

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**

**O. M. BEKETOV NATIONAL UNIVERSITY  
of URBAN ECONOMY in KHARKIV**

Methodical recommendations  
for practical classes  
on an academic discipline

**“FOREIGN LANGUAGE OF PROFESSIONAL GUIDANCE”**

*(for first-year full-time students first (bachelor's) level of  
higher education specialty 242 – Tourism)*

**Kharkiv**

**O. M. Beketov NUUE**

**2023**

Methodical recommendations for practical classes on an academic discipline “Foreign language of professional guidance” (for first-year full-time students first (bachelor’s) level of higher education specialty 242 – Tourism) / O. M. Beketov National University of Urban Economy in Kharkiv ; comp. V. B. Pryanitska. – Kharkiv : O. M. Beketov NUUE, 2023. – 43 p.

Compiler V. B. Pryanitska

Reviewer PhD in Philology O. L. Ilienکو

*Recommended by the department of foreign philology and translation, record № 1 of 05.09.2022*

## CONTENTS

INTRODUCTION.....	4
UNIT 1 Tourism. History of tourism.....	5
UNIT 2 Jobs in tourist industry.....	8
UNIT 3 Places that are appealing to tourists.....	12
3.1 Great Britain.....	12
3.2 Australia.....	15
3.3 From the history of Kharkiv. ....	19
UNIT 4 Hotels. Types of hotels.....	22
4.1 Hostel.....	27
4.2 Historic inns and boutique hotels.....	30
4.3 Resort hotels.....	31
4.4 Hotel barge.....	32
4.5 Motel.....	35
4.6 Inn.....	36
4.7 Guest house.....	37
UNIT 5 Etiquette in Thailand.....	40

## **INTRODUCTION**

These educational materials are designed for the ESP students of tourism of the 1<sup>st</sup> year of studies to develop their knowledge and skills in the English language.

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

Each unit contains:

- An authentic text for reading and translation;
- Comprehension exercises;
- Exercises for memorization and mastering new vocabulary;
- Grammar exercises;
- Supplementary reading.

The manual is recommended for practical lessons.

## UNIT 1 TOURISM. HISTORY OF TOURISM

Task 1. Read the text.

### **Definition of tourism**

Tourism has become one of the fastest growing industries in recent years. It can be defined in a variety of ways, but the broad focus is on travelers away from home and the services they utilize, including transportation, food, lodging, entertainment, and tourist attractions.

So, tourism is a business providing goods and services to travelers. It comprises hundreds of component businesses, including airlines, cruise lines, railroads, rental car agencies, lodging, restaurants, businesses that arrange travel such as travel agencies and tour operators, and public attractions such as national parks and theme parks which provide entertainment for visitors, etc.

According to the World Tourism Organization (WTO) tourism is the world largest industry. Worldwide, 127 million people work in it. It is a great job stimulator. For every \$1 million of revenue generated by the industry, 20000 new jobs are created. International travel, according to the World Tourism Organization, is expected to reach 935 million people by the year 2010, nearly double the 500 million people who travelled abroad in 1993, and up from the 25 million international tourists in 1950.

Tourism became a significant international item of trade in Europe as early as the 1900s. The economic impact of tourism is great. The automobile industry, for example, has a tremendous stake in tourism. The same can be applied to a camera and film company like Eastman Kodak, sporting goods manufactures, and hundreds of other companies whose products are economic components of tourism. Nowadays tourism is an economic activity involving billions of dollars exchanged each month.

The World Tourism Organization classifies a traveler or a tourist as a person who stays more than 24 hours, or makes an overnight stay, away from home for tourism purposes. The purpose of travel must also enter into the definition of tourism. People may travel for the purpose of recreation or pleasure; for reasons of health; to visit friends or relatives; to educate themselves because travel is broadening; for the purpose of business, etc.

But such people as resident students, temporary immigrants, border workers, nomads, other groups like diplomats, members of the armed forces and people like that are not regarded as tourists.

Tourism may be internal and international.

Internal tourism is tourist travel within the same country of which the tourist is a resident. This is also called domestic tourism.

International tourism means tourist travel between two or more countries. It consist of inbound and outbound tourism. Inbound tourism, hat's when people who live in another country come to visit the country here you live. Outbound tourism, that's when the residents of a particular country go abroad for one of the reasons mentioned above.

#### Answer the questions

1. What is tourism?
2. Why is tourism one of the fastest growing industries?
3. What does tourism influence?
4. What is the purpose of traveling?
5. What is inbound and outbound tourism?

Task 2. Read the text again and complete the gaps.

6. Tourism is a business providing .....
7. There were 500 million people who.....
8. There are economic components of tourism such as.....
9. A traveler or a tourist is a person who.....
10. People are not tourists if they are .....
11. Internal tourism is tourist travel .....
12. International tourism is tourist travel .....

Task 3. What do these numbers refer to?

127 million, 1 million, 20 000, 935, 500, 25 million, 1993, 1995.

Task 4. Translate the sentences into English.

1. Туризм – це бізнес, що надає мандрівникам товари та послуги.
2. До нього входять сотні складових компаній, зокрема авіакомпанії, круїзні лінії, залізниці, агентства з оренди автомобілів, житло, ресторани, підприємства, які організують подорожі, такі як туристичні агентства та

туроператори, а також громадські пам'ятки, такі як національні парки та тематичні парки, які пропонують розваги для відвідувачів тощо.

3. Всесвітня туристична організація класифікує мандрівника або туриста як особу, яка залишається більше 24 годин або ночує поза домом з туристичною метою.

4. За даними Всесвітньої туристичної організації (ВТО), туризм є найбільшою індустрією світу.

5. Туризм став важливою міжнародною статтею торгівлі в Європі ще в 1900-х роках.

6. Мета подорожі також повинна входити у визначення туризму.

Task 5. Read the text.

## **HISTORY OF TOURISM**

Ever since a man first emerged from his cave-dwelling, it seems that he felt the urge to travel. But tourism had to wait for the civilization of ancient Greece. The Olympic Games in 776 BC were the first international tourist event, with people travelling from many countries to watch and take part.

We have to thank the Romans for good roads. During the heyday of the Roman Empire they built thousands of them. First people to take advantages of these roads were religious travelers visiting cathedrals, shrine or holy sites. Gradually more and more people began to travel. At first it was the nobility. In the 17<sup>th</sup> and 18<sup>th</sup> centuries travelling was an essential part of every young gentleman's education.

But it was development of transport that really opened up the tourist industry. First there were stagecoaches and coaching inns. Then steam came. Steamboats crossed the English Channel, and railways covered the civilized world. With excursions across continental Europe, the building of hotels and resorts to cater for the tastes of the pleasure-seekers, and the introduction of hotel vouchers and the traveller's cheques, the tourist industry in its modern form was born. At the end of the 19<sup>th</sup> century the middle class joined tourist class and mass tourism became a reality.

Soon after the end of the Second World War, paid holidays became normal in many countries. People had more disposable incomes to spend on leisure time. Holiday camps sprang up offering the masses accomodation-and-entertainment package. Television sets were appeared in more and more homes, bringing the attractions of distant lands into people's living rooms. Package holidays abroad began to appear in the 1950s. In recent decades things have only got better for the tourists: faster and cheaper travel options, a wider range of suitable accommodation, more time and money to spend on their holidays.

Answer the questions

1. What was the first international tourist event?
2. What do we have to thank the Romans for?
3. What were the reasons for the nobility to travel?
4. What were the first kinds of transport that really opened up the tourist industry?
5. When did the first types of accommodation appear?
6. What do you think about the future of tourism?

Task 6. Fill in the appropriate words from the list. Use the words only once.

Ancient the Olympic international religious every young the tourist stage coaches and the English the pleasure disposable package...

- |               |                            |
|---------------|----------------------------|
| .....industry | .....gentleman's education |
| .....Greece   | .....coaching inns         |
| .....seekers  | .....income                |
| .....Channel  | .....tourist event         |
| .....Games    | .....travelers             |
| .....holidays |                            |

## UNIT 2 JOBS IN TOURIST INDUSTRY

Task 1. Read the text.

### **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.

To develop a tour package the tour operator works with transportation companies, hotels, restaurants, museums, etc.

The tour operator usually advertise tours in mass media or in brochures.



The tour operator sells tour packages to travel agents at wholesale or at retail 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.

