wide range of drinks. Continental breakfast is available from Room Service. There is a laundry service available.</p>
2	★★	b	<p>These hotels tend to be small, privately owned properties, including resort hotels, inns and small commercial hotels. Accommodation offers a good degree of space and convenience. Décor and furnishings may be simple but are well maintained. All bedrooms will have en-suite or private facilities. Services may be limited but efficient, provided by proprietor, management or well-trained staff. Breakfast is offered daily to residents and their guests. Dinner is available at least five nights per week.</p>
3		c	<p>More formal service is expected at this level. Accommodation is of a very high standard, offering a wide range of facilities and services. All bedrooms are designed and furnished for comfort and ease of use, with very good quality furniture, beds and soft furnishings. All rooms have en-suite bath and shower facilities. Service reflects attention to detail and quality. There must be a formal reception and porters' desks with uniformed staff offering a proactive style of service. The restaurant opens for lunch and dinner seven days per week. Serious attention is paid to food and drink. Table service is available in the bar or lounge. Cooked and continental breakfast is available, cold snacks and beverages are available from Room Service 24 hours per day. Where leisure facilities are provided they are of a high quality, very well maintained and supervised as appropriate.</p>

4	★★★★	d	Accommodation must be of luxury quality with services to match. Spacious bedroom suites and public areas are typified. A selection of catering options offers cuisine and service of the highest international quality. Extensive range of facilities provide leisure, retail and conference services. Highly trained, professional staff guarantee exceptional level of anticipatory service.
5	★★★★★	e	An acceptable overall level of quality, an adequate provision of furniture, furnishings and fittings are typical. These hotels tend to be smaller, privately owned properties. Accommodation is simple and practical with limited facilities and services. At least 75% of bedrooms are en-suite or private bath/shower rooms. There is an eating area offering breakfast to residents and their guests, plus a licensed bar or lounge. Dinner may or may not be offered. Friendly and courteous staff offer efficient but limited service.

1 -...; 2 -...; 3 -...; 4 -...; 5 -...

3. ROOM TYPES

Match the following descriptions with the room types.

SUITE

FAMILY ROOM

TWIN ROOM

SINGLE ROOM

PENTHOUSE

CONNECTING or ADJOINING ROOMS

DOUBLE ROOM

TRIPLE ROOM

JUNIOR SUITE

LOUNGE or SITTING ROOM (PARLOR, Am.E.)

a room occupied by one person

a room with one large bed for two people

a room with two single beds for two people

a room with three single beds, or a double bed and a single bed, suitable for occupation by three people

a set of two or more rooms including a bedroom and a

sitting room

a large room with a partition to separate the bedroom area from the sitting room area

a well-furnished and luxurious suite at the top of the building

a room with four or more beds, particularly suitable for a family with children

a room not used as a bedroom, where guests may read, watch television, etc.

two or more rooms with a door to allow access from one room to another

3. FOOD PLANS

Find the food plan corresponding to the description.

CONTINENTAL PLAN (CP)

EUROPEAN PLAN (EP)

FULL AMERICAN PLAN (AP)

MODIFIED AMERICAN PLAN (MAP)

DEMI PENTION

The rate includes three full meals and a room. Full board or full pension.

The rate includes breakfast, dinner and a room.

The rate includes breakfast and lunch or dinner and a room (half board).

No meals are included in the room rate.

The room includes breakfast and a room ('Bed and Breakfast').

TEXT 4

CAREER OPTIONS IN THE LODGING INDUSTRY

Hotels are amongst the most visible and important aspects of a country's infrastructure. Hotel industry is a closely linked one to the tourism industry. A

number of factors like promotion of tourism and rapid industrial progress have given a boost to hoteliering. The recent liberalisation of trade and the opening up of economy will further lead to revolutionary growth in this sector.

With increasing globalisation, career opportunities in this field are not limited within the country. There are chains of hotels which operate internationally providing plenty of scope for a career abroad. It is a demanding profession with a bright future. With the growth of hotel industry propelled by foreign and domestic tourism and business travel, the demand for well trained quality personnel has been growing impressively.

The diversity of experience in hotel management is greater than in any other profession. Hotel industry involves combination of various skills like management, food and beverage service, housekeeping, front office operation, sales and marketing, accounting.

One can enter this field by direct entry or through hotel management institutes. For direct entry the vacancies are generally advertised in the newspapers. The employees are trained by the hotels themselves, but qualified personnel are always given a higher preference.

They should have a good organizational background, excellent communication and interpersonal skills, strong commitment and self-discipline. One must be an extrovert, co-operative, polite and respectful to the guests, have patience to deal guest criticism even when you know you are right, willing to work hard even extra hours and be cheerful.

A hotel consists of a number of departments such as Operations, Front office, Housekeeping, Food and Beverages, Accounting, Engineering/ Maintenance, Sales and Security. Each department has a number of positions that one can opt for.

ORGANISATION OF A MID-MARKET HOTEL

Administration

The administration is headed by an executive director or general manager. The executive staff might consist of an assistant director or assistant manager and various clerical specialists. The heads of the various departments of the hotel work under the direct supervision of the executive director or the assistant director.

The Rooms Department

The rooms department of a typical mid-market hotel has three units: front office, housekeeping, and bell service. The front office, or front desk staff, is responsible for reservations, check-in and check-out functions, and handling guest messages, mail, and inquiries. The staff works three shifts, so that the front desk and office are manned 24 hours per day. The front desk supervisor keeps a log, or daily record, of events that occur during each shift. Guest complaints, reported maintenance problems, and so forth are recorded in the front desk log.

Housekeeping is responsible for daily cleaning of guest rooms. Each hotel has its own policy regarding the hiring, training, and evaluation of housekeeping personnel. The department is overseen by an executive housekeeper, who coordinates

room cleaning, prepares room status reports, and supervises a staff of maids and housekeepers. Many mid-market hotels clean guest linen on premises, whereas others utilize outside laundry services.

The bell service consists of a bell captain who supervises a staff of bell attendants. The primary responsibility of this unit is to greet guests on arrival and, upon check-in, to transport their luggage to their rooms. Some mid-market hotels also employ a door attendant to greet guests and arrange for taxicab service.

The Food and Beverage Department

To keep the operation of the department profitable, the dining room and lounge are designed so that people can enter them easily from the street, as well as from inside the hotel. This arrangement encourages other customers – i.e., besides people staying at the hotel – to utilize the restaurant from its food and beverage operations.

The food and beverage manager oversees all aspects of these operations, aided by an assistant manager. The heads of the various units of the food and beverage department work under the supervision of the manager or assistant manager. The manager's important responsibility is to monitor and control the hotel's food and beverage costs, to assure that F & B operations remain profitable – or at least, to minimize the hotel's operating expenses.

The food and beverage department of a typical mid-market hotel is divided into five units: food purchasing, food production or preparation, food service, beverage, and room service. The food purchasing department is responsible for acquiring foodstuffs used by the kitchen staff to prepare menu items served in the dining room. The department's staff purchases ingredients, maintains the storeroom, fills requisitions by the food preparation staff, and provides security against theft or loss.

The food preparation department, or kitchen staff, consists of a head chef or head cook assisted by various cooks. A butcher, pastry chef, and baker might also be employed in the kitchen. This department is responsible for preparing all menu items, except beverages, served in the hotel dining room or delivered to guest rooms by the room service staff.

The food service department is staffed by waiters, waitresses, and busboys who are responsible for serving to guests the meals prepared by the kitchen staff. A separate room service staff might be employed to deliver menu items to guest rooms. However, in some food service departments, waiters or bellhops provide room service as a function of the food service department.

The beverage department is responsible for preparing and serving all beverages to guests in the cocktail lounge, as well as preparing beverages for the dining room and room service. The department is managed by a beverage manager, wine steward, or head bartender, who supervises a staff of table attendants and bar attendants.

The room service department, in properties that maintain a separate room service staff, is responsible for fulfilling and delivering food and beverage orders placed by guests in their rooms.

The Guest Services Department

A typical mid-market hotel might have a hair care salon, a gift shop, and guest valet or laundry service, organized under the guest services department. Some hotels own and operate their own gift shops and hair care salons, but others rent space to independent vendors to provide these services to guests.

A concierge or guest services manager might be employed to serve as an agent for booking various guest services outside the hotel, such as theatre tickets, guided tours, ground transportation, airline reservations, car rentals, and so forth. Some mid-market hotels rent desk space to a travel, airline, or car rental agent in lieu of or in addition to employing a full-time concierge.

The Marketing and Sales Department

The marketing and sales department oversees all aspects of promotion and group sales. This department usually consists of three units: advertising, group sales, and banquet sales.

