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**ENGLISH**  
**FOR TOURISM AND SERVICE**  
**АНГЛИЙСКИЙ ЯЗЫК**  
**В СФЕРЕ ТУРИЗМА И СЕРВИСА**

**Student's Manual**

**Электронное  
учебно-методическое пособие**

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Учебно-методическое пособие ориентировано на обучение студентов тому регистру английской речи, который используется в сфере туризма и гостиничного сервиса и предполагает устное и письменное общение в указанной сфере деловых контактов.

Предназначено для проведения аудиторных занятий и организации самостоятельной работы студентов высших учебных заведений по дисциплине «Английский язык в сфере сервиса», обучающихся по направлению подготовки бакалавра 035700.62(45.02.03) «Лингвистика» в рамках профиля «Перевод и переводоведение». Пособие может быть также использовано в курсе преподавания английского языка для других гуманитарных направлений подготовки бакалавров.

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## Условные обозначения

 – Wordbox

 – Vocabulary exercises

 – tasks for reading

 – tasks for speaking

 – tasks for watching and listening comprehension

 – tasks for writing and translating

## Введение

Данное пособие является частью учебно-методического комплекса дисциплины «Английский язык в сфере сервиса», которая изучается студентами по выбору. Дисциплина преподаётся на практических занятиях и предполагает получение знаний о специфике устного и письменного общения с иностранными клиентами в сфере гостиничного и туристического бизнеса, формирование речевых навыков и умений в ситуациях профессионального общения в данной сфере.

Первая часть пособия нацелена на формирование устной речи посредством усвоения студентами специальной лексики и речевых конструкций в процессе восприятия речи на слух, чтения и говорения. Вторая часть пособия посвящена письменной речи и предполагает обучение навыкам написания деловых писем, резюме, а также работу с документами. Предлагаются примеры документов, задания для самостоятельной работы и список страниц в интернете, которые могут оказать студентам немалую пользу при подготовке домашних заданий. Обе части пособия можно использовать как в сочетании по соответствующим темам, так и отдельно.

**Цель** данной дисциплины — формирование готовности студентов к профессиональной деятельности в сфере сервиса и гостиничного туризма.

**В задачи** входит следующее:

- обеспечение ситуативного и практико-ориентированного характера обучения;
- формирование системы знаний, позволяющей ориентироваться в комплексе прагмалингвистических проблем;
- формирование и развитие коммуникативно-речевых умений и навыков устного общения на английском языке в процессе профессиональной коммуникации и взаимодействия для решения поставленной задачи в конкретной речевой ситуации;
- формирование и развитие умений и навыков составления на английском языке и перевода на русский язык деловой документации в области гостиничного и туристического бизнеса.

В результате изучения учебного курса:

**студент должен знать:**

- особенности устного и письменного делового общения в сфере туризма и гостиничного сервиса;
- жанровые группы официальных документов;
- лингвостилистические особенности деловых документов в гостиничном и туристическом бизнесе на английском языке;
- знать существующие отраслевые словари, энциклопедии и уметь их использовать в целях перевода;
- специфику построения текстов в данной сфере.

**студент должен уметь:**

- формулировать цель делового общения в соответствии с нормами официально-делового стиля английского языка и определять коммуникативную ситуацию;
- строить диалогическую и монологическую речь в основных коммуникативных ситуациях общения в сфере туризма и гостиничного сервиса;
- составлять деловые документы в соответствии с нормами официально-делового стиля английского языка, а именно:
- использовать соответствующую композицию и структуру текста;
- употреблять определенные языковые единицы, в т. ч. шаблонные фразы, устойчивые словосочетания и средства выражения положительных эмоций, в характерной коммуникативной ситуации;
- обеспечивать семантическую связность и внутритекстовую целостность;
- выбирать лингвистические средства в зависимости от конкретного коммуникативного намерения воздействовать на адресата в соответствии с лингвистическими и экстралингвистическими обстоятельствами речевой ситуации (социальные, психологические и т.п.) в соответствии с нормами официально-делового стиля английского языка;
- учитывать специфику конкретного адресата, которая представлена экстралингвистическим фоном общения;
- аргументировать свои действия;
- переносить известные знания и навыки, приемы общения в условия новой коммуникативной ситуации, трансформируя их в соответствии со спецификой ее конкретных условий.



**студент должен владеть:** иностранным языком как средством профессионального общения в сфере туризма и гостиничного сервиса.

### Формы контроля

Формой текущего контроля выступают индивидуальные домашние задания (ИДЗ), контрольные работы. Индивидуальные домашние задания заключаются в работе с текстами, выполнении заданий к ним, переводе слов, написании деловых писем и резюме, подготовке презентаций по предложенным темам. Кроме того, контроль знаний по предмету предполагает проверку навыков устной речи в форме ситуативных диалогов и монологов, полилогов (ролевых игр). Также проводится проверка навыков письменной речи (выполнение переводов туристических текстов, написание деловых туристических документов). Ниже представлены критерии и нормы оценки в соответствии с балльно-рейтинговой системой.

| Форма контроля                                     | Критерии и нормы оценки  |
|--|--|
| ИДЗ (выполнение заданий к тексту, перевод и т. д.) | Критерии: полнота выполнения и количество лексико-грамматических ошибок.<br>2 балла: задание выполнено полностью и без ошибок;<br>1 балл: задание выполнено полностью, присутствуют 1-5 ошибки; 0 баллов: задание не выполнено или в нём присутствуют более 5 ошибок   |
| ИДЗ (написание деловых писем)                      | Критерии: полнота выполнения и количество лексико-грамматических ошибок; соответствие нормам официально-делового стиля. 5 баллов: задание выполнено полностью и без ошибок, соответствует нормам официально-делового стиля;<br>4 балла: задание выполнено полностью, присутствуют 1-3 ошибки, соответствует нормам официально-делового стиля;<br>3 балла: задание выполнено частично и/или присутствуют 4-5 ошибок, соответствует нормам официально-делового стиля; 2 балла: не соответствует нормам официально-делового стиля и/или присутствует более 5 ошибок; 1 балл: задание выполнено частично, не соответствует нормам официально-делового стиля, содержит более 5 ошибок; 0 баллов: задание не выполнено |
| ИДЗ (устный доклад)                                | Критерии: соответствие требованиям устного сообщения или презентации. 5 баллов: работа соответствует всем требованиям; 4 балла: работа соответствует 3 требованиям; 3 балла: работа соответствует 2 требованиям; 2 балла: работа соответствует 1 требованию;<br>1 балл: не соответствует требованиям; 0 баллов: задание не выполнено   |

|                                     |   |
|-------------------------------------|---|
| ИДЗ (презентация, проект)           | Критерии: соответствие требованиям презентации и проекта. 10 баллов: работа соответствует всем требованиям; 9 баллов: работа соответствует 7 требованиям; 8 баллов: работа соответствует 6 требованиям; 7 баллов: работа соответствует 5 требованиям; 6 баллов: работа соответствует 4 требованиям; 5 баллов: работа соответствует 3 требованиям; 4 балла: работа соответствует 2 требованиям; 3 балла: работа соответствует 1 требованию; 2 балла: работа частично соответствует 1 требованию; 1 балл: не соответствует требованиям; 0 баллов: задание не выполнено                |
| ИДЗ (эссе)                          | Критерии: соответствие требованиям эссе. 5 баллов: работа полностью и соответствует всем требованиям; 4 балла: работа соответствует 3 требованиям; 3 балла: работа соответствует 2 требованиям; 2 балла: работа соответствует 0-1 требованию; 0 баллов: задание не выполнено  |
| Контрольная работа (в составе УМКД) | Критерии: количество правильных ответов в тесте множественного выбора от 0 до 10. 10 баллов: 10 правильных ответов; 9 баллов: 9 правильных ответов; 8 баллов: 8 правильных ответов; 7 баллов: 7 правильных ответов; 6 баллов: 6 правильных ответов; 5 баллов: 5 правильных ответов; 4 балла: 4 правильных ответа; 3 балла: 3 правильных ответа; 2 балла: 2 правильных ответа; 1 балл: 1 правильный ответ; 0 баллов – 0 правильных ответов   |
| Монолог                             | Критерии: соответствие теме, лексико-грамматическое оформление речи. 5 баллов: монолог соответствует теме, содержит не более 1 ошибки; 4 балла: монолог соответствует теме, содержит 2-3 ошибки; 3 балла: монолог соответствует теме, содержит 4-5 ошибок; 2 балла: монолог соответствует теме, содержит более 5 ошибок; 1 балл: монолог не соответствует теме, содержит более 5 ошибок; 0 баллов: задание не выполнено   |
| Диалог, ролевая игра                | Критерии: соответствие теме, лексико-грамматическое оформление речи, работа в паре (команде). 5 баллов: задание соответствует теме, выполнено в паре (команде), содержит не более 1 ошибки для каждого участника; 4 балла: соответствует теме, выполнено в паре (команде), содержит 2-3 ошибки; 3 балла: соответствует теме, выполнено в паре (команде), содержит 4-5 ошибок; 2 балла: соответствует теме, выполнено в паре (команде), содержит более 5 ошибок; 1 балл: не соответствует теме, нет работы в паре (команде), содержит более 5 ошибок; 0 баллов: задание не выполнено |

### **Форма промежуточной аттестации**

Формой промежуточной аттестации является зачёт. Оценивание производится по балльно-рейтинговой шкале. При подсчёте баллов учитывается следующее: аудиторная работа (выполнение учебных заданий аудиторного занятия), выполнение индивидуаль-

ных домашних заданий, творческие работы (составление диалогов и монологов, письменные работы, презентации, устные сообщения, письма и проекты).

***Методические рекомендации  
для преподавателя по организации занятий***

Аудиторную работу рекомендуется строить в соответствии с предложенным порядком тем. Каждая тема (Unit) предваряется **рекомендациями к её изучению (Recommendations for study)**: задачи, план, знания, умения, навыки, ссылка на соответствующий **раздел самостоятельной работы и методических указаний по организации интерактивных форм работы (Individual Study)**. В ходе преподавания данной дисциплины используются следующие технологии.

**Технология традиционного обучения** подразумевает проведение практического занятия с использованием наглядных и словесных методов обучения, индивидуальных домашних заданий.

**Интерактивные формы** работы помогают смоделировать ситуации профессионального общения в сфере туризма, которые позволяют активизировать полученные знания языка и перевода. В таких формах происходит многосторонняя коммуникация между студентами, что позволяет имитировать профессиональную среду, в которой отсутствует преподаватель. Данные формы позволяют студентам приблизиться к предмету международного туризма через их собственный опыт. Также есть возможность проявить свои собственные мнения и выбрать способ усвоения знаний.

В каждом разделе пособия предусмотрены интерактивные формы заданий: условно-речевые ситуации, ролевые игры, разбор конкретных ситуаций (кейс-стади), подготовка и представление презентаций, творческие задания, работа в малых группах, разработка языкового проекта. Пособие предполагает активную работу с видео- и аудиоматериалами аутентичного характера.

**Кейс-стади** предполагает анализ конкретных ситуаций в сфере туризма, в ней описываются реальные ситуации и студентам предлагается найти решения ситуационных задач. Студенты должны проанализировать конкретную ситуацию, разобраться в сути проблем, обсудить возможные варианты решения на английском языке



и выбрать лучший из них. Далее необходимо представить и обосновать свой выбор.

**Решения творческих задач в мини-группах.** Под *творческими заданиями* понимаются такие учебные задания, которые требуют от студентов обсуждения и выработки ответа на основе задания, которое содержит большой или меньший элемент неизвестности и имеет несколько подходов. В качестве примера творческого задания можно привести разработку рекламы для туристической компании на английском языке.

**Ролевая игра** имитирует реальные условия туристического бизнеса, при выполнении профессионально значимых ролей в такой игре активизируется лексика и клише, необходимые для общения в определенной ситуации, моделируется соответствующий рабочий процесс.

**Условно-речевая ситуация** дает студентам возможность участвовать в процессе общения касательно профессионально обусловленной ситуации, практиковать навыки сотрудничества в профессиональной сфере и необходимые речевые модели, межличностного общения (в частности, умение активно слушать, вырабатывать общее мнение, разрешать возникающие разногласия).

**Проектная работа** – это процесс получения навыков и умений в области языка и перевода сферы международного туризма посредством выполнения последовательных самостоятельно определенных студентами заданий, действий или игр, направленных на достижение наработки и развития требуемого навыка. Проектная работа может выполняться как индивидуально, так и в группах. Её отличительная черта – высокий уровень самостоятельности в выработке сроков, форм и объёма проектной работы.

Поскольку интерактивные формы работы требуют творческого подхода, и по своей организации являются более сложными, чем обычные учебные задания или индивидуальные домашние задания, они поощряются большим количеством баллов. Подробные указания по организации интерактивных форм приведены в разделе **“Individual Study”**.

***Методические рекомендации  
по организации самостоятельной работы студентов***

В качестве самостоятельной работы студентам предлагается отрабатывать умение поиска сведений о деятельности туристических компаний, специфике и содержании работы специалиста по межкультурной коммуникации в туризме и гостиничном сервисе, а также формировать практические навыки деятельности в данных сферах. Результаты представляются в виде презентаций, докладов и эссе, деловых документов в сфере международного туризма. Для организации самостоятельной работы студента рекомендуется использовать предлагаемые в пособии источники в интернете.

# 1. ORAL SPEECH PRACTICE SECTION

## Unit 1.1. Tourism industry

**Objectives:** to practise topical vocabulary, to develop speaking skills and skills for detailed reading.

Unit 1 plan:

1. Wordbox.
2. Vocabulary exercises.
3. Reading I & II tasks.
4. Speaking tasks.
5. Making up a report.
6. Case study.

Knowledge:

- Learn how to extract information from general texts about tourism.
- Study information about general development of tourism.
- Acquire the knowledge of translation equivalents of topical vocabulary in the sphere of tourism.
- Learn the ways of problem solving in the sphere of tourism.
- Learn the vocabulary to the topic “Tourism Industry”.

Skills:

- Practise using vocabulary to the topic “Tourism” in speech.
- Practise discussing general problems of tourism industry in dialogues.
- Practise selecting information for a case study in tourism and using it for problem solving.
- Practise speaking about tourism development.
- Practise using translation equivalents of topical vocabulary in the sphere of tourism.
- Recommendations for the case study and report are in the **Individual Study** section.



## **Wordbox**

- |  |                                |
|--|--------------------------------|
| 1. Business volume of tourism            | 25. Tourist information        |
| 2. Contribution                          | 26. Tourist attraction         |
| 3. Deepening diversification             | 27. Tourist centre             |
| 4. Destination                           | 28. Tourist class              |
| 5. Economic and employment benefits      | 29. Tourist information office |
| 6. Economic well-being                   | 30. Tourist season             |
| 7. Encompasses                           | 31. Tourist trade              |
| 8. Forecasts                             | 32. Tourist visa               |
| 9. Global spread of tourism              | 33. Touristy                   |
| 10. Go hand in hand                      | 34. Travel                     |
| 11. Holiday season                       | 35. Travel agency              |
| 12. Increasing diversification           | 36. Travel agent               |
| 13. Key driver                           | 37. Travel bureau              |
| 14. National and international markets.  | 38. Travel business            |
| 15. Related                              | 39. Travel data                |
| 16. Revenues                             | 40. Travel document            |
| 17. Surpass                              | 41. Travel insurance           |
| 18. Sustainable                          | 42. Travel management          |
| 19. The fastest growing economic sectors | 43. Travel organisation        |
| 20. The main income source               | 44. Travel trade               |
| 21. Tourism                              | 45. Traveller                  |
| 22. Tourism industry                     | 46. Travelling companion       |
| 23. Tourism tax                          | 47. Travelling expenses        |
| 24. Tourist                              |                                |

## **Vocabulary exercises**

### **a) correlate terms in Russian and in English**

- |                               |                                 |
|-------------------------------|---------------------------------|
| 1. Business volume of tourism | A. Экономическое благосостояние |
| 2. Contribution               | B. Охватывать                   |

- |  |   |
|--|---|
| 3. Deepening diversification             | C. Распространение туризма по всему миру          |
| 4. Destination                           | D. Главный стимул                                 |
| 5. Economic and employment benefits      | E. Идти рука об руку, соответствовать             |
| 6. Economic well-being                   | F. Превосходить                                   |
| 7. Encompass                             | G. Постоянный, устойчивый                         |
| 8. Forecast                              | H. Объем туристического бизнеса                   |
| 9. Global spread of tourism              | I. Наиболее быстро развивающийся сектор экономики |
| 10. Go hand in hand                      | J. Основной источник дохода                       |
| 11. Holiday season                       | K. Относящийся к чему-то                          |
| 12. Key driver                           | L. Местные и международные рынки                  |
| 13. National and international markets.  | M. Место туристического отдыха                    |
| 14. Related                              | N. Вклад  |
| 15. Revenue                              | O. Прогноз  |
| 16. Surpass                              | P. Выгоды в сфере финансов и трудоустройства      |
| 17. Sustainable                          | Q. Доход  |
| 18. The fastest growing economic sectors | R. Увеличивающееся разнообразие                   |
| 19. The main income source               | S. Туристический сезон                            |

**b) translate into Russian:**

1. Business travel is a very important part of our overhead expenditure.
2. In her new job, she has to travel abroad at least ten times a year.
3. He travels in the north of the country for a pharmaceutical company.
4. Can you get foreign currency from the travel agency?
5. I have to collect my tickets from the travel agency.
6. I asked the travel agent for details of tours to Greece.
7. The tour was arranged by our local travel agent.
8. There were parties of tourists visiting all the churches.

### **c) translate into English:**

1. Реклама – главный движущий фактор туризма.
2. Туристический сезон начинается в марте и заканчивается в октябре.
3. Информация для отдыхающих выложена на сайтах компании.
4. Туристическая отрасль – одна из самых перспективных.
5. Наше туристическое агентство предлагает туры по всему миру.
6. Для получения туристической визы необходимо обратиться в посольство.
7. Туристические достопримечательности могут принести прибыль местной экономике.
8. Дата отъезда – 15 мая сего года.
9. Турист получает все сопроводительные документы непосредственно в туристическом бюро.
10. Турагенты должны позаботиться о туристической страховке.
11. Среднестатистический турист откладывает определённую сумму на отдых.
12. Мы полетим средним классом.

### **Reading I**

Pre-reading task. Answer the questions:

1. Have you ever thought about a career in tourism?
2. List 5 arguments for choosing tourism as a field for future career.
3. What 3 things do you associate with the phrase “modern tourism”?

### ***Why Tourism?***

#### ***Tourism – an Economic and Social Phenomenon***

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress.

The word ‘travel’ comes from the French *travail* or work. In contrast, the word ‘tour’ is from the Latin word *tornus*, a “tool for making a circle.” The derivatives “traveller” and “tourist” carry their root words’ connotations. The traveller was active; he went strenuously in search of

people, of adventure, of experience. The tourist is passive; he expects interesting things to happen to him. He goes “sight-seeing.” He expects everything to be done to him and for him. In the days before the indulgent distractions of tourism, travel was focused on learning about a new place. Modern tourism on luxury liners, however, was about self-indulgence.

Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries. This growth goes hand in hand with an increasing diversification and competition among destinations.

This global spread of tourism in industrialised and developed states has produced economic and employment benefits in many related sectors – from construction to agriculture or telecommunications.

The contribution of tourism to economic well-being depends on the quality and the revenues of the tourism offer. UNWTO assists destinations in their sustainable positioning in ever more complex national and international markets. As the UN agency dedicated to tourism, UNWTO points out that particularly developing countries stand to benefit from sustainable tourism and acts to help make this a reality.

Modern tourism looks like that in numbers:

| World GDP | Jobs in tourism | Exports            | World exports | Exports of least developed countries |
|-----------|-----------------|--------------------|---------------|--------------------------------------|
| 9%        | 1 from any 11   | 1.3 trillion US \$ | 6%            | 6%                                   |

### Current developments & forecasts

- International tourist arrivals grew by 4% in 2012 to 1.035 billion
- In 2012, international tourism generated US\$ 1.3 trillion in export earnings
- UNWTO forecasts a growth in international tourist arrivals of between 3% and 4% in 2013  
(from [www.unwto.org](http://www.unwto.org))

### After reading.

1. What are the basic features of modern tourism?
2. Why is tourism considered one of the most promising branches of economy?

3. What statistics can prove tourism high status?
  4. Why is tourism important for developing countries?
- Sum up the article in 7-8 sentences.

## Reading II

Before reading. What do you think tourism is?  
Read the article below.

### *Typology of Recreational Tourism Resources as an Important Element of the Tourist Offer*

#### Introduction

To be able to make systematization, division, analysis and determination of tourism concepts, including recreational and tourist resources, I think that it is necessary at the beginning to define and determine the term tourism and define tourism as a phenomenon, as it is a basic starting axiom which imposes other terms related to tourism, as is the case with the term recreational-tourism resources. Early as in the 1942, K. Krapf and V. Hunziker, in Zurich gave one of the first definitions for tourism, which is universal and it is as follows: “the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity” (Hrabovski-Tomic 2008). The objective of this definition is to be allowed and be adopted by the International Association of Travel Experts (AIEST). This definition is too general, so it cannot get to the notion of the recreational and the tourist resources by defining tourism, so I think that a much more acceptable definition comes from professor Panov N. and is as follows “tourism is a set of relations and phenomena related to movement and consumption outside the place of residence, in order to meet the recreational and cultural needs” (Panov 2006). In this definition, according to the understanding of tourism professor Panov defines the recreational needs of tourists as one of the main motivations for travel. This is confirmed with the official definition of tourism by the World Tourism Organization published in 1994, which states: “Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, recreation, business, and other purposes.”

## **The role of Recreational Tourism**

The importance and the role of recreation as an integral part of tourism are especially emphasized by S. Williams, who says: “in the approach of studying tourism, we must realize that the relation or connection between rest or leisure, recreation and tourism is much closer and more intimate ...“(Williams 2009).

Recreation as a term appears in the definition in the backpacker tourism which is a major participant in the tourist movement. Definition of the term tourist in sense can be wider and narrower depending on the context in which it is used. Therefore in the broadest sense of the term “a tourist is any person who visits places and spends a certain amount of money, regardless of the purpose of his visit” while the opposite definition of a tourist in the narrow sense of the term is as follows: “a tourist in the true sense of the word is considered a person who visits a place and spends a certain amount of money, but it is closely related with satisfying the recreational and cultural needs.”

Depending on the type of tourists, recreation can be a primary or secondary activity, during their travel and downtime. Charles R. Goeldner and J.R. Brent Richie (2009), give a classification according to the basic objective of the tourists, according to the primary and secondary activities of tourists. According to these authors, the primary purpose of the trip may be: business, visiting relatives and friends, and other private affairs and of course pleasure, enjoyment and recreation. According to this division with tourists who travel for pleasure, recreation is the primary tourist activity, while with tourists traveling for business, recreation occurs as a secondary tourist activity. From this definition and understanding of the concept of tourism and tourist it is more than clear that recreation is a very important component of some forms of tourism, and the basic component of the tourist movement and tourism as an economic and social activity. If this is so, then it can be concluded that the recreation has the role of motivating travel and that is a very important tourist resource.