### **Travel agent**

The travel agent (or the consultant in the USA) works in a travel company. He sells tour operator's packages to customers and gets a commission from him. The commission is usually from 5 to 10 percent 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. Travel agents are the main sellers in the tourist industry.

### **Tourism manager**

The tourism manager works in a tourism company. He supervises all kinds of tourist operations and the company staff. He reports to the general manager. He plans tourist business: operations, new products (services), profit.

The tourism manager is responsible for development and promotion of new tour packages, advertising and sales. He also decides on prices and discounts. He controls the results. The tourism manager hires employees. He selects them and provides their training.

### **Tour guide**

Perhaps the most difficult job in the tourist industry belongs to the tour guide and the conductor. The guide is in charge of local sightseeing and the conductor accompanies a group throughout its travel and makes all arrangements for the group.

The sightseeing guide must be familiar with the points of interest that he is showing to the visitors. He shows tourists round a city, a sight, or a museum. And he has to deal with any problems that occur during the tour or an excursion, such as bad weather, sudden illness, an accident, etc. A sightseeing guide needs two qualities above all – an outgoing personality and language skill.

The conductor needs the same qualities. He also needs to know all the regulations when going from one country to another. The aspects of travel are different: handling the luggage of the group, making sure that travelers get good accommodation, food and entertainment they have paid for.

### **Travel writer**

The people who write about travel also receive lavish treatment from the tourist industry. There are relatively few travel writers, but they fill an important place in publicizing the industry. Some of them work full-time for magazines or

newspapers, others are free-lancers: they work for themselves and sell their articles to any publication that is interested in them. There is also a small industry involved in writing and publishing travel guidebooks.

### **Other jobs**

Receptionist is a person who is employed to receive guests, tourists, etc at a hotel.

### **Reservation clerk**

The person who takes telephone and mail bookings, writes letters of confirmation, describes hotel facilities, deals with chance guests, etc. Warden is a person who looks after a museum. Porter helps hotel guests with their suitcases and bags. Hotelier is a hotel-keeper. Chambermaid is a woman who cleans hotel bedrooms.

### *Answer the questions*

1. What are the jobs in tourist industry?
2. What job is the most suitable for you?
3. What are the duties of a tour operator? A travel agent?
4. What is important to be an efficient guide?
5. What qualities are important to be a good hotelier?

### **Task 2. Match the left column with the right one.**

The tour operator	is responsible for development and promotion of new tour packages, advertising and sales.
The travel agent	helps hotel guests with their suitcases and bags.
The tourism manager	is a person who looks after a museum.
The guide	develops tours also known as tour packages.
Receptionist	is a hotel-keeper.
Warden	is a woman who cleans hotel bedrooms.
Hotelier	is in charge of local sightseeing.
Porter	receives guests, tourists, etc at a hotel.
Chambermaid	sells services such as flights, hotel rooms, car rentals, travel insurances and so on.

Task 3. Complete the sentences with the following verbs in the correct form (Present Simple).

Include to be responsible for work to be in charge of work to be help sell.

1. The tour operator .....in a tourist company.
2. Tour packages ..... transportation, accommodation, catering, transfers and other services.
3. The travel agent also ..... separate services.
4. The tourism manager ..... development and promotion of new tour packages, advertising and sales.
5. The guide .....local sightseeing.
6. Some of them ..... full-time for magazines or newspapers, others are free-lancers.
7. Porter ..... hotel guests with their suitcases and bags.
8. Chambermaid ..... a woman who cleans hotel bedrooms.

Task 4. Helping guests.

Look at the guests' requests. Match requests 1–8 with appropriate reply in A–L.

1. Could you give me a wake-up call tomorrow morning, please?
2. I'd like to pay my bill, please.
3. What time does the outdoor swimming pool close?
4. I'd like to speak to Jean-Paul Blondlet in room 219, please.
5. We'd like a double room for the 18<sup>th</sup> and 19<sup>th</sup> August. It's our silver wedding.
6. I'd like to reserve a table for four this evening.
7. Can you get me a taxi for the airport, please? I'll wait in the lounge.
8. Is it possible to have my hair done in the hotel?

A Certainly, madam. What time would you like to eat?

- B I'm sorry, but there's no answer. Can I take a message?
- C I'm afraid we're fully booked this weekend, sir.
- D It's in the basement. Take the lift and then turn left.
- E Certainly, madam. What time would you like us to call you?
- F There is a leaflet in the stand. The best one is twenty kilometers away.
- G Usually before dark. Tonight it'll be at 7 o'clock.
- H Of course, madam. There's a hairdresser's beside the exercise room.
- I Yes, sir. You can do that at the bank. It's just opposite the hotel.
- J Certainly, madam. For such a celebration, we'll make sure you get the best room in the hotel!
- K Of course, sir. I'll call you when it comes.
- L One moment, please, madam. I'll work out the total.

## **UNIT 3 PLACES THAT ARE APPEALING TO TOURISTS**

### **3.1 Great Britain**

Task 1. Read the text.

Learning English naturally leads to learning facts about the country it is spoken in. Lots of people are greatly interested in everything connected with Great Britain. So here are some basic facts about this country.

The United Kingdom of Great Britain and Northern Ireland is situated on the British Isles. The British Isles consist of two large islands, Great Britain and Ireland, and about five thousand small islands. The total area of the islands is over 224'000 square kilometers.

The UK is made up of four countries: England, Wales, Scotland and Northern Ireland. Their capitals are London, Cardiff, Edinburgh and Belfast respectively. Great Britain consists of England, Scotland and Wales and doesn't include Northern Ireland. But in everyday speech "Great Britain" is used to mean the UK.

The capital of the UK is London. It stands on the River Thames. The British Isles are separated from the European Continent by the North Sea and the English Channel. The western coast of Great Britain is washed by the Atlantic Ocean and the Irish Sea. The surface of the British Isles varies very much. The north of Scotland is mountainous and is called the Highlands; while the south, which has beautiful valleys and plains, is called the Lowlands. The north and the west of England are

mountainous, but all the rest-east, center and southeast - is a vast plain. Mountains are not very high. Ben Nevis in Scotland is the highest mountain (1343 meters over the sea level).

There are a lot of rivers in Great Britain, but they are not long. The Severn is the longest river, while the Thames is the deepest and the most important one.

The mountains, the Atlantic Ocean and the warm waters of Gulf Stream influenced the climate of the British Isles. It is mild all over the year round.

The UK is a highly developed industrial country. It's known as one of the world's largest producers and exporters of machinery, electronics, textile, aircraft and navigation equipment. One of the chief industries of the country is shipbuilding. The main industrial centers and at the same time the largest cities of the country are London, Manchester, Liverpool, Birmingham, Glasgow.

Two characteristic of the British Constitution confuse most foreigners: there is no written constitution; it is not contained in any single document. There are two kinds of rules by which GB is governed: Rules of Law and Rules of Custom. The Rules of Law are those set out in such historical declarations as Magna Charta (1215)? The

Bill of Rights of 1689 and the Act of Settlement of 1701. Many principles of the British Constitution by which Britain is governed are principles of Common Law. There are principles, which are not established by any law passed by Parliament but established in the courts.

The British developed their own character and way of life. They came to respect privacy and to value old traditions. They developed a dry wit, a love for personal freedom and a high degree of self-criticism. They have produced some of the world's greatest writers, scientists, explorers, artists and political figures. The undying genius of William Shakespeare determined the development of the whole world's literature, influenced the minds of many generations, became their moral compass.

Some of the British national traits are resulting from the British way of life. The British are known as a people self-assured, absolutely confident in their national sense of superiority.

The British display a very wide toleration of individual differences among themselves, and even among others.

The history of the UK is the story of how a small island country became the world's most powerful nation and then declined. Though it is no longer the world's power, the UK is still a leading industrial and trading nation. The UK of today is in a state of change and is seeking its new role in the world.

### Answer the questions

1. What does Great Britain consist of?
2. Where is it situated?
3. What is the name of the longest river?
4. Why is the UK a highly developed industrial country?
5. What characteristic of the British Constitution confuse most foreigners?
6. What can you tell about the British?

Task 2. Read the text again and complete the gaps.

1. The British Isles consist of .....
2. The UK is made up of.....
3. The western coast of Great Britain is washed by.....
4. Ben Nevis in Scotland is.....
5. One of the chief industries of the country is.....
6. The British developed their own.....
7. The British are known as.....