Advertising is responsible for planning, developing, and implementing advertising and promotions for the hotel. The advertising manager usually works with an outside advertising agency to create ad campaigns and design promotional materials. All rate sheets, brochures, advertisements, and directory listings are produced by this department.

Group sales unit works with companies to negotiate special corporate discounts and negotiates special group rates for organizations that are planning meetings, conventions, or conferences. This department is also responsible for setting rates for or discounts to tour wholesalers for resale as part of advertised package tours. A separate convention manager might be employed to handle convention sales and coordinate the arrangements.

Banquet sales unit works with community organizations, such as schools, churches, service clubs, and wedding planners, and with companies, to sell banquet services. Banquets are an important source of revenues for the hotel's food and beverage operations. The banquet sales manager determines the fees and coordinates the arrangements for banquet services sold to the public and also coordinates meals served at meetings and conventions at the hotel.

The Accounting Department

The accounting department of a typical mid-market hotel consists of two units: general cash and accounts payable. The general cash department performs all bookkeeping related to revenues (income) of the hotel. The cashier handles all cash transactions, including check cashing, guest payments, and invoicing. The auditor keeps track of money owed to the hotel – both by guests charging items to their room accounts and by groups, such as conventions and corporate clients with established credit.

The accounts payable department performs all bookkeeping related to money owed by the hotel to vendors and employees. Payroll checks and disbursements –

payments for operating expenses, such as utilities, telephone, supplies, and so forth – are produced by this department.

The Security Department

The security department is responsible for maintaining security alarm systems and implementing procedures aimed at protecting the personal property of guests and employees. A full-time staff of uniformed guards and a plainclothes detective might be employed by the security department.

The Engineering Department

The engineering department of a typical mid-market hotel might consist of two units: environment control, and repair and maintenance. The environment control department, called the power, light, and heat department at older hotels, is responsible for maintaining heating, lighting, and electrical systems throughout the hotel. Fire prevention and control are also the responsibility of this department.

The repair and maintenance department employs a staff of carpenters, painters, plumbers, electricians, and repair specialists to maintain the hotel's facilities, decorations, and furnishings in good condition.

1. Read the texts and answer the following questions.

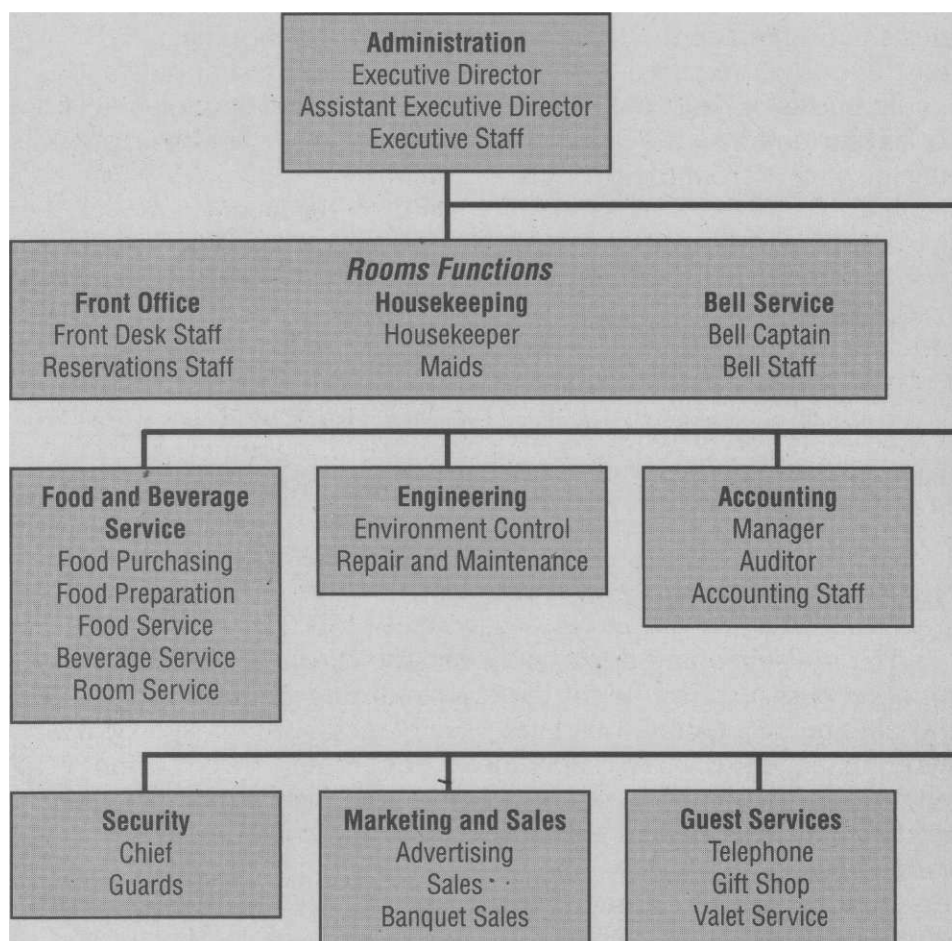
1. What factors facilitate the development of the lodging industry?
2. How does the process of increasing globalisation influence the career options in the hotel industry?
3. What qualifications are the prerequisites for those who start career in hospitality?
4. What is the role of the in-house training for a hotel employee preparation?
5. What career options exist in a typical mid-market hotel?

2. Give the title of the department or division that is responsible for each of the following duties:

1. _____ is responsible for greeting guests on arrival and the transportation of guest luggage.
2. _____ is responsible for maintaining the heating, lighting, and electrical systems throughout the hotel.
3. _____ is responsible for daily cleaning of guest rooms and preparing room status reports.
4. _____ is responsible for maintaining alarm systems and protecting the personal property of guests and employees.
5. _____ is responsible for handling reservations, guest registration, and check-out in a limited-service hotel.

6. _____ is responsible for preparing all menu items, except beverages, that are served in the hotel restaurant or delivered to guest rooms.
7. _____ is responsible for supervising and coordinating the work of the managers of all departments of the hotel.
8. _____ is responsible for negotiating rates for organisations that are planning meetings, conventions, or conferences.
9. _____ is responsible for arranging services outside the hotel, such as theatre tickets, guided tours, or car rental.
10. _____ is responsible for performing all bookkeeping related to money owed by the hotel to vendors and employees.

3. Present the structure of a typical mid-market hotel using the following organization chart.



TEXT 5

HOSPITALITY MARKETS

A market is the group of potential customers for a product, service, or company. The hospitality market is divided into two broad categories: the commercial market and the leisure market. The commercial market includes business travellers, such as sales representatives, executives, and attendees of conventions, banquets, and meetings. The leisure market consists of people travelling for recreation, sport, or personal enlightenment, such as vacationers, sightseers, and adventurers.

Although every hotel has some clients from both markets, most properties are designed and promoted in such a way as to attract either business travellers or leisure clients. Within each market, customer needs may vary. For example, vacationing families require facilities that cater to children and, sometimes, pets. But single travellers often prefer accommodations that are oriented to adults, with the opportunity to meet travellers of the opposite sex. Sporting travellers require specific recreational facilities such as golf, tennis, or scuba diving facilities, whereas health-conscious travellers may require exercise facilities or counseling services.

The commercial market tends to remain constant year-round, whereas the leisure market is mainly seasonal. Most resort areas have distinct tourism seasons, usually corresponding with periods of fair weather. A regular period of high room occupancy is called the high season, and a period of low room occupancy is called the low season. A transitional period between a low season and a high season is called a shoulder period.

The convention market is a significant source of business for many hotels. Some hotels specialize in conventions and meetings, and many resorts rely on convention business to fill rooms during the low season. To support the convention business, a hotel must have a large number of rooms and an extensive range of facilities and services, including banquet service, meeting rooms, an auditorium, audiovisual equipment, and recreational facilities.

Most hotel rooms are sold directly to customers, or end-users, by the internal reservations department or the reservations center of a chain, referral organization, or hotel representative. However, rooms are also sold through independent outlets such as tour wholesalers and travel agencies. Any outlet or vendor that sells room space to the public on behalf of a hotel is called a distribution channel. Retail travel agencies sell services directly to customers, including business travellers as well as vacationers. When a travel agency sells an airline ticket or a hotel reservation, it receives a commission based on the selling, or retail price. The average commission for the sale of an airline ticket is 10 percent, but, for booking a hotel reservation, a travel agency may receive from 5 to 15 percent, depending on the property.

The front office is responsible for maintaining accurate statistics of understays, overstays, early arrivals, cancellations, walk-ins, and no-shows. Understays are guests who depart in advance of their stated check-out date. Overstays are guests who stay on beyond their stated check-out date. Early arrivals are clients who check in before their stated check-in date. Cancellations are clients who notify the hotel that

they will not check in as planned. Walk-ins are guests who check in without a prior reservation. No-shows are clients who placed reservations but do not arrive on the stated check-in date and do not cancel the reservations.