### **After reading. Answer the questions.**

1. How is tourism defined?
2. What is recreation?
3. How is recreation related to tourism?



4. What are the primary and secondary activities of tourists?
5. What are major motivations for tourism? tourists?

☺ **II. Speaking.**

Search local internet sites for information about the Samara region tourist sites. Arrange for a short talk about possible types of tourism in the Samara region.

☺ Make a dialogue. Interview a member of the United Nations World Travel Organization on modern developments in tourism sphere. Use words and phrases from the word box, if necessary, use the information from the official site [www.unwto.org](http://www.unwto.org).

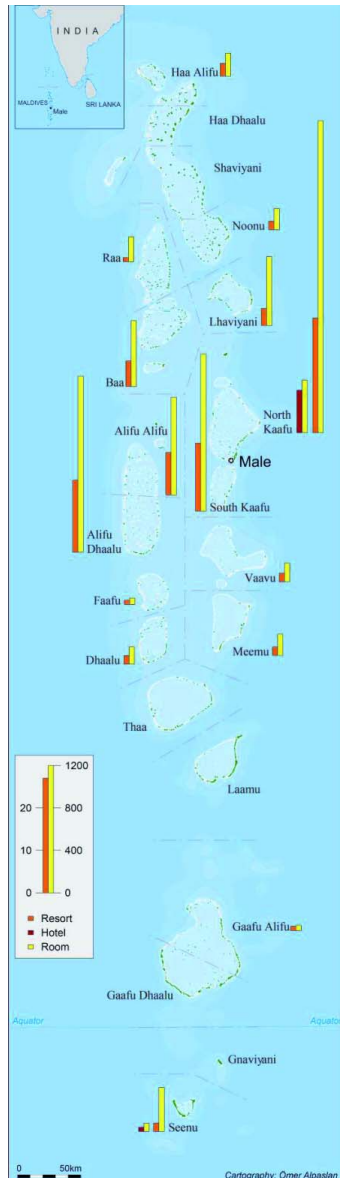
☺ Make up a monologue. Report on the prospects of tourism development in Russia (Great Britain, Germany etc.). Find necessary information on sites of National Tourist Organizations <http://www.visiteurope.com/National-Tourist-Offices.aspx>

☺ **4. Case study.**

**Case Study 1: The Maldives**

**Executive Summary**

Tourism is the most important economic sector in the Maldives. International tourism contributes to approximately 28% of the GDP and more than 60% of all export earnings. As an island economy, the Maldives imports almost every kind of commodity required for the tourism sector. Thus, in comparison to other developing countries, links from tourism to other local economic sectors are more limited.



Roughly international tourist arrivals between 2000 and 2009 originated from Europe. In the pre-crisis year 2007, the main countries of origin were the United Kingdom (19%), Italy (17%), Germany (11%) and France (7%) followed by the two main Asian source markets, Japan (6%) and China (5%). Tourists, specifically those from the leading western source markets, became particularly sensitive to pricing and avoided long-haul travel during the economic crisis in 2009, which generated a drop in international tourist arrivals of approximately 4% from these markets since mid-2008.

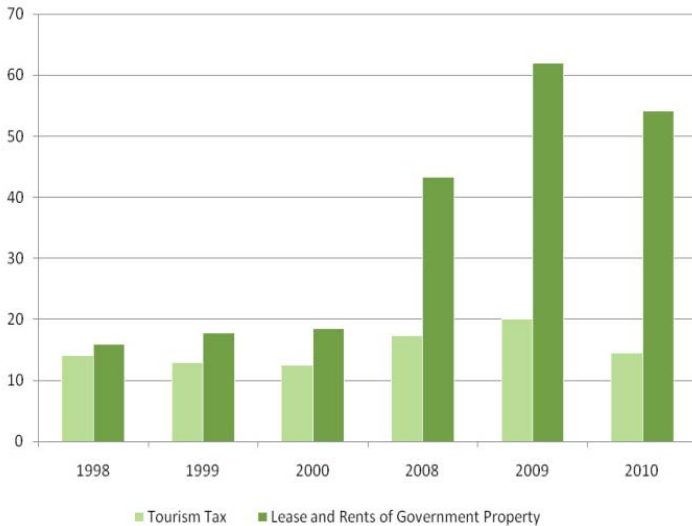
Average hotel room occupancy decreased from 83% in 2007 to 78% in 2008 and to 48% in June 2009. The growth of international tourism receipts slowed down in 2008 and declined in 2009 by approximately 8% in comparison to the previous year, tempting operators in the accommodation sector to adopt cost-reduction strategies. Since unskilled and low-skilled employees represent more than two thirds of the labour force, poor and vulnerable groups were severely impacted by lay-offs in the sector.

### **Country Profile**

#### **Geography and tourism**

Overall, the Maldives are blessed with a number of resources which tourists from all over the world are looking for. The Republic of Maldives is located in the Indian Ocean, about 700 km south-west of Sri Lanka. It encompasses a territory of roughly 90,000 square km spread over an archipelago of 24 ring-shaped atolls with 1,190 small islands, which cover a total land mass of only 298 square km.

The islands are surrounded by lagoons and reefs, forming natural barriers against the sea. Due to high levels of salt in the soil near the beach, the biodiversity of the land vegetation and wildlife is limited. However, the limited biodiversity is supplemented by the abundance of marine life. The sea around the Maldives is well known for its rich fishing grounds. The diversity of sea life is amazing, with beautiful coloured corals and over 2,000 species of fish, ranging from reef fish to sharks, moray eels, rays and whale sharks. (From materials of Recreation and Tourism Management Malaspina University College.)



**1. On the basis of the text compile a list of positive and negative factors in tourism development.**

**2. Study the growth of tourism-related government revenues in the Maldives, 1998–2010 (%). Draw conclusions about the main trends in government policy in the development of tourism.**

**3. Study the map of hotel beds and rooms in the Maldives, 2010 and draw conclusions about the main prospects of hotel development.**

## **Unit 1.2. Choosing and promoting a destination**

**Objectives:** to develop speaking skills and skills for detailed reading.

Unit 2 plan:

1. Wordbox.
2. Reading I & II tasks.
3. Speaking tasks.
4. Project work.

Knowledge:

- Learn how to extract information from advertising texts about promoting a tourist destination.
- Study information about choosing places for tourism.

- Acquire the knowledge of translation equivalents of topical vocabulary in the sphere of choosing and promoting a destination.
- Learn the ways of problem solving in the sphere of advertising tourist destination.
- Learn the vocabulary to the topic “Promoting a destination”.

Skills:

- Practise using vocabulary to the topic “Promoting a destination” in speech.
- Practise discussing promoting a destination in dialogues.
- Practise selecting information for advertising in tourism.
- Practise speaking about tourism promotion.
- Practise using translation equivalents of topical vocabulary in the sphere of choosing a destination.

Recommendations for the project work are in the **Individual Study** section.

### **Wordbox**

#### Land Tourist Attractions

1. Amusement/Theme Parks
2. Castles
3. Horseback Riding
4. Caves
5. Rain Forests
6. Aquariums & Gardens
7. Cemeteries
8. Recreation Centers
9. Ice Skating
10. Art Galleries
11. Safaris, Hunting
12. Cycling
13. Libraries
14. Memorials,  
Monuments&Landmarks
15. Expeditions
16. Bird Watching
17. Fairs
18. Spas
19. Bridges

#### Water Tourist Attractions

1. Beaches, Cruises
2. Swimming Pools
3. Boat Rides
4. Fishing
5. Sailing
6. Water Parks
7. Scuba Diving
8. Water Skiing
9. Kayaking
10. Snorkeling
11. Whale Watching
12. Deep Sea Fishing
13. Rafting
14. Surfing
15. Wind Surfing

#### Air Tourist Attractions

16. Airplane Rides, Hang Gliding
17. Parasailing
18. Ballooning
19. Helicopter Rides


- |                              |                               |
|------------------------------|-------------------------------|
| 20. Museums                  | 20. Skydiving                 |
| 21. Roller Coasters          | <u>Entertainment</u>          |
| 22. National and State Parks | 21. Plays, Concerts           |
| 23. Train Rides              | 22. Movies                    |
| 24. Butterfly Watching       | 23. Comedy Clubs              |
| 25. Volcanoes                | 24. Theatres                  |
| 26. Waterfalls               | <u>Spectator Sports</u>       |
| 27. Picnic Areas             | 25. American Football, Boxing |
| 28. Wine Tasting             | 26. Golf                      |
| 29. Carnivals                | 27. Tennis                    |
| 30. Planetariums             | 28. Baseball                  |
| 31. Zoos                     | 29. Bullfighting              |
| 32. Temples                  | 30. Hockey                    |
| 33. Spirituality             | 31. Weight Lifting            |
| 34. Skateboarding            | 32. Basketball                |
| 35. Snowboarding             | 33. Car Racing                |
| 36. Bungee Jumping           | 34. Horse Racing              |
| 37. Mountain Climbing        | 35. Cricket                   |
| 38. Haunted Houses           | 36. Motorcycle Racing         |
| 39. Labyrinths & Mazes       | 37. Bowling                   |
| 40. Parties                  | 38. Cycling                   |
| 41. Quays                    | 39. Soccer, European Football |
| 42. Picturesque views        |                               |

 **Reading I.** Read the text and write a continuation to it

Traveling is like a day-to-day affair for most of us, irrespective of the distance we cover. The travel process begins with the decision on travel destination with the dates marked on the calendar. These are the two basic details required to do bookings for any journey. The decision on the means of travel, i.e., car, bus, train or airways, rests upon factors such as budget, travel time and the number of travellers. This is where the role of travel portals and travel agents come in. They delve out the best options available in accordance to the criteria provided. Often, some simple classified or display travel advertisements in newspapers and magazines. The classified supplements and pages that are flipped through everyday hold some of the best traveling packages available. Once the reservations are made and tickets confirmed, the next step in any traveling process is accommodation. For a smooth and comfortable stay, prior booking has to be made in Hotels or Resorts. The budget, location and dates are the criterion which helps in

surfing for the most suitable options. Well-designed travel packages give all preliminary arrangements that might be required to plan a journey. Many consumers, these days, go through travel advertisements, packages and travel websites for planning their travel itinerary on their own.

**Speaking.** Now your part! Describe the role of advertising in choosing a tour, write about basics of advertising in tourism, give an example of a tour advertisement.

 **Reading II.** Read descriptions of tourist attractions. Find linguistic means that help to attract tourists to them. Write your own description of a tourist attraction.

### **Colosseum art gallery**

The gallery's first exposition was the group "TRAMWAY" – six artists from Haifa, who continue the traditions of the first Russian avanguard of the beginning of the XXth century. Some artists joined "TRAMWAY" because of the similar opinion on the art. Their works became the obvious case of overcoming the barriers raised today in Israel art between the high professional of the academy school of drawing and absolute freedom of emotional self-express of the person. Today there are about 50 works of painters are exhibited in "Colosseum". There are also sculptures, small plastic art, decorative applied art in the gallery. Group and personal art exhibitions of Russian Israelian artists are held here.

### **Bamberg Old Town**

Bamberg is an ancient centre of imperial and episcopal power which just like Rome was built on seven hills. Dominated by its imperial cathedral, the town is a listed ensemble of medieval and baroque architecture. Bamberg's well-preserved old town comprises three historical centres – the episcopal town, the island town and the market gardener's town. With its four towers, the imperial cathedral of St. Peter and St. George is the most prominent building. Inside is the Bamberg Rider, the tomb of Henry II and Cunigunde – the only emperor and empress to be canonised in the Holy Roman Empire. It is also home to the only papal grave in Germany – that of Pope Clemence II. The whole cathedral square is spectacular - with the Romanesque-Gothic cathedral, the magnificent L-shaped design of the baroque New Palace and the Alte Hofhaltung Palace with elements from the late medieval and Renaissance periods. Other attractions in



the old town include the town hall lapped by the River Regnitz, the rose garden with a view of the old quarter and beyond to St. Michael's abbey, the tanners' cottages by the old canal, the mill district and the fisherman's village "Little Venice".

### **Bauhaus and its sites in Weimar and Dessau**

The Bauhaus sites in Weimar and Dessau are the legacy of this famous school of architecture. One of the very first colleges of design, Bauhaus brought together the leading artists and architects of its time, including Paul Klee, Vassily Kandinsky and Lyonel Feininger. Their design concepts united art and technology and broke new ground in a modern industrial culture. Bauhaus opened in Weimar in 1919, relocating to Dessau in 1925. The "Am Horn" house in Weimar exemplifies this unique architectural style. Designed by Georg Muches, it was built in 1923 to illustrate the key Bauhaus concepts. The cuboid design and functional fittings of the Bauhaus building and the master houses in Dessau epitomise the ideals of this important 20th century design school.

### **The palaces and parks of Potsdam and Berlin**

Over a period of almost four centuries, the rulers of Brandenburg and Prussia commissioned the finest artists of the age to create a stunning ensemble of palaces and parks for the royal city of Potsdam. In the 19th century the landscape gardener Peter Joseph Lenné took the palaces and gardens left from time of Frederick the Great, and created a garden landscape that extends from Sanssouci Palace to Peacock Island in Berlin. Built on vineyard terraces between 1745 and 1747, Sanssouci Palace with its 290 hectare park is the oldest of Potsdam's high-caliber cultural attractions, which include some 500 hectares of parks and gardens and around 150 buildings dating from 1730 to 1916. On the World Heritage list are: the palaces and parks at Sanssouci, Babelsberg and Sacrow, Glienicke hunting lodge and the New Garden in the north of Potsdam with the Marble Palace on the Heiliger See lake, and Cecilienhof House.

☺ **Speaking.** Make up an advertisement of a tour around your native place, following the rules:

**Choose a picture for your advertisement.**



**Choose positively coloured words and phrases** - *high quality, high class, world class, world famous; the best, unique, exclusive, privileged, glorious, luxurious, magnificent, individual, deluxe.*

**Bring colour to the text:** *lush green meadows, crystal clear lake, bright environment.*

**Use stylistic devices to make your speech more expressive:** *an oasis of wellbeing SPA facilities, more leisure time, enchanted by the sun, rejuvenating touch, a spa atmosphere stolen from heaven, revitalize your mind, body and soul, bath in the feeling of how elite and special you are, feel the magical power of the nature deep in your body and your spirit, to capture the magic in holiday.*

**Appeal to the reader using verbs:** *enjoy staying the place, take advantage of additional villas, discover the Aegean, feel the magical power, indulge your senses.*

Dramatize your advertisement.

☺ **Project work.**

Collect information about a place of tourist attraction. Study information about it: places of tourist attraction, transportation facilities, hotel offers. On this basis work out a tour in that place. Prepare a presentation of your tour for your group.

### Unit 1.3. Travelling

**Objectives:** to develop speaking skills and skills for detailed reading.

Unit 3 plan:

1. Wordbox.
2. Vocabulary exercises.
3. Reading tasks.
4. Speaking I & II tasks.
5. Reading and dramatizing.
6. Role-play.

**Knowledge:**

- Learn how to extract information from pragmatic texts about travelling.
- Study information about choosing places for tourism.

- Acquire the knowledge of translation equivalents of topical vocabulary in the sphere of travelling.
- Learn the ways of problem solving in the sphere of travelling.
- Learn the vocabulary to the topic “Travelling”.

**Skills:**

- Practise using vocabulary to the topic “Travelling” in speech.
- Practise discussing travelling situations in dialogues.
- Practise selecting information for travelling.
- Practise speaking about travelling in a role-play.
- Practise using translation equivalents of topical vocabulary in the sphere of travelling.

Recommendations for the role-play are in the **Individual Study** section.

 **Wordbox**

- |                         |                     |
|-------------------------|---------------------|
| 1. Airport              | 24. Minor road      |
| 2. Board (boat / plane) | 25. Motorbike       |
| 3. Boat                 | 26. Motorway        |
| 4. Bus station          | 27. Plane           |
| 5. Charter flight       | 28. Port            |
| 6. Check-in             | 29. Rail            |
| 7. Coach                | 30. Railway         |
| 8. Coach station        | 31. Railway station |
| 9. Crossing             | 32. Route           |
| 10. Cruise              | 33. Sail            |
| 11. Destination         | 34. Sea             |
| 12. Excursion           | 35. Set off         |
| 13. Ferry               | 36. Set sail        |
| 14. Fly                 | 37. Ship            |
| 15. Get on board        | 38. Subway          |
| 16. Go by               | 39. Take off        |
| 17. Go by rail          | 40. Taxi            |
| 18. Go on board         | 41. Traffic         |
| 19. Hitch-hike          | 42. Train           |
| 20. Land                | 43. Travel          |
| 21. Landing             | 44. Tube            |
| 22. Lane                | 45. Underground     |
| 23. Main road           | 46. Voyage          |

## ✈ Vocabulary exercises

### a) fill in the table with the vocabulary units:

|                        |                       |                        |                      |
|------------------------|-----------------------|------------------------|----------------------|
| travelling by<br>train | travelling by<br>ship | travelling by<br>coach | travelling by<br>car |
|------------------------|-----------------------|------------------------|----------------------|

### b) find Russian equivalents for:

aircraft – air-hostess – airline ticket-aisle – baggage allowance – to board the aircraft – boarding pass – carrier – certificate of vaccination – check-in desk – consumption – crew – customs – to delay an aircraft – domestic flight – E.T.A. – Expected Time of Arrival E.T.D. – Expected Time of Departure – to embark – EU – European Union excess luggage – excess baggage charge – formalities – to get a visa – to go first class/second class – hand luggage – in transit – incoming – international flight – to issue tickets – to land – leg – luggage tag – navigation – open round-the-world ticket – outgoing – port (side) – porthole – rear – shuttle flight – starboard – to take off tarmac – terminal (two meanings) – waiting room

### Reading.

Read the text below. In some places it needs to be filled in. Supply the missing text using vocabulary of the exercise above.

### **MAKING THE BEST OF JOURNEYS**

I've been shocked, but not altogether surprised, when I think of the efforts the human race (adult variety) has made, and makes to keep itself from being bored on journeys. Look what happens when it crosses the sea in a great ship. Everything is organized to prevent boredom – games and concerts and swimming baths and cinema shows – all sorts of things go on, day in day out. Airports ...**(A)**

Nowadays even those who go by motor-car can't do without the radio – at least a lot of adults can't. It's all part of the general idea that journeys are deadly and that they have got to drag themselves with something to get through. Very few people over the age of thirty look out of the window.

Not long ago I was traveling by air from London Airport to Prestwick in Scotland...**(B)** Waiting for the flight to be announced on the loudspeaker, I looked at the passengers who were going to travel in our aircraft. They were all slumped about in chairs, idly turning over the leaves of magazines, muttering to each other, obviously bored stiff ...**(C)**

When the flight was at last announced, a boy of about fifteen slipped, quite politely, to the head of the queue, and was one of the first to board the aircraft when we were out on the tarmac... (D)

We were not far from Birmingham when the captain of the aircraft came through on one of his periodic visits to the passengers. George was looking out of the window and mumbling away on his running commentary. The captain tapped him on the shoulder. "Navigator, eh?" he said. "You seem to know where we are – would you like to meet our navigator and look at his plot?"

"Would I?" said George. ... (E) Some of the grown-ups even put down their magazines for a moment and looked out of the window.

Just before the air-hostess warned us to fasten our safety-belts for landing, George came back with a beaming face. "Wizard show" he said, "the navigator's a good type; he showed me all his things and even let me give the position on the loudspeaker."

### ☺ **Speaking.**

Read the text below. Join the group of passengers or airport staff. Being a passenger, ask questions about airport rules. As airport personnel answer the passengers' questions, trying to explain everything in the best way.

### ***JET GENERAL INFORMATION***

|          |  |
|----------|--|
| Baggage  | The free allowance for each adult or child paying fare is: On International Journeys – Tourist Class 20 kilos, First Class 30 kilos. On Domestic Services 15 kilos. There is no Free Allowance for an infant carried at 10 per cent of the adult fare, but infant food for consumption in flight and an infants' carrying basket are carried free of charge. Baggage in excess of the Free Allowance is charged for per kilogram at the rate of 1 % of the one way, normal, adult, direct, first class, through fare and on domestic services 1 % of the respective class fare paid. |
| Children | An infant under two years of age traveling on International Services accompanied by an adult and not occupying a separate seat is carried at 10 % of the adult fare. Additional infants under two years of age occupying a separate seat and children of two years of age and above, but under twelve years of age are carried at 50 % of the adult fare.  |

|                                  |   |
|----------------------------------|---|
| Youth fares                      | A discount of 25 % of the normal tourist single, return or excursion fare is available to young people under the age of twenty-two. Full information obtainable on request.       |
| Airport service charges          | In some countries an airport service charge, payable locally before departure is levied on all passengers embarking on International Flights.                                     |
| Time of reporting at the airport | Passengers must report at the check-in desk and have all formalities completed 30 minutes before aircraft departure. Departures cannot be delayed for passengers who arrive late. |

☺ Make up a monologue. Below are some typical rules of airport work. Make up similar texts about a bus station, a port and a railway station.

### ***AIRPORT RULES***

According to the international standards passengers are to arrive at the airport two hours before departure time on international flights and one hour on domestic flights. The reason is that passengers should have enough time to complete all necessary airport formalities.

At the airport passengers should check the time of the flight to make sure that it is not delayed, cancelled, or altered. This information is available on the flight information display or at the inquiry office.

Passengers are to fill in customs declarations in one of international languages or in the language of the country they depart from. They go to the customs for an examination of their luggage. In some cases the customs officer may ask you to open your bags and suitcases for inspection. This is one in order to prevent smuggling. After you are through with all customs formalities the customs officer puts a stamp on your customs declaration, or on each piece of luggage, or chalks it off. The particular procedure depends on the country of departure.

Then passengers proceed to the check-in area. There they are to register their tickets, to weigh in and to check-in their luggage.

Most airlines have at least two classes of travel: first or business class and economy or tourist class. Business class is more expensive, while economy class is cheaper. Each passenger above two years of age has a free luggage allowance. As a rule, this limit is 20 kg for economy class passengers and



30 kg for business class passengers. Excess luggage must be paid for, but for some articles that can be carried free of charge, such as baby's food, articles of baby's care, baby's prams, wheelchairs of disabled passengers, and some personal effects.

Each passenger is given a boarding pass with his or her seat number. Passengers are asked if they want to sit by the window, and in the smoking or non-smoking area. A boarding pass is shown at the departure gate and to the hostess when boarding the plane.

Finally, passengers proceed to the passport control area. Passport control offices will check your passport and visa and put a stamp on them.

Customs, checking-in and passport formalities are more or less the same in all countries.

© **Speaking.** Taking a booking. A customer phones a travel agent to book a flight. Number the dialogue in the correct order.