Task 3. Fill in the appropriate words from the list. Use the words only once.

Greatly basic beautiful the surface of the longest a highly developed aircraft and navigation to value a very wide...

- |                         |                         |
|-------------------------|-------------------------|
| .....interested in      | .....facts              |
| .....toleration         | .....the British Isles  |
| .....valleys and plains | .....old traditions     |
| .....equipment          | .....industrial country |
| .....river              |                         |

Task 4. Find the word out.

Sea – river – lake – mountain.

Country – city – population – region.

North – forth – west – east.

Valleys – ships – hills – plains.

Population – people – persons – males.

Literature – writers – scientists – explorers.

Leading – ruling – governing – stimulating.

The young – the Swedish – the British – the Italian.

Seeking – hiding – looking for – searching.

Task 5. Complete the sentences with the following verbs in the correct form (Present Simple).

Be include consist of display want confuse.

1. The British Isles ..... two large islands, Great Britain and Ireland, and about five thousand small islands.
2. Great Britain ..... Northern Ireland.
3. Ben Nevis in Scotland ..... the highest mountain.
4. Two characteristic of the British Constitution ..... most foreigners.
5. The British ..... a very wide toleration of individual differences among themselves, and even among others.
6. Lot of people ..... to visit the UK.

### 3.2 Australia

Task 1. Read the text.

The Great Barrier Reef on the coast of Queensland is a *garden* under the sea. There are 1,400 different kinds of fish, and more than 300 kinds of coral. Tropical fruit and flowers grow on the beautiful islands. It's not surprising that more *holiday-makers* come to Queensland every year.

Tasmania, the island south of Australia, is small. It's the same size as England. It is also very different from the other *states*. There are no deserts in Tasmania. It often rains, both in winter and summer. Only a half of million people live in Tasmania, and a large part of the island is still covered with wild, beautiful wild forests. These forests are full of wonderful flowers and interesting animals.

In the Northern Territory you will find the red heart of Australia. And it is really red, with red rocks, red sand, and red skies in the evening. Every year, thousands of *tourists* visit Ayers Rock and a strange group of huge red stones called "the Olgas". But these places are also holy to the Aborigines. They believe that the land itself has life.

Sydney is the best known place in New South Wales. In fact, it's the best known place in Australia. But New South Wales has more than cities. There are, for example, the Blue Mountains. They are covered with forests of blue colored eucalyptus trees. The air above the forest contains millions of microscopic drops of eucalyptus oil. When the sun shines, the air of the Blue Mountains is a real, beautiful blue.

Less than a hundred years ago, there was nothing except sheep in Canberra. But then Australians decided to build a capital city.. The work began in 1913. Now, Canberra is an international city, full of diplomats and government offices. It's beautiful place, with parks, lakes, big open streets and fine buildings.

Australia is sometimes called "the lucky country". One reason is the wonderful *riches* under the earth: gold, silver, iron, coal and many precious metals. The Bass Strait, of the coast of Victoria, has been one of the country's biggest oil fields for many years.

South Australia is the driest of all the states, but it does have the Murrey River. The river brings greenness and life to the south-east corner. In the early of the Australian history, the Murrey River was South Australia's main road. Before real roads and railways came, the river carried people and *goods* from the east up into the country. Some towns on the Murrey still keep the old river boats, and visitors can ride on them.

There are two kinds of gold in Western Australia. First, there's real kind – the kind that comes out of the ground. Gold was found in Kalgorlie in 1893, and the "Golden Mile" was for a time the most expensive piece of land in the world. Kalgorlie still exports some gold, but new gold of Western Australia is *wheat*. Big farms grow millions of tones of wheat every year, and wheat has become Australia's second biggest export.

#### Answer the questions

1. What is Australia famous for?
2. What is Northern Territory famous for?
3. What Blue Mountains are covered with?
4. What is the best-known place in Australia?
5. Why is Australia sometimes called "the lucky country"?
6. Would you like to visit Australia?

Task 2. Look at the following words in italic and try to explain them.

Task 3. Some sentences are correct, but some need **the** (perhaps more than one). Correct the sentences there necessary. Put ' *right*' if the sentence is correct.

Milan is in north of Italy.

1. Ben Nevis in Scotland is the highest mountain (1343 meters over the sea level).
2. Tasmania is the southern island of Australia.
3. Every year thousands of *tourists* visit Ayers Rock.
4. Sydney is best known place in New South Wales.
5. But New South Wales has more than cities.



6. When sun shines, the air of Blue Mountains is a real, beautiful blue.
7. South Australia is the driest of all the states, but it does have the Murrey River.
8. In the early of the Australian history, Murrey River was South Australia's main road.

Task 4. Put the verb into correct form. (Present Continuous). Sometimes you need the negative.

1. Please don't bother me, I .....(try) to concentrate.
2. Michael .....(travel) in Australia at the moment.
3. Let's go out. It .....(rain) any more.
4. Henry ..... (work) this week. He is on holiday. He .....(visit) his relatives in Sydney.
5. Australia .....(seek) its new role in the world today.

Task 5. Read the text.

### **Christopher Columbus**

300–400 years ago a great deal of the world was undiscovered. But now there seems little more to explore, the wild north was conquered, the jungle was conquered too. And it seems that all the pages of the great book called “The Earth” has been filled in, but exploration still goes on.

In the 15th century people knew only 3 continents: Europe, Asia and Africa. They knew nothing about America. The man who was thought to be the discoverer of America was born in 1451 in Italy. His name was Christopher Columbus.

Knowing that the earth was round he decided to reach India by sailing to the west. It was very difficult for him to organize an expedition as nobody wanted to help him. At last the Spanish government gave him some money. In the 1492 he sailed with 3 small ships in to the Atlantic ocean. They had been sailing for more than 2 months and at last they saw land. Columbus was certain that the lands he discovered were part of India and he called these islands “The West Indies”. He made 3 voyages to America. His last voyage was made in 1502-1504. After that, seriously ill, he remained in Spain until his death. He died believing that Cuba was part of Asia. His voyagers gave Europe first important knowledge of the new world. Many places have been named in his honour. America however was named after another explorer Amerigo Vespucci.

Americus Vesputius (or Amerigo Vespucci, as the name is spelled in Italian) was born in Florence, Italy, in 1454. He was in Spain at the time of Columbus' first and second voyages. In a letter, written in 1504 and printed in 1505, he claimed to have

made four voyages, on the first of which, in 1497, he explored the South American coast. This would make him the first European to land on the American continent, for at that time Columbus had only reached the outlying islands. Most scholars reject Vespucci's version of this voyage. Vespucci perhaps did accompany a Spanish expedition that of Alonso de Ojeda to South America in 1499, and in 1501 and 1503 he probably went with Portuguese expeditions. Probably he never commanded an expedition himself and, of course, was not the first person to set foot on the continents to which his name is given. Vespucci died in Seville, Spain, in 1512.

#### Answer the questions

1. What continents did people know in the 15th century?
2. Who helped Columbus to organize first expedition?
3. Who was America named after? Why?
4. Why did most scholars reject Vespucci's version of his voyage?
5. What is your personal opinion?

Task 6. What do these dates refer to?

1451, 1492, 1501, 1502, 1503, 1504, 1454, 1505, 1497, 1499, 1501, 1503, 1512.

Task 7. Use the following verbs to complete the sentences (Present Simple). Sometimes you need the negative.

Know have flow attract stay like travel wear be buy.

1. People usually ..... for lots of reasons.
2. Budget-conscious people .....in luxury hotels.
3. Christopher Columbus ..... one of the greatest explorers.
4. If you ..... languages it is much easier to deal with foreigners.
5. These hotels are reasonably priced so they..... many tourists.
6. If you .....wet weather don't go to England.
7. The staff .....a very strict dress-code and always ..... a uniform.
8. ....souvenirs here. I'll show you the places where you can buy cheaper ones.
9. The River Amazon ..... into the Atlantic Ocean.

### 3.3 From the history of Kharkiv

Task 1. Read the text.

The city of Kharkiv is one of the major industrial, commercial, scientific and cultural centres of Ukraine. Its architecture has been influenced by varying conditions of life, habits and traditions of the Ukrainian people.

The river Dnieper has always played the most important role in life and economic activities of the Ukrainian people. The river divides the country into two halves called Left-Bank and the Right-Bank Ukraine.