Statistics related to these factors are used to estimate how many rooms will be available on a particular date. The percentages are constantly updated by the reservations department. The front office creates regular room forecasts, showing the estimated number of rooms that will be available on a particular date and the projected occupancy rate.

1. Read the text and answer the following questions.

1. What is the *hospitality market* supposed to mean?
2. What main parts does the hospitality market comprise?
3. What categories of travellers does the commercial market consist of?
4. What travellers does the leisure market include?
5. In what way can the specific needs of the leisure market travellers differ from the needs of the commercial market travellers?
6. What hospitality market is more sensitive to the seasonal fluctuations?
7. Why is the interest of many hotels to conferences and conventions organization steadily growing?
8. How are most hotel rooms sold to customers?
9. What statistics of arriving guests does the front office usually maintain? What does this statistics provide?

2. Check up your memory and name the notions the following definitions correspond to.

- | | | |
|---|---|-------|
| 1 | guests who stay on beyond their stated check-out date | _____ |
| 2 | the part of the hospitality market comprising business travellers | _____ |
| 3 | the part of the hospitality market comprising travellers on leisure | _____ |
| 4 | clients who check in before their stated check-in date | _____ |
| 5 | the part of the year with the most guests | _____ |
| 6 | guests who depart in advance of their stated check-out date | _____ |
| 7 | guests who check in without a prior reservation | _____ |

- 8 the number or percentage of rooms that are occupied by guests _____
- 9 the time of the year when fewer people are travelling or using facilities _____
- 10 estimated check-in date _____
- 11 clients who notify the hotel that they will not check in as planned _____
- 12 clients who placed reservations but do not arrive on the stated check-in date and do not cancel the reservations _____
- 13 a transitional period between a low season and a high season _____

LANGUAGE FOCUS

1. THE PASSIVE

We form the passive with the verb **to be** and the **past participle** of the main verb.

The passive is used:

- when the person who carries out the action is unknown, unimportant or obvious from the context;
- when the action itself is more important than the person who carries it out, as in news headlines, newspaper articles, formal notices, instructions, advertisements, processes, etc.;
- when we refer to an unpleasant event and we do not want to say who or what is to blame.

The future continuous, the present perfect continuous, the past perfect continuous and the future perfect continuous are not normally used in the passive.

	Active	Passive
Present Simple	<i>The porter delivers the luggage.</i>	<i>The luggage is delivered.</i>
Present Continuous	<i>The porter is delivering the luggage.</i>	<i>The luggage is being delivered.</i>
Present Perfect	<i>The porter has delivered the luggage.</i>	<i>The luggage has been delivered.</i>
Past Simple	<i>The porter delivered the luggage.</i>	<i>The luggage was delivered.</i>
Past Continuous	<i>The porter was delivering the luggage.</i>	<i>The luggage was being delivered.</i>

Past Perfect	<i>The porter had delivered the luggage.</i>	<i>The luggage had been delivered.</i>
Future Simple	<i>The porter will deliver the luggage.</i>	<i>The luggage will be delivered.</i>
Future Perfect	<i>The porter will have delivered the luggage.</i>	<i>The luggage will have been delivered.</i>
Infinitive	<i>The porter has to deliver the luggage.</i>	<i>The luggage has to be delivered.</i>
Modals	<i>The porter can deliver the luggage.</i>	<i>The luggage can be delivered.</i>

To change a sentence from the active into the passive:

the object of the active sentence becomes the subject in the passive sentence;

the active verb remains in the same tense, but changes into a passive form;

the subject of the active sentence becomes the agent, and is either introduced with the preposition **by** or omitted.

Only transitive verbs (verbs followed by an object) can be changed into the passive.

We use **by** + **agent** to say who or what carries out the action.

We use **with** + **instrument/material/ ingredient** to say what the agent used.

*This new soufflé was made **by** our chef. It was made **with** eggs, flour, sugar, milk and bananas.*

The agent is often omitted in the passive sentence when the subject of the active sentence is one of the following words: people, one, someone/somebody, they, he, etc.

Object pronouns (**me, you, him**, etc.) become subject pronouns (**I, you, he**, etc.) in the passive.

*They gave **him** the bill. - **He** was given the bill.*

With verbs which take two objects such as *bring, tell, send, show, teach, promise, buy, throw, write, award, hand, sell, owe, grant, allow, feed, pass, post, read, take, offer, give, pay and lend* we can make two different passive sentences.

They brought the guests fresh towels. - The guests were brought fresh towels. Fresh towels were brought to the guests.

THE SYSTEM OF TENSES IN ACTIVE AND PASSIVE VOICE

	Active Voice			Passive Voice		
	Present	Past	Future	Present	Past	Future
Simple	V/ V(e)s do/does	Ved/ V2 did	shall/will + V	am/is/are + V3	was/ were + V3	shall/will be + V3

Continuous	am/is/are + Ving	was /were + Ving	shall/will be +Ving	am/ is/are being+V3	was /were being +V3	-----
Perfect	have/has + V3	had + V3	shall/will have +V3	have/has been + V3	had been + V3	shall/will have been+V3
Perfect Continuous	have/has been+ Ving	had been+Ving	shall/will have been+Ving	-----	-----	-----

1.1. Rewrite the following sentences in the passive.

1. They serve breakfast at 8 o'clock.

2. The secretary has already reserved a room at the hotel in Prague.

3. The tour guide had already given all the instructions, when the coach arrived to the theme park.

4. The chambermaid was cleaning the room when we returned.

5. They are refurbishing the mansion at the moment.

6. They are going to change the checking-out time for business travellers.

7. They use the main hall for special occasions.

8. The company advertised its new package tour in the brochure.

9. I hope we'll introduce this new service in the nearest future.

10. They were discussing the possibility to enlarge the hotel when the owner reduced finances.

11. Somebody has stolen my empty suitcase from my room.

1.2. Complete the following letter using the appropriate form of the verbs in brackets.

Dear Alan,

I'm sorry to say that we 1) (have) a disastrous holiday! To start with, the plane 2)..... (delay) for three hours, so we 3)..... (not arrive) until 3.00a.m. Fortunately, the courier 4)..... (still/ wait) to meet us, but when we 5)..... (get) to the hotel, we 6).....(find) that our room 7)..... (double-book)! So now we 8)(stay) in another hotel, which, believe it or not, 9) (still/build)! We 10) (wake up) every morning by the workmen. The hotel 11)(be) awful. The shower 12) (not work), and yesterday, when we 13)..... (get) ready for dinner, the water supply 14) (cut off). I 15) (complain) to the manager, but, of course, he 16) (not do) anything about it yet. He 17) (have) a typical 'let's wait until tomorrow' attitude. 18) (you/ know) what I mean?

The weather 19) (be) pretty awful since we got here. Last Saturday we 20) (take) a train to the capital. 21) (you/ ever/ bee) there? It 22) (seem) to me there's nothing much to see. When we 23) (arrive) we 23) (find) that the traveller's cheques 24) (leave) at the hotel, so we 25) (not speak) to each other for the rest of the day!

It 26) (rain) again this morning, and, as there's nothing else to do, I 27) (write) a few letters. Also, we both 28)..... (have) bad stomachs for the last couple of days, so we 29)(want) to go too far from the hotel!

Well, you know that we 30) (come back) next week and, quite honestly, we 31)..... (not be) sorry to come home. With the food, the weather and the hotel, I think we 32) (come) here again!