J. – Jane.

A. – Alan.

J. That's right. How can I help you, sir?

J. Good morning. This is Star Travel. Jane speaking.

J. Goodbye.

J. Certainly. I'll just give you the booking reference number. It's LF 2254G.

J. It leaves at 6.30 and arrives at 8.00. Would that suit you?

I. I'm not sure. I'll check availability for you. Do you have a preference for any particular airline?

J. Do you want to confirm it?

J. OK. Now, let me see... there's availability on the 18th on an early morning flight with Lufthansa.

A. Yes, that would be fine.

A. I'd prefer British Airways or Lufthansa.

A. Yes, please, and could you charge it to my account?

A. How early?

A. Hello, this is Alan March from GKC. We have an account with you.

A. I'd like to book a flight to Munich on the 18 of November. Do you think there will be any seats left?

A. LF 2254 G. O1C, thanks very much. Goodbye.

☺ Read and then dramatize the following dialogues:

### ***DIALOGUE 1 BOOKING AIR TICKETS***

Travel agent: Good morning, sir. May I help you?

Traveller: Good morning. I'd like an airline ticket from London to Paris, from Paris to New York, and from New York to London.

Travel agent: When are you planning to travel?

Traveller: On July, 8th from London to Paris. On July, 15th from Paris to New York. And on July, 22 from New York to London.

Travel agent: First class or economy?

Traveller: Economy class is fine.

Travel agent: It will cost you \$1300, total price.

Traveller: That's fine with me.

Travel agent: Is the ticket in your name, sir?

Traveller: Yes, please. My name's P.A. White.

Travel agent: Here is your ticket, sir. There are three coupons for each leg of your journey. The carrier is British Airways. The code Y is for economy. The baggage allowance is 20 kg.

Traveller: Thanks.

### ***DIALOGUE 2 FLIGHT RESERVATIONS***

Travel clerk: Good morning. Can I help you?

Tourist: Good morning. I want to book a flight from Barcelona to Rome.

Travel clerk: Yes, sir. When would you like to travel?

Tourist: Is there a flight on Friday evening?

Travel clerk: Friday evening. Yes. Iberia flight to Rome on Friday evening.

Tourist: Oh, good. I've got an open round-the-world ticket, starting in New York.

Travel clerk: Have you got the ticket with you? There may be some restrictions.

Tourist: Sure. There you go.

Travel clerk: Thank you. Could you wait a minute while I'll check availability?

Tourist: Yes, sure.

Travel clerk: ... Yes, that's fine. There are no restrictions on this ticket. Can you give your contact address and telephone number in Barcelona?

Tourist: Yes. It's the Hotel Goya and the number's 2018550.

Travel clerk: Fine. The flight leaves at half past eight. Would you please check in one hour before departure? Here's your ticket. Have a good flight.

Tourist: Thank you very much.

### ***DIALOGUE 3 AT THE CHECK-IN DESK***

Check-in clerk: Good morning.

Traveller: Good morning. Can I check in here for the flight to New York?

Check-in clerk: Yes, I'm afraid it's running late today. It's leaving at ten past three instead of one o'clock.

Traveller: Oh, dear.

Check-in clerk: May I have your ticket and your passport? Thank you very much.

Traveller: Can I take this briefcase as hand baggage?

Check-in clerk: Yes, as long as it'll go under the seat. Have you got any other baggage?

Traveller: Yes, I've got these two suitcases and this bag.

Check-in clerk: I'm afraid, the baggage allowance to New York is two pieces. It doesn't involve weight, only the number of pieces.

Traveller: So how much excess baggage is there?

Check-in clerk: The extra charge is 20 pounds for each extra piece that you have.

Traveller: For each piece above two?

Check-in clerk: Yes, so that'll be 20 pounds.

Traveller: Do I have to pay now?

Check-in clerk: Yes, please... 20 pounds. Thank you very much. Where would you like to sit?

Traveller: No smoking, please.

Check-in clerk: No smoking. Window?

Traveller: Yes, by the window, please.

Check-in clerk: So that's 18A. That's your boarding card and your ticket that you'll need to show again at the gate.

Traveller: Thank you.

Check-in clerk: Do you have a valid visa for New York?

Traveller: Yes, I do.

Check-in clerk: Can I see it? Thank you. We'll be boarding at Gate 23 at two forty-five.

Traveller: Gate 23. Right, thank you very much.

Check-in clerk: You're welcome.

### ☺ **Role-play**

#### **Focus:**

The purpose of this role-play is to review vocabulary to the topic "Travel".

**Discussion:** Look at the map of the world and work out a route of a world travel. Dramatize conversations of a tourist on this journey, involving different means of transport. Use the vocabulary below:



#### **Choose a role:**

**Traveller**

**Booking office clerk**

**Tourist agent**

**Crew member**

#### **Use the following set phrases for the role-play:**

- *Where's the **information desk**, please?*
- *It's exhausting **commuting** from Brighton to London every day.*
- *Show me your **passport**, please!*
- *I'm here on **business** / **vacation***
- *I'm travelling **alone** / **with my family***
- *Anything to **declare**?*
- *No, there's nothing to **declare** / Nothing to **declare***
- *You've got a lot of **baggage**! Why don't you use the **baggage cart**?*
- *How much is a **one-way ticket** (British usually **single**) to New York?*
- *If you make a **round trip**, you go on a journey and return to where you started from.*
- *A journey in an aircraft is a **flight**. **Flight** also means an aircraft that is making a particular journey*
- *I'll never forget my first **flight**. **Flight** 474 to Buenos Aires is now boarding at gate 9*

- *What time does the plane for....**take off** / **land**?*
- *How much is a **ticket** to...?*
- *Is there a reduced **fare** for children / large families?*
- *Where is the **station**?*
- *Where can we buy **tickets**?*
- *What time will the **train** to...leave?*
- *Where is **platform** number ...?*
- *We're going across to France by on the **ferry**.*
- *Where is the **bus station**, please?*
- *When does the **bus** leave for...?*
- *How many **stops** before...?*
- *Where is the **parking lot**, please?*
- *Where can I **park** my car?*
- *Can I **park** my car here?*
- *Where can I **rent a car**?*
- *I would like to **rent a car** for.... days weeks.*
- *The car costs £30 a day to rent, but you get **unlimited mileage** (= no charge for the miles travelled)*
- *I had a **breakdown** (= my car stopped working) in the middle of the road*
- *Where can I find a **garage** to repair my car?*
- *I'll need to take out extra car **insurance** for another driver.*

## Unit 1.4. Hotel and restaurant service

**Objectives:** to practise topical vocabulary, to develop speaking skills and skills for detailed reading.

Unit 4 plan:

1. Wordbox.
2. Vocabulary exercises.
3. Reading tasks.
4. Speaking tasks (making au a presentation).
5. Role-play.

**Knowledge:**

- Learn how to extract information from pragmatic texts about accommodation.
- Study information about choosing places for accommodation.

- Acquire the knowledge of translation equivalents of topical vocabulary in the sphere of accommodation.
- Learn the ways of problem solving in the sphere of hotel service.
- Learn the vocabulary to the topic “Hotel and restaurant service”.

**Skills:**

- Practise using vocabulary to the topic “Hotel and Restaurant Service” in speech.
- Practise discussing hotel and restaurant situations in dialogues.
- Practise selecting information for travelling.
- Practise speaking about hotel in a role-play.
- Practise using translation equivalents of topical vocabulary in the sphere of hotel and restaurant service.

Recommendations for the role-play and presentation are in the **Individual Study** section.

 **Wordbox**

- |                      |                             |
|----------------------|-----------------------------|
| 1. Adjoining rooms   | 24. Newsstand               |
| 2. Amenities         | 25. Reservation             |
| 3. Attractions       | 26. Restaurant              |
| 4. Baggage           | 27. Room maid               |
| 5. Bellboy           | 28. Room service            |
| 6. Bellboy           | 29. Service charge          |
| 7. Book              | 30. Single room             |
| 8. Booked            | 31. Single with bath        |
| 9. Brochures         | 32. Suite                   |
| 10. To check in      | 33. Tax                     |
| 11. Check-in         | 34. Tip                     |
| 12. To check out     | 35. Twin room               |
| 13. Check-out        | 36. Youth hostel            |
| 14. Coffee shop      | 37. Complimentary breakfast |
| 15. Double room      | 38. Cot, rollaway bed       |
| 16. Floor            | 39. Damage charge           |
| 17. Gift shop        | 40. Front desk, reception   |
| 18. Hotel            | 41. Guest                   |
| 19. Information desk | 42. Hostel                  |
| 20. Inn              | 43. Hotel manager           |
| 21. Money exchange   | 44. Housekeeping, maid      |
| 22. Morning call     | 45. Ice machine             |
| 23. Motel            | 46. Indoor pool             |



- |                                  |                                    |
|----------------------------------|------------------------------------|
| 47. Inn                          | 60. Reservation                    |
| 48. Jacuzzi, hot tub, whirl pool | 61. Room service                   |
| 49. Kitchenette                  | 62. Sauna                          |
| 50. Late charge                  | 63. Single bed                     |
| 51. Linen                        | 64. Sofa bed, pull-out couch       |
| 52. Lobby                        | 65. Vacancy                        |
| 53. Luggage cart                 | 66. Vacant                         |
| 54. Maximum capacity             | 67. Valet                          |
| 55. Motels                       | 68. Vending machine                |
| 56. Noisy                        | 69. View                           |
| 57. Parking pass                 | 70. Wake up call                   |
| 58. Pay-per-view movie           | 71. Weight room, workout room, gym |
| 59. Rate                         |                                    |

### ✈ Vocabulary exercises

#### 1) fill in the table with vocabulary units:

|                   |                |               |               |             |
|-------------------|----------------|---------------|---------------|-------------|
| booking a<br>room | hotel interior | room interior | hotel service | registering |
|-------------------|----------------|---------------|---------------|-------------|

#### 2) find English equivalents for:

- посылный
- регистрация
- буфет
- обмен денег
- резервирование
- одноместный номер
- соседние комнаты
- менеджер гостиницы
- джакузи
- максимальная вместимость
- обслуживание номеров
- сауна
- односпальная кровать
- свободные места
- торговый автомат

### 3) translate into Russian:

1. The main tourist attractions in London are the Tower of London and the Changing of the Guard.
2. She always travels first class because tourist class is too uncomfortable.
3. You can get a map of the town from the tourist bureau.
4. Late winter is the main holiday season in the Alpine resorts.
5. The tourist season on the North Italian coast lasts about three months
6. Tourist trade has fallen off sharply because of the recession
7. The fishing village is pretty, but very touristy.

### 4) translate into English:

1. Агентству необходимо заказать одноместный номер с джакузи.
2. Во всех отелях этого курорта регистрация происходит в 12 часов дня.
3. В нашей гостинице вы можете заказать звонок по телефону в назначенное время.
4. В случае необходимости с вами свяжется менеджер гостиницы.
5. Вы можете заказать дополнительную кровать в двухместный номер.
6. Все необходимые сведения о предстоящих турах можно узнать у стойки с информацией.
7. Обмен валюты осуществляется у специальной стойки.
8. Кофейный автомат находится в холле гостиницы.
9. Самое дешёвое проживание – в молодёжных гостиницах.

 **Reading.** Read the article below.

### *Hotels in Vienna*

There is something for everybody, from five-star hotel to low-budget accommodations and noble former palaces to brand new hostels.

#### **Luxury comes first**

Luxurious accommodation in Vienna almost invariably means living at the heart of the city. You'll find exclusive hotels especially along the Ring, which, after all, is where most of the elegant former palaces are. The first district is home to a wealth of five-star accommodations including the Imperial, Grand Hotel, Bristol, Sacher, Palais Coburg Residenz and Marriott Vienna as well as two new arrivals on the historic ringstrasse boulevard: the Ritz-Carlton Vienna and Palais Hansen Kempinski Vienna. Another highlight, the Sofitel Vienna Stephansdom is located in the second district in a spectacular high-rise designed by star French

architect Jean Nouvel on the banks of the Danube Canal, just opposite the historic city centre.

### **Top architects and star designers**

There are many interesting and original establishments in the design hotel category for you to discover in Vienna. Das Triest was a pioneer in this field. Now more than three centuries old this building – once a staging post for the stage coaches running between Vienna and Trieste – was converted into a luxury hotel in 1996. The interior was planned by the leading British designer Sir Terence Conran. The Do & Co Hotel Vienna is located in a landmark building opposite St. Stephen's Cathedral designed by acclaimed Austrian architect Hans Hollein. This luxury hotel scores with its exclusive furnishings and culinary highlights in the restaurant high above the rooftops of Vienna. The Hollmann Beletage offers accommodation with very personal touch. Although this four-star boutique hotel in a magnificent 19th century building has only 25 rooms, it nevertheless boasts a lobby with an open fire and a piano, a library and a small spa section with a sauna and a steam bath. The first district's hotel options now include a pair of compact four-star plus accommodations. At Hotel Topazz and Hotel Lam e, both 30 rooms, quality interior design sets the tone.

Visitors on the lookout for an individual place to stay should allow their gaze to stray beyond the confines of the inner city. One example, Altstadt Vienna is located in a patrician house in Spittelberg in the seventh district – one of Vienna's oldest quarters. The Levante Parliament – also in the eighth district – is another art nouveau building transformed into a design hotel, the original clear architectural lines skillfully combined with modern furnishings.

The 25hours Hotel Wien is just a short walk from the Museums Quartier – Vienna's largest cultural complex. Located in a former student dorm, it stands out from the crowd with its quirky, circus-inspired interior and panoramic terrace complete with bar. The Hotel Sans Souci Wien opened in a prime location opposite the MQ in late 2012. This luxury five-star accommodation features an exclusive Philip Starck interior. Elsewhere, the smart luxury Hotel Daniel has taken up residence in a former 1960s office building just around the corner from the new Hauptbahnhof station. Already tipped to become a future hotspot for the city, the new railway terminal fully opened in 2014.



### **Hostels and low budget**

Vienna's hostels and low-budget accommodations offer more than a satisfactory alternative for overnight guests. Many of them have clear design ambitions of their own and most are centrally located to boot. Meininger Hotel opened a pair of new locations in the second district, just a short hop from Vienna's old town, while Austrian hostel chain Wobats has now opened its third place, this time on the popular Naschmarkt. The new Motel One Wien-Westbahnhof has already welcomed its first paying guests at the revamped Bahnhofs city Wien West, just off Vienna's biggest shopping street, Mariahilfer Strasse. Roomz Vienna makes up for its slightly out-of-town location with a great subway connection which whisks visitors to the heart of town in a matter of minutes.

However, between the two extremes of ultimate luxury and budget accommodation, Vienna also has numerous comfortable family-run pensions and excellent three-star hotels. You can search for and book hotels of all categories with current prices online at [www.vienna.info/en](http://www.vienna.info/en). Those who prefer to use the telephone can book their accommodation in Vienna thru' Wien-Hotels & Info (tel. +43-1-24 555).

After reading. Search the internet site Vienna.info for the hotels mentioned in the text. Describe some of them using the vocabulary list below and the glossary on pp. 112-115.

to accommodate

room amenities

standard guest rooms

master suite

junior suite

to be equipped with

private baths

flat screen TV with cable access

telephone with voicemail

high-speed internet access

iron and ironing board

hairdryer

### ☺ **Speaking.**

1. Make up a presentation of any hotel in Tolyatti: a type of its budget, types of accommodation, rates, menus, recreation facilities, conference facilities. Use the vocabulary from this unit.

2. Below are some typical dialogues between a hotel receptionist at the Grand Woodward Hotel and a guest. Make up similar dialogues.

### **Making Reservations**

**Receptionist:** Good morning. Welcome to the Grand Woodward Hotel.

**Client:** Hi, good morning. I'd like to make a reservation for the third weekend in September. Do you have any vacancies?

**R:** Yes sir, we have several rooms available for that particular weekend. And what is the exact date of your arrival?

**C:** The 24th.

**R:** How long will you be staying?

**C:** I'll be staying for two nights.

**R:** How many people is the reservation for?

**C:** There will be two of us.

**R:** Great. And would you prefer to have a room with a view of the ocean?

**C:** If that type of room is available, I would love to have an ocean view. What's the rate for the room?

**R:** Your room is five hundred and ninety dollars per night. Now what name will the reservation be listed under?

**C:** Charles Hannighan.

**R:** Could you spell your last name for me, please?

**C:** Sure. H-A-N-N-I-G-H-A-N

**R:** And is there a phone number where you can be contacted?

**C:** Yes, my cell phone number is 555-26386.

**R:** Great. Now I'll need your credit card information to reserve the room for you. What type of card is it?

**C:** Visa. The number is 987654321.

**R:** And what is the name of the cardholder?

**C:** Charles H. Hannighan.

**R:** Alright, Mr. Hannighan, your reservation has been made for the twenty-fourth of September for a room with a double bed and view of the ocean. Check-in is at 2 o'clock. If you have any other questions, please do not hesitate to call us.

**C:** Great, thank you so much.

**R:** My pleasure. We'll see you in September, Mr. Hannighan. Have a nice day.

### **Checking-In**

**Hotel:** Good afternoon. Welcome to the Grand Woodward Hotel. How may I help you?

**Guest:** I have a reservation for today. It's under the name of Hannighan.

**Hotel:** Can you please spell that for me, sir?

**Guest:** Sure. H-A-N-N-I-G-H-A-N.

**Hotel:** Yes, Mr. Hannighan, we've reserved a double room for you with a view of the ocean for two nights. Is that correct?

**Guest:** Yes, it is.

**Hotel:** Excellent. We already have your credit card information on file. If you just sign the receipt along the bottom, please.

**Guest:** Whoa! Five hundred and ninety dollars a night!

**Hotel:** Yes, sir. We are a five star hotel after all.

**Guest:** Well, fine. I'm here on business anyway, so at least I'm staying on the company's dime. What's included in this cost anyway?

**Hotel:** A full Continental buffet every morning, free airport shuttle service, and use of the hotel's safe are all included.

**Guest:** So what's not included in the price?

**Hotel:** Well, you will find a mini-bar in your room. Use of it will be charged to your account. Also, the hotel provides room service, at an additional charge of course.

**Guest:** Hmm. Ok, so what room am I in?

**Hotel:** Room 487. Here is your key. To get to your room, take the elevator on the right up to the fourth floor. Turn left once you exit the elevator and your room will be on the left hand side. A bellboy will bring your bags up shortly.

**Guest:** Great. Thanks.

**Hotel:** Should you have any questions or requests, please dial 'O' from your room. Also, there is internet available in the lobby 24 hours a day.

**Guest:** Ok, and what time is check-out?

**Hotel:** At midday, sir.

**Guest:** Ok, thanks.

**Hotel:** My pleasure, sir. Have a wonderful stay at the Grand Woodward Hotel.

#### **Check-out / Getting to the airport**

**Hotel:** Did you enjoy your stay with us?

**Guest:** Yes, very much so. However, I now need to get to the airport. I have a flight that leaves in about two hours, so what is the quickest way to get there?

**Hotel:** We do have a free airport shuttle service.

**Guest:** That sounds great, but will it get me to the airport on time?

**Hotel:** Yes, it should. The next shuttle leaves in 15 minutes, and it takes approximately 25 minutes to get to the airport.

**Guest:** Fantastic. I'll just wait in the lounge area. Will you please let me know when it will be leaving?

**Hotel:** Of course, sir. Oh, before you go would you be able to settle the mini-bar bill?

**Guest:** Oh yes certainly. How much will that be?

**Hotel:** Let's see. The bill comes to \$37.50. How would you like to pay for that?

**Guest:** I'll pay with my Visa thanks, but I'll need a receipt so I can charge it to my company.

**Hotel:** Absolutely. Here we are sir. If you like you can leave your bags with the porter and he can load them onto the shuttle for you when it arrives.

**Guest:** That would be great thank you.

**Hotel:** Would you like to sign the hotel guestbook too while you wait?

**Guest:** Sure, I had a really good stay here and I'll tell other people to come here.

**Hotel:** That's good to hear. Thank you again for staying at The Grand Woodward Hotel.

3. ☺ Study a sample of the restaurant menu and compile a menu to one of national cuisines.

### **KENSINGTON PLACE**

#### **Sample London Restaurant Festival Dinner Menu**

Chicken and foie gras pate

*pickled vegetables, pancetta and pain au raisin*

#### **Goat's cheese panacotta**

*plum chutney, mushrooms on toast and hazelnuts*

#### **Lobster pennette pasta**

*sage noisette, tarragon and mushrooms*

#### **Whole grilled lemon sole**

*crushed potatoes, horseradish and mesclun salad*

#### **Red leg partridge**

*lentils, vanilla roasted fig, foie gras and Sauternes jelly*

#### **Butternut squash risotto**

*gorgonzola cheese, sage and truffle essence*

#### **Opera cake**

*coffee ice cream and cappuccino foam*

#### **Carrot cake**

*walnut ice cream, carrot and Muscat puree*

#### **Selection of cheeses**

*oat biscuits and fig bread*

#### **Any two courses for £25.00**

#### **Service is not included.**

**YOUR BILL WILL BE LEFT OPEN FOR YOU TO TIP AS YOU CHOOSE. FOR GROUPS OF 8 PEOPLE OR MORE, A DISCRETIONARY SERVICE CHARGE OF 12.5% WILL BE ADDED.**

**PRICES INCLUDE VAT AT 15%. KENSINGTON PLACE COMPLIES WITH THE HOSPITALITY INDUSTRY'S VOLUNTARY CODE OF PRACTICE**

#### **Restaurants by cuisine:**

- African
- Central Asian
- Cuban
- Fish & Chips
- Latin American
- Steakhouses
- Sushi
- Swiss



- French
- Greek
- Hawaiian
- Health Food
- Hot Dogs
- Indian
- Japanese
- Vegan
- Vegetarian-Friendly
- Venezuelan
- Vietnamese
- Wild Game
- Wine Bar
- Wings

### ☺ **Role play**

#### **Focus:**

The purpose of this role-play is to give the skills to enter a hotel and book a room.

#### **Discussion:**

**Look at the conversation as a class and discuss a few of the patterns.**

**Choose a role in a hotel:**

**Traveller**

**Front desk clerk**

**Room service**

**Restaurant waiter**

The hotel servicemen get hotel information cards and an activity sheet, which they have to fill out. The guests get their role-play prompts and their activity sheets, which they have to fill out.

The guests will go from one service to the other and book a room.

#### **Example:**

Front Desk: Welcome to the Wyatt Hotel. How may I help you?

Traveller: I'd like a room please?

Front Desk: Would you like a single or a double?

Traveller: I'd like a double, please?

Front Desk: May I have your name, please?

Traveller: Timothy Findley.

Front Desk: Could you spell that please?

Traveller: F-I-N-D-L-E-Y.

Front Desk: How many are in your party?

Traveller: Just two.

Front Desk: How many nights would you like to stay?

Traveller: Just tonight.

Front Desk: How will you be paying?

Traveller: Is Visa OK?