In the 14<sup>th</sup> century the right-Bank Ukraine and small regions on the left bank of the Dnieper were occupied by Poland and Lithuania, later united into Rzecz Pospolita/

Many Ukrainian peasants and Cossacs often rebelled against the power of Polish Roman Catholic nobility and began to flee to desolate parts of the Left-Bank Ukraine. They began growing crops, building villages, townships and fortresses. There were no big landlords on that territory then. Therefore this land was called Slobodskaya Ukraina, i.e. “free Ukrainian Land”.

In the 1650's a fortress was built on the bank of the river Kharkiv and a small township of the same name grew around it. During the first 12 decades of its existence the town was self-governed. Its administration was elected by the Cossacs and headed by the Cossac Colonel, also an elected official. The Voyevoda controlled only military affairs.

The population was almost Ukrainian and it was only in the second quarter of the 19<sup>th</sup> century that it became multinational. In the 1770's Catherine II abolished the autonomy of the Cossacs and divided Ukraine into a number of provinces (governorates) headed by Governors appointed by Monarch. Since then the city has been developing rapidly. Its squares were surrounded with wooden or brick houses of one or two or even three storeys.

In 1805 the University of Kharkov was founded. The Assumption Cathedral, the oldest in city, was built in 1778. And in 1821-1844 its magnificent belfry was erected to mark the victory of the Russian Army over Emperor Napoleon of France.

Kharkovites have always loved theatre. They first saw theatre performances in the end of 18<sup>th</sup> century. In 1841 a building was erected for the permanent Drama Theatre.

The architecture of Kharkiv reflected variety of styles. There worked lots of famous architects. After 1934 Kharkiv remained one of the most important and beautiful cities of Ukraine.

## Answer the questions

1. What is Kharkiv famous for?
2. Who occupied the right-Bank Ukraine and small regions on the left bank of the Dnieper in the 14<sup>th</sup> century?
3. Why did many Ukrainian peasants and Cossacs begin to flee to desolate parts of the Left-Bank Ukraine?
4. What did they begin doing?
5. What did Catherine II do in the 1770's?
6. What was founded in 1805?
7. What architects worked in Kharkiv?

Task 2. Match the sentences halves.

- |                                         |                                                                                     |
|-----------------------------------------|-------------------------------------------------------------------------------------|
| 1. The river Dnieper has always played  | a) only military affairs.                                                           |
| 2. They began growing crops, building   | b) the autonomy of the Cossacs                                                      |
| 3. The Voyevoda controlled              | c) in city, was built in 1778.                                                      |
| 4. In the 1770's Catherine II abolished | d) villages, townships and fortresses.                                              |
| 5. The Assumption Cathedral, the oldest | e) the most important role in life and economic activities of the Ukrainian people. |
| 6. Kharkovites have always              | f) loved theatre.                                                                   |

Task 3. Read these statements. Decide whether you think they are true or false.

1. The river divides the country into two halves called Left-Bank and the RightBank Ukraine.
2. Ukrainian peasants and Cossacs were always satisfied with their conditions of life.
3. In the second quarter of the 19<sup>th</sup> century the population of Ukraine became almost Ukrainian.
4. In the 1650's a fortress was built on the bank of the river Kharkiv and a small township of the same name grew around it.
5. Kharkovites first saw theatre performances in the end of 17<sup>th</sup> century.

Task 4. Complete the sentences with the correct form of the passive.

1. Architecture of Kharkiv (influence) ..... by varying conditions of life, habits and traditions of the Ukrainian people for many years.

2. In the 14<sup>th</sup> century the right-Bank Ukraine and small regions on the left bank of the Dnieper (occupy) ..... by Poland and Lithuania.
3. In the 1650's a fortress (build)..... on the bank of the river Kharkiv.
4. Squares of Kharkiv (surround)..... with wooden or brick houses of one or two or even three storeys at that time.
5. And in 1821-1844 its magnificent belfry (erect)..... to mark the victory of the Russian Army over Emperor Napoleon of France.
6. Today Kharkiv (visit) ..... by lots of tourists.

Task 5. Read the text.

### **Travel Agencies**

The travel agency business offers many attractions to people with experience in the tourist industry.

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

Travel agencies sell tour packages and individual tourist services. Among tour packages are also inclusive tours, charter inclusive tours, inclusive tours with an excursion, coaching tours and cruising tours. Travel agencies form groups of tourists to 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 rental, sightseeing tours, services of a guide or a guideinterpreter. Travel agencies also offer travel insurances and theatre tickets to their customers.

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

A good location is an important factor in the success of an agency, and so office may be expensive.

There are large travel agencies which are members of a chain.. They branch out and have outlets within a city, a region, a country or throughout the world.

There are travel agency outlets in hotels, airports, railway stations, big department stores, at large factories and plants, etc.

There is usually one clerk in an outlet. He does all the work. He answers phone calls, meets customers in person, works on the computer, does paperwork, etc. Of course he keeps in touch with the head office and knows all up-to-date information on tours and tickets. Offers and prices are the same in all outlets of the travel agency. Very often travel agencies with outlets have got a word 'Group' in their names, for instance, 'Blue Heart Travel Group'.

## UNIT 4 HOTELS. TYPES OF HOTELS

Task 1. Read the text.

A **hotel** is an establishment that provides lodging paid on a short-term basis. The provision of basic accommodation, in times past, consisting only of a room with a bed, a cupboard, a small table and a washstand has largely been replaced by rooms with modern facilities, including en-suite bathrooms and air conditioning or climate control. Additional common features found in hotel rooms are a telephone, an alarm clock, a television, a safe, a mini-bar with snack foods and drinks, and facilities for making tea and coffee. Luxury features include bathrobes and slippers, a pillow menu, twin-sink vanities, and jacuzzi bathtubs. Larger hotels may provide additional guest facilities such as a swimming pool, fitness center, business center, childcare, conference facilities and social function services.

Hotel rooms are usually numbered (or named in some smaller hotels and B&Bs) to allow guests to identify their room. Some hotels offer meals as part of a room and board arrangement. In the United Kingdom, a hotel is required by law to serve food and drinks to all guests within certain stated hours. In Japan, capsule hotels provide a minimized amount of room space and shared facilities.

The word *hotel* is derived from the French *hôtel* (coming from *hôte* meaning *host*), which referred to a French version of a townhouse or any other building seeing frequent visitors, rather than a place offering accommodation. In contemporary French usage, *hôtel* now has the same meaning as the English term, and *hôtel particulier* is used for the old meaning. The French spelling, with the circumflex, was also used in English, but is now rare. The circumflex replaces the 's' found in the earlier *hostel* spelling, which over time took on a new, but closely related meaning. Grammatically, hotels usually take the definite article – hence "The Astoria Hotel" or simply "The Astoria."

Hotel operations vary in size, function, and cost. Most hotels and major hospitality companies that operate hotels have set widely accepted industry standards to classify hotel types.

Answer the questions

1. What is a hotel?
2. What facilities are usually offered in a hotel?
3. What is the word hotel derived from?
4. Is the definite article used in the names of hotels?
5. What do hotel operations vary in?

Task 2. Look at the underlined words and try to explain them.

Task 3. Complete the sentences using will("ll) or going to.

1. A: I don't know how to book a room in this hotel. B: It's easy.  
.....you. (I/help)

2. A: This ceiling doesn't look very safe, does it?

B: No, it looks as if ..... down. (it/fall)

3. A: There's no towel in the bathroom.

B: Just a moment. ....it. (I/bring)

4. A: Why are you turning on the television?

B: .....the news. (I/watch)

5. A: It's hot in this hotel. I've got a headache.

B: Have you? Wait a moment and .....an aspirine for you.  
(I/get)

6. Have you decided which country to visit?

B: Yes, I have. .... Japan next month. (I/visit)

Task 4. Read the text.

### **About Hotels**

When you go to stay in a hotel there are several different considerations. One of them, of course, is price. It's not a concern for everyone, but most people are budget-conscious and can't just spend whatever they want to on accommodations. With that being the case, you'll have to determine what fits within your budget and what you can expect from a hotel in that price range. Where budget accommodations are concerned you won't pay a lot but you won't get a lot, either. Most of these hotels are older, and although they are clean there are anything but fancy. The linens and fixtures might be a bit worn and they won't have the look and feel of the higher priced hotels. You don't usually get any 'freebies,' either, although you might be treated to a simple breakfast and/or a newspaper included in the price.

