

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

**ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
МІСЬКОГО ГОСПОДАРСТВА імені О. М. БЕКЕТОВА**

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**Методичні вказівки до організації практичної роботи з дисципліни
«Іноземна мова (за професійним спрямуванням)»**

**(для студентів 1 курсу денної форми навчання напрямку підготовки
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INTRODUCTION

These educational materials are designed for the ESP students of Management specialties of the 1st year of studies to develop their knowledge and skills in English language.

This manual is based on the authentic texts from different sources concerning management issues. It contains the tasks for reading, translation, and vocabulary tasks.

Each unit contains:

- an authentic text for reading and translation;
- comprehension exercises;
- exercises for memorization and mastering key vocabulary;

The manual is recommended for practical studies

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UNIT 1

PEOPLE IN TOURISM

The Tour Operator

The tour operator works in a tourist company. He develops tours also known as tour packages. Tour packages include transportation, accommodation, catering, transfers and other services.

In order to develop a tour package the tour operator works with transportation companies or carriers, hotels, restaurants, museums and other suppliers.

The tour operator usually markets the tours. He advertises them in mass media or in brochures.

The tour operator is a wholesaler. He sells tour packages to travel agents wholesale and pays commission to them. Sometimes he sells tour packages direct to the public.

Tour operators organize tours, so they are the main producers in the tourist industry.

Answer the questions

1. Where does the tour operator work?
1. What does he do?
2. What do tour packages include?
3. What kind of companies does the tour operator work with?
4. How does the tour operator market the tours?
5. How does the tour operator sell tours? What does «a wholesaler» mean?

The Travel Agent

The travel agent works in a travel company. The travel agent like the shop assistant sells goods to customers. The goods which he offers are tour operator's packages.

The travel agent is a retailer. He sells tour packages retail to consumers. He gets a commission from the tour operator. The commission is from 5 to 10 per cent of the tour cost.

The travel agent also sells separate services. They are flights, hotel rooms, sightseeing tours, car rentals, travel insurances and so on. The travel agent works directly with the public.

Travel agents sell tours, so they are the main sellers in the tourist industry.

Answer the questions

1. Where does the travel agent work?
1. What does the travel agent do?
2. What kind of goods does the travel agent sell?
4. How does the travel agent sell tour packages? What does «a retailer» mean?
5. How high is the travel agent's commission?
6. What kind of separate services does the travel agent sell?

The Tourism Manager

The tourism manager works in a tourist company. He runs some tourist business. He supervises all kind of operations in a tourist company. He also supervises the tourist company staff.

Sometimes the tourism manager is just the head of some department in a large tourist company: a sales department, a marketing department, or a public relations department. In this case he reports to the general manager.

The tourism manager plans tourist business: operations, new products, profits. He controls the results.

In a travel company – a tour operator or a travel agency – the tourism manager decides on development and promotion of new tour packages, advertising and sales. He also decides on prices and discounts.

The tourism manager hires employees. He selects them and provides their training.

Answer the questions

1. Where does the tourism manager work?
2. What does he supervise?
3. In what case does the tourism manager report to the general manager?
4. What does the tourism manager plan and control?
5. What does the tourism manager decide on in a travel company?
6. How does the tourism manager hire employees?

The Tour Guide

The tour guide handles tour groups. He shows tourists round a city, a sight, or a museum. The tour guide conducts sightseeing tours or tours of museums and exhibitions. The tour guide is also called the tour conductor.

The tour guide accompanies tourists during a local tour or during the whole journey. He or she caters to the needs of tourists. During a journey the tour guide deals with all kinds of problems.

The tour guide speaks the language of the tourists perfectly well. He or she interprets and translates well from one language into another.

Answer the questions

1. What does the tour guide do?
2. How does the tour guide handle tour groups?
3. What does the tour guide cater to?
4. How well does the tour guide know a foreign language?
5. What other subjects does the tour guide know and why?
6. What kind of person is the tour guide?

The Animator

The animator organizes and provides entertainments for guests in a hotel or a holiday resort. He also organizes entertainment programmes for passengers on a cruise ship.

The animator organizes and conducts parties, shows, sports or arts contests, games for children and grown-ups. He involves guests in action: games and shows.

The chief animator manages the staff of animators. He is also called the social director. He communicates with guests a lot.

The animator speaks a few foreign languages. He communicates with guests in their native languages.

The animator not only speaks well. He is very artistic. He usually dances well, sings well and acts like an actor.

The animator is an easy-going and cheerful person. He is a pretty good mixer.

The animator is the main entertainer in the tourist industry.

Answer the questions

1. Where does the animator work?
2. What does the animator do?

3. Why is the chief animator called the social director?
4. Why does the animator speak a few foreign languages?
5. What does the animator do like an actor?
6. What kind of person is the animator?

1. Match UP:

- | | |
|----------------|----------------|
| 1) tour | a) agent |
| 2) social | b) destination |
| 3) travel | c) operator |
| 4) destination | d) tour |
| 5) tourist | e) animator |
| 6) car | f) director |
| 7) sightseeing | g) rental |
| 8) chief | h) geography |

2. Cross out one odd term in each line:

- 1) customer, interpreter, travel agent, booking agent, guide, ticket agent;
- 2) flight, car rental, transfer, commission, hotel accommodation, sightseeing tour;
- 3) accommodation, arrangements, promotion, destination, entertainment, commission;
- 4) discount, career, separate, resort, contest, brochure;
- 5) passenger, tourism manager, consumer, career, social director, chief animator.

3. Group the following terms according to the titles in the table (4 terms in each group):

Destination geography, profit, car rental, accommodation, commission, retail, tutoring, social director, sale, knowledge, discount, guide, catering, shop-assistant, animator, cost, interpreter, entertainment, wholesale, graduation.