Regards,

Mike

2. THE INFINITIVE

Forms of the Infinitive		
	Active Voice	Passive Voice
Present	(to) develop	(to) be developed
Continuous	(to) be developing	-----
Perfect	(to) have developed	(to) have been developed
Perfect Continuous	(to) have been developing	-----

The **Present Infinitive** refers to the present or future. (*We want **to offer** new activities to rural tourism visitors.*)

The **Present Continuous Infinitive** expresses an action happening now. (*They must **be developing** a new destination at the moment.*)

The **Perfect Infinitive** is used to show that the action of the infinitive happened before the action of the verb. (*They claimed to **have changed** their policy towards their corporate clients.*)

The **Perfect Continuous Infinitive** is used to emphasise the duration of the action of the infinitive, which happened before the action of the main verb. (*They seem to **have been conducting** a market research for half a year.*)

The *to*-infinitive is used

- to express purpose
*He went to the college **to get** a bachelor's degree in restaurant or hotel management.*
- after certain verbs (agree, appear, decide, expect, hope, plan, promise, refuse, etc.)
*They **promised to give** him a promotion by the end of the month.*
- after certain adjectives (happy, glad, sorry, etc.)
*I was very **sorry to hear** of your dissatisfaction with certain aspects of your recent holiday.*
- after *I would like/would love/would prefer* to express specific preference
***I'd like to see** the manager and express my dissatisfaction of the services provided.*
- after certain nouns
*What a **pleasure to stay** at this hotel again!*
- after *too/enough* constructions
*It is **too early to be** sure that the new system of reservation works better.*
*We have **enough reasons** to demand a compensation for our ruined holidays.*
*It is **clever of him not to take** these terms.*
- with *it + be + adjective (+ of + noun/pronoun)*
*Would you be **so kind as to inform** us about all the changes.*
- with *only* to express an unsatisfactory result
*They came **only to find out** that the meeting has been cancelled.*
- after *be + the first/second etc/next /last/best*, etc.
*He was the **last to arrive** at the hotel.*
- in the expression *for + noun/pronoun + to-infinitive*
***For him to be** so careless was very dangerous.*
- in expressions such as *to tell you the truth*, *to begin with*, *to be honest*, etc.
***To be honest** I'm not sure about the profitability of this entertainment centre.*

The infinitive without *to* is used

- after most modal verbs
*You **must fix** all the details of the accident.*
- after *had better/would*
*You'd **better not change** the layout of business*

- rather*
- after *make/let/see/hear/feel*
+ *bare infinitive*
but in the passive
be made/ be seen/be
heard/ + to- infinitive

premises.
*They **made** him **pay** for the damage.*

*They **were made** to **pay** for the damage.*

The subject of the infinitive

- The subject of the infinitive is omitted when it is the same as the subject of the main verb.
The company wants to install emergency systems of electric energy supply in the hotel.
- The subject of the infinitive is not omitted when it is different from the subject of the main verb. The subject of the infinitive comes before the infinitive and can be an object pronoun (me, you, them, etc.), a name or a noun.
They want the energy supply company to install the emergency system of electric energy supply in their hotel.

Functions of the Infinitive

Subject	<i>To organize the advertising campaign is very important at the moment.</i>
Compound Predicate	<i>Their aim is to investigate the leisure market.</i>
Complex Predicate	<i>The guest can order the breakfast to his room.</i>
Direct Object	<i>The secretary forgot to send the confirmation of the reservation.</i>
Adverbial Modifier	<i>To enjoy this remote and hilly location you must be agile.</i>
Attribute	<i>The first question to be considered is whether the offer of the carrier should be accepted.</i>
Complex Subject	<i>This hotel is considered to be the best in the chain.</i>
Complex Object	<i>We want them to provide some discounts in low season.</i>

2.1. Rewrite the sentences using the correct infinitive tense.

- The hotel has improved the quality of service.
The hotel seems
- He is getting used to his new responsibilities of a comptroller.
He appears
- They help arrange conferences and provide meeting rooms and electronic equipment for business travellers.
They claim
- The Customer Services Manager has been handling the complaint for almost a month.
The Customer Services Manager seems

5. They have already made repairs to the hotel facilities.
They claim
6. He is working overtime at the moment because it is high season.
He seems
7. The tour operator has been collecting information about the best hotels in the resort for a long time.
The company claims
8. John has informed the security department about the theft in the room.
John claims
9. The guest from room 312 is not satisfied with the room location.
The guest from room 312 seems

2.2. Fill in the correct form of the infinitives.

1. His manager expects him (work) overtime.
2. No, he doesn't have a job. He just pretended (offer) a new job.
3. We were made (change) the checking-out procedure.
4. Let's (try) to put this bag in the overhead locker.
5. The air tickets must..... (already/deliver).
6. I'd like(get) in touch with them personally and discuss all the terms.
7. You'd rather (be) more polite with guests.
8. You had better (call) the reception.
9. They saw her (talk) to the concierge.
10. You should (apologise) for all inconveniences.
11. The manager always makes the receptionists (check) all the guests' bills.

2.3. Read the sentences, translate them into your native language and define the function of the Infinitive.

1. The delegation is expected *to arrive* any minute.
2. This strategy gives Marriott the ability *to solve* problems for customers as they arise.
3. They want the room *to be aired out* right now.
4. You can *find* a suit *to be cleaned* in the guest's room.
5. The hotel offers a variety of accommodation types including standard hotel rooms, studio, queen and king rooms *to suit* both the business and leisure traveller.
6. He was the first to apply for this job.
7. Our plan is *to develop* an interesting panoramic excursion.
8. Lodging managers of all types use computers *to organize and simplify* many guest services like making reservations, assigning guest rooms and conference rooms, and calculating bills.
9. They offered the guest *to use* a free meal voucher.
10. The amount *to be paid* includes the room service.
11. *To deal* with booking tickets to social events is the responsibility of a concierge.

3. THE **-ING** FORM

Forms of the Gerund		
	Active	Passive
Indefinite	writing	being written
Perfect	having written	having been written

The **-ing** form is used

- as a noun
- after prepositions
- after *love, like, enjoy, dislike, hate* and *prefer* to express general preference.
- after certain verbs (*consider, avoid, deny, look forward to, confess to, fancy, involve, mention, risk, spend, mind, regret, admit, suggest, imagine, etc.*).
- after *go* for activities
- after *it's no use, it's (not) worth, it's no good, be busy, what's the use of...?, there's no point in, can't help, can't stand, be/get used to, have difficulty (in)*
- *begin, start, continue*
We never have two **-ing** forms together.
- after the verbs *see, hear, feel, watch, listen to* and *notice* to describe an incomplete action, that is to say that somebody saw, heard, etc. only a part of the action.
- *need/require/want + -ing* form
This construction often shows that it is necessary to repair or improve something. *Need* can also be followed by a passive infinitive.
- *advise, allow, permit, recommend, encourage* take the *to-infinitive* when they are followed by an object or when they are in the passive form. They take

***Travelling** gives you better idea about what is going on in the world.*

*He left without **giving** any recommendations concerning the trip.*

*She likes **doing** everything by herself.*

*Jessica spent all day **checking-in** the guests.*

*They often go **skiing** at the weekends.*

*It's no use **changing** the room rates.*

*They started **talking**/to talk.*

*I heard Jack **trying** to persuade them to book a suite.*

*The premise needs **decorating**.*

The premise needs to be decorated.

*They don't allow us to park here.
(object)
We aren't allowed to park here.
(passive)*

the *-ing* form when they are not followed by an object.

*They don't allow **parking** here.*

Functions of Gerund

Subject	<i>Interacting with customers using Facebook and Twitter can improve customer service.</i>
Predicate	<i>His only duty is keeping the conference rooms clean.</i>
Part of a Compound Verbal Predicate	<i>She felt like telling everybody the truth about the rude behaviour of the receptionist.</i>
Direct Object	<i>The guest's suit needs pressing.</i>
Object of a Preposition	<i>The police arrested him for speeding.</i>
Attribute	<i>There is no harm in asking them about the dress code.</i>
Adverbial Modifier	<i>Can I solve this problem without going down to the reception? By concentrating our efforts on the hotel facilities improvement we can enlarge our profits.</i>

3.1 Use the *-ing* form, translate the sentences and define the functions of the gerund.

1. The bellboy entered the guest's room without (knock) at the door.
2. I can't help (think) about the consequences of the deal failure.
3. I can't take measures without (know) the details of your holiday.
4. (Travel) might satisfy your desire for new experiences.
5. Her unpleasant memory was (try) to find an appropriate accommodation.
6. The cashier admitted (make) a serious mistake in the client's bill.
7. On (enter) the gallery they stopped amazed.
8. He is getting used to (work) overtime in high season.
9. Without (wait) for the permission the reporter entered the manager's office.
10. I can't stand (work) night shifts at the reception.

3.2 Choose the correct preposition and fill in the gaps with the *ing*-form of the verbs in brackets.

1. I'd like to enquire **on/for** (**enroll**) on one of your courses for hotel staff.
2. He seems to be very excited **with/about** (**start**) that new job of an executive housekeeper.

3. Are you thinking **about/on** (**plan**) itineraries for business travellers?
4. They insisted **in/on** (**change**) the room rates.
5. I expect he's very depressed **with/about** (**lose**) his job.
6. I warned them **for/about** (**buy**) this unreliable electrical distribution system.
7. They are complaining **with/about** (**have**) a lot of problems with this new system of reservation.
8. The chief blamed us **for/of** (**lose**) the deal.
9. They concentrated **in/on** (**develop**) a new profitable destination.
10. Mike's friends congratulated him **on/in** (**get**) a job at a five-star hotel.
11. A new housekeeper found it hard to cope **with/on** (**clean**) all the rooms.
12. He felt tired because he wasn't used **for/to** (**work**) so hard.