Luxury hotels are a far different story from budget hotels. They cost much more, but you also get many more amenities than you would in a place where you pay considerably less. You can expect food, newspapers, free phone calls, better television channel selections, and more pampering. These hotels often have pools, spas, free room service, massages, robes and slippers, and other amenities that you wouldn't otherwise get. You are generally given whatever you ask for, within reason, and the people there carry your bags and do everything that they can to ensure that you are happy. It's very important to them that you have a good stay and that you return in the future.

A lot of people stay in middle-of-the-road hotels. These places offer much more than the budget hotels, but they don't come close to what the luxury hotels provide. You'll get some freebies there, but you won't get the pampering and they do anything-for-you attitude that you'll get in the luxury hotels. That doesn't seem to be required, though, because these standard hotels are still very popular. It gives people the feeling that they are staying in a nice hotel without requiring them to spend such an excessive amount of money. The fixtures in these hotels will be newer than the budget hotels, as will the linens. They will be nice places overall, but they won't have the spas and free massages and other treatments that a lot of the luxury options provide. For travelers on a tight budget, these hotels might be too costly, as well.

### Answer the questions

1. What is important when you choose a suitable hotel?
2. What are luxury hotels different from budget hotels in?
3. What facilities are offered in luxury hotels?
4. What facilities are offered in budget hotels?
5. Could you describe middle-of-the-road hotels?
6. What is the pampering?

Task 5. Match the left column with the right one.

Hotel	paying too much attention to make someone comfortable and happy.
Freebie	a plan of how to spend money, esp. during a particular period or a particular purpose.
Budget	the act of manner of treating someone or something.
price	Something such as a meal or a gift that is given or received without payment.
accommodation	something in a hotel or other place that helps to make life pleasant and provide enjoyment.
amenity	a building that provides rooms for people to stay in in return for payment.
pampering	an amount of money for which a thing is offered, sold or bought
treatment	a place to live or work in.



Task 6. Read the text and answer the questions.

### Some types of hotels

**Bed and Breakfast Hotels.** These are houses with rooms converted into overnight facilities, this can size up to 20 to 30 guest rooms. They are also known as 'Home Stay's'. The owner of the B&B usually stay on the premises and is responsible for serving breakfast to guest. Due to the limited services offered at these hotels the price for room is very less than any full service hotel.

**Business Hotels.** These hotels are the largest group of hotel types and cater primarily to business travelers and usually located in downtown or business districts. Although Business hotels primarily serves business travelers, many tour groups, individual tourists and small conference groups find these hotels attractive. Guest amenities at business hotels may include complimentary newspapers, morning coffee, free local telephone calls, Break fast etc. In addition to this facilities like access to business centre, personal computer, Wi-Fi and fax machines also provided to the guest.

**Airport Hotels.** These type of hotels typically target business clientele, airline passengers with overnight travel layovers or cancelled flights and airline personnel. Some hotels might give free transport between hotel and airport. Some hotels also provide meeting facilities to attract guests who travel to a meeting by air and wish to minimize ground travel. Another attraction of these hotels is instead of charging the guest on a daily basis guest can also pay for their room on a hourly basis.

**Suite Hotels.** These kind of hotels are the latest trend and the fastest growing segments in the hotel industry. Main attraction of these hotels is guestrooms with a living room and a separate bedroom. In exchange for more complete living room suite hotels generally have fewer and more limited public areas and guest services than other hotels. This also helps keep suite hotel's guestroom prices competitive in the market .Professionals such as accountants, lawyers, business men and executives find suite hotels particularly attractive as they can work and also entertain in an area besides the bedroom.

**Extended Stay Hotels.** Extended stay hotels is somewhat similar to the suite hotels, but usually offers kitchen amenities in the room. These kind of hotels are for travelers who want to stay more than a week and does not want to depend on the service of the hotel. Extended service hotels usually does not provide any F & B service or Laundry service etc. These kind of hotels are considered by guests as "Home away from home ".

**Apartment Hotels.** Apartment / Residential hotels provide long-term or permanent accommodation for Guest. Usually guest makes a lease agreement with the hotel for minimum of one month up to a year. These lease agreements are renewed on a yearly basis. Guest rooms generally include living room, bedroom, kitchen, private balcony, washing machines, kitchen utensils etc. Residential hotel also provided Housekeeping, laundry, telephone and in some hotels a restaurant and lounge etc will be present on the premises.

**Resort Hotels.** Resort hotels are usually located in the mountains, on an island, or in some other exotic locations away from city's. These hotels have recreational facilities, scenery, golf, tennis, sailing, skiing and swimming. Resort hotels provide enjoyable and memorable guest experiences that encourage guest to repeat to the resort.

**Timeshare and condominium Hotels.** Another new type or segment of the hospitality industry is the timeshare hotels. These are sometimes referred to as Vacation-interval hotels. Timeshare hotels are where the guests who purchase the ownership of accommodations for a specific period. These owners may also have the unit rented out by the management company that operates the hotel. Condominium are similar to timeshare but the difference between the two lies in the type of ownership. Units in condominium hotels only have one owner instead of multiple owners, each for a limited amount of time each year. In a condominium hotel, an owner informs the management company if when he / she wants to occupy the unit.

**Casino Hotels.** Hotels with gambling facilities may be categorized as a distinct group called Casino Hotels. Although the food and beverage operations in casino is luxurious their functions is secondary to and supportive of casino operations. Casino hotels attract guest by promoting the gambling and other entertainments.

**Conference Centres.** These type of hotels focus on meeting and conferences and overnight accommodation for meeting attendees. They also provide High quality audiovisual equipments, business services, flexible seating arrangements, flipchart etc. These hotels mostly located outside the metropolitan areas and have facilities like golf, swimming pools, tennis courts, fitness centres, spas etc.

**Convention Centres.** Convention hotels are larger in size compared to conference centres and likely to have more than 1 500 rooms. These hotels are huge and have sufficient number of guest rooms to house all the attendees of most conventions, even the size of the meeting rooms, ball rooms, exhibit rooms are quite huge. They usually cater to convention market for state, regional, national, and international associations.

Task 7. Read the text.

### **More detailed description of some types of hotels**

A **bed and breakfast** (or **B&B**) is a small lodging establishment that offers overnight accommodation and breakfast, but usually does not offer other meals. Since the 1980s, the meaning of the term has also extended to include accommodations that are also known as self-catering establishments. Typically, bed and breakfasts are private homes with fewer than 10 bedrooms available for commercial use.

Generally, guests are accommodated in private bedrooms with private bathrooms, or in a suite of rooms including an en suite bathroom. Some homes have private bedrooms with a bathroom which is shared with other guests. Breakfast is served in the bedroom, a dining room, or the host's kitchen.

B&Bs and guest houses may be operated either as a secondary source of income or a primary occupation. Usually the owners themselves prepare the breakfast and clean the room etc., but some bed and breakfasts hire staff for cleaning or cooking. Although some bed and breakfast owners hire professional staff, a property which hires professional management is usually no longer considered a bed and breakfast, but enters the category of inn or hotel.

Some B&Bs operate in a niche market. Floating bed and breakfasts for example are a concept originating in Seattle in which a boat or houseboat offers B&B accommodation.

B&Bs are graded by local tourist authorities etc. and might be categorized as:

- *Deluxe*. This might have additional furniture or Jacuzzis in the bathroom;
- *En-Suite*. Includes a private bathroom with WC and washbasin, and a shower or bath or both;
- *Standard*. Shared bathroom facilities in another nearby room. Usually there will be a washbasin in the room.

Answer the questions

1. What is B&B?
2. Where are guests generally accommodated?
3. Where is breakfast served in B&B?
4. Where did floating bed and breakfast concept originate?
5. How are B&Bs categorized?
6. Would you prefer to stay in B&B?

## 4.1 Hostel

Task 1. Read the text.

**Hostels** provide budget oriented, sociable accommodation where guests can rent a bed, usually a bunk bed, in a dormitory and share a bathroom, lounge and sometimes a kitchen. Rooms can be mixed or single-sex, although private rooms may also be available. Hostels are generally cheaper for both the operator and the occupants; many hostels have long-term residents whom they employ as desk clerks or housekeeping staff in exchange for free accommodation.

In a few countries, such as the UK, Ireland, India, and Australia, the word hostel sometimes also refers to establishments providing longer-term accommodation (often to specific classes of clientele such as nurses, students, drug addicts, or court defendants on bail) where the hostels are sometimes run by Housing Associations and charities. In the rest of the world, the word hostel refers only to properties offering shared accommodation to travellers or backpackers.