<i>Tourist staff</i>	<i>education</i>	<i>services</i>	<i>money matters</i>	<i>travel</i>
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4. Pick out the right definition:

- 1) a hospitality industry
 - a) a set of businesses which provide social services for elderly people
 - b) a set of businesses which provide services for sick people in hospitals
 - c) a set of businesses which provide services for hotel guests

- d) a set of businesses which provide accommodation, meals, and entertainment
- 2) goods
- a) a lot of good things
 - b) products on sale
 - c) sales
 - d) discounts
- 3) a commission
- a) money paid by a tour operator for a travel agent's services
 - b) money paid by a customer for a travel agent's services
 - c) money paid by a customer when booking a tour
 - d) money paid by a traveller when booking a ticket
- 4) a tour package
- a) a set of tours offered for a traveller's choice
 - b) a list of services offered by a travel agency
 - c) a tour which includes travel, accommodation, meals and other services at one price and is paid for in advance
 - d) an envelope from a travel agency with all travel documents for the customer going on a tour
- 5) a customer
- a) a specialist in national customs
 - b) a person who works at the Customs
 - c) a consumer of travel services
 - d) a buyer of goods or services
- 6) a wholesaler
- a) a person or a company that sells packaged goods or services
 - b) a person or a company that works on a travel market
 - c) a sales person or a company that has a number of agents or agencies
 - d) a person or a company that buys goods or services in bulk from suppliers and sells them to retailers
- 7) a destination
- a) a place to which a traveller is going
 - b) a place which a traveller visits during a tour
 - c) a place of arrival
 - d) a place of departure
- 8) sightseeing
- a) attractions and places of interest of a city or a town
 - b) visiting or looking at the places of interest
 - c) looking through catalogues with city or country views
 - d) watching videos with city or country views
- 9) staff
- a) personal things
 - b) personnel
 - c) a lot of people
 - d) a lot of customers

- 10) a retailer a) a person or a company that buys a tour package direct from a tour operator
 b) a person or a company that buys separate travel services
 c) a person or a company that sells goods or services direct to the public
 d) a person or a company that sells tickets direct to the public

5. Fill in the blanks:

<i>a retailer</i>	<i>carriers</i>	<i>the tour guide</i>
<i>a commission</i>	<i>the tour operator</i>	<i>the travel agent</i>
<i>the animator</i>	<i>destination</i>	<i>sightseeing</i>
<i>suppliers</i>	<i>the tourism manager</i>	<i>entertainment</i>
<i>the social director</i>		<i>a wholesaler promotion</i>

- 1 supervises all operations in a tourist company and its staff.
- 2 handles tour groups.
- 3 sells tour packages and separate services to customers.
- 4provides entertainment for holiday-makers.
- 5 develops tour packages.
6. The tour guide knows all sights in the.....
7. The tourism manager decides on..... and advertizing of new tours.
8. The tour operator paysto travel agents.
9. The tour guide conducts..... tours.
10. The animator arranges and conducts..... programmes.
11. The travel agent is.....
12. The tour operator is.....
13. The chief animator is also called.....
14. The tour operator works with..... , hotels, museums and other.....

6. Translate from Russian into English:

1. Менеджер туризма управляет туристской компанией. Он принимает решения о турах, ценах и скидках. Он управляет персоналом компании. Он не всегда находится в офисе. Он часто ездит по делам.
2. Я – гид-переводчик. Я не работаю в туристской компании. Я занимаюсь туристскими группами. Я провожу экскурсии. Я часто отвечаю на вопросы туристов. Я много перевожу с одного языка на другой.

3. Чем занимается туроператор? Где он работает? – Туроператор – главный производитель в индустрии туризма. Он работает с поставщиками и разрабатывает пакеты туров. Он реализует пакеты туров оптом. Иногда туроператор продает туры в розницу.

4. А кто такие аниматоры? Чем они занимаются? – Аниматоры организуют и проводят развлекательные программы. Они вовлекают гостей в действие. Аниматоры очень артистичны. Обычно они очень общительные люди. Они хорошо говорят на родном и иностранных языках.

5. Турагент не разрабатывает туры. Турагент продает пакеты туров клиентам в розницу. Турагент также предлагает различные отдельные услуги. - Какие услуги предоставляет турагент? Турагент предоставляет билеты, экскурсии, аренду автомобилей, страховки.

UNIT 2

TOURIST COMPANIES

Read the texts and answer the questions:

Tour Operators

Tour operators are tourist companies which develop and put together tour packages.

Tour operators do market research. They promote their tours and advertise them. Tour operators publish colourful brochures, booklets and travellogues.

Tour operators sell tour packages wholesale to travel agencies or sometimes direct to the public.

There are tour operators which also act like travel agencies. They produce and sell their products themselves.

There are independent tour operators. But among tour operators there are major airlines and shipping companies.

There are large tour operators, such as Thomas Cook & Sons Company or American Express Company. Thomas Cook is the oldest tour operator in the world.

Answer the questions

1. What kind of companies are tour operators?

2. What do tour operators do?
3. How do tour operators promote their tours?
4. How do tour operators sell their tours?
5. What kind of tour operators are there?
6. What are the best-known tour operators in the world?

Travel Agencies

Travel agencies are retail tourist companies which work directly with the public. Travel agencies are often called travel shops where customers buy different tourist products.

Travel agencies sell tour operators' tour packages and individual tourist services. Among tour packages there are inclusive tours, charter inclusive tours and inclusive tours with an excursion. Travel agencies also sell coaching tours and cruising tours.