4. FUNCTIONS OF THE VERBS *TO BE*, *TO DO*, *TO HAVE*

<i>to be</i>	
as a main verb	<i>He can be a successful hotelier one day.</i>
as a linking verb	<i>He is our new sales manager.</i>
as an auxiliary	<i>She is waiting in the lobby downstairs.</i>
in the construction <i>be to</i> (to express modality with the meaning of strong expectation of some action according to a rule, instruction, agreement, or order)	<i>The conference is to start work next week.</i>
<i>to do</i>	
as a main verb	<i>They do laundry every day except for Sunday.</i>
as an auxiliary	<i>When do they usually serve breakfast?</i>
as an emphasis verb	<i>Do call at any time.</i>
<i>to have</i>	
as a main verb	<i>They have some double rooms vacant.</i>
as an auxiliary	<i>Have you ever been to Canada?</i>
in the construction <i>have to</i> (to express modality with the meaning of necessity to do smth)	<i>They have to give some explanation why the room was doublebooked.</i>

4.1 Translate the sentences defining the functions of the verbs *to be*, *to do*, *to have*.

1. Why *doesn't* she like spending her holidays in hotels?

2. I **have** just started my first job in a travel agency.
3. We **had to** pay a lot more as we decided to stay for a week longer.
4. The trip **was** tiring. We **do** want to relax.
5. That's the last train. How **am** I going to get home now?
6. They **have** a lot of spacious comfortable rooms.
7. The plane **is to** land in a couple of minutes.
8. A guide's commentary should **be** interesting, lively and enthusiastic.
9. What will you **do** if a guest feels irritated at **being** awakened so early?
10. The guest **is** waiting for **being** checked out.
11. I **have** never been to any exotic country yet.
12. **Did** you always take the bus to work?

MODULE 4

READING

TEXT 6 TOUR OPERATORS

The Dictionary of Travel, Tourism and Hospitality defines a tour operator as 'a person or organization buying individual travel services (such as transportation or accommodation) from their providers (such as carriers or hotels) and combining them into a package of travel.' Although sometimes described as a wholesaler, a tour operator is, in fact, a manufacturer of travel products, whose activities may be compared to those of others, principally assembling product components, such as motor car manufacturers or book publishers.

The most common example of a tour operator's product would be a flight on a charter airline plus a transfer from the airport to a hotel and the services of a local representative, all for one price. Niche tour operators may specialize in destinations e.g. Italy, activities and experiences e.g. skiing, or a combination thereof. The original reason of tour operating was the difficulty of making arrangements in far-flung places, with problems of language, currency and communication. The advent of the internet has led to a rapid increase in self-packaging holidays. However, tour operators still have their competence in arranging tours for those who do not have time to do DIY (Do It Yourself) holidays, and specialize in large group events and meetings such as conferences or seminars. Also, tour operators still exercise contracting power with suppliers (airlines, hotels, other land arrangements, cruises, etc.) and influence over other entities (tourism boards and other government authorities) in order to create packages and special departures for destinations otherwise difficult and expensive to visit.

Tour operators buy the components from the principals in advance and in bulk, so they can negotiate much lower prices than those an individual member of the public would obtain. Companies that buy in large quantities and sell to make a profit are called wholesalers.

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 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. Others operators limit their product to customers who want a very specific type of holiday. These 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.

Some of the world's bigger tour operators form part of companies that own their own aircraft, hotels, ancillary services, and travel agencies. These companies participate in each step in the chain, and compete directly with travel agencies on the one hand, or with the principals on the other.

Tour operation is a risky business. Fashions change, and political instability, terrorism, or natural disasters can alter demand. A holiday cannot be stored until the market is ready for it again. Tourism products are described as perishable. If they are not sold by a specific date, they are lost altogether.

1. Read the text and answer the following questions.

1. What is the main field of a tour operator activity?
2. What are the components of a typical package holiday?
2. What do niche tour operators specialize in?
3. Why does the necessity of tour operating exist?
4. What stimulated an increase in self-packaging holidays?
5. Why are tour operators still competitive and have not lost their significance for travellers?
6. Why is it important to buy in bulk in tour operation?
7. How are package holidays usually sold?
8. Why do tour operators prefer to sell direct to their clients?
9. Why is tour operation considered to be a risky business?

2. Match the words with the definitions.

- | | | | |
|----------|--|----------|---------------|
| 1 | a legal agreement between two companies | a | bulk purchase |
| 2 | the company which sells goods in large quantities to retailers | b | retailer |
| 3 | the company which transports passengers | c | contract |
| 4 | a person or a company, such as a | d | principal |

- | | | | |
|---|---|---|----------------|
| | hotel or an airline, which is represented by an agent | | |
| 5 | the place to which someone is going | e | charter |
| 6 | a tour including travel, accommodation, and meals | f | destination |
| 7 | a business or a person that sells goods to the consumer | g | wholesaler |
| 8 | buying large amounts of goods or services in order to get a lower price | h | inclusive tour |
| 9 | hire for a special purpose | i | carrier |

1 -...; 2 -...; 3 -...; 4 -...; 5 -...; 6 -...; 7 -...; 8 -...; 9 -...

TEXT 7

THE MAJOR TOUR OPERATOR ASSOCIATIONS

Among the major tour operator associations are **ABTA** (the Travel Association) in the UK, **ETOA** (the European Tour Operators Association) in Europe, **USTOA** (the United States Tour Operators Association) in the US.

For more than 50 years ABTA and its members have been helping holidaymakers to get the most from their travel by working to high professional standards and offering choice, value and quality. Formed in 1950 by 22 leading travel companies, ABTA now represents over 5,000 travel agencies and more than 900 tour operations throughout the British Isles. Its members range from small, specialist tour operators and independent travel agencies to publicly-listed companies and household names; from call centres to internet booking services and to high street shops. All of them carry the ABTA logo, which means choice, value, and high levels of service. ABTA's main aims are to maintain high standards of trading practice for the benefit of its members, the travel industry, and the consumers that they serve, and to create as favourable business climate as possible for its members. The amalgamation of ABTA and the Federation of Tour Operators (FTO) on 1 July 2008 has created a still more powerful and authoritative voice for the travel industry.

ETOA (the European Tour Operators Association) was founded in 1989 by a group of tour operators who wanted representation in Europe. After 20 years ETOA still remains the only trade association offering European level representation for the interests of inbound and intra-European tour operators, wholesalers and their European suppliers. Today, ETOA is the voice of European Inbound Travel, with over 450 members. The ETOA secretariat is responsible for the day-to-day running of the association, and has its office in London, UK. ETOA full members include leading International Tour Operators, Online Travel Agents and Wholesalers whose business is to bring passengers into Europe. In 2006 ETOA members brought €3.6bn of revenue to Europe. ETOA also has a strong membership of leading European

suppliers (Associate Members) including individual hotels, hotel groups, tourist attractions, ground handlers, technology systems and services, transport providers, tourist boards and other tourism services. The aims of the association are to create commercial opportunities between buyers and sellers in the travel industry and act as a forum for cooperation between members, to influence European tourism legislation so that it ensures members are provided with a viable environment in which to do business and to keep members informed of the latest developments in the issues that affect their business.

USTOA was founded in 1972 by a small group of California tour operators concerned about tour operator bankruptcies. These founding members recognized the need for a unified voice to protect the travelling public, as well as to represent the interests of tour operators. In 1975, USTOA became a national organization with headquarters in New York. USTOA members number among the top names in travel and represent the entire spectrum of vacation packages and tours available today. In fact, its member companies are responsible for the majority of tours and vacation packages sold by travel agents in the US. According to a recent survey, USTOA companies move more than 11 million passengers annually and account for an annual sales volume of more than \$9 billion. USTOA's motto is 'Integrity in Tourism.' Accordingly, the association has established some of the highest standards in the industry. Among these is the principle of ethical conduct, which requires members to conduct business according to a set of professional standards. Additionally, members must represent all facts, conditions and requirements relating to tours and vacation packages truthfully and accurately. The members must also demonstrate ethical and financial responsibility in their business, and instill confidence in their financial stability, reliability and integrity. Among USTOA's goals are to educate the travel industry, government agencies, and the public about tours, vacation packages, and tour operators; to protect consumers and travel agents from financial loss in the event of a member's bankruptcy or insolvency; to foster a high level of professionalism within the tour operator industry; to facilitate and develop travel on a worldwide basis.