Within the 'traveler' category, another distinction can be drawn between hostels which are members of Hostelling International (HI), a UK-based, non-profit organization encouraging outdoor activities and cultural exchange for the young (formerly the IYHA), and independently operated hostels. Hostels for travelers are sometimes called **backpackers' hostels**, particularly in Australia and New Zealand (often abbreviated to just "**backpackers**").

In 1912, in Altena Castle in Germany, Richard Schirrmann created the first permanent *Jugendherberge* or "Youth Hostel". These first Youth Hostels were an exponent of the ideology of the German Youth Movement to let poor city youngsters breathe fresh air outdoors. The youths were supposed to manage the hostel themselves as much as possible, doing chores to keep the costs down and build character as well as being physically active outdoors. Because of this, many Youth Hostels closed during the middle part of the day.

There are several differences between hostels and hotels, including:

1. Hostels tend to be budget-oriented; rates are considerably lower, and many hostels have programs to share books, DVDs and other items.
2. For those who prefer an informal environment, hostels do not usually have the same level of formality as hotels.
3. For those who prefer to socialize with their fellow guests, hostels usually have more common areas and opportunities to socialize. The dormitory aspect of hostels also increases the social factor.
4. Hostels are generally self-catering.
5. Hostels are generally more "adventure travel" oriented than "leisure travel" oriented, thus attracting a younger, more venturesome crowd.
6. There is less privacy in a hostel than in a hotel. Sharing sleeping accommodation in a dormitory is very different from staying in a private room in a hotel or bed and breakfast, and might not be comfortable for those requiring more privacy. The lessened privacy is also an advantage in some ways, because it encourages more social interaction between guests.
7. Theft can be a problem in hostels, since guests may share a common living space, but this can be avoided by securing guests' belongings. Most hostels offer some sort of system for safely storing valuables, and an increasing number of hostels offer private lockers; there are other things to consider as well when choosing a safe hostel, such as whether they mix genders in rooms, have a guest curfew, uphold fire codes, 24-hour security, and CCTV.
8. Noise can make sleeping difficult on occasions in hostels, whether from snoring, sexual activity, someone either returning late or leaving early or the proximity of so many people.

### Answer the questions

1. What is a hostel?
2. What is long-term accommodation?
3. What is Hostelling International? What are its functions?
4. What did Richard Schirrmann do in 1912?
5. What are main differences between hostels and hotels?
6. What accommodation would you like to choose to stay at? Why?

Task 2. Mark the following sentences as true or false.

1. Hostels are generally more expensive for the occupants.
2. Rooms in hostels can be mixed or single-sex.
3. In some countries, such as the UK, Ireland, India, and Australia, the word hostel sometimes also refers to establishments providing longer-term accommodation where the hostels are sometimes run by Housing Associations and charities.
4. Travellers or backpackers usually stay in hostels.
5. Hostelling International is a non-profit organization which encourages outdoor activities and cultural exchange for the young.
6. Richard Schirrmann created the first permanent *Jugendherberge* or "Youth Hostel" in Italy.
7. Hotels are not so expensive as hostels.
8. Hostels are generally self-catering.
9. Noise sometimes can make sleeping difficult in hostels as well as in hotels.

Task 3. Join the phrases in the two sections a–h and 1–8 to make complete sentences.

- a. **Hostels** provide budget oriented, sociable accommodation where guests can...
- b. In the rest of the world, the word hostel refers only to properties offering...
- c. Hostels for travelers are sometimes called **backpackers' hostels**, particularly...
- d. In 1912, in Altena Castle in Germany, Richard Schirrmann created the...
- e. For those who prefer an informal environment, hostels do not...
- f. Hostels are generally more "adventure travel" oriented than "leisure travel"...
- g. The lessened privacy is also an advantage in some ways, because it...

- h. Theft can be a problem in hostels, since guests may share a common...
1. ... in Australia and New Zealand.
  2. ... shared accommodation to travellers or backpackers.
  3. ... usually have the same level of formality as hotels.
  4. ... oriented, thus attracting a younger, more venturesome crowd.
  5. ... rent a bed, usually a bunk bed, in a dormitory and share a bathroom, lounge and sometimes a kitchen.
  6. ... first permanent *Jugendherberge* or "Youth Hostel".
  7. ... living space, but this can be avoided by securing guests' belongings.
  8. ... encourages more social interaction between guests.

## 4.2 Historic inns and boutique hotels

Task 1. Read the text.

Boutique hotels are typically hotels with a unique environment or intimate setting. Some hotels have gained their renown through tradition, by hosting significant events or persons, such as Schloss Cecilienhof in Potsdam, Germany, which derives its fame from the Potsdam Conference of the World War II allies Winston Churchill, Harry Truman and Joseph Stalin in 1945. The Taj Mahal Palace & Tower in Mumbai is one of India's most famous and historic hotels because of its association with the Indian independence movement. Some establishments have given name to a particular meal or beverage, as is the case with the Waldorf Astoria in New York City, United States where the Waldorf Salad was first created or the Hotel Sacher in Vienna, Austria, home of the Sachertorte. Others have achieved fame by association with dishes or cocktails created on their premises, such as the Hotel de Paris where the crêpe Suzette was invented or the Raffles Hotel in Singapore, where the Singapore Sling cocktail was devised.

Answer the questions

What are boutique hotels?

1. How have some hotels gained their renown?
2. What happened in 1945?
3. Why is The Taj Mahal Palace & Tower in Mumbai one of India's most famous and historic hotels?
4. What is the name of the hotel, mentioned above, which have achieved fame by association with dishes or cocktails created on its premises?

Task 2. Join the phrases in the two sections A–G and 1–7 to make complete sentences:

- A. Boutique hotels are typically hotels with...
  - B. Some hotels have gained their renown...
  - C. Some establishments have given...
  - D. The Waldorf Salad was first created...
  - E. Others have achieved fame by association with...
  - F. The Raffles Hotel is...
  - G. The Singapore Sling cocktail was devised...
- 
- 1. ... name to a particular meal or beverage.
  - 2. ... dishes or cocktails created on their premises.
  - 3. ... a unique environment or intimate setting.
  - 4. ... in New York City, United States
  - 5. ... through tradition, by hosting significant events or persons.
  - 6. ... situated in Singapore.
  - 7. ... the Raffles Hotel.

### 4.3 Resort hotels

Task 1. Read the text.

Some hotels are built specifically to create a captive trade, example at casinos and holiday resorts. Though of course hotels have always been built in popular destinations, the defining characteristic of a resort hotel is that it exists purely to serve another attraction, the two having the same owners.

On the Las Vegas Strip there is a tradition of one-upmanship with luxurious and extravagant hotels in a concentrated area known. This trend now has extended to other resorts worldwide, but the concentration in Las Vegas is still the world's highest: nineteen of the world's twenty-five largest hotels by room count are on the Strip, with a total of over 67,000 rooms [1].

In Europe Center Parcs might be considered a chain of resort hotels, since the sites are largely man-made (though set in natural surroundings such as country parks) with captive trade, whereas holiday camps such as Butlins and Pontin's are probably not considered as resort hotels, since they are set at traditional holiday destinations which existed before the camps.

Answer the questions

- 1. What is the purpose of the resort hotels?
- 2. Where are they usually built?
- 3. What are the names of the famous resort hotels mentioned in the text?

4. What does the number 67 000 refer to?
5. Are Butlins and Pontin's considered as resort hotels?

#### 4.4 Hotel barge

Task 1. Read the text.

The **Hotel Barge** (fr. Péniche Hôtel) came into being following the decline in commercial and freight carriage on the canals of Europe. Many working barges have been converted into floating hotels of varying degrees of luxury. This trend began in the 1960s and has now grown into a network of hotel barges operating on the canals and rivers of France, Belgium, Holland, Germany and the UK.

When referring to traveling on the Canal du Midi in southern France Thomas Jefferson, then ambassador to France before he became the third President of the United States, wrote to a friend almost 200 years before canal vacations became popular saying, "You should not think of returning to America without taking this tour I have taken." However, the practice of converting large barges (i.e. barges generally designed to fit into the locks of canals with minimal remaining volume) only began in 1966 with the Barge Palinurus, converted from carrying coal and captained by Richard Parsons on the canals of the Burgundy region of France. At the time, the barge was equipped to take 20 passengers, with only one bath, two showers and two toilets shared between them, cruising on the River Yonne and the Canal de Bourgogne (Burgundy Canal).