Travel agencies form groups of tourists who take part in ready-made prepaid tours. They also make individual travel arrangements.

Among separate tourist services there are air tickets, train tickets, boat or ferry tickets, hotel rooms, car rentals, sightseeing tours, services of a guide or a guide-interpreter. Travel agencies also offer travel insurances and theatre tickets to their customers.

Large travel agencies branch out and have got branches and outlets within a city, a region, a country or all over the world.

There are large travel agencies which are members of a chain. A chain is a group of agencies which belong to the same company. In this case they often have the word «Group» in their names, for instance, Barry Martin Group or Blue Heart Travel Group. Usually such travel agencies act as tour operators as well.

Answer the questions

1. What kind of companies are travel agencies?
2. Why are travel agencies called travel shops?
3. What do travel agencies do?
4. What kind of tours do travel agencies offer?
5. What kind of separate tourist services do travel agencies offer?
6. What kind of travel agencies are there?

Tourist Information Offices

Tourist information offices are also called tourist information centres. Sometimes they are called visitor information centres.

There are tourist information offices at major airports, railway stations, hotels, holiday or leisure centres and many tourist attractions.

Tourist information offices have got office clerks who give advice to customers on car hire, sightseeing and other coach tours, accommodations, flights and so on. The clerks also give city orientations to guests.

Tourist information office clerks answer a lot of phone calls and give information on passports and visas, the Customs and luggage, weather and climate, city public transport and food service.

The office clerks speak foreign languages fluently because they deal with many international travellers.

There are usually racks full of city maps and guide books, book-lets and folders, travellogues and timetables, billboards and posters in tourist information offices. Travellers get most of them free of charge.

Answer the questions

1. What kind of companies are tourist information offices?
2. Where are tourist information offices located?
3. What kind of advice do tourist information office clerks give?
4. What do tourist information office clerks do? What sort of information do they give?
5. Why do tourist information office clerks fluently speak foreign languages?
6. What kind of manuals for travellers are there in tourist information offices?

Tourist Outlets

Many large travel companies have got a lot of outlets within a city, a region, a country or throughout the world. An outlet is a point of sales of a company. There are outlets of travel agencies, airlines, car hire companies, coaching and cruising companies.

There are travel agency outlets in hotels, airport terminals, railway stations, big department stores, at large factories and plants, and in office sites.

If a travel company has got an outlet at a factory or in an office building, it means that it serves employees of those companies. Such an outlet provides the same services as other outlets and the head office of the travel company. It means that offers and prices are the same in all outlets.

There is usually just one travel clerk at a sales outlet. He or she does all the work. He or she answers phone calls, meets customers in person, works on the computer, does paperwork. This clerk makes bookings, issues and sells tickets, collects money and gives receipts. Of course, the clerk keeps in touch with the head office and knows all the up-to-date information on tours and tickets.

Answer the questions

1. What is an outlet?
2. What sort of tourist outlets are there?
3. Where are travel agency outlets located?
4. What kind of customers does a travel agency outlet at a factory or in an office building service?
5. What does it mean that all travel agency outlets provide the same services?
6. How many clerks are there normally at a sales outlet?
7. What does a tourist outlet clerk do?
8. How does an outlet clerk get to know all the up-to-date information?

Free-lancers

There are people in tourism who work for themselves. They are called free-lancers. They don't work full-time for any tourist company. They work part-time or in high season only. They don't work in low and off-season.

Among free-lancers there are guides, guides-interpreters, escorts, animators, travel writers. Tourist companies employ them for seasonal work. Cruising companies, resort hotels and holiday centres employ animators for summer high season. Travel agencies which deal with in-coming tourism employ guides, guides-interpreters, escorts. Travel writers offer their articles to magazines and newspapers when they wish to. Often magazines order special articles on tourist subjects from travel writers.

Free-lancers are registered. It means that, on the one hand, they have got licences. Licences prove their qualifications and give them permission to work. On the other hand, if they are registered, they pay taxes.

Free-lancers are, as a rule, members of professional associations.

In high season free-lancers earn a lot of money. In low and off-season they don't earn any money at all or do some other job. Teachers work as free-lance guides. Students work as escorts. Actors work as animators. Travel writers are often permanent free-lancers.

Answer the questions

1. What kind of people are called free-lancers?
2. How and when do free-lancers work?
3. What are some of the free-lance jobs?
4. What kind of companies employ animators?
5. What kind of companies employ guides, guides-interpreters and escorts?
6. What do travel writers do?
7. What does it mean that free-lancers are registered?
8. What are the advantages and disadvantages of being a free-lancer?

1. Match up:

- | | |
|---------------|--------------|
| 1) market | a) board |
| 2) tour | b) tour |
| 3) tourist | c) book |
| 4) travel | d) research |
| 5) inclusive | e) site |
| 6) guide | f) package |
| 7) office | g) store |
| 8) department | h) insurance |

2. Cross out one odd term in each line:

- 1) permanent, attractive, rewarding, independent, timetable, reasonable;
- 2) magazine, store, department store, travel shop, travel agency, sales outlet;
- 3) guide book, brochure, folder, luggage, manual, magazine, booklet;
- 4) ferry, rack, car, coach, train, charter plane;
- 5) airport, airlines, chain, charter plane, air terminal, air ticket;
- 6) cruising tour, department store, holiday centre, timetable, air ticket, inclusive tour.