1. What do the abbreviations ABTA, ETOA and USTOA mean?

2. Check up your understanding and facts memorization completing the chart below.

	ABTA	ETOA	USTOA
professional standards and the fields of operation			
the year of foundation			

the membership			
the organisation main aims and the motto			

3. In groups of four discuss the tour operation in Ukraine. Include the following issues into consideration:

- the biggest tour operators in Ukraine or in your region
- the most popular destinations they offer
- new destinations that they have developed this year
- how tour operators in Ukraine sell their package holidays (through travel agents, direct)
- specialist tour operators in Ukraine
- specialist holidays that these tour operators market

4. Write a brief description of how tour operation works in Ukraine.

Tour Operation in Ukraine

The biggest tour operators in Ukraine are

There are a number of providers in the country including (*the names of airlines, hotel groups, etc.*)

The most popular destinations that the tour operators offer every year are

New offers this year include ...

TEXT 8

TRAVEL AGENCIES

Since Thomas Cook's first train excursion in 1841, travel agency operations have developed into a full-fledged component of the travel and tourism industry. Travel agencies now play very important role in shaping potential tourists' perceptions of destinations and in influencing their holiday decisions. Once a travel agent makes a recommendation, most travellers usually stick to the advice. Therefore, travel agents can substantially influence consumers' vacation plans and help them decide what travel products and services to purchase. This role of the travel agents needs to be fully realized and understood by other hospitality businesses, because a good working relationship with the travel agents can increase business sales.

Travel agencies are part of the chain of distribution and connect tour operators (the wholesalers) to customers. They sell a range of products and services. Typical

products include package holidays, air, train, coach tickets, traveller's cheques, insurance. Services involve guiding and advising customers as to the best product, giving advice on visa and passport applications, planning travel itineraries and working out costs, representing a client in a complaint procedure after an unsatisfactory holiday.

The amount of commission varies, being as low as 1% for traveller's cheques, and as high as 40 % for travel insurance. Commission on package holidays is often around 10%, while commission on air tickets is now lower than it used to be as major airlines turn to the Internet for their ticket sales. To counter this, travel agents are increasingly charging a set fee for issuing air, train, or coach tickets, obtaining visas, or booking a hotel room.

Travel agency operations can also be classified by their business specializations. Leisure travel, corporate travel, and group and incentive travel are the major travel specialties. Incentive travel has grown and continues to grow rapidly, to the delight of travel agencies, which handle the bulk of it. Perhaps the least well-known specialty, incentive travel is used by many companies to reward their top performers or incite them to work harder. Trips to destination resorts serve as an incentive for outstanding performance.

Travel agency sales follow a clearly structured procedure known as the sales process containing the following stages: establishing rapport with the client, investigating the client's needs, presenting the product, getting the client to commit themselves to the purchase.

Ownership of travel agencies varies considerably. A significant proportion of travel agencies are actually part of a large company with a chain of agencies distributed around the major cities in a country. In addition, many tour operators have their own travel agencies to promote and sell their products.

1. Read the text and answer the following questions.

1. What event is considered to be the starting point of travel agencies operation?
2. Why is travel agents operation of special importance in modern tourism industry?
3. What is the role of travel agents in the chain of tourism services distribution?
4. What are the typical travel agencies products and services?
4. What determines the travel agents profits?
5. How can travel agency operations be classified?
6. What does an incentive travel offer? What is the purpose of incentive trips?
7. What are the main stages of travel agency sales?

2. Decide which function is performed by a tour operator and which is performed by a travel agent:

Functions	Tour operator	Travel agent
sell air tickets and other transport tickets		
design a brochure		

give advice on resorts, carriers, and travel facilities		
charter aircraft		
order stocks of brochures for rack display		
issue tickets and vouchers		
negotiate with principals for bulk purchase of airline seats, hotel rooms, etc.		
record and confirm reservations, send invoices to customers		
provide travel insurance		
sign contracts with hotels, airlines, etc.		
plan itineraries for customers		
arrange corporate travel		
investigate and research new markets		
plan advertising and promotion strategy		
recruit and train staff, e.g. resort representatives and guides		
arrange car hire		
organize inclusive tours		
sell inclusive tours		

TEXT 9

PACKAGE HOLIDAY

A package holiday or package tour consists of transport and accommodation advertised and sold together by a vendor known as a tour operator. Other services may be provided like a rental car, activities or outings during the holiday. Transportation to a foreign country can be via charter airline.

The first organised tours dated back to Thomas Cook who, on 5 July 1841, chartered a train to take a group of temperance campaigners from Leicester to a rally in Loughborough, twenty miles away. Thomas Cook - the company - grew to become one of the largest and most well known travel agents before being nationalised in 1948. With the gradual decline of visits to British seaside resorts after the Second World War, Thomas Cook began promoting foreign holidays (particularly Italy, Spain and Switzerland) in the early 1950s. Information films were shown at town halls throughout Britain. However they made a costly decision by not going into the new form of cheap holidays which combined the transport and accommodation arrangements into a single 'package'. The company went further into decline and was only rescued by a consortium buy-out on 26 May 1972.

Vladimir Raitz, the co-founder of the Horizon Holiday Group, pioneered the first mass package holidays abroad with charter flights between Gatwick airport and Corsica in 1950, and organised the first package holiday to Palma in 1952, Lourdes in 1953, and the Costa Brava and Sardinia in 1954.

By the late 1950s and 1960s, these cheap package holidays - which combined flight, transfers and accommodation - provided the first chance for most people in the

United Kingdom to have affordable travel abroad. One of the first charter airlines was Euravia, which commenced flights from Luton Airport in 1962. Despite opening up mass tourism to Crete and the Algarve in 1970, the package tour industry declined during the 1970s. On 15 August 1974, the industry was shaken when the second-largest tour operator, Court Line which operated under the brand names of Horizon and Clarksons, collapsed. Nearly 50,000 tourists were stranded overseas and a further 100,000 faced the loss of booking deposits.

Recently a growing number of consumers are avoiding package holidays and instead are travelling with budget airlines and booking their own accommodation.

The latest trend in package holidays is dynamic packaging, enabling consumers to build their own package of flights, accommodation, and a hire car instead of a pre-defined package. Dynamic packages differ from traditional package tours in that the pricing is always based on current availability, escorted group tours are rarely included and trip-specific add-ons such as airport parking and show tickets are often available. Dynamic packages are similar to the traditional package tours in the way that often the air, hotel, and car rates are available only as part of a package or only from a specific seller. Dynamic packages are primarily sold online, but online travel agencies will also sell by phone owing to the strong margins and high sale price of the product.

1. Read the text and answer the following questions.

1. What is the main idea of a package holiday?
2. What services can be included into a package?
3. Who was the first organised tour offered by? What did it include?
4. What were the main stages of Thomas Cook company development?
5. What company organised the first mass package holidays abroad?
6. What made the travel abroad affordable for most people in the United Kingdom in late 1950s and 1960s?
7. How popular with tourists are package holidays nowadays? How can the change in the interest of many tourists to package holidays be explained?
8. What does a dynamic package mean? In what way does it differ from a typical package holiday?

2. Choose the right words to fit into the paragraph about Thomas Cook company current activity.

*airline leisure guidebooks destinations brands financial event
insurance website aircraft trips stores employees*

Thomas Cook Today

Thomas Cook UK & Ireland is the second largest 1) travel group in the UK with around 19,000 2) and is part of Thomas Cook Group plc. Thomas Cook UK & Ireland has a network of more than 800 high street

3)..... (Thomas Cook and Going Places), a leading 4).....
(www.thomascook.com) and some of the world's favourite travel 5)..... .

These brands include Airtours, Club 18-30, Cresta, Cruise Thomas Cook, Direct Holidays, Elegant Resorts, Essential Travel, Flexibletrips, flythomascook.com, Gold Medal, hotels4u.com, Manos, Medhotels, Neilson, Netflights.com, Pure Luxury, Sentido, Style Holidays, Sunset, Sunworld Holidays Ireland, Swiss Travel Service, The Big Reunion, The Big Snow Festival, Thomas Cook, Thomas Cook Essentials, Thomas Cook Signature, Thomas Cook Tours and Thomas Cook Sport.

The company's 6)....., Thomas Cook Airlines, operates a fleet of 44 7)..... and flies from various regional airports to 8)..... worldwide.

Thomas Cook offers a range of 9)..... services, including foreign exchange, the Thomas Cook Cash Passport (a prepaid currency card), the Thomas Cook Credit Card, the 'what's the rate' foreign currency app for Android phones and iPhones and a wide range of travel 10)..... policies. It is regulated for its travel insurance, which is underwritten by its insurance division White Horse Insurance Ireland Ltd. Thomas Cook in the UK is the world's leading retailer of the Cash Passport prepaid currency card.

An Official Supporter of the London 2012 Olympic Games and Paralympic Games, Thomas Cook is the exclusive partner for UK short breaks and 11)..... to the Games. Thomas Cook's London 2012 packages include accommodation, transport and 12)..... tickets.