The popularity of cruises, particularly amongst American clients, on this new type of boat was improved significantly thanks to the American writer Emily Kimborough and her book 'Floating Island' published in 1968, which talked about her experiences aboard the Palinurus. The high standards of accommodation expected by American clients rapidly drove the levels of luxury hotel barges upwards. In 1969, Richard Parsons teamed up with Guy Bardet to launch Continental Waterways, a company that eventually ran 15 hotel barges in France.

Three decades later, the market for luxury vacations on floating hotels has grown even further, with over 300 cabins and 70 hotel barges available on French canals alone. In recent years, the market has seen significantly increased custom from British, Australian, New Zealander and Russian clients, equalling those from the United States. This might be in part due to American sensitivities post-9/11, post-Iraq and for economic reasons. However, Europe (France in particular) remains as safe, friendly and attractive as it has always been.

Luxury Hotel barges have been cruising in Europe for over 30 years and are felt by many of their clients to provide an enjoyable, relaxing and luxurious way of experiencing countryside scenery, towns and villages. The great majority of boats are



to be found in France, but there are also hotel barges operating in Ireland, England, Scotland, Germany, Holland, Belgium and Italy. The French 'Classic' routes ( Burgundy, the Loire Valley and the Canal du Midi) are the busiest, having the most hotel barges operating, together with an appreciable number of hire boats and private pleasure craft. However, hotel barges are to be found working almost all of France's waterways, including the quieter and lesser-known canals – these present an alternative to the busier routes. Most waterways (rivers and canals) remain unspoilt and key attractions of hotel barging are peace and quiet, comfort and relaxation in attractive surroundings.

Hotel barges normally travel for a part of the day, between town ports or more informal moorings. Most cruise on Europe's extensive canal network (8,500 km in France alone) but a few visit or operate on rivers. Cruise itineraries will have been developed to provide clients with a rich mixture of scenic quality, history and interest. Many barges will also provide excursions to visit local sights (for example, vineyards, restaurants, artisan workshops, markets or castles), most according to a pre-arranged schedule others entirely according to the wishes and interests of particular guests. Most barges will provide bicycles for guests for more informal explorations.

Hotel barges vary widely in size, in configuration, in the scale and quality of their accommodation, and in the standard and amount of catering. At the larger end, there are barges that take 24 guests, at the smaller, just four. All hotel barges have a high staff to guest ratio, but it would be natural for the more intimate boats to provide a greater degree of personal attention and possibly personal comfort. A few hotel barges (six or eight guests) are 'static' and remain at their one place of mooring. A unique proposition is offered by one professional working barge, which offers comfortable modern accommodation for two – and the opportunity to see a 'real barge' in action.

#### Answer the questions

1. How and when did the first barges appear?
2. What facilities were offered on the first barges
3. What countries were mentioned in the text?
4. What writer described her experience aboard that led to increase of cruise popularity?
5. What countries is it possible to find the great majority of boats in?
6. What places do many barges provide excursions to?
7. What do hotel barges vary in?

Task 2. Match Country – Adjective – Person – Population.

<i>Country / region</i>	<i>Adjective</i>	<i>Person</i>	<i>Population</i>
Britain	Irish	a Welshman / woman	the English
England	British	an Englishman / woman	the British
Ireland	Scottish, Scotch	a British person / Briton	the Irish
Wales	English	a Scot	the Welsh
Scotland	Welsh	an Irishwoman / man	the Scots
France	Australian	a German	the Russian
Belgium	Dutch	an Australian	the German
Holland	French	a Dutch	the Italian
Germany	Russian	a French	the German
America	German	an Italian	the Australian
Australia	Italian	a Russian	the French
New Zealand	American	a German	the American
Russia	German	A New Zealander	the Dutch
Italy	English	an American	The New Zealander

Task 3. What do these numbers refer to?

200, 1966, 20, 1968, 1969, 15, 300, 70, 30, 8.500, 20.

## 4.5 Motel

Task 1. Read the text.

A **motor hotel**, or **motel** for short, (also known as motor inn, motor court, motor lodge, tourist lodge, cottage court, auto camps, tourist home, tourist cabins, auto cabins, cabin camps, cabin court, or auto court) is a hotel designed for motorists, and usually has a parking area for motor vehicles. Entering dictionaries after World War II, the word **motel**, coined in 1925 as a portmanteau of *motor* and *hotel* or *motorists' hotel*, referred initially to a type of hotel consisting of a single building of connected rooms whose doors faced a parking lot and, in some circumstances, a common area; or a series of small cabins with common parking.

The first campgrounds for automobile tourists were constructed in the late 1910s. Before that, tourists who couldn't afford to stay in a hotel either slept in their cars or pitched their tents in fields alongside the road. These were called auto camps.

The modern campgrounds of the 1920s and 1930s provided running water, picnic grounds and restroom facilities.

As the provincial highways and the United States highway system began to develop in the 1920s, long distance road journeys became more common and the need for inexpensive, easily accessible overnight accommodation sited close to the main routes, led to the growth of the motel concept. Motels peaked in popularity in the 1960s with rising car travel, only to decline in response to competition from the newer chain hotels which became commonplace at highway interchanges as traffic was bypassed onto newly-constructed freeways.

Motels differ from hotels in their location along highways, as opposed to the urban cores favoured by hotels, and their orientation to the outside (in contrast to hotels whose doors typically face an interior hallway). Motels almost by definition include a parking lot, while older hotels were not usually built with automobile parking in mind.

Because of their low-rise construction (most were simple one-story buildings, anything more than two floors with outside corridors being rare) with large car parks, the number of rooms which would fit on any given amount of land was low compared to the high-rise urban hotels which had grown around railway stations. This was not an issue in an era where the major highways became Main Street in every town along the way and inexpensive land at the edge of town could be developed with motels, car lots, filling stations, lumber yards, amusement parks, roadside diners, drive-in restaurants and theatres and countless other small roadside businesses. The automobile brought mobility and the motel could appear anywhere on the vast network of two-lane highways.

Motels are typically constructed in an 'I'- or 'L'- or 'U'-shaped layout that includes guest rooms, an attached manager's office, a small reception and, in most

motels, a swimming pool, and in some cases, a small diner. A motel could range from a small single story to two or three floors, although the hotel form of construction with inside corridors would be more suited to taller buildings due to the number of stairwells required to service multiple levels of balcony rooms. The Post-war motels, especially in the early 1950s to late 1960s, sought more visual distinction, often featuring eye-catching colourful neon signs which employed themes from popular culture, ranging from Western imagery of cowboys and Indians to contemporary images of spaceships and atomic era iconography. U.S. Route 66 is the most popular example of the "neon era". Many of these signs remain fully intact to this day.

Answer the questions

1. What is a motor hotel?
2. Where are usually motels situated?
3. When did the first motels appear?
4. How do motels differ from hotels?
5. 5. Are motels high-rise construction?
5. What feature of the Post-war motels is mentioned in the text?

Task 2. Look at the underlined words and try to explain them.

Task 3. Find the word out.

A motor inn      a motor lodge      an auto camp      a hostel

A parking lot      an airplane      a motorist      an auto

Travel      backpack      journey      trip

A highway      a hotel      a motel      a hostel

## 4.6 Inn

Task 1. Read the text.

**Inns** are generally establishments or buildings where travelers can seek lodging and, usually, food and drink. They are typically located in the country or along a highway.

Inns in Europe were possibly first established when the Romans built their system of Roman roads two millennia ago. Some inns in Europe are several centuries old. In addition to providing for the needs of travelers, inns traditionally acted as community gathering places.

In Europe, it is the provision of accommodation, if anything, that now separates inns from taverns, alehouses and pubs. The latter tend to supply alcohol (and, in the UK, usually soft drinks and sometimes food), but less commonly accommodation. Inns tend to be grander and more long-lived establishments; historically they provided not only food and lodging, but also stabling and fodder for the traveler's horse(s) and fresh horses for the mail coach. Famous London examples of inns include the George and the Tabard. There is however no longer a formal distinction between an inn and other kinds of establishment. Many pubs use the name "inn", either because they are long established and may have been formerly coaching inns, or to summon up a particular kind of image.