3. Match the terms with the definitions:

- | | |
|---------------------|--|
| 1) a receipt | a) a catalogue of tours or a short video film about a tourist destination for advertising purposes |
| 2) a tourist outlet | b) an official paper which allows a person to do some kind of work |
| 3) a free-lancer | c) a package holiday, where the price includes transportation, |

- accommodation and meals and is cheaper than it would be if all items were bought separately
- 4) a travellogue d) an official organization which promotes tourism in a certain part of the world
- 5) a travel insurance e) a point of sales of a tourist company
- 6) a tourist board f) a paper showing that money has been paid for some goods or services
- 7) a tour package g) a person who is not attached to any company staff and works for himself having a licence to do such work
- 8) a licence h) a paper that insures a traveller against accident, illness or loss of luggage during a tour

4. Pick out the right definition:

- 1) a free-lancer a) a person who is allowed to work without any permission
 b) a person who is not a company staff member working for himself
 c) a person who works for a few companies
 d) a licence which allows a person to work for himself
- 2) a timetable a) a table clock
 b) an office clock
 c) a schedule of work in an office
 d) a time schedule
- 3) a folder a) a folding booklet
 b) an envelope
 c) a file
 d) a fold-away seat
- 4) a licence a) a pass
 b) a permission
 c) an allowance
 d) a quota
- 5) a store a) a shop
 b) a stock
 c) a market
 d) a place of storage
- 6) a rack a) a pack
 b) a desk
 c) a shelf
 d) a hook

- 7) a charter a) an airplane flying to a popular destination
 b) a plane or a boat travelling in summer season only
 c) a person or a company hiring transport for a special purpose
 d) hiring of transport for a special purpose
- 8) luggage a) baggage
 b) carriage
 c) clothing
 d) equipment
- 9) a sales outlet a) a shop which is open round the clock
 b) a point of sales of a large company
 c) a shop in the open air
 d) an exit from a shop
- 10) a receipt a) a prescription
 b) a recipe
 c) a paper showing that money has been paid
 d) a paper showing that money must be paid

5. Fill in the blanks:

<i>free-lancers</i>	<i>racks</i>	<i>a chain</i>
<i>sales outlets</i>	<i>airlines</i>	<i>research</i>
<i>travellogues</i>	<i>high season</i>	<i>licenses</i>
<i>inclusive tours</i>	<i>arrangements</i>	<i>receipts</i>
<i>air tickets</i>	<i>advice</i>	<i>taxes</i>

1. Tour operators publish colourful.....
2. There are.....and shipping companies among major tour operators.
3. Tourist information office clerks give..... to customers on passports and visas, luggage and the Customs.
4. Travel agencies make individual travel.....
5. A sales outlet clerk sells tickets and tours, collects money and gives... ..herself.
6. People who work for themselves are called.....
7. Tour operators always do market.....when they develop tours.
8. There areamong tour operators' products.
9. ... give free-lancers a permission to work.
10. There are.....with booklets and folders at travel agencies and their outlets.
11. Free-lancers are registered and they pay.....
12. Major tourist companies branch out and have.....

13. Some tourist companies are members of.....
14. There are hotel rooms, train and..... among separate tourist services.
15. Most free-lancers work in.....

6. Translate from Russian into English:

1. В этом универмаге находится точка розничного сбыта туристской компании. – Здесь есть какие-нибудь брошюры и каталоги путешествий? – Здесь нет толстых каталогов, но имеется несколько раскладывающихся проспектов.
2. В вашем городе есть какие-либо туристские достопримечательности? – У нас в городе имеется выставка и несколько музеев. – Какие музеи у вас в городе? – В городе есть два художественных музея.
3. Что находится на стеллажах у них в офисе? Там есть расписание на летний сезон? – На стеллажах находится много бесплатных брошюр. Но там нет новейшего расписания.
4. Сколько служащих в этой туристской компании? – В этой компании имеется менеджер, несколько турагентов и бухгалтер. – Сколько у них гидов и сопровождающих? – Там нет гидов и сопровождающих. Менеджер нанимает их на работу только в высокий сезон.
5. Что имеется в новом каталоге путешествий? – Там несколько новых инклюзив-туров и информация об отдельных услугах. – Есть ли какие-нибудь скидки? – Есть скидки на детей до 12 лет. На взрослых туристов никаких скидок нет.
6. В вашем туристском центре имеется аэропорт, не так ли? – Нет, вы ошибаетесь. Здесь нет аэропорта, но недалеко от нашего курорта имеются речной порт и автобусная станция. – В порту нет представительства вашей туристской компании, не правда ли? – Нет, есть.

UNIT 3

TYPES OF TOURISM

Leisure Tourism

Leisure tourism is also called pleasure tourism or holiday tourism. It is a type of tourism when a person goes on holiday and does not travel on business. Thus, the purpose of tourism in this case is recreation.

Leisure travellers look for sun, sea and sand. They want to go sunbathing, swimming and diving. So this kind of travellers go to sea resorts or holiday camps and stay at resort hotels.

Leisure travellers enjoy organized entertainment and sport. In a resort hotel there are always swimming-pools, fitting-centres, tennis courts, discos. A resort hotel offers its customers contests, concerts, shows, animation programmes for children. Usually it offers tours and visits to different tourist attractions: local sights or amusement or theme parks.

Holiday-makers normally travel with their families and children.

There are other ways to travel for pleasure: cruising and coaching, motoring and hiking.

More and more working people will have longer paid holidays and long weekends in future. More and more people will retire at an earlier age. It means that more and more people will travel for leisure in future.

Answer the questions

1. How is leisure tourism called?
2. What type of travel is leisure tourism?
3. What do leisure travellers look for?
4. Where do leisure travellers go on holiday?
5. What do leisure travellers enjoy?
6. What does a resort hotel offer?
7. What are other ways to travel for pleasure?
8. Why will more and more people travel for pleasure in future?