Its leading publishing division offers a comprehensive portfolio of more than 300 independently authored travel 13)..... to 150 worldwide destinations.

TEXT 10

BUSINESS TOURISM

Business tourism is concerned with people travelling for purposes which are related to their work. The terms 'business travel' and 'business tourism' are often used almost interchangeably, but there is a qualitative difference between them. Business tourism is the broader term which encompasses all aspects of the experience of the business traveller. It is on the rise especially with foreign business markets opening up. Only in the USA 432 million business trips were completed by the residences in 2009, this accounted for approximately \$215 billion dollars towards the economy.

A number of tourism companies specialize in corporate travel. They aim to look after all the needs of the business traveller. That includes booking flights and hotels, planning and arranging itineraries, advising on locations, sorting out conference venues, providing VIP services, arranging visas and insurance, etc. These companies offer a complete package for the business travellers so that they can concentrate on the business.

The needs of the business travellers differ from the needs of the ordinary tourists. In most cases travel agents do not usually deal directly with the person who

is going to be using the services – it is more likely to be the secretary or an assistant who makes the arrangements. For the ordinary tourists the arrangements for the flights, the hotel, the resort, or whatever are all part of the fun, and they want to spend time choosing them. But for the business traveller they are just a means to an end. First and foremost what business traveller wants is speed and efficiency. The company specializing in corporate travels keeps detailed records of the clients' history, all their preferences and particular needs. So the company knows which airline the clients prefer to fly with, which class they want to fly, and other preferences. The success depends on how well the company knows the customer and is able to provide the full range of services for their needs. The company takes over the whole contract for a company's business travel arrangements. In return it can offer attractions like discounts and extended credit, it sets up an account and gives the client a longer period to pay.

Many airlines began to concentrate on providing premium service on long haul flights especially for the first and business class business traveller with the development of more sophisticated business traveller needs over the last 15 years. They have also been working on tools that benefit the business travellers such as: improved and competitive mileage programs, quick check in and online check in, lounges with broadband connection, etc. In general, concerning the flight, the most important things for the business travellers are flight times, a speedy transfer through the airport, express check-in and check-out. Automatic upgrades, which some airlines offer, are especially important for the frequent traveller. The company must know which airlines have special promotions to save the client money.

As to the choice of accommodation, the main preference for the business travellers is location – not far from the airport and not far from the city centre, assuming that the hotel has everything that would regard as essential, such as en suite facilities, access to fax and modem. Such things as meeting rooms and business suites can be important, depending on the purpose of the trip. Particular clients are very loyal to certain hotel chains, partly because they can often get better deals through 'Priority Clubs' – things like discounts, express check-in and check-out, extended check-out time upon request, special rates for business and leisure car rentals as well as other regular special offers.

While internet booking engines have become the first destination for around 60% of leisure travellers, business travellers, especially with the need for itineraries that may include more than one destination, have still found that a knowledgeable travel agent may be their best resource for better ticket pricing, less hassle and better air and land travel planning. For larger business travel accounts these travel agents take on a travel management role, and are referred to as Travel Management Companies (TMCs), providing services such as consultancy, traveller tracking, data and negotiation assistance and policy advice.

1. Read the text and answer the following questions.

1. What does the notion 'business tourism' comprise? Does the notion 'business travel' envisage the same?

2. What part on a hospitality market belongs to business travels? How can the total revenues from business travels be estimated?
3. What fields does the operation of a typical company specializing in corporate travel comprise?
4. What differences are there between dealing with a business traveller and an ordinary tourist?
5. What does a business traveller look for when arranging a trip?
6. What tools that benefit the business travellers have been developed by a number of airlines?
7. What are the main preferences the business travellers have concerning the choice of accommodation?
8. What services and additional bonuses can the membership of a Priority Club provide?
9. Why do most business travellers prefer to follow the standard booking procedure through a travel agency and do not usually deal with some internet booking engines?

2. Develop the lists of things which are of special importance for a business traveller while arranging a flight and a hotel. Put them in the order of priority. Add your own ideas. Discuss your choice in groups of four.

- | | |
|--|--|
| • <i>express check-in /check-out</i> | • <i>room for business meetings</i> |
| • <i>reclining seats</i> | • <i>express reservation</i> |
| • <i>a choice of flight times</i> | • <i>modern point in the room</i> |
| • <i>corporate discount rate</i> | • <i>automatic upgrade</i> |
| • <i>a choice of airlines</i> | • <i>good food</i> |
| • <i>free newspaper</i> | • <i>lots of leg-room</i> |
| • <i>access to fax</i> | • <i>secretarial service</i> |
| • <i>immediate car hire pick-up on arrival</i> | • <i>limousine service from airport to hotel</i> |
| • <i>sports centre</i> | • <i>air miles incentive scheme</i> |
| • <i>close to the airport</i> | • <i>transfer service</i> |

FLIGHT	HOTEL
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.

LANGUAGE FOCUS

1. THE PARTICIPLE

	Active	Passive
Participle I (Indefinite)	obtaining	being obtained
Participle I (Perfect)	having obtained	having been obtained
Participle II		obtained

The Functions of the Participle

Participle I (Indefinite)	
Part of the Predicate	<i>They are waiting at the reception.</i>
Attribute	<i>The manager meeting the participants will explain all the details of the conference organizational procedure.</i> <i>The information being obtained was the most valuable to forecast the future expenses.</i>
Adverbial modifier	<i>Obtaining this information, the manager asked the assistants to develop the ways of improving the reservation procedure for permanent business clients.</i> <i>Being obtained, the bill is usually carefully checked by our department to avoid any mistakes.</i>
Participle I (Perfect)	
Adverbial modifier	<i>Having obtained this complaint, the manager immediately took all necessary measures.</i> <i>Having been obtained, the guests questionnaires were processed by our team.</i>
Participle II	
Part of the Predicate	<i>They had already signed all the documents when we arrived.</i>

Attribute	<i>Many features associated with resort hotels are available.</i>
Adverbial modifier	<i>When obtained, the information is usually stored in our database.</i>

1.1 Rewrite the sentences using participles.

1. He was sitting on the terrace and he was enjoying a marvelous sea view.

.....

2. Because she didn't confirm a reservation, Steve had to find another hotel.

.....

3. After they had estimated all the advantages of opening a new property, they accepted the terms.

.....

4. This chain is one of the biggest in the world, so it is one of the most profitable.

.....

5. The builders damaged the electric wire while they were performing the repairing work in the business centre.

.....

6. The man, who is standing near the receptionist, is our concierge.

.....

7. They performed the failure analysis and found the cause of lightning damage.

.....

8. Because he didn't save the information, he had to start his calculations from the very beginning.

.....

9. If they are told what to do they will certainly organize the transfer properly.

.....

10. When he was asked a direct question he told everything he knew about the accident at the hotel.

.....

1.2 Translate the sentences paying attention to the functions of the participles.

1. A **broken** vase lay on the floor in the middle of the room.

2. Two foreign guests passed me **talking** loudly.

3. She was **sitting** in a comfortable arm-chair **recollecting** in her memory all her impressions of that wonderful day.

4. **Entering** the room, he found everything in perfect order.

5. The porter came in **carrying** his suitcase.

6. He liked to rest in the evening **walking** slowly in the park near the hotel.

7. The woman **waiting** in the lobby left you a message the day before yesterday.

8. The clouds were **lit up** by the **setting** sun.

9. **Being invited** to the conference, he left for London.

10. **Opening** the door, she turned on the light.
 11. **Having left** the luggage at the hotel, they decided to walk around this marvelous city.
 12. They reached the road **leading** to the city.
 13. **Travelling** in Africa, he saw a lot of interesting things.
 14. While **staying** in London, he met a few useful people.
 15. I have been **studying** French for five years.

2. CONDITIONALS.

2.1 TYPES OF CONDITIONALS.

Conditionals are clauses introduced with *if*.

Type 0 general truth	If-clause (hypotheses)	Main clause (result)	Use
	if + present simple	present simple	something which is always true
	<i>If you inform about your delay, the hotel usually holds the room for you.</i>		
Type 1 real present	if + present simple, present continuous, present perfect or present perfect continuous	future / imperative can/may/must/should could + bare infinitive	real – likely to happen in the present or future
	<i>If the weather is good tomorrow, we will go to the beach. If you're ever in this city, you should come and visit us.</i>		
Type 2 unreal present	if + past simple or past continuous	would/could/might + bare infinitive	imaginary situation contrary to facts in the <i>present</i>; also used to give advice
	<i>If I lost my passport, I would go to my embassy for a replacement. If I were you, I would choose the half-board.</i>		
Type 3 unreal past	if + past perfect or past perfect continuous	would / could / might + have + past participle	imaginary situation contrary to facts in the <i>past</i>; also used to express regrets or criticism

13. They for a picnic tomorrow if the weather gets warmer.
- | | |
|------------------|--------------------------|
| A will go | C would go |
| B went | D would have gone |

2.2 WISH/IF ONLY

We use the verb **wish** and the expression **if only** to express a wish. **If only** is more emphatic than **I wish**.