The original functions of an inn are now usually split among separate establishments, such as hotels, lodges, and motels, all of which might provide the traditional functions of an inn but which focus more on lodging customers than on other services; public houses, which are primarily alcohol-serving establishments; and restaurants and taverns, which serve food and drink. (Hotels often contain restaurants and also often serve complimentary breakfast and meals, thus providing all of the functions of traditional inns).

In North America, the lodging aspect of the word "**inn**" lives on in hotel brand names like Holiday Inn, and in some state laws that refer to lodging operators as innkeepers.

#### Answer the questions

1. What are inns?
2. When did the first inns appear?
3. What other establishments are mentioned in the text?
4. What famous inns are mentioned in the text?
5. Would you like to stay in any inn while travelling?

### 4.7 Guest house

Task 1. Read the text.

A **guest house** (also **guesthouse**) is a kind of lodging. In some parts of the world a guest house is similar to a hostel, bed and breakfast, or inn whereas in other parts of the world (such as for example the Caribbean), guest houses are a type of inexpensive hotel-like lodging. In still others, it is a private home which has been converted for the exclusive use of guest accommodation. The owner usually lives in an entirely separate area within the property and the guest house may serve as a form of lodging business.

In some areas of the world, guest houses are the only kind of accommodation available for visitors who have no local relatives to stay with. Among the features which distinguish a guest house from a hotel, bed and breakfast, or inn is the lack of a full-time staff.

Guest houses tend to be owner managed, due to their size, although in some countries, such as South Africa, guest houses can be very large mansions indeed. South Africa also has a specific rating system for accommodation establishments.

Bed and breakfasts are usually family-owned, with the family living on the premises. Hotels maintain a staff presence 24 hours a day and 7 days a week, whereas a guest house has a more limited staff presence. Because of limited staff presence, check in at a guest house is often by appointment. An Inn also usually has a restaurant attached.

In Japan, tenants in a guest house have to pay a substantial damage deposit, and have to pay a cleaning fee when they leave.

#### Answer the questions

1. What is a guest house?
2. What are the features which distinguish a guest house from other types of hotels?
3. What are the peculiarities of guest houses in Japan?
4. Would you like to stay in a guest house?

Task 2. Read the text.

*'Wherever you go, try to stay at the most famous hotel - even if you can only afford the smallest room!'* (A. Onassis).

Cesar Ritz (picture) built his hotel in Paris, eventually inspiring a chain (Ritz Carlton: his wife practically sold the family name, after his death), his name grew into a synonym for luxury. Viennese Eduard Sacher, a Ritz contemporary, has his name today not only on two Austrian hotels, but on almost every chocolate cake around the world. The Sarkies brothers brought a standard to Asia that earned them the comparison 'The Savoy of the East' for their Raffles Hotel in Singapore.



Such grand hotel is a child of European and American culture, for the first time presenting a collection of services all under one roof: rooms to rent, a restaurant, a porter, laundry services, etc. All extras were as the name suggests 'extra'. Before 1900 you could find candles to light your room and wood for the logfire separately on the bill, as well as the porter's modest fee for carrying your luggage upstairs. With the advent of mass transport (railway) the grand hotel in the heart of a city became

a necessity. Around 1970 we find the first mentioning of the name Grand Hotel in Vienna, Austria. All other - today called - Grand Hotels were later, after they had grown, renamed Grand Hotel.

By 1920 America had over 200 notable hotels, following European standards where between 1850 and 1920 grand hotels rose all over the continent, giving every city of note a variety of individual hotels. In Africa and Asia the hotels rarely reflected the style of local traditions, but satisfied the demand of colonial travellers, thus creating a home far away from home for Europeans.

#### Answer the questions

1. What is Cesar Ritz famous for?

2. Would you like to spend all your money staying in luxury hotels or you would prefer cheaper ones? Why?

Task 3. Some hotels have a lot of rules. Match a line in column A with a line in column B using modal verbs.

*Example: You mustn't make any noise after 11.00 or you will wake the other guests.*

A:

- make any noise after 11.00;
- settle your account tonight;
- take a seat in the dining room early;
- smoke in bed;
- pay cash for drinks;
- arrive back late;
- have guests in your bedroom;
- produce a cheque card;
- lock your room at night.

B:

- if you 're leaving before breakfast;

- because it gets full very quickly;
- I'm afraid I can't put them on your bill;
- because we've had a few thefts;
- or you'll wake the other guests;
- they must be entertained in the lounge;
- because you could cause a fire;
- if you want to pay by cheque;
- because the front door's locked at midnight.

## **UNIT 5 ETIQUETTE IN THAILAND**

Task 1. Read the text.

### **Etiquette in Thailand**

Thailand is often called 'the land of smile'. The Thais, who are very friendly and helpful, are easy to get on with. They are very tolerant and will try to avoid arguments and public confrontation.

#### Greeting people

The Thai greeting which is known as the Wai, consists of putting your palms together and lifting them towards your chin. The wai comes from an ancient greeting that used to show that people were not carrying weapons. The type of Wai you do depends on your class, age and gender. If you are a foreigner and you are not sure what to do, just copy the person who is greeting you. You shouldn't Wai children or workers such as waiters.

#### Body language

Never touch someone's head, which is the most sacred part of the body for Thais, not even a child's. Thais think the feet are the lowliest part of the body, so you should never point your feet towards someone or put them on a table. When you visit a temple, you have to kneel with your feet facing away from the Buddha which is a sacred image.



## Monks

Monkhood is a very respected institution. It is the next important part of Thai society after royalty. There are some taboos when dealing with monks. For example, a monk mustn't touch a woman or receive anything directly from her. When traveling on public transport, women should not sit next to or near a monk. Most teenage boys become monks for a few months, which is seen as lucky for their families.

## Temples

You should take off your shoes when you enter a temple or wat. There are some areas of temples that women cannot visit.

### Answer the questions

1. How is Thailand called?
2. What are the Thais like?
3. How do the Thai greet people?
4. Why is it forbidden to touch someone's head?
5. What are taboos when dealing with monks?

Task 2. Use the words in brackets in a comparative form or a superlative form to complete the sentences.

1. We stayed at *the cheapest* hotel in the town. (cheap)
2. The Thais are ..... than people from Europe. (friendly)
3. A head is ..... part of the body for Thais. (sacred)
4. Thais think the feet are ..... part of the body.
5. Monkhood is .....part of Thai society after royalty. (next important)
6. It is ..... visit and rest in Thailand than stay at home (good).

Task 3. What kind of etiquette and customs are there in your country?

Task 4. Answer the questions: Have you been to ....?

1. ... an important city or capital.
2. ... a place in the mountains.
3. ... a place at the seaside.
4. ... a famous (ancient or modern) building.
5. ... a place for public entertainment/leisure (f.e. an amusement/safari park, a museum, a zoo...).

Task 5 Rewrite the sentences using the word in brackets.

1. The Hotel Lotta opened in 1997. The Western Grand was built at the end of the nineteenth century. (older). *The Western Grand is older than the Lotta.*
2. The Forum Hotel cost 100 euros a night. The Hotel Transit costs forty euros a night. (expensive)
3. The room rates at the Holiday Inn and Hotel Avangard are identical. (same)
4. Some rooms have good views, but room 100 has the best. (attractive)
5. The Continental has meeting rooms for business visitors. The Bayswater Hotel doesn't. (suitable)

*Електронне навчальне видання*

Методичні рекомендації  
для проведення практичних занять  
з навчальної дисципліни

**«ІНОЗЕМНА МОВА ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ»**

(Англ. мовою)

*(для здобувачів першого (бакалаврського) рівня вищої освіти  
денної форми навчання зі спеціальності 242 –Туризм)*

Укладач **ПРЯНИЦЬКА** Валентина Борисівна

Відповідальний за випуск *О. Л. Ільєнко*

Редактор *О. В. Михаленко*

Комп'ютерне верстання *В. Б. Пряницька*

---

План 2023, поз. 424М

Підп. до друку 28.12.2023. Формат 60 × 84/16.

Ум. друк. арк. 2,5.

Видавець і виготовлювач:

Харківський національний університет  
міського господарства імені О. М. Бекетова,  
вул. Маршала Бажанова, 17, Харків, 61002.

Електронна адреса: office@kname.edu.ua

Свідоцтво суб'єкта видавничої справи:

ДК № 5328 від 11.04.2017.