Sports Tourism

Sports tourism is a type of active holiday. The purpose of a sporting tour is to exercise and to keep physically fit. At the same time travellers enjoy natural surroundings, fresh air and clean water.

Travellers combine action and relaxation during a sporting holiday.

Tourist companies offer hiking, cycling, boating, rafting and other kinds of sporting tours.

Very often sporting tours require preparation and special training. Sports tour instructors will plan the itinerary. Then they will train tourists how to use sporting equipment. They will explain all the details of the route. They will define means of transportation, provision of meals and overnight accommodation.

During some tours travellers carry their luggage and sporting equipment themselves. During some other tours special earners transfer the luggage for them.

It depends on the difficulty of the tour, on the tourist destination and the local practice.

Within sports tourism there is water tourism, mountain tourism and mountaineering, skiing. Sports tourism is popular all year round.

Answer the questions

1. What type of holiday is sports tourism?
2. What is the purpose of a sporting tour?
3. What do travellers enjoy during a sporting tour?
4. What kind of sporting tours do tourist companies offer?
5. How will instructors prepare travellers for sporting tours?
6. What will instructors plan before the tour?
7. Who carries the tourists' luggage during a sporting tour? What does it depend on?
8. What types of tourism are there within sports tourism?

Business Tourism

Business tourism is a travel for business purposes.

Business travellers are businessmen and government officials. They travel on different missions. They often travel to attend a convention. Convention tourism is a part of business tourism. It involves taking part in a conference or a seminar.

Business travellers often travel to attend an international exhibition or a trade fair.

There are tourist companies that provide business services. Those are fax, telex and telephone communications, secretarial services, answering service, business meeting arrangements. There are business facilities for business travelers at hotels, airports, on airplanes.

Business travel will develop faster than other types of tourism in future. There will be more business tourists and more tourist companies which will deal with business tourism. They will provide more services in future. They will collect information on markets and trade partners, provide economic data on monitors, arrange negotiations, and offer pre-convention and post-convention tours.

Answer the questions

1. What kind of travel is business tourism?
2. What kind of tourists are business travellers?
3. What do business tourists travel for?

4. What does convention tourism involve?
5. What business services do tourist companies provide?
6. Where are business facilities?
7. What kind of other business services will tourist companies provide in future?
8. What sort of tours will tourist companies offer to business travelers?

Incentive Tourism

Incentive tourism means that a business company offers holiday tours to its employees and covers all travel expenses.

On the one hand, the company does it as a reward or a bonus to a person for his successful work.

On the other hand, the company does it as an incentive for the future. The company hopes that the employee will work even better in future and bring profit to the company.

Very often an employer sets a target for an employee: «You will earn a holiday in France for your family if you exceed your quota by 10 per cent next year».

Incentive tourism emerged in the 1960s in the USA. Later on it spread in Europe. But only large progressive corporations offer incentive tours to their employees.

In some countries there are specialist tourist companies which arrange incentive tours for business corporations. They take great responsibility because incentive tours go under the name of the business corporation. It means that good travel arrangements will improve its reputation. Bad travel arrangements will shake its reputation.

This type of tourism is still a very small part of international tourism. Most probably this type of tourism won't grow in future.

Answer the questions

1. What does incentive tourism mean?
2. Why does a business company offer incentive tours to its employees?
3. What sort of target does an employer set for the employee?
4. When and where did incentive tourism emerge?
5. What kind of companies offer incentive tours?
6. Why do tourist companies take great responsibility when they arrange incentive tours for business corporations?
7. How popular is this type of tourism?

Familiarization Tourism

Familiarization tourism is often called just FAM tourism. It means that a business company sends its staff on educational tours to its branches or other business companies in other cities and countries.

If a travel agency sends its travel clerks on FAM tours, it means that they will have educational visits to a tourist destination. There they will get familiar with local facilities, hotels, restaurants, and attractions. They will study a tour operator's or local travel agency's practice.

The main purpose of travel clerks on a FAM tour is to get necessary knowledge from personal experience. When the clerks return home, they will know what to offer and what to explain to their customers about the destination.

Some experts say that FAM tourism is a part of incentive tourism. On the one hand, such a tour is an incentive to the travel agency staff selling holidays. On the other, it is a benefit to the tour operator which arranges them.

FAM tourism is very popular and will become even more popular in future.

Answer the questions

1. What does familiarization tourism mean?
2. What do travel agencies send their clerks on FAM tours for?
3. What do travel clerks get familiar with during FAM tours?
4. What is the main purpose of travel clerks on a FAM tour?
5. What will the travel clerks know when they return home?
6. Why do some experts say that FAM tourism is a part of incentive tourism?

1. Match up:

- | | |
|---------------|------------------|
| 1) holiday | a) service |
| 2) answering | b) surroundings |
| 3) theme | c) accommodation |
| 4) natural | d) equipment |
| 5) sporting | e) camp |
| 6) government | f) data |
| 7) overnight | g) official |
| 8) economic | h) park |

2. Cross out one odd term in each line:

- 1) expenses, secretarial services, communications, goods, facilities, surroundings, negotiations;

- 2) expensive, international, cultural, cookery, ecological, educational;
- 3) training, motoring, gambling, mountaineering, cycling, cruising, hiking;
- 4) to depend on, to devise, to report to, to sort out, to spread out, to deal with, to slow down;
- 5) itinerary, tour, destination, quota, route, tour package.