- **wish/if only + past simple/past continuous:** when we want to say that we would like something to be different in the **present**.
e.g. *I wish/ If only I could stay at this luxurious hotel.* (but *I can't stay at this hotel now.*)
- **wish/if only + past perfect:** to express regret that something happened or did not happen in the **past**.
e.g. *I wish I had investigated this complaint in detail.* (but *I didn't investigate it.*)
If only I had reserved a table in advance. (but *I didn't reserve it in advance.*)
- **wish/if only + would:**
 - a) **for a polite imperative**
e.g. *I wish you would pay more attention when you are working with clients.*
 - b) **to express our wish for a change in a situation or someone's behaviour because we are annoyed by it**
e.g. *I wish the weather would change.* (wish for a change in a situation)
If only John would stop coming late. (wish for a change in someone's behaviour)

After the subject pronouns *I* and *we*, we use **could** instead of **would**.
e.g. I wish we could change the information in the last brochure.

Note: We can use **were** instead of **was** after **wish** or **if only**.
e.g. I wish she were/was prepared for the interview to reduce stress.

2.2.1 Linda has just been accommodated. It isn't what she expected, and she is disappointed. Read what she says and make sentences, as in the example.

e.g. I wish my room wasn't/weren't so small.

- | | |
|---|---|
| ● I am in a twin room, so I have to share it with someone else. | ● I don't have an extra towel in the bathroom. |
| ● The room is very noisy because it overlooks the busy street. | ● The food in the restaurant is not tasty. |
| ● The staff don't speak English well. | ● The hotel is too far from the places of interest. |
| ● The shower doesn't work. | ● The room rates are very high. |

2.2.2 Ms Reston has just returned from the package holiday. She is not satisfied and is going to write a letter of complaint. Read what she says and make sentences, as in the example.

e.g. I wish I had known more about the resort.

- The holiday was arranged terrible.
- I couldn't check in as the flight was overbooked.
- I wasn't offered any explanation by the check-in staff.
- I couldn't find any representative of the tour operator.
- The plane was extremely crowded.
- The meal was disgusting.
- The flight attendant ignored all the requests.
- There was nobody to meet us at the airport.
- The coach was late on the way back.
- My luggage was lost.
- The service was awful.

3. REPORTED SPEECH.

3.1 REPORTED STATEMENTS. MODALS IN REPORTED SPEECH. CHANGING PRONOUNS AND ADVERBS IN REPORTED SPEECH.

We usually report someone's words a long time after they were said. In this case the introductory verb is in the past simple and the tenses change as follows:

Direct speech	Reported speech
Present Simple	- Past Simple
<i>They said, 'We serve breakfast from</i>	<i>They said that they served breakfast from</i>

8a.m. to 11a.m.’

8a.m. to 11a.m.

Present Continuous

*They said, ‘We **are not doing** any more overtime.’*

- Past Continuous

*They said that they **were not doing** any more overtime.*

Present Perfect

*She said, ‘I **have** already **sent** the copy of the contract.’*

- Past Perfect

*She said that she **had** already **sent** the copy of the contract.*

Past Simple

*The article said, ‘It **was** the most popular destination of that season.’*

- Past Simple or Past Perfect

*The article said that it **was/had been** the most popular destination of the season.*

Past Continuous

*‘We **were trying** to find the resort representative,’ he said.*

- Past Continuous or Past Perfect Continuous

*He said that they **were trying/had been trying** to find the resort representative.*

Future (will)

*They said, ‘The company **will** pay all the expenses.’*

- Conditional (would)

*They said that the company **would** pay all the expenses.*

Certain words and time expressions change according to the meaning of the sentence as follows:

now	- <i>then, at that time, immediately</i>	last week	- <i>the week before, the previous week</i>
today, tonight	- <i>that day, that night</i>	next week	- <i>the week after, the following week</i>
yesterday	- <i>the day before, the previous day</i>	two days ago	- <i>two days before</i>
tomorrow	- <i>the next day, the following day</i>	here	- <i>there</i>
this week	- <i>that week</i>	come	- <i>go</i>

When we report someone’s words a short time after they were said, the tenses can either change or remain the same in reported speech.

Certain modal verbs change in reported speech as follows:

will/shall	- <i>would</i>	can	- <i>could/would be able to</i> (future reference)
may	- <i>might</i>	must	- <i>must/had to</i> (obligation)
can	- <i>could</i>	shall	- <i>should</i> (asking for advice)

3.1.1 Report the sentences.

1. They said, 'We always guarantee the highest standard of services to our guests.'
They said
2. She said, 'I noted the woman's request yesterday.'
She said
3. He said, 'They will provide a car park exit code at check-in.'
He said
4. You said, 'I can deliver your car in half an hour.'
You said
5. They said, 'Your rooms have been held.'
He said
6. He said, 'We aren't going on holiday this year.'
He said
7. The manager said, 'You should assist clients who cannot speak the local language.'
The manager said
8. The greeter said, 'If it were my responsibility, I would buy flowers to decorate the dining room.'
The greeter said
9. The maitre d' said, 'If the banquet manager comes, we'll show him the whole menu.'
The maitre d' said

3.2 REPORTED QUESTIONS.

Reported **questions** are usually introduced with verbs **ask**, **inquire**, **wonder** or the expression **want to know**.

When the direct question begins with a **question word** (*who, where, how old, how long, when, why, what*, etc.), the reported question is introduced with the same question word.

*e.g. 'What do you want to know about this package holiday?' she asked me.
She asked me **what** I wanted to know about the package holiday.*

When the direct question begins with an **auxiliary** (*is, do, have*) or a **modal verb** (*can, may*, etc.), then the reported question begins with **if** or **whether**.

*e.g. Have you been to China before?
He asked me **if/ whether** I had been to China before.*

3.2.1 Report the following questions.

1. The guest asked, 'Is there an open-air swimming pool near here?'
.....
2. They wondered, 'What new services have you introduced?'
.....
3. The client asked, 'Does the price include unlimited mileage?'
.....

4. 'Where can I buy local handicrafts?' the tourist asked.
.....
5. 'What were you doing when the fire alarm rang?' the manager asked.
.....
6. My assistant asked, 'Did you manage to get seats on another flight?'
.....
7. 'Which inexpensive restaurant would you recommend?' the girl asked.
.....
8. 'Where will the coach be waiting for the tourists?' the guide asked.
.....

3.3 REPORTED COMMANDS/REQUESTS/ SUGGESTIONS

To report **commands** or **instructions** in reported speech, we use the introductory verbs **order** or **tell + sb + (not) to-infinitive**.

e.g. The Customer Service Manager said to his assistance, 'Investigate these complaints in detail and take urgent measures.'

*The Customer Service Manager ordered his assistance **to investigate** the complaints in detail and take urgent measures.*

To report **requests**, we use the introductory verbs **ask** or **beg + sb + (not) to-infinitive**. The direct sentence usually contains the words "please".

e.g. 'Help me, please, with my luggage,' the guest asked the porter.

*The guest **asked the porter to help** him with his luggage.*

'Please, please don't leave our suitcases here,' she said to Colin.

*She **begged Colin not to leave** their suitcases there.*

To report **suggestions**, we use: the introductory verb **suggest +ing form** or **suggest + that + sb (should) + bare infinitive**.

'How about spending another couple of days here?' he suggested.

*He **suggested** spending another couple of days there.*

'Why don't we go to a sightseeing tour?' she said.

*She **suggested that we should go** to a sightseeing tour.*

3.3.1 Turn the following sentences into reported speech.

1. They requested the participants of the conference, 'Please, register at the reception if you would like to go to the excursion.'
.....
2. He said, 'Let's ask about the history of this mansion.'
.....
3. An attendee asked the expert, 'Could you mention the ways to train and teach our staff?'
.....
4. The manager said, 'Prepare your ideas concerning the improvement of our service.'

5. Alice said to his mother, 'Please, please let me go to the carnival.'
6. He said, 'How about going to the beach?'
7. They complained to the manager, 'We have very noisy neighbours.'
8. 'Shall we go bowling this evening?' Mark suggested.
9. The woman said to the waiter, 'Can you bring me some water, please?'
10. Tim said , 'Shall we go out for dinner to some quiet cosy place?'

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