Front Desk: That'll be fine. Would you like a wake-up call?

Traveller: Yes, I'd like a wake-up call for 6:30. Do you have a pool?

Front desk: Yes, we do. On the 2<sup>nd</sup> floor. Here's your key. That room 405 on the fourth floor.

## Unit 1.5. Professionals in tourism

**Objectives:** to practise topical vocabulary, to develop listening, speaking skills and skills for detailed reading.

Unit 5 plan:

1. Wordbox.
2. Vocabulary exercises.
3. Reading tasks.
4. Listening tasks.
5. Watching, listening and writing tasks.
6. Speaking tasks.
7. Role play.
8. Case study.
9. Project work.

### **Knowledge:**

- Learn how to extract information from pragmatic texts about acquiring a profession in the sphere of tourism.
- Study information about choosing jobs in tourism.
- Acquire the knowledge of translation equivalents of topical vocabulary in the sphere of jobs in travelling.
- Learn the ways of problem solving in the sphere of tourism professions.
- Learn the vocabulary to the topic "Professionals in Tourism".

### **Skills:**

- Practise using vocabulary to the topic "Professionals in Tourism" in speech.
- Practise discussing professional situations in dialogues.
- Practise selecting information for tourism jobs.
- Practise speaking about getting a job in a role-play.
- Practise using translation equivalents of topical vocabulary in the sphere of tourism jobs.

Recommendations for the role play, case study and project work are in the **Individual Study** section.

### **Wordbox**

- |                                      |                                 |
|--------------------------------------|---------------------------------|
| 1. Activity provider                 | 22. Natural attraction          |
| 2. Add-on                            | 23. Net rate                    |
| 3. Affiliate                         | 24. Online booking system       |
| 4. Bargain site                      | 25. Online travel agency (ota)  |
| 5. Blackout dates                    | 26. Overbooking                 |
| 6. Category (synonym to industry)    | 27. Point of sale (pos) system  |
| 7. Channel manager                   | 28. Quote                       |
| 8. Charter                           | 29. Retail rate                 |
| 9. Commission                        | 30. Real-time booking           |
| 10. Customer support                 | 31. Things to do                |
| 11. Destination                      | 32. Tour operator               |
| 12. Destination management company   | 33. Tour wholesaler             |
| 13. Fare aggregator                  | 34. Traditional travel agent    |
| 14. Free independent traveller (fit) | 35. Travel guide                |
| 15. Global distribution system       | 36. Travelogue                  |
| 16. Guide                            | 37. Trip advisor                |
| 17. Inbound tour operator            | 38. Unrestricted fare           |
| 18. Industry event organizer         | 39. Unrestricted rate           |
| 19. Joint fare                       | 40. Visitors information centre |
| 20. Leisure travel                   | 41. Walking tour                |
| 21. Markup                           | 42. Zip line                    |

### **✈ Vocabulary exercises**

Read a list of jobs in tourism, enlarge the list, and supply descriptions as in the example:

#### **Tour Guide**

Most large cities, and smaller places with interesting attractions, are home to tour companies that need guides. You may find it harder to convince employers to let you work part-time during a busy tourist season, but they may have enough job applicants to consider the possibility. Specialized knowledge can help you land a job with a company offering niche tours, such as whale watching or ghost hunting. An outgoing

personality and excellent customer service skills will serve you well with general sightseeing companies.

### **Attendant**

If you live near an amusement park, water park or other attraction that draws tourists, the potential for part-time jobs is high. Attendants run and monitor rides, sell and take tickets and perform customer service duties. Ski resorts need employees to run ski lifts and skating rinks have attendants to monitor customer safety. Entertainment centers that feature bowling alleys, arcades, miniature golf or batting cages always need attendants to provide customer service and part-time schedules are the norm.

### **Travel Agent**

If you are good with logistics and enjoy making travel plans, then a career as a travel agent may be a good fit. Many people either lack the skill or time to arrange travel experiences for themselves, as a travel agent, you would help them book their travel, and can usually offer information discounts that the average person can't access. As an independent travel agent you have some flexibility in your schedule and work hours. A degree is not required, but some experience in the field will provide better opportunities. A travel agent typically makes about \$36,000 per year, and the job outlook is average with projected annual growth at 10 percent, according to the Bureau of Labor Statistics.

### **Tourism Market Manager**

A market manager working in travel tourism often works for a government or municipality. Workers in these positions are responsible for promoting specific destinations within various countries, states or cities. A tourism market manager typically makes about \$43,000 per year. This industry is expecting moderate growth so the BLS predicts that these jobs will be demand.

### **Hotel Manager**

Hotel managers ensure that a property runs smoothly and customers are happy during their stays. Hotel management can be a challenging and high-stress job, but the travel benefits can be extensive depending on the type of property for which you work. For example, a hotel manager working for an international hotel chain receives discounted or free stays at properties around the world. They may also be eligible for other travel benefits like air and tour packages. A hotel manager usually makes about

\$47,000 per year. Although not always required, a degree in hospitality and hotel management will give you access to more job opportunities. The job outlook is slower than average with projected annual growth at eight percent.

### **Reading.**

Before reading. Answer the questions:

1. What is the role of a travel agent in a travel agency?
2. Have you ever communicated with a travel agent? Tell about your experience.

### ***THE RETAIL TRAVEL AGENT***

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

Retail travel services are similar to clothing stores, and agency offices are often found in the same shopping areas as expensive stores. A good location is an important factor in the success of an agency, and so office space may be expensive. Another factor in success involves establishing a steady clientele. The best customer for a travel agent may be a corporation whose executives make a large number of business trips every year. For customers who come in off the streets, so to speak, satisfying their travel needs is the best way to assure repeated business. Retail outlet is a place where products are sold to the general public. In the case of travel, the product is a service rather than tangible merchandise. The retail travel agent sells all kinds of tourist products – transportation, sightseeing and the like to the general public. The term retail distinguishes him from the tour operator or packager, who can be considered the manufacturer or wholesaler of the tourist industry.

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

Nowadays, the growth of the airlines has led to a corresponding growth in the number of retail travel agents. The agent offers the customer one-stop convenience. The traveller can make reservations, all the arrangements for his trip without having to go to separate places for his airplane seat, his hotel reservation, his rental car, and whatever else he may want for his trip. The airlines offer inducements to travel agents to handle reservations for them.

In return for the customers who are brought in by the agencies, the airlines give special care and attention to the agents. They may set aside seats on some popular flights just for the agencies. They also give assistance to the travel agents in working out fares. Airline fares have become very complex in recent years, with a great variety of special categories – high season and low season fares, for example, or 21-day excursions, family plans and many others besides the customary price difference between first-class and economy.

The problem becomes even more complicated when the trip has several legs – different segments of the trip on different flights, often on different airlines. The routing of a particular trip also frequently makes a difference in the total fare. Computerization has caused great changes in the travel agency business and will continue to cause additional changes in the future. Many travel agencies are equipped with computer terminals that permit access to the information stored in the computer. This makes possible the immediate confirmation of reservations for airline seats, hotel rooms, or rental cars.

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

In the market areas, the emphasis is on selling travel services and tours to people who are going to some other place. The agencies in the tourist destinations, on the other hand, often put a great deal of emphasis on services the traveller will need while he remains in that area. These services including local sightseeing tours, arrangements for independent travel,

currency exchange, tickets for local entertainment, and so on. Since the agencies in some tourist areas deal with many foreigners, language skills are often more important than in the market areas. It should be noted that many places are both tourist and market areas that offer the entire range of travel services.

Any retail business involves a great deal of contact with the public, with all the pleasures and pains that such contact may bring. This is doubly true for travel agents, since they are selling services and not goods. Many of their customers expect them to advise them on where they should spend their vacations, on hotels, restaurants, health problems in all parts of the world. The agent can serve the customer by keeping up with changing fares so that he can offer his customers the best bargains or by helping them to work out complicated fares. The agent must also keep up with changing government regulations for international travel – visa and health regulations, customs information, airport taxes – so that he can give the traveller accurate and reliable information. The agent must even be alert for possible political problems in the tourist destination countries. One of the primary necessities for recreational travellers is personal safety.

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

**After reading:**

**Finish the sentences using information from the text:**

- The travel agency business ...
- Retail travel services are ...
- A typical travel agency..
- The agent offers...
- In return for the customers...
- Many travel agencies are equipped ...
- A recent trend ...
- The agent must...

## Reading.

### *SELLING TECHNIQUES*

All sales are made through the sales conversation. Now this is different from an ordinary social conversation because it has an objective, an aim, which is to sell the product, and so must follow a set pattern which always includes the same four elements in this order. These are rapport, questioning, presentation and commitment.

Rapport is the relationship which is built up with the customers. They must feel at ease in the sales environment and confident that the enquiry will be dealt with properly and in an appropriate manner. Of course, rapport must be maintained throughout your dealings with the customers, right through the sale and into any subsequent dealings. However, it must be established before questioning can take place. Why do we need to question the client?

We need to establish the client's needs. We cannot sell a holiday if we do not know what type of holiday they want. Sometimes clients will volunteer this information themselves, especially when they have already made their choice, have chosen the product they wish to purchase. But in a real sale your first task is to find out exactly what they are looking for and the best way to do this is to question effectively.

Before we go on to presentation, let us consider what good or effective questioning skills are.

There are two types of questions: open and closed questions. The closed question is the one that invites a "no" or "yes" response. An open question is one that cannot be answered with "no" or "yes." For instance: "Do you want a single room?" is a closed question, whereas "What kind of room would you like?" is an open question. There are times when you will need to use closed questions, especially when you are checking information, but in the beginning you will find open questions much more effective. It forces the respondent to give more information, to explain more fully what they require. In this way you are able to elicit what they really want to buy. An open question always begins with one of the seven so called "W" words because they all contain the letter "W": when, where, who, how, which, what and why. So what do you need to know in order to be able to sell your product? Well, you need to be able to establish what their material and human needs are. You'll discover the material needs by



asking such questions as “who will be travelling?” “For how long?” “When do you want to go?”

Human needs are catered for with “what” questions: “What sort of holiday do you want?” “What are your hobbies?” Human needs as well as material needs must be part of your investigation before you suggest a holiday, otherwise you will not have the whole picture and will not be able to make a sensible suggestion.

You must also establish the client’s priorities. Everyone considers one part of their travel requirement to be the most important. These fall into four main types. People and their requirements, if it’s a family travelling, they require interconnecting rooms. Then there’s place, the destination may be of paramount importance. Thirdly, there’s the price. For some clients this governs their choice of destination and date. And lastly there’s the period. Most people are restricted in some way in the dates when they can travel.

Concerning price: of course it is often difficult to talk about money. But everyone tries to keep within a budget and wants to feel that they are getting value for money. It’s unwise to guess from a person’s appearance their financial standing. So what should you ask? Questions such as “what type of accommodation are you looking for?” and “What price range do you have in mind?” You will not need to ask the question “why” unless you feel that it is necessary to persuade the client to change their views as to the suitability of a resort or holiday.

**Read text 2 again and fill in the gaps:**

The sales conversation is different from an ordinary conversation because it has an (a) \_\_\_\_\_ which is to (b) \_\_\_\_\_ the product. There are (c) \_\_\_\_\_ stages or elements in a sales conversation, which are: rapport, questioning, presentation and (d) \_\_\_\_\_. Rapport is the (e) \_\_\_\_\_ which is built up between the sales assistant and the client. It needs to be established before (f) can take place. We question the client in order to find the type of (g) \_\_\_\_\_ he or she requires. There are (h) types of questions which are (i) \_\_\_\_\_ and (j) \_\_\_\_\_ questions. An open question begins with a (k) \_\_\_\_\_ word. With these kinds of questions you can learn what the (l) \_\_\_\_\_ and (m) \_\_\_\_\_ needs of your client are. You will discover the (n) \_\_\_\_\_ needs by asking questions such as “Who will be travelling?” “When do you want to travel?” (o) needs are catered for with (p) questions such as “(q) \_\_\_\_\_ are your interests?”

When you have discovered your client's needs you must then establish his or her (r); these fall into four main bands. The first is (s)\_\_\_\_\_ and deals with their special (t) . The second is the (u)\_\_\_\_\_ or (v) . Thirdly, there's the question of (w)\_\_\_\_\_ and fourthly is the (x)\_\_\_\_\_ or (y)\_\_\_\_\_ when they can travel.

**🔊 Listening.**

**Before listening.** What jobs in tourism do you know?

Listen to three professionals in tourism talking about their jobs.

II. After listening. Answer the questions.

1. What are their jobs?
2. Do they enjoy their work?
3. Which of them works shifts? works mainly in the back office? works only part of the year? has to talk to local businesses, hotels, tour companies? works very long hours?

**🔊 Listening.** Listen to an interview with a Kenyan tour operator.

**🔊 After listening.** Answer the questions.

1. How did John start working in tourism?
2. What does he enjoy most about his job?
3. How does he operate his business?
4. What is special about Kenya to attract Western tourists?

**🔊 Watching and listening.**

Watch the following video piece “Job Interview Skills – Questions and Answers” at <https://www.youtube.com/watch?v=iqeghm8Uut8>.

Note down the interview questions.

Listen for the tips on the best answers.

Writing. Work in pairs. Student A: make up a list of questions from the video piece.

Student B: make up possible answers to the questions.

**🔊 Watching and writing.** Watch a job interview at <https://www.youtube.com/watch?v=Z0LiC1RtqlEand> and match questions and answers with the stages of an interview below.

*Greeting*

*Introduction*

## ***Questions and answers time***

### ***Telling about yourself***

#### ***Trick questions time***

#### ☺ **Speaking 1.**

Role play “An interview with a tour operator”. Act as if one of you is a journalist and the other is a tour operator and talk about the advantages and disadvantages of jobs in tourism.

Basing on the two interviews prepare and deliver a short speech on the point “Why people work in tourism”.

☺ **Speaking 2.** Job Interview. Role play. Act as if one of you is an interviewer and the other is a candidate for a job of a tourist guide (tourist manager, tour operator).

Before the role play. Student A: make up a list of questions to ask the candidate. Use his or her CV and application letter.

Student B: think about your answers to possible trick questions.

Below is a set of sample questions.

1. I notice that your university/higher education course was in...

- Which part of the course did you enjoy most? Why did you like that subject?
- Did you do a project in the final year? Can you tell me about that?

2. I see that after university/higher education you worked in several jobs.

- One of your first jobs was as a (job) in (company). Can you tell me about that?

3. I see that in your previous job you worked as a (job) in (company).

Can you tell me about that? What exactly did you do there?

What did you learn from that job?

Why did you stay so long/so little time in that company?

Why did you leave?

4. So, your current job is as a (job) in (company).

- Can you tell me a little about the company? What exactly do you do there?
- What have you learnt in your current job?
- What personal and professional skills have you developed?
- How have you kept up to date with new techniques?
- What experience do you have of technology?
- Why do you want to leave your current job?

5. I see that you are currently unemployed.

- Why are you not working? How have you spent your time while you've been unemployed?

- Have you had other interviews? Why do you think you weren't successful?

6. Tell me something about yourself.

- *What interests you most about this job?*
- *What are your strong points?*
- *What are your weak points?*
- *Can you work under pressure? Can you give me an example?*
- *Are you a persistent and determined person? Can you give me an example?*
- *Can you describe an important challenge in your life?*
- *What are your career objectives? Where do you see yourself three years from now?*
- *You have very little experience in... How will you deal with this?*

After the role play. Discuss the results of the job interview.

Student A: can you consider the candidate for the position he or she was interviewed for? Account for your decision.

Student B: do you think you managed to answer all the questions especially tricky ones? Account for your opinion.

☺ **Case study.** Read through the list of tourism vacancies, work out a list of the most needed positions in this sphere, compile the list of advertisement vocabulary.

### **Regional Directors x 2**

**1 x Midlands and 1 x London and the South East**

**\*£90,000 – £105,000 pa plus benefits**

We need two exceptional leaders, with energy, drive and clarity of purpose, to inspire and deliver a clear direction for their region – either the Midlands or London and the South East.

All jobs from: NATIONAL TRUST

### **Travel Consultants**

**Gloucester**

**£16000 – £27000 per annum + Commission + Award-Winning Benefits)**

Advance your sales career with one of the world's biggest travel companies and join an award-winning team.

All jobs from: FLIGHT CENTRE GROUP

**Account Manager – Educational Tours**

**South West London, located opposite Wandsworth Common station  
£22,000 - £24,000**

We are looking for a new dynamic Account Manager to join our educational tours team. Our wonderful educational trips for schools combine key areas of the curriculum with a unique chance for students to get a real taste of the country they are visiting.

Employer: CLUB EUROPE HOLIDAYS LTD

**Travel Consultant**

**Guildford**

**£23000 - £27000 per annum + Award-Winning Benefits**

Are you a sales-driven, passionate traveller who is looking for a career with plenty of progression?

All jobs from: [FLIGHT CENTRE](#)

**Travel Consultant - North West London**

**North West London**

**£23000 - £27000 per annum + Benefits**

Flight Centre is on the look out for talented Travel Consultants to join their teams in North West London. This varied role will see you selling amazing travel experiences to your clients, using your travel knowledge and airfare expertise.

**Travel Consultant**

**Bristol**

**£23000 - £27000 per annum + (£16K Base + Uncapped Commission)**

Global travel company, Flight Centre, has an exceptional opportunity for a career-driven individual who is passionate about travel to join their Bristol team. Award-winning benefits on offer plus incredible career progression.

☺ **Project work.**

*Professionals in Tourism*

**Make up a project (in the form of a presentation) about jobs in tourism.  
Refer to the guidelines on p. 103.**

## Unit 1.6. Ecotourism

**Objectives:** to practise topical vocabulary, to develop speaking skills and skills for detailed reading.

Unit 6 plan:

1. Wordbox.
2. Vocabulary exercises.
3. Reading tasks.
4. Speaking tasks (role play).
5. Presentation.

### Knowledge:

- Learn how to extract information from pragmatic texts about ecotourism.
- Study information about choosing places for green tourism.
- Acquire the knowledge of translation equivalents of topical vocabulary in the sphere of ecotourism.
- Learn the ways of problem solving in the sphere of responsible tourism.
- Learn the vocabulary to the topic “Ecotourism”.

### Skills:

- Practise using vocabulary to the topic “Ecotourism” in speech.
- Practise discussing responsible tourism situations in dialogues.
- Practise selecting information for solving the problems of ecotourism.
- Practise speaking about green tourism in a role-play.
- Practise using translation equivalents of topical vocabulary in the sphere of ecotourism.

Recommendations for the role play and presentation are in the **Individual Study** section.

### Wordbox

- |                        |                              |
|------------------------|------------------------------|
| 1. Ecotourism          | 9. Wardens                   |
| 2. Responsible tourism | 10. Local culture            |
| 3. Alternative tourism | 11. Pollution                |
| 4. Sustainable tourism | 12. Waste resources          |
| 5. Nature tourism      | 13. Nature-based tourism     |
| 6. Adventure tourism   | 14. Natural environment      |
| 7. Educational tourism | 15. Ecologically sustainable |
| 8. Conserve            | 16. Cultural components      |

- |                        |   |
|------------------------|---|
| 17. Wildlife           | 24. Local community                         |
| 18. Be sustainable     | 25. Long-term conservation of the resource. |
| 19. Ecotourism project | 26. Habitats                                |
| 20. Nature reserve     | 27. Ecosystem                               |
| 21. Rare animals       | 28. Biome                                   |
| 22. Conservation work. | 29. Animal and plant activity               |
| 23. Guides             |   |

### ✦ Vocabulary exercises

Supply a list of vocabulary to the following groups:

Continents and Oceans

Landforms

Rocks and Minerals

Solids

Waters of the Earth

Weather and Climate

Native Animal Life

Natural Plant Life

**Fill in the blanks:**

#### *Ecotourism now*

Many people nowadays are keen to get **0. away from** it all for a couple of weeks without putting too much of a **1. \_\_\_\_\_** on the environment. In terms of maintaining the moral **2. \_\_\_\_\_**, the benefits of an ecotourism holiday seem overwhelming. But just how environmentally-friendly can we make **3. \_\_\_\_\_** up our tans? And for those who want to go a(n) **4. \_\_\_\_\_** further and drastically reduce their environmental impact, how much do we really need to **5. \_\_\_\_\_** it? The answer, it seems, is more complicated than you might at first think.

For those who **6. \_\_\_\_\_** a bit of luxury in a warm climate, there are countless resorts to choose from, aimed squarely at **7. \_\_\_\_\_** rich, time poor Europeans and North Americans. Resorts like Malaysia's Sukai Resort are on **8. \_\_\_\_\_** with some of the most luxurious non-eco establishments. But they don't come cheap. A one-week **9. \_\_\_\_\_** holiday for two at one of these places can easily set you back two thousand pounds. Plus there's the awkward fact that you still need to **10. \_\_\_\_\_** considerable distances in some gas-guzzling **11. \_\_\_\_\_** of transport to get there in the first place.

Surprisingly, nearer the other end of the scale, a week of luxury at the UK's priciest and most polluting resort, Gluttonness in Scotland turns out to be more than **12.** \_\_\_\_\_ for the eco-tourism rainforest options when you factor in the huge carbon footprint that your flight would otherwise create.

Answers

- |               |               |             |               |
|---------------|---------------|-------------|---------------|
| A out of      | B up to       | C away from | D back to     |
| A strain      | B damage      | C stress    | D harm        |
| A position    | B superiority | C status    | D high ground |
| A bringing    | B filling     | C beefing   | D topping     |
| A increment   | B step        | C foot      | D degree      |
| A deny        | B suffer      | C rough     | D abstain     |
| A search      | B crave       | C long      | D wish        |
| A cash        | B money       | C finance   | D wealth      |
| A equality    | B comparison  | C a level   | D a par       |
| A combination | B package     | C included  | D combo       |
| A go over     | B cover       | C complete  | D fulfill     |

### Reading.

Read the text, make up a plan for it and summarize it then.

## ***ECOTOURISM***

Within the past few years, the tourism industry has witnessed a new phenomenon that continues to take tourists and industry leaders alike by storm. Ecotourism, often dubbed 'adventure tourism', 'responsible tourism', or 'sustainable tourism', has become the fastest growing segment within the world's largest industry. For tourists, it is the latest trend. For ecologists, scientists, and students, it is a life-long dream. And for the tourism industry leaders, it is a potentially prosperous business. But amidst the awe of what ecotourism can provide, there has been much confusion and controversy as to what ecotourism actually is and whether it actually works.

Although the term may be new – it has only been in existence for about a decade – the concept has been alive for much longer. There is no true definition of what ecotourism really is, perhaps because it is difficult to describe and because there have been many distinct interpretations of the concept. Whether it is called ecotourism, adventure tourism, or nature travel, the definitions contain elements and concepts that are associated with what is known as sustainable development. It is believed



that tourism – ecotourism in particular – is a key tool in achieving sustainable development, which is ‘to meet the needs of the present without compromising the ability of the future generations to meet their own needs’. One of the most widely accepted descriptions is that of The Ecotourism Society, an organization based in the United States, in which ecotourism is described as ‘responsible travel to natural areas that conserves the environment and sustains the well-being of the local people’.