3. Match the terms with the definitions:

- 1) convention tourism a) a type of tourism which involves visits of tour operators and travel agents to travel destinations so that they get to know their facilities well
- 2) incentive tourism b) a type of tourism which involves tours and visits for disabled people
- 3) sports tourism c) a type of tourism which involves journeys for people who share the same hobby
- 4) leisure tourism d) a type of tourism which involves holidays awarded to staff members as a bonus and to encourage them to work better
- 5) familiarization tourism e) a type of tourism which involves holidays for relaxation and entertainment purposes
- 6) third-age tourism f) a type of tourism which involves taking part in meetings, conferences and seminars
- 7) fourth-age tourism g) a type of tourism which involves tours and visits for elderly and retired people
- 8) special-interest tourism h) a type of tourism which involves tours with a lot of physical training, exercising and keeping fit

4. Pick out the right definition:

- 1) gambling a) hunting
 b) ferry-boating
 c) bungee-jumping
 d) gaining
- 2) special-interest tourism a) travel with special purposes
 b) travel for experts and specialists
 c) travel with specific business missions

- d) travel for the tourist industry employees
- 3) hitch-hiking a) cross-country running or skiing
 - b) white-water rafting
 - c) travelling by asking drivers for lifts
 - d) motoring with no driving licence
- 4) survival tourism a) camping or caravanning
 - b) holiday-making with no modern conveniences
 - c) starving, slimming and keeping fit
 - d) travelling to isolated places with extreme natural conditions
- 5) to attend a) to be present
 - b) to enter
 - c) to come and stay
 - d) to pay a visit
- 6) FAM tourism a) travel of regular customers to familiar destinations
 - b) incentive travel with families and children
 - c) cultural travel for sightseeing purposes
 - d) travel of tourist staff for getting to know new destinations better
- 7) data a) number
 - b) date
 - c) information
 - d) statistics
- 8) a convention a) a party
 - b) a formal meeting
 - c) a resolution
 - d) an announcement
- 9) itinerary a) a list of places to be visited during a tour
 - b) a programme of stay
 - c) a route from one place to another
 - d) an inclusive tour
- 10) fourth-age a) tourism for elderly people
 - tourism b) tourism for disabled people
 - c) tourism for retired people
 - d) social tourism

5. Fill in the blanks:

<i>equipment</i>	<i>missions</i>	<i>a bonus</i>
<i>travel expenses</i>	<i>a target</i>	<i>data</i>

answering service convention staff
recreation mountaineering training
the itinerary surroundings a FAM tour

- 1 tourism is one part of business tourism.
2. FAM tourism means that a company sends itson educational tours to other companies.
3. Sporting tourists enjoy exercise and natural
4. Tourist companies provide special services for businessmen. Among them are..... and business meeting arrangements.
5. Within sports tourism there is water tourism, mountain tourism and
6. Duringtravel clerks get familiar with local facilities.
7. The purpose of pleasure tourism is
8. Sports tour instructors will always train tourists how to use sporting
9. Tourist companies will provide business tourists with economic..... on monitors.
10. Sporting tours require preparation and special.....
11. The incentive tour is a reward or to a successful employee.
12. Business tourists travel on different
13. An employer often sets..... for an employee to exceed his quota.
14. A sporting tour instructor will carefully plan.....
15. The employer covers the employee's..... during an incentive.....

6. Translate from Russian into English:

1. Завтра наши менеджеры будут отбирать и принимать на работу новых турагентов.
2. На собрании в конце года менеджер туризма будет принимать решение о разработке и продвижении новых услуг и пакетов туров.
3. Мы не будем планировать большую прибыль на будущий год. Мы только начнем изучать рынок.
4. Вы будете предлагать какие-либо новые туры в будущем сезоне? - Да, наша туроператорская фирма будет рекламировать и реализовывать оптом и в розницу каникулярные инклюзив-туры для детей. - В какие страны вы направите детей? - Это будет Турция, Греция, Испания и Италия. - А когда вы издадите свой каталог путешествий на будущий туристский сезон? - Мы сделаем это в конце этого сезона.

5. Сегодня вечером будет интересная развлекательная программа. - Что это будет за программа? Это будет программа для детей или для взрослых? Что она будет включать? - Это будет анимационная программа с шоу, конкурсами и играми и для взрослых, и для детей. Вы будете участвовать? - Боюсь, я не буду присутствовать. Сегодня вечером мы уедем на экскурсию в пригород и останемся там на ночь.

6. Я собираюсь стать гидом-переводчиком. В следующем году я буду изучать еще один иностранный язык. - Какой язык ты будешь осваивать? - Я начну с итальянского, а потом продолжу изучать испанский. - А будешь ли ты изучать историю и искусство? - Да, определенно. Все будущие гиды будут изучать историю и географию, культуру и искусство. Надеюсь, мы будем знать все достопримечательности нашего турцентра в конце курса обучения.

7. Где ваша тургруппа будет послезавтра? - Мы будем в горах. Завтра мы отправляемся в спортивный тур. - Вас поведет инструктор? - Да, сегодня он покажет нам маршрут на карте и объяснит, как пользоваться спортивным оснащением. - Маршрут будет трудный? - Надеюсь, он не будет очень трудный. Я и мои попутчики пойдем в горы впервые.

8. Эта туристская компания будет заниматься деловым туризмом и в будущем? - Да, но они не будут организовывать индивидуальные туры для бизнесменов. Они будут заниматься конгрессным туризмом.

UNIT 4

PEOPLE IN HOSPITALITY

The Receptionist

The receptionist works in a front office of a hotel.

The receptionist is in charge of the check-in. She meets and greets guests, registers guests and assigns rooms to them.

The receptionist must ensure that the check-in procedure is brief and convenient.

The receptionist must help guests do the hotel formalities. She takes the guest's name. If the guest is a foreign visitor, the receptionist must take the guest's passport number. Then she asks the guest to sign the hotel register. In larger hotels

the receptionist asks the guest to fill in a registration card and to sign it. She must explain how to do it correctly.

The receptionist must send the signed registration card to the cashier's office.

The receptionist answers the phone. She answers questions of visitors who have come to see the hotel guests. She can help the visitors find the hotel guests. She may take messages for the hotel guests when they are not in.

In smaller hotels the receptionist is in charge of the room keys.

Answer the questions

1. Where does the receptionist work?
2. What is the receptionist in charge of?
3. What must the receptionist ensure?
4. How must the receptionist help the guests?
5. What does the receptionist ask the guests to do?
6. What must the receptionist do with a signed registration card?
7. How can the receptionist help the visitors who have come to see the hotel guests?
8. What is the receptionist in charge of in smaller hotels?

The Concierge

The concierge works at a hotel's information desk. The concierge must speak a few languages because she has to help guests from other countries. Usually the concierge speaks major world languages: English, French, German and Spanish. Sometimes she speaks other languages, too. It depends on the language of the customers whom the hotel receives.

The concierge must help guests in all ways. She can give orientations in the city, arrange taxis and sightseeing tours. She can offer entertainment. She can make theatre bookings. She can recommend shops, restaurants or nightclubs.

Actually the concierge in a hotel can act as a travel agent: book flights, tours, visits. She may find a guide or a guide-interpreter for the guest.

The concierge can find a babysitter.

The concierge must help guests mail letters and packages. She may even provide paper and a pen for writing letters. In some hotels the concierge is in charge of messages. In some hotels the concierge may be in charge of the room keys.

Answer the questions

1. Where does the concierge work?
2. Why must the concierge speak a few foreign languages?
3. What kind of languages does the concierge usually speak? What does it depend on?
4. How must the concierge help guests?
5. What can the concierge recommend?
6. How can the concierge act as a travel agent?
7. How can the concierge help parents with children?
8. How can the concierge help guests with their correspondence?
9. What is the concierge in charge of in some hotels?

The Hotel Manager

The hotel manager is the head of a hotel. He may have the name of the general manager or the managing director.

The hotel manager may hold a management position in an individual hotel. Or he may work in a hotel chain.

In a small hotel the manager may be the owner of the hotel. But in a large hotel he is just a professional hotelier.

For the hotel guests the hotel manager is the host who must offer hospitality to his guests.

For the hotel staff the hotel manager is the person who must establish the policy of the hotel and its operations. The hotel manager has to plan and control the hotel business. He has to check up how different hotel departments carry out their functions. Often he has to deal with the hotel guests in person. He has to handle their problems and complaints.

There may be different management positions in a hotel: the assistant manager, the resident manager, the night manager.

The assistant manager helps the manager and manages the hotel when the manager is not present.

The resident manager is the manager who permanently lives in the hotel.

The night manager is on duty during the night.

Answer the questions

1. What are other names for the hotel manager?
2. Where may the hotel manager work?
3. What is the hotel manager for the hotel guests?

4. What is the hotel manager for the hotel staff?
5. What does the hotel manager have to do?
6. What may other hotel management positions involve?

The Chief

The chef works in a restaurant or in the food and beverage department of a hotel.

A restaurant may have different chefs. At the head of them is the head chef.

The head chef is the kitchen supervisor. He manages the kitchen of a restaurant. He has to select menus and to plan the meals. He has to taste the dishes. He also manages the kitchen staff: the chefs, the cooks and the helpers.

In a big restaurant there may be different specialist chefs: the soup chef, the sauce chef, the vegetable chef, the pastry chef and others.

The soup chef is in charge of making soups. The sauce chef is in charge of preparing sauces. The vegetable chef is in charge of preparing vegetables and pasta. The pastry chef is in charge of preparing pastries and sweet dishes.

The chef may have the chef's special. It is a special dish which goes apart from others on the menu. It may be the dish for which the chef or the restaurant is famous.

The good name of a restaurant or a hotel's kitchen may depend on its chef. The reputation of the chef may increase its business.

Answer the questions

1. Where does the chef work?
2. What is the head chef? What does he have to do?
3. Whom does the head chef manage?
4. What sort of specialist chefs may there be?
5. What are specialist chefs in charge of?
6. What is the chef's special?
7. How may the name of a restaurant depend on its chef?

The Restaurant Manager

As a rule, the restaurant manager runs a restaurant but he doesn't own it. Sometimes the restaurant manager may own and run his small restaurant.

The restaurant manager is in charge of the restaurant policy and operations. He has to decide on the image of his restaurant. He has to plan its business. He has

to decide on purchases and sales. He hires the restaurant staff and provides their training.

The restaurant manager has to meet the guests. He must see to it that the guests are happy with the service and have no complaints. The guests may often see the restaurant manager in the dining-hall.

In a large restaurant there are other management positions: the purchase manager, the sales manager, the production manager, the personnel manager and others. All these managers report to the general manager. In an individual restaurant the restaurant manager decides on the type of cuisine and the types of menus.

In a family-owned restaurant the whole family may be in charge of the restaurant operations. The wife may act as a hostess or a chef.

Answer the questions

1. What does the restaurant manager do?
2. What is the restaurant manager in charge of?
3. What does the restaurant manager have to decide on?
4. How can the restaurant manager provide for good restaurant staff?
5. Why does the restaurant manager have to see the guests?
6. What are other management positions in a restaurant?
7. What does the restaurant manager decide on in an individual hotel?
8. Who may be in charge of operations in a family-owned restaurant?