In the early 1970s, people in several remote areas of the world saw that tourism could be important; however they did not want to destroy the exotic environment that surrounded them. One such place was Cancun, Mexico. At the time, Cancun was a prime beach location, but the number of tourists was not very high. Unlike today, there were more natives than visitors. Developers recognized the potential Cancun had and ‘drew up a master plan that placed priority on environmental protection’. Unfortunately, Mexico began to experience political and economic instability. The recession caused the government and business leaders to scramble to find a way to bring money into the economy – specifically, US dollars. Tourism in Mexico was, then, one of the few industries in the country that showed signs of growth. Instead of having environmentally friendly attractions, however, as Cancun was meant to have, it was sacrificed in order to make room for large-scale development.

As a result, the natives were moved off their homeland and pushed onto the side of a mountain. They live in what looks like cardboard shacks and do not have running water or a sewage system. The area beaches are becoming cluttered with travellers and garbage and the reef that is found off of the coastline has been damaged by ships coming into the wharf. Water treatment is insufficient and it is practically impossible to meet the growing capacity requirements. Mass tourism has proven to be destructive.

As similar stories become known to the world, ecologists, together with tourism leaders, realize how important it is to preserve the environment so that generations to come can continue to enjoy earth’s wonders.

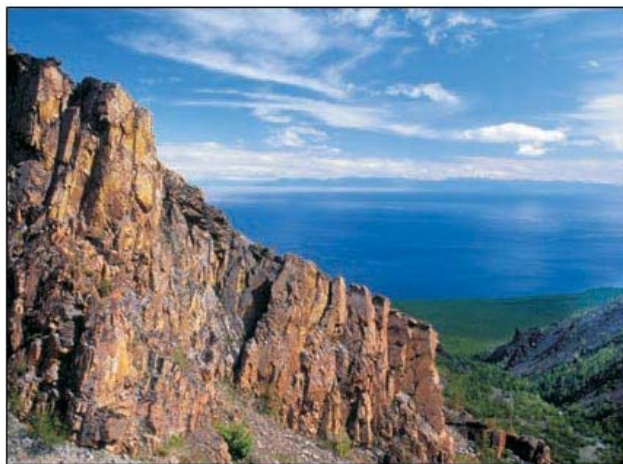
### **Reading.**

Read the description of Lake Baikal, and supply a summary of the text as information, necessary for the guide of this region.

### ***Lake Baikal Brief Statistical and Historical Facts***

Lake Baikal is called the “Pearl of Siberia.” It holds 20 % of the earth’s unfrozen fresh water and harbors more endemic species of plants and animals than any other lake in the world. Fed by 336 rivers and streams including the Angara, Barguzin, Selenga, Turka and Snezhnaya, the lake holds fifty species of fish including bullhead, sturgeon and omul.

The length of the coastline is about 2,100 km. There are 30 rocky islands on the lake, the biggest one being Olkhon Island. According to the legend, Olkhon Island is the birthplace of Mongolian ruler Genghis Khan. Baikal is the largest lake in Eurasia, and it is the deepest lake in the world (1,620 metres).



The lake is surrounded with wild mountains and rivers – that makes the Lake Baikal region an ideal area for outdoor activities such as hunting, hiking, climbing, rafting, kayaking, skiing, and nature photography.

Lake Baikal remains a crossroads of many Asian cultures, combined with European cultural influences, where native Sayats still herd reindeer and Buryat people live according to their old customs. The region is in close proximity to Mongolia and its ancient culture.

For a long time Baikal attracted people of different cultures and backgrounds from around the world: travelers, archeologists, historians, geographers and biologists. The mystery of the lake and its beauty give people an inspiration and spiritual comfort.

Impressed by The Great Puzzle of the Planet or The Bright Eye of the Earth, any one can regain a feeling of being in harmony with nature unspoiled by civilization. (From [http://www.metaldetectingworld.com/06\\_irkutsk\\_p1.shtml](http://www.metaldetectingworld.com/06_irkutsk_p1.shtml))

☺ **Speaking**

**Read information on an ecoprogram. Prepare a plan of the program, write a guide speech on the topic of the programmed, present it in class.**



**DELAWARE VALLEY RAPTOR CENTER**

A non-profit center dedicated to raptor rehabilitation and education

416 Cummtas Hill Road Mitford, PA 18337-9469

Tel. (570) 296-6025

fax (570) 29W>616

This contract is confirmation of the date **September 13, 2012, and time 8:00 P.M.** for the **CLOSE ENCOUNTERS WITH BIRDS OF PREY** program presented by the Delaware Valley Raptor Center to **Rosemont School** at YMCA Camp Mason.

The total amount due for your program is **\$285.00**. **Please have your check payable to the DELAWARE VALLEY RAPTOR CENTER ready upon completion of the program.** We appreciate your cooperation in this regard.

**Please have a table at least 7 feet long, a glass of water, and NEWSPAPERS (to protect your floor) available at the program site.**

Sign and return this contract by mail or fax (**Fax # 570-296-6616**).

Should rescheduling or cancellation of this date be necessary, please notify us as far in advance as possible prior to the scheduled date. **Visit our web site at <http://www.dvrconline.org>.** Thank you for your interest and support.

Sincerely,

Bill Streeter Executive Director

☺ **Speaking**

Write a 10-sentence objective of the National Trust.

Act a role-play.

**Focus:**

The purpose of this role-play is to activate ecotourism vocabulary.

**Discussion:**

**Discuss the objects, challenges and perspectives of natural environment preservation.**

Choose a role in a hotel:

Travel agency representative

National Trust member

Local authority representative

Responsible tourist

National Trust for Places of Historic Interest or Natural Beauty

Founded in 1895, the National Trust for Places of Historic Interest or Natural Beauty promotes the preservation of buildings of historic or architectural interest and threatened lands in Great Britain. The organization was incorporated by the National Trust Act in 1907, and its powers and privileges were extended by acts of Parliament in 1919, 1937, and 1939. Headquartered in London, the Trust serves England, Wales, and Northern Ireland. A parallel organization, the National Trust for Scotland, headquartered in Edinburgh, was founded in 1931.

The society was established through the efforts of Octavia Hill, a housing reformer; Sir Robert Hunter, a campaigner for the protection of commons and public rights; and Hardwicke D. Rawnsley, vicar of Wray, Westmorland. Its governing council consists of 50 members, half chosen by learned societies, museums, and other bodies and half chosen by incumbent members. A number of committees and subcommittees are staffed by various experts in the care of land, buildings, and artifacts. The two Trusts are dependent financially on voluntary support in the form of donations, legacies, admission fees, and the annual subscription of members. (Membership is open to all.) The National Trust had a membership of more than 2,000,000 by the late 20th century.

The first acquisition, a donation in 1895, was 4½ acres (1.8 hectares) of cliff land at Dinas Oleu, overlooking Cardigan Bay in Wales. One hundred years later the two Trusts owned almost 700,000 acres and some 350 stately homes, buildings, gardens, and other places open to the public at stated times for admission fees. Included are such famous sites as Bannockburn Monument, Chartwell (Winston Churchill's home), Cliveden, Culloden (the battlefield), parts of Hadrian's Wall, Hatfield Forest, Knole, Lyme

Park, Penrhyn Castle, Petworth House, Powis Castle, Runnymede (of Magna Carta fame), and Sudbury Hall.

☺ **Speaking.**

Make up a presentation of an ecotour in the Samara region. Refer to the guidelines on p. 103.

### **Unit 1.7. Guided tourism**

**Objectives:** to practise topical vocabulary, to develop speaking skills and skills for detailed reading.

Unit 7 plan:

1. Wordbox.
2. Vocabulary exercises.
3. Reading and speaking tasks.
4. Speaking: dramatizing conversations.

**Knowledge:**

- Learn how to extract information from pragmatic texts about guided tourism.
- Study information about choosing places for green tourism.
- Acquire the knowledge of translation equivalents of topical vocabulary in the sphere of guided tourism.
- Learn the ways of problem solving in the sphere of guided tourism.
- Learn the vocabulary to the topic “Guided Tourism”.

**Skills:**

- Practise using vocabulary to the topic “Guided Tourism” in speech.
- Practise discussing guide work situations in monologues and dialogues.
- Practise selecting information for solving the problems of guide work.
- Practise speaking about cultural sights in a role-play.
- Practise using translation equivalents of topical vocabulary in the sphere of guided tourism.

## Wordbox

1. Abbey
2. Art gallery
3. Audio guide
4. Canyon
5. Castle
6. Cathedral
7. Cave
8. Church
9. Cinema
10. City plan
11. Closed
12. Entrance
13. Entrance fee
14. Excursion
15. Exhibition
16. Exit
17. Fountain
18. Garden
19. Guide book
20. Guided excursion
21. Historical museum
22. Is photographing allowed here?
23. Lake
24. Map
25. Monastery
26. Monument
27. Mosque
28. Museum
29. Museum of fine arts
30. Open
31. Palace
32. Park
33. Picture-gallery
34. Public garden
35. Sightseeing tour
36. Sightseeings
37. Since what time is ... open?
38. Square
39. Statue
40. Temple
41. Theater
42. Ticket
43. To photograph
44. To shoot
45. To take a picture
46. Toilet/restroom/bathroom
47. Tour guide
48. Tourist information centre
49. Treasure-house
50. Zoo

### ★ Vocabulary exercises

**1) match the following definitions with the following words: guide, zoo, bridge, castle, bus, landmark, cruise, discount, museum, amusement park.**

A building that is historically important = --

A structure that spans a river = --

A place where animals are kept = --

A vehicle that is used for transportation (on land) = --

A place with rides, shows, and other entertainment = --

A person who tells you about the importance of historic buildings, etc. = --

A reduction in the price of a ticket = --

A voyage (usually as a holiday/vacation) on a ship = --

A place where one can see art = --

A solid structure that was usually fortified against an attack = --.

**2) match the following definitions with the following words: ruins, translator, architecture, era, brochure, facade, attraction, to book, exhibition, view.**

A range of sight or vision; a vista = --

The art of designing buildings = --

A leaflet with information about something = --

Something that is interesting for tourists = --

The front of a building = --

A collection of works of art = --

A person who renders something into another language = --

A period; an epoch = --

The remains of a building, structure, etc. = --

To reserve = --.

**3) match the following definitions with the following words: artefact, cinema, prison, neighbourhood, downtown, royal, contemporary, performance, square, port.**

The central part of a city (especially an American or Canadian city) = --

A place where one can see ships, fishermen, etc. = --

An open area or plaza of a city = --

Pertaining to or belonging to kings and queens = --

A place where one can watch movies = --

A man-made object, like a tool, a work of art, etc. = --

Modern = --

A show, concert, etc. = --

A region of a city = --

**4) match the following definitions with the following words: park, run down, renovated, under construction, highlight, extras, theater, cathedral, display, walking tour.**

Additional items = --

Sightseeing on foot = --

A public green area in a city, used for recreation = --

Currently being built or repaired = --

Brought back to its former state = --

In bad shape; falling apart = --

A place where one can see a play or another type of performance = --

A church = --

A very important or outstanding part of something = --

An exhibit; a presentation of something in open view = --.

**5) match the following definitions with the following words: tower, commentary, palace, canal, cable car, mosque, synagogue, vintage, optional, market.**

A place of worship for Jews = --

A spoken (audio) description of something = --

A place of worship for Muslims = --

A tall, narrow building = --

Antique style; old style = --

Something you don't have to do = --

A place where one buys and sells fruit, vegetables, and many other things = --

The official residence of a royal person = --

The way to travel up and down a mountain = --

An artificial waterway = --.

### **Reading and Speaking**

Taking an excursion. Study the information about the Tower of London and prepare a monologue for the guided tour in this attraction.



Tower of London

Adult Aged 16 upwards **£19.00**

Child (Age 3-16) **£9.50**

Senior (Age 60+) **£16.00**

Family 2+2 (Adults and 2 Children)  
**£50.00**

Tour information

Highlights

- Crown Jewels
- Beefeater tours
- The White Tower
- Prisoners of the Tower



## **Schedule**

**1st March to 31st October Tuesday to Saturday:** 9:00am to 5:30pm  
**Sunday & Monday:** 10:00am to 5:30pm (Last admission 5pm) **1st November to 28th February Tuesday to Saturday:** 9:00am to 4:30pm **Sunday & Monday:** 10:00am to 4:30pm (Last admission 4pm) **Exceptions:** 24th - 26th December & 1st January (Closed).

## **Description**

HM Tower of London has been designated as a UNESCO World Heritage Site. One of the most famous castle keeps in the world, it was built to awe, subdue and terrify Londoners and to deter foreign invaders. It's now an iconic symbol of London and Britain and one of the world's premier tourist attractions.

## **Royal Beasts**

The Royal Beasts return to the Tower, London's original zoo! From Easter onwards, see sculptures of the lions, tigers, elephants and even a polar bear, discover how they came to be at the Tower and what became of them in this new fascinating permanent exhibit. Hear the amazing tales of how the animals were fed, watered and housed as well as various unfortunate incidents when the public got a little too close! The experience will include permanent displays along the newly opened and restored north walk and Brick Tower.

## **Fit for a King**

A journey through 500 years of royal arms and armour created for both the battle field and the sporting field. From Henry VIII's horse armour, Japanese samurai armour presented to King James I to Prince Charles' polo helmet and knee pads, worn as protection during the princes' polo playing days, the display is a unique timeline from the Royal Armouries collections.

## **Centenary anniversary - Delhi Durbar**

On 12 December 1911 King George V and Queen Mary received homage of Indian princes as Emperor and Empress of India in a lengthy ceremony wearing full state robes in the blazing heat. As the English coronation regalia, kept at the Tower of London could not be taken out of Britain, a new crown was created with over 6000 diamonds as well as Indian sapphires and emeralds of exceptional quality. Following the ceremony the crown was brought back to England and placed in the Jewel House at the Tower of London where it can be seen today.

## **Crown Jewels**

The nation's regalia is held in the most visible vault in the world. Thousands of glittering gem stones and yards of silver gilt create a priceless display of royal ornament. Each can tell tales of intrigue, power and majesty across the ages. The Maundy Dish and Imperial State Crown are still part of the annual traditions of monarchy, come on the right day and you'll see our own tradition - placing the 'in use' sign on a velvet cushion in the relevant case.

## **Beefeater tours**

Share the secrets of one thousand years of royal gossip with a body of Beefeaters (proper name 'Yeoman Warder' but who remembers that?) that has guarded this fortress for centuries. Take one of their tours and you'll be amazed and appalled by tales that have been passed down for generations. Pain and passion, treachery and torture, all delivered with a smile and swagger.

## **The White Tower**

The White Tower was the original Tower of London. Begun by William the Conqueror around 1080, it would have made a safe and impressive home for the newly crowned Norman invader. It is still home to original armours worn by Henry VIII and Charles I and a scary collection of historical weapons and torture instruments. For those seeking a less gory side of its life, there is the beautifully preserved 11th century Chapel of St John the Evangelist to explore.

## **Prisoners of the Tower**

Despite its reputation there are no dungeons at the Tower of London and its doubtful there ever really were. The Tower was rather more exclusive than that, with prisoners from the higher levels of society entitled to be held here. Come and see what life was like imprisoned in the Bloody or Beauchamp Towers. Experience the sights, sounds and inscriptions left from incarceration five hundred years ago.

The last Yeoman Warder tour starts at **2.30pm** (winter), **3.30pm** (summer).

**Venue Information:** City of London, Greater London EC3N 4AB **Nearest Underground:** Tower Hill **Nearest Train Station:** Fenchurch Street or London Bridge, **Bus Routes:** 15, 42, 78, 100, RV1

### ☺ Speaking.

Make up a guided tour around some interesting place in your native town using the offered phrases.

#### Tour Guide

- *In front of you is...*
- *On your right/left you will see...*
- *Up ahead...*
- *On your left you will see...*
- *As we turn the corner here, you will see...*
- *In the distance...*
- *If you look up you will notice...*
- *Off to the north...*
- *Look to the east...*
- *To your west...*
- *In a few minutes we'll be passing...*
- *We are now coming up to...*
- *As you will see...*
- *You may have noticed...*
- *Take a good look at...*
- *I'd like to point out...*
- *Keep your eyes open for...*

#### Tourist Questions

- *Is that the...you were talking about?*
- *Are we going to pass the...?*
- *Are we going to see any...?*
- *Is it on the right or the left?*
- *I don't see it. Can you point it out again?*
- *Did I miss it?*
- *Will we see it on the way back?*

### ☺ Speaking.

Dramatize conversations between a tourist and a tour guide.

#### DIALOGUE 1:

Guide: It's about a three minute ride up to the top of the mountain. As we pass the two towers the gondolla may sway a little.

Man: This thing is safe, right?

Guide: Yes, you don't have anything to worry about. We do about 100 trips a day up the mountain, and these tours have been going on for over ten years without any accidents. Keep your eyes open for wildlife as we ascend. It isn't uncommon to see deer and even bears.

Woman: What's that mountain to the left called?

Guide: That's Mount Karen. And to the right of that with the three small points is Mount Brown. Now, if you look up straight ahead, you should be able to see a large eagle's nest. Does everyone see it there?

Man: Are there any baby birds?

Guide: That's a good question. I haven't seen any yet, but we usually see them around this time of year.

Woman: What's that lake down there, to the right of the green meadow?

Guide: I'm glad you asked. That's John Lake. It's actually a man-made pond that was built as part of a conservation effort over twenty years ago. During the 70's there was a lot of clearcutting of forests in the area, and much of the wildlife was lost. Since John Lake was built, ducks, swans, and geese have returned to the area.

Man: Is this the highest mountain in this region?

Guide: No, actually, Mount Heather, which you will be able to see in just a minute or so has the highest peak. But, this is the highest mountain for recreational purposes like skiing and guided tours.

Woman: Can you ski throughout the year?

Guide: No, it warms up enough to actually sunbathe up there in the summer. Oh, look everyone. There are two deer feeding in the clearing right below us.

Man: Thanks, that should be a great photo. So... what is there to do besides ski at the top of the hill at this time of year?

Guide: Oh, there's plenty to do. We have horseback riding, snowmobile tours, and a petting zoo for children. If you look to your left you'll see the snowmobile trail going through the mountain.

DIALOGUE 2: (A guide is giving an explanation to some tourist about a castle)

Guide: This castle is surrounded by beautifully landscaped gardens. Today is used for Top-level conferences. In 1170 Thomas Beckett was murdered by the

Knights of Henry II. The first drop-off is around 6.15 p.m. and the fares are 38.50 pounds per adult.

(At the back row, there are some friends who were talking during the explanation, so, they didn't pick up everything that the guide said. So they start asking questions).

Tourist 1: Sorry. What is the castle used for today?

Tourist 2: When was Thomas Beckett murdered?

Tourist 1: What time is the first drop-off?

Tourist 2: Who murdered him?

### DIALOGUE 3:

T: Good evening, what can I do for you, madam?

C: Could you tell me how long it takes to get to the airport?

T: Would that be by taxi or public transport?

C: Oh, the flight's not till 6 o'clock, so I've probably got time to take the bus.

T: Anything else?

C: Yes, please I need a map of the city.

T: of course, here you are. We are here (pointed on the map).

From here you can visit the Cathedral, the new park and some commercial galleries.

C: All right, thank you very much.

T: It's a pleasure, madam.

## Unit 1.8. Business tourism

**Objectives:** to practise topical vocabulary, to develop translation, listening, speaking skills and skills for detailed reading.

Unit 8 plan:

1. Wordbox.
2. Vocabulary exercises.
3. Reading tasks.
4. Watching and listening.
5. Translating the essential vocabulary.
6. Reading and Speaking tasks.
7. Role play.

### **Knowledge:**

- Learn how to extract information from pragmatic texts about business tourism.
- Study information about choosing places for business tourism.
- Acquire the knowledge of translation equivalents of topical vocabulary in the sphere of business tourism.
- Learn the ways of problem solving in the sphere of business tourism.
- Learn the vocabulary to the topic "Business tourism".

### **Skills:**

- Practise using vocabulary to the topic "Business tourism" in speech.
- Practise discussing business tourism situations in dialogues.

- Practise selecting information for solving the problems of business tourism.
- Practise speaking about business tourism in a role-play.
- Practise using translation equivalents of topical vocabulary in the sphere of business tourism.
- Recommendations for the role play and presentation are in the **Individual Study** section.

### **Wordbox**

- |                                       |                              |
|---------------------------------------|------------------------------|
| 1. Make a journey/go on a journey     | 14. Return trip              |
| 2. Break a journey                    | 15. Wasted trip              |
| 3. Return journey                     | 16. Flight                   |
| 4. Safe journey                       | 17. Book a flight            |
| 5. Wasted journey                     | 18. Catch a flight           |
| 6. Leg of a journey                   | 19. Miss a flight            |
| 7. Car/train/bus journey              | 20. Cancel a flight          |
| 8. Crossing                           | 21. A long/short flight      |
| 9. Voyage                             | 22. A domestic flight        |
| 10. Maiden voyage                     | 23. An international flight  |
| 11. Business/school/shopping etc trip | 24. A non-stop/direct flight |
| 12. Coach/boat/bus trip               | 25. A connecting flight      |
| 13. Round trip                        |                              |

### ★ **Vocabulary exercises**

**a) use the following words to fill in the gaps in the travel chart. Each word or phrase is used only once.**

*bus terminal, aircraft, catch / get on / board, disembark, quay / dock, liner, trip, depart / leave, land, bridge, driver's seat, pilot, corridor / aisle*

#### **Means of Travel**

|                |                |                     |        |
|----------------|----------------|---------------------|--------|
| By rail        | By bus / coach | By air              | By sea |
| station        | _____          | airport             | port   |
| train          | bus            | _____               | ship   |
| catch / get on | _____          | get on / board      | embark |
| get off        | get off        | get off / disembark | _____  |
| platform       | departure gate | departure gate      | _____  |

|                 |                |                 |         |
|-----------------|----------------|-----------------|---------|
| passenger train | coach / bus    | passenger jet / | _____   |
| journey         | _____          | airplane        |         |
| _____           | depart / leave | flight          | voyage  |
| arrive          | arrive         | take off        | sail    |
| engine          | _____          | _____           | dock    |
| engine driver   | bus driver     | cockpit         | _____   |
| _____           | aisle          | _____           | captain |
|                 |                | aisle           | gangway |

**b) look at different variants of travel vocabulary and make up sentences with both variants of every word:**

BRITISH AND AMERICAN ENGLISH EQUIVALENTS

| American English          | British English           |
|---------------------------|---------------------------|
| subway                    | underground               |
| carry-on baggage          | hand luggage              |
| one way                   | single                    |
| freeway                   | motorway                  |
| rest room                 | public toilet             |
| elevator                  | lift                      |
| coach class               | economy class             |
| downtown                  | city centre               |
| round trip                | return                    |
| schedule                  | timetable                 |
| parking lot               | car park                  |
| airplane                  | aeroplane                 |
| cab                       | taxi                      |
| call collect              | reverse the charges       |
| check                     | bill                      |
| first floor, second floor | ground floor, first floor |
| gas (oline)               | petrol                    |
| intersection              | crossroads                |
| mail                      | post                      |
| railroad                  | railway                   |

 **Reading.**

Read the description of the business trip and supply a list of tips for organizing business travel.