1. Match up:

- | | |
|-----------------|-----------------|
| 1) background | a) appliances |
| 2) front | b) card |
| 3) travel | c) music |
| 4) room | d) lounge |
| 5) wine | e) arrangements |
| 6) cocktail | f) office |
| 7) registration | g) special |
| 8) chefs | h) steward |

2. Cross out one odd term in each line:

- 1) computer literate, fellow-students, language fluency, makeup,
internship, to choose a major;

- 2) cart, desk, cab, maid, key, fridge, sign, hair-dryer, towel;
- 3) waitress, toiletries, errands, maids, appliances, beverages;
- 4) to meet, to greet, to seat, to escort, to unlock, to assist;
- 5) information desk, receptionist, porter, cashier, bellboy, doorman, concierge, maitre d'hotel;
- 6) host, barman, housekeeper, stewardess, hostess, waiter, bar maid, steward, waitress;
- 7) pastry chef, specialty chef, sauce chef, vegetable chef, soup chef, chef;
- 8) to vacuum-clean, to scrub, to complain, to make up, to dust, to general clean, to pick up, to clean.

3. Pick out the right definition:

- | | |
|---------------|---|
| 1) a beverage | <ul style="list-style-type: none"> a) a drink b) an alcoholic drink c) beer d) services of barman |
| 2) a cuisine | <ul style="list-style-type: none"> a) cooking b) cutlery c) a table-cloth d) a culinary art |
| 3) a chef | <ul style="list-style-type: none"> a) a boss b) a general manager c) a cook d) a chief cook |
| 4) an errand | <ul style="list-style-type: none"> a) a mistake b) a special duty c) a specific task d) a misunderstanding |
| 5) a maid | <ul style="list-style-type: none"> a) a young lady b) a mermaid c) a chambermaid d) a housekeeper |
| 6) appliances | <ul style="list-style-type: none"> a) electric devices and utensils b) computer hardware c) computer software d) applications |
| 7) pasta | <ul style="list-style-type: none"> a) rolls and pastry b) spaghetti, macaroni, noodles |

- c) mashed potatoes
- d) tomato sauce
- 8) a wine steward a) a steward serving wines during the flight
- b) a barman
- c) an expert in wines
- d) a sommelier
- 9) a chefs special a) a chefs special dish
- b) a chefs special uniform
- c) a chefs special menu
- d) a chefs special course
- 10) toiletries a) men's and ladies' rooms
- b) bath linen
- c) bathroom supplies
- d) toilet paper

4. Fill in the blanks:

<i>a travel agent</i>	<i>cuisine</i>	<i>hotelier</i>
<i>the resident manager</i>	<i>the check-in</i>	<i>the chef</i>
<i>the chef's special</i>	<i>a hostess</i>	<i>the concierge</i>
<i>the assistant manager</i>	<i>the receptionist</i>	<i>the pastry chef</i>
<i>the restaurant manager</i>	<i>the cashier's office</i>	<i>chain</i>

- 1 works at a hotel's information desk.
2. The hotel manager may work in a hotel.....or in individual hotel.
3. In a family-owned restaurant the wife may act as or a chef.
- 4is the hotel manager who permanently lives in the hotel.
- 5registers hotel guests and assigns rooms to them.
6. In a large hotel the hotel manager is a professional.....
- 7is a special dish for which the restaurant is famous.
- 8is in charge of the restaurant policy and operations.
9. The receptionist is in charge of
10. The concierge can act as
- 11 is in charge of preparing pastries and sweet dishes.
- 12 works in the food and beverage department of a hotel.
- 13 manages the hotel when the general manager is not present.
14. The receptionist must send the signed registration cards to.....
15. In an individual restaurant the restaurant manager decides on the type of.....

5. Translate from Russian into English:

1. Работники службы приема этого отеля должны бегло говорить на двух иностранных языках. Таковы правила.
2. Ты умеешь переводить с русского на английский? - Умею. - Ты можешь перевести обзорную экскурсию? - Боюсь, что не могу.
3. Можно мне воспользоваться телефоном в вашем офисе? - Нельзя. Это телефон нашего директора-распорядителя. Он может быть недоволен.
4. Консьержке часто приходится заниматься письмами? - Да. Ей приходится отправлять по почте письма и пакеты. Часто ей приходится принимать сообщения для гостей.
5. Работник службы приема должен приветствовать и встречать гостей. Ему нет необходимости помогать гостю с багажом. Но он должен помочь гостю заполнить бланк регистрации.
6. Можно нам оставить чаевые на столе? - Конечно, можно.
7. Кто может помочь нам заполнить бланк регистрации? - Я могу. – Должны ли мы писать печатными буквами? - Нет, в этом нет необходимости.
8. Директорам ресторанов приходится каждый день принимать решения о закупках и продажах.
9. Как часто шеф-повар должен дегустировать блюда? - Я думаю, ему приходится это делать много раз.
10. Мне не приходится принимать решения самому. Я заместитель управляющего гостиницы, и мне приходится это делать, только когда управляющего нет.
11. У нашего местного гида простуда. Должно быть, она сегодня дома. Может быть, она и приедет завтра, а может быть, и нет.
12. Как долго вы должны оставаться в отеле по вечерам? Вам приходится оставаться на ночь, если есть проблемы или жалобы? - Обычно мне не приходится оставаться допоздна. У нас в отеле есть ночной управляющий. Я могу остаться, если он не может решить проблему.
13. Когда я могу позвонить вам? - А чем я могу вам помочь? - Я должен заказать такси в аэропорт на завтра. - Я могу это сделать прямо сейчас.
14. Консьержка, вероятно, очень знающий и общительный человек. Должно быть, она знает несколько иностранных языков. Возможно, она поможет нам заказать билеты в театр. Может быть, у нее есть информация об экскурсиях и посещениях.

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