## ***BUSINESS TRAVEL***

Half, or more, of all airline travel is undertaken by business travellers. An airline study shows that the business-leisure mix varies widely according to destination area. More than 90 percent of the travel between the United States and the Caribbean is for pleasure. The figure for U.S. mainland to Hawaii pleasure travel is more than 80 percent; for United States – trans-Atlantic flights, about 70 percent; and for United States to Latin America flights, also 70 percent. Pleasure is the predominant reason for slightly more than 60 percent of passengers' flying between the United States and the Asia-Pacific area. About 60 to 70 percent of the guests who check into Sheraton Hotels around the world are traveling for business reasons. Much business travel is hard work, whether it is travel in one's own automobile, or in the luxury of a first-class seat aboard an airline. A good portion of business travel is, however, mixed with pleasure. It is difficult to say whether as much as half of his or her time may be spent gambling or gamboling. The trip to Europe may involve contacting potential customers, but it also may allow for sightseeing or for an evening at the Folies Bergere.

Business travel accounts for approximately half of all travel in the U.S. and is a \$156 billion industry. Counted as business travellers are those who travel for business purposes such as meetings; all kinds of sales, including corporate, regional, product, etc.; conventions; trade shows and expositions; and combinations of more than one. In the United States, meetings and conventions alone attract millions of people annually. Sometimes the distinction between business and leisure travel becomes blurred. If a convention attendee in Atlanta decides to stay on for a few days after the conference, are they to be considered a 'business' or 'leisure' traveller? Business travellers, when compared to leisure travellers, tend to be younger, spend more money, travel further, and travel in smaller groups, but they do not stay as long.

Business travel has increased in recent years due to the growth of convention centers in a number of cities. Similarly, business travellers have given a boost to hotels, restaurants, and auto rental companies. A hotel located near a major convention center often runs a higher occupancy and average daily rate (ADR) than other types of hotels. Business trips to meetings generally last from one to three days. Business travel to attend conventions and trade shows ranges from about five to eight days. A shuttle service usually



operates between the hotel and convention centers. For most companies, the third largest controllable expense is business travel and entertainment.

The typical business traveller still resembles the traveling salesperson of old. He or she is 39 years old, married, has a median household income of \$40,000 to \$50,000, and holds a professional or management job. One in five employed Americans takes at least one overnight business trip each year. Female business travellers, of which there are approximately 15 million, comprise about 27 percent of all U.S. business travellers, and are on the increase. This has prompted hotel operators to take note of the needs and concerns of women business travellers. Business travel, which has long been the mainstay of airlines and hotels, will likely gradually decline as a percentage of all travel, which includes leisure travel.

Leisure travel is forecast to increase due to a favorable economic climate, which in turn produces increased discretionary income. Many people now have more leisure time and higher levels of education, and the cost of travel has remained constant, or dropped, compared to inflation and other costs combined. These factors indicate a bright future for the travel industry. An analysis of business travel costs by the Wall Street Journal tracks travel prices with the weekly Dow Jones Travel Index, which looks at average business and leisure fares on twenty major routes, as well as the cost of hotel rooms and car rentals. An annual increase in travel costs of four percent is significant for a group who spends upwards of \$130 billion a year on travel. Bob Litchman, head of corporate travel at Bay Networks in Santa Clara, California, says a four percent increase would add \$600,000 to his domestic travel budget.

Business travellers pay most of the increases, economists say, because they are the passengers who really contribute to an airline's earnings. The major domestic airlines receive thirty-three cents per passenger per mile for full-fare tickets – more than twice what they get for discounted tickets. In other words, airlines sometimes lose money on their leisure travellers and make money with their business travellers. An increasing number of business travellers are able to make their own travel arrangements on-line.

For example, in the middle of a client meeting Suzie Aust, a meeting consultant, realizes that she has forgotten to book the next day's flight. She pulls out her laptop, gets on-line, and books the flight. Corporate America is worried about travellers like Suzie because they are often able to skirt

corporate policies when making their own reservations. Some companies use a product from Microsoft and American Express. Code-named Rome, the product will allow companies to control their own travellers by insisting that employees buy their own tickets through American Express.

Needless to say, American and United Airlines are each rolling out similar products. Ed Callaghan, president of corporate services for American Express, estimates that American companies lose \$15 billion a year due to deviations from corporate policy. And the portion of that sum lost to on-line reservation systems 'is ramping up quickly,' he says. Between 786,000 and 1.8 million business travellers are wired, according to Addison Shonland, director of aviation, travel, and marketing for CIC Research, in San Diego. The Eastman Group, a management consulting and travel software group, predicts that by 2007, approximately 65 percent of travel will be ticketless and by 2010, 99 percent of all airline travel will be ticketless. Hotels are, for business travellers, supposed to be a home away from home. However, in some cases, they are more like the office away from the office. For hotels that are aiming to please their business travellers, they must not overlook the hornier touches such as feather pillows and old-fashioned inn-keeping virtues: cleanliness, comfort, safety, attentive service, and peace and quiet.

 **Watching and listening.** Watch the video piece "Booking a Flight".

 **Translating.** Translate the essential vocabulary from the video.

*Essential vocabulary*

*executive*

*an open return ticket*

*to check seat availability on flight number...*

*to be fully booked*

*to try the availability*

*if you would*

*to make the reservation*

*to have a seating preference*

*on the aisle*

*ticket number*

*arrival time*

Practise repeating the sentences and the whole conversation in pairs.

☺ **Speaking.** Make up a telephone conversation based on the essential vocabulary acting as a tourist agent and a client.

👁️ **Watching and listening.** Watch the video piece “Conference Facilities”.

🌐 **Translating.** Translate the essential vocabulary from the video.

*Essential vocabulary*

*to call on behalf of*

*to have rooms available*

*rates*

*to jot smth down*

*conference facilities*

*conference room*

*for the period of smb’s stay*

*to pass smb over*

*media board*

*to arrange smth*

*equipment*

*to sound reasonable*

*to remind smb of smth*

*deposit*

*to write an official confirmation*

*fax number*

*to look forward to smth*

📖 **Reading.** Practise repeating the sentences and the whole conversation in pairs.

☺ **Speaking.** Make up a telephone conversation based on the essential vocabulary acting as a hotel manager and a company’s representative.

👁️ **Watching and listening.** Watch the video piece “Organising a Factory Visit”.

🌐 **Translating.** Translate the essential vocabulary from the video.

*Essential vocabulary*

*to phone about smth*

*to confirm smth*

*to be due in smb’s office*

*sales team*

*to take smb to visit smth*

*technical staff*  
*to discuss alterations to smth*  
*to arrange to have smb available for comments*  
*to continue discussions*  
*to be pleased about smth*  
*to book smb on the ... flight*  
*to make smth quite easily*  
*to arrange for transport*  
*to be appreciated*  
*to brief smb*

 **Reading.** Practise repeating the sentences and the whole conversation in pairs.

 **Speaking.** Make up a telephone conversation based on the essential vocabulary acting as a factory personnel representative and a secretary.

 **Watching and listening.** Watch the video piece “A Meeting in Paris”.

 **Translating.** Translate the essential vocabulary from the video.

*Essential vocabulary*  
*to get in touch with smb*  
*to miss smb*  
*to discuss the contract in detail*  
*to pencil in the morning (the afternoon, etc. )*  
*to take an early flight*  
*to let smb know nearer the time*  
*to make one's own way*  
*to make a hotel reservation for*  
*to look forward to doing smth*  
*to take for smb's call*

 **Reading.** Practise repeating the sentences and the whole conversation in pairs.

 **Speaking.** Make up a telephone conversation based on the essential vocabulary acting as a foreign client and a tourist manager.

 **Watching and listening.** Watch the video piece “Planning the Annual Sales Conference”.

 **Translating.** Translate the essential vocabulary from the video.

*Essential vocabulary*  
*to accept smb's provisional booking*

*to have a list of requirements from different members of staff who'll be attending last year's file*  
*to fire away*  
*a conference hall for 200 delegates*  
*working groups*  
*media board*  
*catering facilities*  
*start at*  
*break for coffee at*  
*stop for lunch at*  
*break for tea at*  
*finish at*  
*to provide morning coffee, etc.*  
*to compare with last year's organisation*  
*to reinvent the wheel every day*  
*to get the details down*  
*to get smth in the post smb*  
*to confirm the dates in writing*

☞ **Reading.** Practise repeating the sentences and the whole conversation in pairs.

☺ **Speaking.** Make up a telephone conversation based on the essential vocabulary acting as a tourist agent and a hotel manager.

☺ **Role play.** A Day in the Office

Number of participants: two groups of 5-7 students each.

Roles suggested:

a hotel manager and a company's representative.

a factory personnel representative and a secretary.

a foreign client and a tourist manager.

as a tourist agent and a hotel manager.

Situations suggested:

I. Student A: you are a managing director of an Austrian manufacturing company and you are going on a business trip to Russia.

Student B: you are a tourist agent arranging a tour for a foreign client to a Russian company and you need to book a flight from Vienna to Samara. You also need to reserve hotel rooms. Call a hotel manager.

Student C: you are a tourist agent and you receive a call from the tourist agency.

Student D: you are also engaged in organising this tour and you need to arrange a conference for your foreign guest. Make necessary phone calls.

Student E: you are responsible for arranging a factory tour. Make necessary phone calls.

Student F: you are supposed to discuss the details of the tour with your foreign guest and are responsible for meeting the guest at the airport and his accomodation at a hotel.

Student G: you are a hotel manager and you receive a call from the tourist agency.

Language focus: essential vocabulary.

Objectives: to act as if you are in normal professional circumstances trying to make up a picture of a typical working day in the tourist office.

## 2. WRITING SECTION

### Unit 2.1. Advertising in Tourism

**Objectives:** to practise translation and writing skills.

Unit 1 plan:

1. Reading and writing tasks.
2. Reading and translating tasks.
3. Writing an advertisement.
4. Reading, translating and writing tasks.

**Knowledge:**

- Learn how to extract information from advertising texts.
- Study information about organizing advertising texts.
- Acquire the knowledge of translation equivalents of topical vocabulary in the sphere of advertising.

**Skills:**

- Practise using vocabulary to the topic “Advertising” in written speech.
- Practise formulating rules of advertising.
- Practise selecting information for tourist advertisements.
- Practise writing tourist advertisements.
- Practise using translation equivalents of topical vocabulary in the sphere of advertising in tourism.

 **Read a manual of an advertising group. Write down 5 basic rules for advertising in Orlando.**

**2015 OFFICIAL TOUR & TRAVEL REFERENCE MANUAL**

**ANNUAL DISTRIBUTION: 80,000**

- Print and electronic versions online
- Distribute during all domestic and international travel trade events
- Primary resource tool used by Visit Orlando global travel industry sales and marketing team during sales calls, missions and other events
- Annual direct mail to more than 20,000 tour operators and retail travel agents throughout the United States and Canada
- Fulfillment for direct requests from travel professionals

• **A digital version of the *2015 Official Tour & Travel Reference Manual* will appear on [VisitOrlando.com/trade](http://VisitOrlando.com/trade)**

## ADVERTISING RATES (GROSS)

### Page Size 4-Colour

|                  |          |
|------------------|----------|
| 2-Pg Spread..... | \$14,927 |
| Full Page.....   | \$7,621  |
| 1/2 Page.....    | \$5,983  |
| 1/3 Page.....    | \$5,018  |
| 1/6 Page.....    | \$3,528  |

**Cluster advertisements** – defined as two or more products, flags, owners or management groups sharing ad space – will be subject to a space-sharing charge equal to the gross rate of the ad space. No additional discounts will apply.

## *ADVERTISING SPECIFICATIONS*

### **Document Construction**

- All ads should be constructed using CMYK graphics and colours – no PMS colours or RGB images. Resolution of graphics should be at least 300 dpi when placed at 100%.

- **Full-page ads** - Ads should be built to trim size. Bleed should extend 1/8” beyond the trim. Live area should be 1/4” within the trim all around. Ads that do not bleed should leave 1/4” space from trim. Spreads should be supplied as spreads, not individual pages. Proof should include crop marks and bleeds.

- **Partial-page ads** – Document size should be same size as the ad. If an ad does not have an edge, a border may be applied at the publisher’s discretion.

### **Digital Formats**

- PDF/X-1a is the preferred format for file submission. All high-resolution images must be included and fonts embedded when the high-resolution PDF file is saved.

### **File Submission**

- The preferred method of ad submission is on a CD-ROM, accompanied by a proof that represents the final digital ad file at 100%, for verification that ad elements (artwork, fonts, etc.) output correctly.

- Ads should be labeled with the publication name and issue date, along with the advertiser contact and phone number. We do NOT return CDs or other advertising materials unless requested. Materials that are not returned will be discarded after one year from insertion.



• In order to ensure accurate distribution of your materials, please include a copy of the insertion order or a packing slip that clearly indicates the publication name and issue date and the agency/vendor contact name and phone number.

**SEND AD MATERIAL TO:**

**Visit Orlando, Publications Advertising Coordinator 6700 Forum Drive, Suite 100 • Orlando, FL 32821**

Please give consideration to the targeting and marketing strategy for each of the marketing communication vehicles in which you are advertising. All advertising is subject to review and approval by Visit Orlando for appropriate messaging and adherence to guidelines. Ads must be of a style that is wholesome, clean and non-offensive. The advertisement must limit itself to naming only those locations that are Visit Orlando members. Member advertisement should not include language that would encourage the reader to travel to or vacation in another destination (i.e., a tour operator promoting an Orlando/Key West vacation). As a private corporation, Visit Orlando reserves the right to deny inclusion of any member advertisement at any time in any of its publications, and to change or cancel any programs at our discretion. (From <http://member.visitorlando.com>)



From <http://brandinggreece.com/greek-tourism-ads-2008/>

## **Read and translate these advertisements**

### 1. Strategic Destination for Business Travellers

Swiss-Belhotel Mangga Besar is strategically located on the doorstep of the prominent Mangga Besar and Mangga Dua areas, known as the business districts for traders, export-import, shopping malls and entertainment. The hotel is only 10 minutes drive to Ancol amusement park, 10 minutes to Jakarta International Trade Fair Kemayoran, and 30 minutes drive from Jakarta's Soekarno-Hatta International Airport, using toll way.

#### **For information and reservations:**

#### **Swiss-Belhotel Mangga Besar**

Kartini Raya No. 57, Jakarta 10750, Indonesia Telephone: (62-21) 6393 888 Facsimile: (62-21) 6595 888 E-mail: [jakarta-sbmb@swiss-belhotel.com](mailto:jakarta-sbmb@swiss-belhotel.com)

### 2. New HOTEL

*TOURIST GUIDEBOOK SPECIAL PROMO:*

#### **20% DISCOUNT ON ALL ROOMS**

We are Angeles City's newest and best accommodation. Our features and location will make your stay in Angeles a pleasant one. We are located off the main street, which provides for shielding from the hustle and bustle, and traffic noise, but we are still within 100 metres of the entertainment areas.

**Corner Sierra Madre St. & Mayon Extension, Clarkview, Angeles City, Philippines mobile number: 0999 993 7090 [www.boomeranghotelac.com](http://www.boomeranghotelac.com) email: [boomeranghotel@yahoo.com](mailto:boomeranghotel@yahoo.com)**

### 3. SOLO

**SPECIAL OFFERS\***

**Save big on out special offers all year round and best available rates for our guests. View current special offers and rates**

**WELCOME TO HOTEL SOLO**

A new boutique hotel in Bangkok. Thailand

Come and experience a hotel with easy access to many attractions in the city known for great hospitality and service.

Contemporary Boutique hotel In Bangkok

Hotel Solo Sukhumvit 2 is a contemporary boutique hotel that marks the beginning of a brand new city escape. A retreat into the heart makes it the perfect base to escape and revive. The nearby Skytrain station links Hotel Solo Sukhumvit 2 to Bangkok's business and financial districts as well


as the city's famed shopping and nightlife areas. Hotel Solo Sukhumvit 2 is conveniently located on Sol 2 of Sukhumvit Road in the heart of Bangkok.

Located in the heart of Bangkok

Hotel Soto is conveniently located on Sot 2 of Sukhumvit Road. The Skytrain Ploenchit station allows convenient and fast access to all key destinations in downtown Bangkok. Convenient road access to the expressway system also lets you an easy reach of Don Mueng and Suvamarbhumi airports, and other provinces. For leisure pursuits, the expressways provide long scenic drives to top seaside destinations like Hua and Patlaya.

 **Writing. Write your own advertising text of a**

- 1) hotel,
- 2) destination,
- 3) sea cruise,
- 4) restaurant,
- 5) tour.

 **Read and translate advertisement of Morocco potential for a tour. Write a similar advertisement for your own native place.**

### *Morocco*

This country all in all is a fascinating place to visit. It has a medieval spirit and extreme outdoor adventure, coupled with some excellent culinary delights! It is a land rich in natural beauty and unforgettable places that are both fascinating to visit and intriguing to explore. For those who want to immerse themselves in culture and history there are hundreds of mosques, palaces, and historical sites to visit.

The culture is rich in history and the arts and sciences. Throughout the country there is a wide choice of museums which house on display unique collections of glass objects, manuscripts, exquisite carpets, jewelry, pottery and ancient manuscripts. For those whom enjoy live performances, the country has many wonderful theatres that present classic, translated and reworked productions of western classics such as Shakespeare to modern productions of plays that are filled with the country's tradition and folklore.

Equally memorable is the landscape, which is framed by several impressive destinations, which offer outdoor activities such as snow skiing, hiking, climbing, and adventure travel. For travellers wanting the relaxation of seaside towns and beaches, the coast is home to spectacular fishing villages swimming beaches, and the atmosphere carries a whiff of magic.

If it's mountains you love, the country has them in abundance; the land is custom-built for trekking as you follow quiet mountain trails amid fascinating villages and fields of flowers. Then, suddenly, everything changes. The mountains fissure into precipitous gorges the colour of the earth; mud-brick desert turns blood red with the

setting sun and the sense that one has stumbled into a fairytale takes hold. This country is sensory overload at its most intoxicating, from the scents and sounds that permeate air to the astonishing sights of the landscape. The answer is simple: there is no place on earth quite like it.

**Study the rules of successful tourism. Analyse advertisements of famous companies in tourism from the point of these rules. Write down ABC rules for advertising in tourism.**

### ***Rules for Successful Tourism Marketing***

Tourism is an important economic activity because it brings in dollars from outside the community. It continues to be a fast growing sector and is typically included among the top three industries in the country. In addition, tourism provides a “front-door” to non-tourism economic development efforts such as business recruitment.

Roger Brooks, a nationally recognized expert in tourism development spoke about rules for success at the 2004 Wisconsin Governor’s Conference on Tourism in Green Bay. Many of his rules apply to the tourism marketing efforts of small city downtowns and business districts. Presented below is a summary of his keynote address entitled **15 Immutable Rules of Successful Tourism.**

#### **1. Success Begins With a Good Plan**

Creating a Tourism Development & Marketing Plan is the first rule for successful tourism. The plan should include several details like product development, upgrades and improvements, repositioning and/or branding, attractions and events, visitor amenities and services, marketing and public relations, public/private partnerships, recruitment, funding and budgets, and organizational responsibilities. The plan should integrate existing comprehensive plans and economic development and Main Street efforts.

#### **2. Importance of Front-line Sales**

Your front-line employees can be your most valuable sales team. This is because they establish the first contact with the customer. The front-line employees should be knowledgeable about your community and should promote other stores, attractions and amenities to visitors to keep them in the area longer.

#### **3. Critical Mass**

In order to attract and keep visitors in your community, there must be several retail and dining establishments within walking distance. Shopping and dining in a pedestrian setting is one of the top activities for visitors.

An average rule of thumb for rural communities is to have nine retail stores and four dining/treats establishments within two or three blocks.

#### 4. Turn Negatives into Positives

Almost every community and attraction has its challenges.

Think creatively on how to convert these negatives into positives. You can then attract people to your area using clever promotional tactics. For example, when an article in the Washington Post labeled Battle Mountain, Nevada the “Armpit of America”, the town took a positive spin on that title by having an annual event sponsored by Old Spice drawing thousands of visitors.


#### 5. Be Unique

In order to be successful, you must be worth the trip. A visitor must be able to differentiate you from the competition and you must strive to be creative and set yourself apart from others. Being unique will make a visitor travel the extra distance.

#### 6. Telling Stories

Museums and interpretive centers should always tell stories, not just display artifacts. Stories can keep visitors in the area longer, which means additional spending. Visitors also remember stories, and captivating stories are told and passed on to others. More people pick destinations by word of mouth than any other method.

From 

** Read and translate information for tourists in a summary. Write a similar information guide for your native place.**

### *Information for tourists in UK*

From the tip of its gnarled Cornish toe to the top of its tousled Northumbrian head, there are so many things to do at the seaside. Life-long mementoes are found combing the beach for buried treasure or scouring boutique shops for local art. Dip into rock pools for crabs then dig into cockles freshly hauled from the sea. A seal-searching boat trip or a seaside sculpture trail is the chance to soak up the rays. Jet-ski or sightsee. Deserted bay or gourmet. All the fun of the fair or all the quiet you could ask for. The seaside you choose is up to you, not the weather.

Imagine exploring a city on a walking trail with a knowledgeable pal, someone who can take you off the beaten track to discover a more quirky side

of town. A guided tour can show you the best place to pick up a local delicacy, the right time to avoid the crowds, and the quickest or most scenic route to where you want to go. They tell you when to look up and gaze at something wondrous. Whether you prefer an electronic audio version, a group tour or an individual local enthusiast, informative and entertaining tour guides can be engaged in all our towns, at major sites, and throughout the countryside for a fascinating walking tour from Inspector Morse to Harry Potter, don't miss a stop on this trip through Oxford's greatest screen moments.

What has Harry Potter got in common with Hobbits, apart from a penchant for riddles and foot odour? Answer: Oxford. And you can get stuck into the movie history of the city with one of its famed tours, which take you on a journey through the ancient streets' greatest screen moments.

Themed two-hour tours meander through Oxford's gorgeous thoroughfares noting the places where, for example, Inspector Morse nabbed his first crook, or where C.S. Lewis studied and hung out between writing his best-known novels. Apart from a great source of trivia for silver screen aficionados, the tours are a fantastic way to see one of England's most gorgeous cities. Action! For more local tourist information:

- Oxford Tourist Information Centre
- Email Address [info@visitoxfordshire.org](mailto:info@visitoxfordshire.org)
- Contact Details 01865 252200

## **Unit 2.2. Visa and Travelling Documents**

**Objectives:** to practise translation and writing skills.

Unit 2 plan:

1. Reading and translating tasks.
2. Reading and tasks.
3. Writing task.
4. Translation exercises.
5. Writing: filling in forms.

**Knowledge:**

- Learn how to extract information from Visa and Travelling Documents.
- Study information about organizing Visa and Travelling Documents.
- Acquire the knowledge of translation equivalents of topical vocabulary in the sphere of Visa acquisition.

### **Skills:**

- Practise using vocabulary to the topic “Visa and Travelling Documents” in written speech.
- Practise selecting information from Visa and Travelling Documents.
- Practise writing Visa and Travelling Documents.
- Practise using translation equivalents of topical vocabulary in the sphere of Visa and Travelling Documents.

### **🌐 Read and translate the guidance for getting a UK visa:**

General Visitor visa

#### **1. Overview**

You can apply for a General Visitor visa if:

- you want to visit the UK for leisure, e.g. as a tourist on holiday
- you’re from outside the European Economic Area (EEA) or Switzerland

#### **How long it will take**

You can apply for a visa up to 3 months before your date of travel to the UK.

You should get a decision on your visa within 3 weeks.

Check the guide processing times to find out how long getting a visa might take in the country you’re applying from.

#### **How long you can stay**

You can stay in the UK for up to 6 months with a General Visitor visa.

You can also apply for a long-term visit visa if you can prove you need to make repeat visits over a longer period. You can stay for a maximum of 6 months on each visit and your visa can last for 1, 2, 5 or 10 years.

#### **Fees**

It costs £80 to apply.

Long-term visit visa fees are:

- 1 year – £278
- 2 years – £278
- 5 years – £511
- 10 years – £737

#### **What you can and can’t do**

You can study for up to 30 days, as long as it’s not the main reason for your visit.

You can't:

- take paid or unpaid work
- live in the UK for long periods of time through frequent visits
- marry or register a civil partnership, or give notice of marriage or civil partnership
- get private medical treatment
- get public funds

## **2. Eligibility**

You can apply for a General Visitor visa if you're:

- 18 or over
- travelling to the UK for leisure (not work or study)
- able to support yourself for the duration of your trip
- not in transit to another country, except for Ireland, the Isle of Man or the Channel Islands
- able to pay for your return or onward journey

### **If you're applying for a long-term visit visa**

You must also prove that:

- you have a frequent and ongoing need to come to the UK
- the reason for your need to come to the UK is unlikely to change significantly while the visa is valid
- you plan to leave the UK at the end of each visit

Your visa may be taken away (revoked) and you may get a long-term ban on visiting if your travel history shows you're repeatedly living in the UK for extended periods.

## **3. Documents you must provide**

When you apply you'll need to provide:

- a current passport or other valid travel identification;
- 2 passport size colour photographs;
- evidence that you can support yourself during your trip, e.g. bank statements or payslips for the last 6 months;
- details of where you intend to stay and your travel plans - you shouldn't pay for accommodation or travel until you get your visa;

**You need a page in your passport that's blank on both sides for your visa.**

You'll need to provide a certified translation of any documents that aren't in English or Welsh.

Read the guidance for a full list of documents you can provide.



You may need to provide additional documents depending on your circumstances.

If you're applying for a long-term visit visa

You must also provide evidence to show that you can support yourself financially for the duration of your visa.

You may be given a visa for a shorter period than requested if you don't do this. You won't get a refund of the application fee if you get a shorter visa or your application is refused.

**🌐 Read the guidance for filling a visa application form. Explain to a tourist client how to fill in the visa in English and in Russian.**

### **GUIDANCE NOTES**

Visa Application Form AF1D, VAF1E, VAF1F, VAF1G, VAF1H, VAF1J, VAF1K.

Further guidance and information can be obtained from your local visa application centre or by visiting: [www.ukba.homeoffice.gov.uk/visas](http://www.ukba.homeoffice.gov.uk/visas)

1.1. Given name(s) (as shown in your passport). These must be the same as recorded in your passport. They are normally all the names you were given at birth, but not your family/surname which you should enter in 1.2. Please do not use titles such as Mr, Snr or Esq.

1.2. Family name (as shown in your passport). The name by which your family is known (also known as surname/last name) and must be as recorded in your passport. Please do not use titles such as Sir.

1.3. Other names (including any other names you are known by and/or any other names that you have been known by). Any other names by which you are or have been known, for example, maiden name, name at birth, if different.

1.4. What is your marital status? This is your current marital status. Unless single, please provide evidence of your marital status e.g. marriage or civil partnership: certificate, divorce certificate, death certificate.

Single – you have never entered into a legally recognised marriage or civil partnership.

Married – you and your partner have entered into a marriage, which is legally recognised and documented.

Civil partnership – you and your same sex partner have entered into a partnership, which is legally recognised and documented.

Unmarried partner— you currently live in a marriage-like relationship with your partner without being legally married.

Divorced/dissolved partnership – your marriage/civil partnership has been legally dissolved by legal authority, usually a family court, and you have documentary evidence to this effect.

Widowed/surviving civil partner – your partner, male or female, is deceased and, immediately prior to their death, you were in a legal marriage/civil partnership.

Separated – you and your partner/spouse no longer live as a married couple, and would normally live apart, but you have not finalised divorce proceedings to terminate the marriage.

#### 1.5. Date of Birth

In DD/MM/YYYY format. As recorded in your passport.

#### 1.6. Place of Birth

This must be the village/town/city and state/province in which you were born.

#### 1.7. Country of Birth

Enter the country of birth exactly as it appears on the title page of your passport.

#### 1.8. Nationality

This must correspond with the authority that issued your travel document/passport. If you hold dual nationality you should select the issuing country of the passport/travel document you wish to travel with. If 'Stateless' please enter this as your nationality and provide details of the country that issued your travel document.

1.9. Do you hold, or have you ever held, any other nationality or nationalities?

Answer Yes/No. If 'Yes', please provide details of which nationality or nationalities you hold or have held, along with details of your travel document or passport number if applicable/available.

#### **Study the list of documents below:**

- 1) Questionnaire/ form – анкета;
- 2) Bulletin – информационный листок, сводка;
- 3) Application – заявление, заявка;
- 4) Preliminary (advance) application – предварительная заявка;
- 5) Questionnaire – вопросник, опросный лист;
- 6) Visa виза.



## Republic of Korea VISA (Sample)

1. [?] Visa Serial Number
2. [?] Status: Classification of visa holders by activity or status while in Korea.
3. [?] Period of Sojourn: Permitted term of stay starting from the date of entry into Korea
4. [?] Entries: Visa types (e.g. single-entry, multiple-entry, etc.)
5. [?] Issue Date: Visa issuance date
6. [?] Expiry Date: Valid term of visa (Visa automatically rendered void after this date.)  
    [?] Issued at: Place of visa issuance
7. Voucher – денежный оправдательный документ;
8. Documentation – документация;
9. Copy – копия;
10. Credentials – мандат;
11. Passport – паспорт;
12. Certificate – удостоверение;
13. Invitation – приглашение.

### Match the following expressions with their Russian equivalents.

- |   |                                 |
|---|---------------------------------|
| 1) to fill (to complete) a form             | 1) виза на въезд                |
| 2) to sign a document                       | 2) уведомлять заблаговременно   |
| 3) an application form                      | 3) заполнить анкету             |
| 4) an entry visa                            | 4) удостоверять документы       |
| 5) appended documents                       | 5) подписать документы          |
| 6) to send out invitations                  | 6) в отдельном конверте         |
| 7) an invalid passport                      | 7) подать заявку на получение   |
| 8) a certified copy/a true copy             | визы                            |
| 9) under separate cover                     | 8) представить документы        |
| 10) to acknowledge the receipt of a copy    | 9) выдавать визу                |
| 11) to fill in an application               | 10) заполнять заявку            |
| 12) to apply for a visa                     | 11) рассылать приглашение       |
| 13) to grant a visa                         | 12) пронумеровать документы     |
| 14) to give a reference number to documents | 13) заверить копию              |
| 15) to submit documents                     | 14) приложенные документы       |
| 16) to notify a reasonable time             | 15) заверенная копия            |
| 17) to certify a document                   | 16) получить копию              |
|   | 17) печатными буквами           |
|   | 18) подтвердить получение копии |

- |                             |                           |
|-----------------------------|---------------------------|
| 18) to distribute documents | 19) бланк заявки          |
| 19) in block letters        | 20) приложенные документы |
| 20) to get a copy           | 21) просроченный паспорт  |

**🌐 Translate the following sentences into Russian:**

1. The visa is valid for the term to cover the time of the work of the conference;
2. A tourist visa is obtained through the corresponding travelling firm;
3. It was necessary to prepare/reproduce and distribute all documentations;
4. Documents must be available to delegations at the latest on the 1st of
5. September;
6. These letters must reach the secretariat at the latest on the 2nd of October;
7. To save the time use the advance registration form;
8. Registration categories and fees are listed in the advance registration form.

**🌐 When travelling, you are supposed to fill in some forms. The simplest ones are LUGGAGE TAGS/BAGGAGE IDENTIFICATIONS. Besides your name you should give your permanent or temporary address. Write your information in block capital letters**

**SAMPLES OF LUGGAGE TAGS:**

**a) J A L JAPAN AIRLINES BAGGAGE IDENTIFICATION**

- For your convenience and protection, please lock your baggage.
- And affix completed labels inside and outside your baggage.
- This will expedite the return if delayed or misplaced.
- NAME.....
- ADDRESS.....
- COUNTRY.....
- TELEPHONE.....

**b) IBERIA SPANISH AIRLINE**

- ATTENTION
- 1) For maximum protection against loss, please, use these labels.
- 2) Fill in your name and permanent address or, if you prefer, any other identification (passport number, birthdate, etc.).
- 3) Attach them inside and outside your bag.
- 4) Lock it securely.

**🌐 Look through the following samples of custom declarations. Think of the way you can fill them in. Write your information in block capital letters. Compose a guidance for filling in these forms for tourists in Russian and in English.**

1. Customs Declaration

- Keep for the duration of your stay in Russia or abroad.
- Not renewable in case of loss.
- Persons giving false information in the Customs Declaration or to Customs officer shall render themselves liable under laws of Russia.
- Full name .....
- Citizenship .....
- Arriving .....
- Country of destination.....
- Purpose of visit (business, tourism, private, etc.).....
- My luggage (including hand luggage) submitted for Customs Inspection consists of ..... pieces.
- With me and in my luggage I have:
  - 1) Weapons of all descriptions and ammunition .....
  - 2) Narcotics and appliances for the use thereof .....
  - 3) Antiques and objects of art (painting, drawings, icons, etc.) .....
  - 4) Russian rubles, Russian State Loan bonds, etc. ....
  - 5) Currency other than Russian rubles (bank notes, exchequer bills, coins), payment vouchers (cheques, bills, letters of credit, etc.), securities (shares, bonds, etc.) in foreign currencies, precious metals (gold, silver, platinum, metals of platinum group) in any form or condition, crude and processed natural precious stones (diamonds, brilliants, rubies, emeralds, sapphires and pearls), jewelry and other articles made of precious metals and precious stones, and scrap thereof, as well as properly papers:
 

|             |  |
|-------------|--|
| Description | Amount/quantity for official use in figures/in words |
|-------------|--|
  - 6) Russian rubles, other currency, payment vouchers, valuables and any objects belonging to other persons.....
- I am aware that, in addition to the objects listed in the Custom Declaration, I must submit for inspection: printed matter, manuscripts, films, sound recordings, postage stamps, graphics, etc. plants, fruit, seeds, live animals and birds, as well as raw food stuffs of animal origin and slaughtered fowl.

I also declare that my luggage sent separately consists of ..... pieces.  
Date Owner of luggage (signed).....

**2. CUSTOMS DECLARATION customs use only Department of the Treasury United States Customs Service**

Each arriving traveller or responsible family member must provide the following information (only ONE written declaration per family is required):

1. Family Name.....
2. First (Given) Name.....
3. Middle initial(s).....
4. Birth Date (day/month/year).....
5. Airline/Flight No. Or Vessel Name or Vehicle License No. ....
6. Number of Family Members Travelling with You .....
7. (a) Country or Citizenship.....
8. (b) Country of Residence.....
9. (a) U.S. Address (Street Number/Hotel/Mailing Address in U.S.).....
10. (b) U.S. Address (City).....
11. (c) U.S. Address (State) .....
12. Countries visited on this trip prior to U.S. arrival .....
13. The purpose of my (our) trip is or was Business Personal (Check one or both boxes, if applicable).....
14. I am (We are) bringing fruits, plants, meats, food, Yes No soil, birds, snails, other live animals, wildlife products, farm products; or, have been on a farm or ranch outside the U.S.
15. I am (We are) carrying currency or monetary Yes No instruments over S 10.000 U.S., or foreign equivalent:
16. I have (We have) commercial merchandise, U.S. Yes No or foreign (Check one box only)
17. The total value of all goods, including commercial ..... merchandise, I/we purchased or acquired abroad and ( U.S. Dollars) am/ are bringing to the U.S. is:

**SIGN BELOW AFTER YOU READ NOTICE ON REVERSE**

I have read the notice on the reverse and have made a truthful declaration.

.....

Signature Date (day/month/year)

### 3. NEW ZEALAND ARRIVAL CARD

Please print clearly in capital letters.

- Flight number or name of ship .....
- Passport number .....
- Country of citizenship .....
- Family name .....
- Given or first name .....
- Date of birth .....day.....month.....year
- .....male .....female
- Occupation or job .....
- Full contact or postal address in New Zealand .....
- How long do you intend to stay in New Zealand
- .....permanently or .....years.....months.....days
- You must read the Immigration Guidelines on the reverse.
- Then fill in this section if you are NOT using a New Zealand passport.
- I apply for: .....visitor's permit .....residence permit
- .....exemption from holding a permit
- .....work permit .....student permit
- Declaration
- I declare that the information given is true and complete. I know of no reason why permission to be in New Zealand should be refused.
- Signature day month year
- .....
- Never married now married widowed

..... .. separated  
divorced

.....

Where did you last live for 12 months or more?

country .....

State or .....

Province

If you usually live in New Zealand, .....years.....months .....days how long were you away?

If you are visiting New Zealand, show the MAIN reason for your visit:

.....holiday, .....visit friends, .....convention,  
.....vacation .....relatives .....conference

- .....business .....stopover .....other



## Unit 2.3. Applying for a Job in Tourism

**Objectives:** to practise translation and writing skills in writing summaries and business letters.

Unit 3 plan:

1. Reading and summarizing.
2. Reading, translating and writing tasks.
3. Writing a CV, application and recommendation letters.

**Knowledge:**

- Learn how to extract information from Job advertisements.
- Study information about organizing Job Documents.
- Acquire the knowledge of translation equivalents of topical vocabulary in the sphere of Applying for a Job in Tourism.

**Skills:**

- Practise using vocabulary to the topic “Applying for a Job in Tourism” in written speech.
- Practise selecting information from job documents.
- Practise writing documents for applying for a job in tourism.
- Practise using translation equivalents of topical vocabulary in the sphere of applying for a job in tourism.

Recommendations for writing tasks are given in the Supplement.

🌐 **Read the travel agent job description.** Make up a summary of it in 10 sentences. List the skills and qualifications required for the job.

Travel agent job description

So, what will I actually be doing?

Not everyone walks into a travel agency with a clear idea of where they'd like to go on holiday, so one of your main roles as a travel agent is to give well-informed, appropriate advice to clients about where and when to travel based on their needs. So if they hate hot weather, don't send them to Australia in the summer..

Other duties will include:

- Arranging flights, insurance and accommodation
- Using a booking system to secure holidays
- Collecting and processing payments
- Advising clients on travel arrangements, e.g. visas and passports

- Sending out tickets to clients
- Keeping clients up to date with any changes
- Dealing with complaints or refunds (not one of the perks, but someone's got to do it)

### **The nitty gritty**

Most travel agents are based in branches on the high street, although some agents do work in call centres. Branch travel agents usually work regular, 9-5, 35-40 hours per week including Saturday. Those based in a call centre may work more irregular hours but there are plenty of opportunities for part-time work for those with a busy schedule.

If the world of the travel agent suits your skills, it's good to know there's plenty of room for career progression. Travel agents can become a team leader in a call centre or a branch manager. And as you gain more experience, you can find work with bigger tour operators or work with agencies offering more specialised breaks such as adventure or trekking holidays.

### **Money, money, money**

With the world literally at your feet, how much can you expect to earn? Travel agents starting out can expect to earn around £12k but working hard and getting some experience goes a long way in this business and more seasoned travel agents can earn anything up to £30k.

Just like many sales roles, there are often bonuses and incentives to encourage sales which should nudge your salary upwards too.

See what people are earning in this job.

### **The good points...**

"Getting feedback from a happy client, client loyalty and repeat business are three things that really give job satisfaction as a travel agent," says Gemma Antrobus, managing director of Haslemere Travel and spokesperson for the AiTO Specialist Travel Agents.

"You will never become a millionaire as an agent, but every once in a while you get to live like one which is a great perk. The opportunities to travel the world and experience destinations that are on most people's 'wish list' are endless."

Perfect for those passionate about travelling, travel agents often get reductions off the cost of holidays with your employer so you can

still dream about jet setting abroad even when you're booking someone else's holiday.

### **...and the bad**

“Dealing with circumstances that are external to the travel industry and beyond our control, such as the ash cloud disruption... Clients that pick your brains then book the holiday themselves – usually online and often not even with an operator – are frustrating, too.”

### **Is there study involved?**

When it comes to this role, if you're excited by the world around you and idea of travelling, it doesn't matter if qualifications weren't your forte at school. “You can train anyone on how to use GDS [a system that books and sells tickets for multiple airlines], customer service skills, how to close a sale and on destination and product knowledge,” says Gemma. “However, you can't teach someone to be passionate about travel.”

You don't need any specific qualifications to become a travel agent although many employers will expect at least a C grade in GCSE Maths and English. If you want to give yourself a head start, however, some of these qualifications will give your CV a boost.

- NVQ Levels 2 & 3 in travel and tourism
- BTEC HNC/HND in travel and tourism management
- BA Hons in travel and tourism

Need additional qualifications? Find a course at our Learning Zone

### **OK, I'm interested... But is it really the job for me?**

This job is all about the customer and helping to find and organise their dream holiday, so travel agents need to have finely-tuned customer service skills, a passion for the travel industry and a friendly, approachable manner. Other qualities that'll set you on the road to success include:

- Good attention to detail
- Well organised
- Competent IT skills
- Patience

Plus, knowledge of another language is always an advantage when working in the travel industry.

🌐 Study the following job advertisements. Make up a list of qualities needed for the job. Use them in the following tasks.



### **Customer Relationship Executive/Translator**

**Location:** St. Neots, Cambridgeshire

**Salary:**

**Company:** Vue Selection Ltd

**Job Type:** Permanent

**Date posted:** 19/04/13 11:00:41

#### **Job Description: Overall Summary:**

Our client is currently looking for a full time Customer Relationship Executive to enhance their Customer Relationship Team. The candidate needs to demonstrate a proven track record in translation and interpretation skills as well as a willingness to provide support with ongoing projects that develop the relationship building activity of the business.

#### **Principal Responsibilities:**

- Linguistic expertise to translate and proof read communications and documents from English to German and German to English.
- Provide interpretation support both in face to face meetings and during telephone conversations as and when necessary.
- To build strong business relationships with their key business partners through all communication channels.
- Work as part of the team for planning and organising events including visits to Europe and the USA.

The successful candidate will need to demonstrate:

- Excellent interpersonal and communication skills in both German and English.
- The ability to use own initiative and to work to tight deadlines.
- Professional approach with a keen eye for detail and the ability to be accurate.
- Good level of computer literacy.
- A team player who is flexible, organised and efficient.

- Willingness and the ability to travel occasionally in both Europe and the USA.
- Knowledge of different types of social media would be an advantage.  
Salary: dependent on experience.

**Contact:**

Evie McManus

**🌐 Study and translate the following examples of a tourism job advertisement, a curriculum vitae and an application letter.**

**Tourism job advertisement.**

**1. Translator**

We are a boutique migration firm providing a broad range of migration services to clients in China. Due to recent growth, we are seeking a skilled and client-focused translator to join our friendly and professional team.

In this role, you will communicate and liaise with our local and international clients in China, as well as help with any documentation that needs to be translated or prepared. Your main tasks will be to:

Interpret and translate between English and Chinese (Cantonese/Mandarin) both verbally and in written form

- Provide friendly communication and service to our Chinese clients
- Prepare migration documents
- Provide general administrative support

This role will suit an enthusiastic professional with impeccable language skills in both English and Chinese, looking to pursue a career in immigration services or international business.

The successful applicant will have a bachelor degree, be fluent in Cantonese/Mandarin and English, have excellent communication and interpersonal skills, be well presented and client focused, and be a dedicated teamplayer. Accreditation as a translator will be well regarded, but not essential. To apply, please send your resume and cover letter to Amy Chan, One World Migration Services, [a.chan@email.com](mailto:a.chan@email.com).

**2. Tourism curriculum vitae.**

**CV 1**

**Joe Smith**

Road Town **Poflcotta**

Mobile phone: 01001001000

Email: fakeemail@fakeemail.com

### *Personal Profile*

I am a hard working and enthusiastic person who enjoys a challenge and being part of a team. I have experience in and know the value of great customer service. My gap year experiences have cemented my ambition of pursuing a career in the tourism industry.

### *Education and Qualifications*

High School. Town Aug 2005 - Jun 2011

Highers: Business Administration B, French B, English C, Geography C intermediate 2: Hospitality A, Spanish B

Standard Grades: Geography 2, French 2. Business Administration 2. English 2, Maths 3, German 3. Modern Studies 3. Home Economics 3.

### *Employment*

Various Dec 2011 - Dec 2012

(Year abroad)

I travelled with a friend around Thailand for three months before going on alone to Australia to stay with family. I took casual jobs on farms and in cafes and restaurants.

### *Waiter*

I worked at the weekends and during holidays as a waiter at the hotel, which has a busy restaurant. I was polite and well presented at all times. I began working at the hotel washing dishes but after a year I was asked to become a waiter.

### *Achievements*

Prefect Aug 2010

I was selected to be a prefect at my school and worked as part of a team of prefects helping to supervise younger children at the school.

I enjoy amateur dramatics. I was part of a youth theatre group when I was at college and took part in productions when my work allowed it.

### *References*

Employer. Town

Mar 2008-Mar 2011

### *Interests*

Teacher

Head of year

High School

Phone: 01011 00100  
Email: [fakeemail@fakeemail.com](mailto:fakeemail@fakeemail.com)  
Employer  
Manager Employer  
Phone: 0101100100  
Email: [fakeemail@fakeemail.com](mailto:fakeemail@fakeemail.com)

## CV 2

Victoria Lee  
14 Rainbow Rd  
Benetton NSW 2344  
T: (02) 000 1122  
M: 4000 000 111  
E: [v.lee@email.com](mailto:v.lee@email.com)

### Professional Summary

Qualified professional Chinese/English translator with excellent communication and interpersonal skills. Hard-working, friendly and very much a team player. Seeking a position in a professional business environment.

### *Education*

Professional Translator Accreditation  
Sydney, NSW  
National Accreditation Authority for Translators and Interpreters  
Completed: 2012

Bachelor of Chinese Language and Business Studies  
Online University of New England

Graduated: 2011

### *Employment History*

November 2010 – Present: Translator Asian Voices TV (Channel 13)  
Sydney, NSW

Asian Voices is a Chinese community TV station.

### *Responsibilities:*

- Write Chinese subtitles for English language programs (news, films and chat shows).
- Provide translation services for any documents, research or administration.

- Liaise with English and Chinese speaking staff, stakeholders and the public.
  - Achievements:
  - Subtitled 30 programs in my first year.
  - February 2009 – Present: Chinese Language Tutor. Private clients  
Sydney, NSW  
Responsibilities:  
Provide tutoring services to students of Chinese and business professionals seeking proficiency in Chinese.  
Achievements:  
Translated a major business report for one of my clients.
- Other Skills/Qualifications*
- Member of the Australian Institute of Interpreters and Translators (AUSIT).
  - Proficiency with MS Office – Word, Excel, PowerPoint.

#### Referees

Professor Jin Lei  
University Professor  
University of New England  
Tel.: (02) 9999 8888  
Email: j.lei@email.com

James Tao  
Executive Producer  
Asian Voices TV  
Tel.: (02) 9233 4557  
Email: j.tao@email.com

### 3. Tourism application letter

**Victoria Lee**  
4 Rainbow Rd  
Benetton NSW 2344  
T: (02) 0000 1122  
M: 4000 000 111  
E: v.lee@email.com

4 July 2012  
Amy Chan  
One World Migration Services  
14 Bridge St  
Sydney NSW 2000  
Re: Translator position



Dear Ms Chan,

I am writing to apply for the position of translator as advertised recently on SEEK.com.au.

I am a qualified translator/interpreter with a Bachelor of Chinese Language and Business Studies and Professional Translator accreditation with the National Accreditation Authority for Translators and Interpreters. As a recent graduate, I am now seeking an opportunity to use my Chinese language skills within a professional business context, in a role that utilises my excellent communication and interpersonal skills.


For the past two years and during my university studies I have worked for a local Chinese community TV station, providing subtitling and translation services. I have also provided Chinese/English tutoring services to both international business professionals and students studying the Chinese language.

I am completely fluent in Cantonese, Mandarin and English, and received high distinction in all my language courses. I am also an extremely hard-working, responsible and mature worker, who enjoys working in a team as well as autonomously. I really enjoy communicating with others, which is why I think I would be ideally suited to this role.

I would love the opportunity to make a contribution to your team, helping migrants to join Australia's diverse national community. My resume is attached and I look forward to being able to discuss the position with you further.

Yours sincerely,

Victoria Lee

 **Write your curriculum vitae that you would send to a tourist company according to the points:**

- Personal Information
- Objective
- Education, qualifications and experience especially in tourist sphere
- Employment History
- Languages
- Other Skills/Qualifications
- References

**🌐 Write your application letter consulting the Supplement and using phrases below:**

I am applying for the position of ...

I have a lot of experience (some experience) in ...

Throughout my career I ...

You will benefit from my ...

Currently I am a BA (MBA) student, but I will graduate...

I enclose my curriculum vitae for your consideration.

I would be pleased to discuss my curriculum vitae...

I look forward to hearing from you.

**🌐 Write a recommendation letter consulting the Supplement and using phrases below:**

I'd like to recommend ... for the position of ...

Mr (MS) X has worked as ... since

He (she) has gained considerable experience in...

He (she) is very efficient, hard-working ... and reliable

His (her) excellent command of English was a great help for us.

I am sure that he (she) will be a highly suitable person for the position of ... in your company and once again I warmly recommend him (her) to you.

## **Unit 2.4. Legal Documents for Tourism Business**

**Objectives:** to practise translation and writing skills in writing summaries and business letters.

Unit 4 plan:

1. Translating and writing tasks.
2. Reading and summarizing.
3. Reading and translating tasks.
4. Filling in the gaps.
5. Writing business letters.

**Knowledge:**

- Learn how to extract information from Legal Documents for Tourism Business.
- Study information about organizing Legal Documents for Tourism Business.

- Acquire the knowledge of translation equivalents of topical vocabulary in the sphere of Legal Documents for Tourism Business.

**Skills:**

- Practise using vocabulary to the topic “Legal Documents for Tourism Business” in written speech.
- Practise selecting information from Legal Documents for Tourism Business.
- Practise writing Legal Documents for Tourism Business.
- Practise using translation equivalents of topical vocabulary in the sphere of Legal Documents for Tourism Business.

Recommendations for writing tasks are given in the Supplement.

**🌐 Translate the following regulations for tourist companies. Make up a glossary of business terms.**

***UK Travel Laws and Regulations***

If you are looking at starting a travel business such as a tour operator selling holiday packages then you must adhere to the 1992 package travel regulations. Failure to do so is a breach of the law and also leaves the consumer financially unprotected. Please see the information below for guidance or alternatively please feel free to contact us on 0207 190 9988 or [info@protectedtravelservices.com](mailto:info@protectedtravelservices.com) for a free consultation.

In addition, if you are starting a tour operator or travel agency and wish to sell flights, they you must comply with the civil aviation authorities (caa) air traffic organisers licence (atol) regulations.

Click on these links for more information: 1992 package travel regulations (ptr) and the civil aviation authorities (caa) air traffic organisers licence (atol).

**Which one applies to me?**

It's dependent on the type of holidays or services you wish to sell. If you wish to sell packages without flights then you will have to adhere to the 1992 package travel regulations which states that:

- financial guarantees must be provided to any consumer booking a holiday package

- a ‘package’ is defined as comprising of two or more of the follow elements:

- 1) accommodation

2) transport

3) other tourist services

- the customer must be protected against the failure of the seller of their holiday or any subsequent suppliers. In the event of a failure the customer must receive the holiday they purchased or a full refund of their money.

The legal definition is complex but penalties for breaches can be severe.

### **What if I wish to provide flights?**

The atol regulations will apply if you are a tour operator looking to provide any type of flight even if it is flight only or a flight package. In addition, any flight service that incorporates an individual flight plus individual accommodation or car hire will also need to be protected by an atol under the new atol flight-plus regulations.

### **What is atol?**

Atol is a financial protection scheme managed by the civil aviation authority (“caa”).

All travel companies selling air holiday packages and flights in the uk are required by law to hold a licence called an air travel organiser’s licence (“atol”), which is granted after the company, has met the caa’s licensing requirements.

Similar to the 1992 package travel regulations, it is designed to protect consumers in the event of your business ceasing to trade. As an atol holder you will provide the same guarantees to your customer that their money is financially protected in the event of the seller or suppliers failure.

Each atol holder is issued with a unique atol number, which can be checked on the atol website, and must contribute to a protection fund called the air travel trust (att).

How do I financially protect my customers in-line with the ptr’s and atol?


There are 3 main ways of providing financial protection to your customers:

- insurance

- bonding

- trust account

(From <http://www.protectedtravelservices.com/company/uk-travel-laws-and-regulations>)

 **Read the text and make up a list of legal issues necessary to be taken into consideration for conducting tourism business in EU.**

***EU TOURISM***  
***LEGAL BASIS***

No legal basis existed for the EU's tourism policy until the Treaty of Lisbon entered into force. However, the new Treaty has not changed the nature of the Union's powers in this area.

Part One of the Treaty on the Functioning of the European Union (TFEU) provides that tourism falls within those actions designed to **'support, coordinate or supplement the actions of the Member States'**, i.e. within the EU's powers to support the Member States (Article 6(d)).

The new legal basis (Article 195, Part 3, Title XXII) develops this concept, by stipulating that the Union shall complement the action of the Member States in the tourism sector, in particular by promoting the competitiveness of Union undertakings. There is thus no standalone European policy on tourism; instead, the EU tries to encourage a favourable framework for economic development and facilitate cooperation between Member States in that area, through the exchange of good practices.

Furthermore, Article 195(2) firstly provides for recourse to the ordinary legislative procedure, in essence co-decision between the European Parliament and the Council, the latter ruling by qualified majority, and secondly excludes any harmonisation of national laws and regulations, in line with Article 6(d).

Because of its multifarious nature, provisions on the free movement of people, goods and services, on small and medium-sized enterprises (SMEs), consumer protection, the environment and climate change, as well as on transport and regional or even space policies, are all relevant to tourism. Measures taken in these policy areas can have direct or indirect repercussions for tourism within the Union.



**📌 Make up a summary of Rules for a tour companies group.**

***TOUR OPERATOR MEMBERSHIP RULES AND PROCEDURES***

1. Tour Operator membership must be held by individual companies or organisations. For a company operationally consisting of subsidiary companies under the control of a parent company forming a single large entity, membership of the Initiative by the parent company also covers subsidiary companies in its control. The parent company is responsible for ensuring that all parts of its group comply with the requirements of the Initiative, and should inform the Initiative of its activities in this respect. There is no bar to subsidiary companies also joining the Initiative in their own right, and parent companies are encouraged to promote membership of the Initiative to their subsidiaries or affiliates. For umbrella groups with a loose range of affiliate companies or organisations, membership may not be held by the umbrella group on behalf of its affiliates. Each affiliate wishing to join the Initiative is required to do so individually.

2. To be eligible for Tour Operator Membership of the Initiative, applicants:

- shall have shown that they meet the requirements of Article 4, Section 3 of the Constitution, and that they have been in business for more than two years.
- shall hold a license or alternative form of certification, if operating in a country that has a licensing or other professional qualification system.
- if operating in a country that has a licensing or other professional qualification system, shall have been in business for at least two years or, failing that, shall be able to show that the management team includes individual managers with five or more years of experience in the tour operator sector.
- shall be in compliance with all national laws and legal requirements of the countries in which they operate.
- shall have agreed to work together with other members to advance sustainable tourism development and to manage and monitor environmental, cultural and social impacts as an integral part of their own tours and business activities.

## 📖 Study the tourist correspondence structure.

The ordinary business letter comprises the following principal parts:

- (1) The Date.
- (2) The Inside Address.
- (3) The Opening Salutation.
- (4) The Subject Heading.
- (5) The Opening paragraph.
- (6) The Body of the Letter.
- (7) The Closing Paragraph.
- (8) The Complimentary Closing.
- (9) The Signature.
- (10) Enclosures, Postscripts and copies sent.

The diagram illustrates the structure of a business letter with the following components and annotations:

- Sender's Address:** Hanover Travel, Long Lane, Townley, Sussex, BR4 6HJ. Annotation: "Company name and address only. This can also go against the left margin. DON'T PUT YOUR OWN NAME AT THE TOP!"
- Date:** 3 December 20.. Annotation: "Put the DATE here, or against the left margin."
- Recipient's Address:** Mr Garner, 58 Home Grove, Townley, Sussex, BR 3 9LK. Annotation: "Put the name and address of the person to whom you are writing here."
- Salutation:** Dear Mr Garner. Annotation: "Dear Mr/Mrs .../ Sir"
- Subject:** CYPRUS HOLIDAY – MRS GARNER. Annotation: "SUBJECT, if appropriate"
- Opening Paragraph:** Thank you for your letter of 28 November. Annotation: "First sentence refers to any previous contact."
- Body Paragraphs:** I have checked the accommodation available in the resort during the first two weeks of June, as you requested. I am pleased to tell you that there is currently an apartment available for your mother during that time. Annotation: "Use short sentences and clear paragraphs."
- Closing Paragraph:** Please let me know, as soon as possible, if you want to take up this offer. It would be best if you phone the office, as accommodation can fill up very quickly. Annotation: "Final paragraph"
- Complimentary Closing:** I look forward to hearing from you. Annotation: "Yours sincerely/faithfully"
- Signature:** Yours sincerely, Deavon Kilter. Annotation: "Signature and your name"
- Name and Position:** Deavon Kilter, Travel Consultant. Annotation: "Your name and position"

If it's the first time that you have contacted the person, use:

Dear Sir  
Yours faithfully

← INITIAL CAPITALS

← CAPITAL 'Y' small 'f'

If you have had previous correspondence or have spoken, use:

Dear Mr Garner  
Yours sincerely

← INITIAL CAPITALS

← CAPITAL 'Y' small 's'

 Find the elements of structure in the following letters:

### Letter 1.

Hunters Ranch,  
Paxton, Florida 32538  
May 4, 1995

Dear Mr. Wembley,

My wife and I are coming to Delhi for a fairly long stay, as I have business there that will keep me several months. I know you have lived in Delhi for several years, and I wonder if you would kindly give us some introductions.

Since I shall be very occupied, my wife may feel lonely at times. If she knew one or two people whom she could visit now and again, it would be very pleasant for her.

I would be most grateful for your help. If there is anything I can do for you - either here in the states or when I am in Delhi – please do not hesitate to let me know.

Sincerely yours,

***Harold Canning***

Harold Canning.

### Letter 2.



OFFICE OF THE GOVERNOR  
INDIANAPOLIS, INDIANA 46204-2797  
FRANK O'BANNON GOVERNOR

June 5, 1997  
Beverly Kalageorgi  
Camp America-Russia  
Togliatti, Russia



Dear Beverly,

Thank you so much for your wonderful letter about your life in Russia in general and Camp America in Togliatti in particular. It always amazes me to find out how far hoosier hospitality and influence extends. Who would have thought that a young woman from Elwood, Indiana would be leading an effort to make American/Russian relations more harmonious through a major project such as Camp America Russia? I think that the work you are doing terrific.

I have contacted our Department of Tourism and asked them to send me some informational packets about Indiana to send to you. I will include them in this letter. I am also sending copies of your letter and brochure and this letter to the people in the state who should be made aware of the good work you are doing. Their names and addresses appear below. Finally my best wishes to you on another successful camp session from July 8<sup>th</sup> to 18<sup>th</sup>.

Sincerely,

Frank O'Bannon.

cc: Kathy Smith

 **Place parts of a tourist letter in the right order according to structure:**

- 1) HEADING
- 2) INSIDE ADDRESS
- 3) GREETING
- 4) REFERENCE
- 5) INFORMATION
- 6) PURPOSE
- 7) CONCLUSION
- 8) COMPLIMENTARY CLOSE
- 9) SIGNATURE
- 10) SUBJECT

1) Sincerely,

2) If you have any students who wish to study English in Canada while being an au-pair, I would appreciate it if you advised them of our services. The Language Exchange provides Visa Acceptance Letters for individuals requiring student visas. Furthermore, if you are interested in representing our school, we do offer agents a 20% commission of course tuition fees per student.

3) Dear Sir/Madam,

4) We are an English Second Language School in Toronto, Ontario, Canada. Our school “The Language Exchange”, provides high quality English language courses from Beginners to Advanced, as well as Business English and academic preparatory courses. Our emphasis is on oral communication, offered at Intensive and Super-Intensive levels; however, all language skills are part of our curriculum. We also provide homestay accommodation and offer numerous after-school activities for our students.

5) If you wish a copy of our school brochure, please let us know. Our Web site may be visited at: <http://www.langexchange.com>.

6) Please do not hesitate to contact me should you have any questions.

7) The Language Exchange Inc.

8) Mr. Richardson,  
4, Boswell Way,  
Nagstead, Kent,  
NA 24PJ.

9) Jacqueline Lilley  
Managing Director

10) Thu., 22 Oct 2003

**☞ Compare two letters, connected with tourism. Find differences in structure and language:**

*A letter to a magazine expressing  
an opinion about tourism*

As someone who has travelled throughout Asia on business and holiday I would like to give my opinion on its environmental impact. Having visited Indonesia, Thailand and Malaysia I understand that tourism can bring money to developing countries. However, this money often goes into the pockets of foreign investors, and only rarely benefits local people. Multinational hotel chains also have little regard for the surrounding wildlife when they build new resorts. This can cause many problems.

*A letter from a tourist company  
to a client*

Director,  
H.P. Tourism Dept.  
Simla.  
1st November – 2009  
Dear Mrs. Vijaya Gupta,  
I have received your letter seeking information. Dussehra is the busiest season of the year in Kulu which is noted for its markets and fair. People from India and abroad have already booked government rest house accommodation six months in advance. The crowd is so heavy that tourists usually sleep in their cars or in tents.

In view of these facts we, as tourists, can directly affect these countries in a positive way if we are thoughtful. When we visit these countries we can visit restaurants, bars and even hotels that are owned by local people. In addition, we can refuse to give luxury resorts our patronage and therefore prevent them from becoming even larger. Most importantly we should check that any tours or excursions we take have minimal effect on the natural surroundings. Finally, we can even attempt to change the behaviour of other tourists by sharing our opinions. If we follow these simple steps we can be sure that our pleasure is not causing any harm to people or places that we visit.

If you like you may contact some private rest houses the addresses of which are on the reverse and try your luck. As for conducted tours, we have just 10 seats available for the 15th October 10 a.m. deluxe bus to Snowpoint. The charge is Rs. 500 per head including snacks on the way. If you wish us to reserve this for you, kindly ring us at 830 or fax us 3200-11-005.

With best wishes.  
Yours sincerely,  
Prem Mangla.

**🌐 Read and translate the letters below into Russian.**

**1.**

Dear Mr Smith,

I would like to invite you to dinner after your visit to our company next week, if you have time. Our managing director, Alison Mc Dermott, will also come.

I will book a table at an Italian restaurant, Via Venezia, for 8 p.m. on Tuesday evening. The restaurant is next to your hotel in Barchester road. I hope you can join us. Please can you let me know this week.

Best wishes,

John Lee.

**2.**

Dear Mr Clark,

I shall be arriving in Moscow on Wednesday 14th, and would be grateful if you could book accommodation at the Rossiya Hotel. Could you also reserve return tickets for me for Tuesday 20th. I would appreciate if you could arrange for a visit to the Bolshoi Theatre. Would it be also

possible to include a visit to the Pushkin Museum into our itinerary. Your cooperation would be most appreciated.

Yours sincerely,  
Norman Gotsby

### 3.

Dear prospective student,

We thank you for your interest in Intercollege and look forward to welcoming you as one of our students. We are sending you a complete package of relevant information, designed to answer most questions pertaining to admission procedures, costs, housing and other important matters.

As you will see from this information, Intercollege is a growing and dynamic educational institution, offering higher education in a wide range of study programs. There are many reasons to choose our college for your university education – among others:

- **Location:** Intercollege is situated in Cyprus, an ideal place for higher studies, combining good weather, a safe social environment and a well developed socio-economic infrastructure.

- **Reputation:** Intercollege is the largest and “most reputable college in Cyprus”, whose fame transcends the borders of Cyprus.

- **Dual Degrees:** as Intercollege programs are devised to incorporate the respective programs prestigious American and European Universities, our students may earn two degrees (i.e. one from Intercollege and another from one of these institutions, such as the University of Indianapolis U.S.A., University of London, U.K., Maastricht School of Management etc).

- **Competitive Fees:** the cost of studying at Intercollege is at a fraction of the respective expense at other American or European Universities.

- **Transfer Opportunities:** students studying at Intercollege may transfer to numerous well known American or British Universities at any stage during their course of studies.

In order to apply with Intercollege, you are kindly requested to submit the completed “Application for Admission” form, accompanied with the required material stipulated in the “Admission Guidelines” section. Please note that, for the purpose of securing your “Entry Visa” to Cyprus, your application must be received by the Office of Admissions, at the latest, one month before the registration dates indicated in the enclosed “Academic Calendar”.

The Office of Admissions is at your disposal for any assistance, questions or concerns. We will be delighted to hear from you soon.

Yours sincerely,  
Nicos Chrysostomou.

**4.**

July 25, 2008  
Emily Rommel Milby  
143 Del Rosario St.  
Pilar, Bataan

Dear Emily Milby:

If you go either to the North or the South for your summer vacation, you will want to get the full benefit of the change. You will want to leave your worries behind. Our tourist agency will assure you a worry-free travel.

If you'll ever lose a suitcase or bag, you'll appreciate knowing that it is possible to secure the protection of our Tourist Baggage Policy.

In the Tourist Baggage Policy you have a bellboy who works for you every hour of the day for less than you would think of giving in a single tip. Protection starts the minute you leave your doorstep.

The enclosed folder, "Protection Going and Coming", tells the whole story. Read it carefully. Then fill up and mail the attached card. Take advantage of our summer special offer now.

Sincerely yours,  
Jennelyn Santos,  
Sales Manager.

** Study the following situations. Write a letter for each one:**

– You are going to make a business trip. Ask your business partner to advise you a good hotel in his city.

– You are arriving at the airport. Inform your agent of the flight details and ask him to meet you there and accompany you to the hotel.

– You arrived at the airport but you were not met there as agreed. You had to get to the hotel by yourself and had a lot of inconveniences.

– Apologise for an emergency that prevented you from meeting your client at the airport.

– You have seen an advertisement in the “Overseas Review” for a Sunshine Hotel. You are going to stay there with your family. Write a letter enquiring for full details.

– You work in Sunshine Hotel and you have just received a letter of enquiry. Reply to the enquiry sending an illustrated catalogue and give full-detailed information about your hotel.

– You are going to stay in Sunshine Hotel. Ask your business partner to reserve a room for you.

– You are going to invite your business partner for a dinner to a restaurant.

**🌐 Define the communicative aim of the following letters. Practise writing answers to them.**

**1.**

Dear Juan,

I’m planning to visit Madrid in June for ten days. I was wondering if you could send me some information concerning the Saman Hotel.

I’d like to know how many rooms the hotel has, and what category it is. Would you also find out what the price for the single room is and what is included in that price? Lastly, could you tell me what services the hotel provides for its guests?

I’d be grateful if you could get this information for me.

Thanks for your help.

Love,

Sally.

**2.**

Dear Sally,

I hope you are well. I’m writing to thank you for your letter and give you the information you asked for.

First of all, the Saman Hotel has 200 air-conditioned rooms. Each room has its own bathroom, a telephone, a TV and a small bar. It is an “A” category hotel with a restaurant, a cocktail lounge, an outdoor swimming pool and a jacuzzi.

The price of a single room is £100 per night without breakfast or £115 per night with breakfast included. Breakfast is offered from 8-10.30 each morning and consists of coffee, tea, milk, juice, bread, jam and cereals.

The hotel provides many services such as room service, maid and laundry services. Maid service is provided free. However, there's an extra charge for room and laundry service.

I hope this information is helpful. If you need anything else, please let me know. I'm looking forward to seeing you in June.

Love,

Juan

**3.**

**KENNEWICK TRAVEL**

**AMERICAN EXPRESS**

'Travel With Us! Travel Like We! Travel Better Than We!'

Company profile and mission statement:

Tourism to most people means that only the rich can travel to the places of their

dreams. To them, tourism is related with luxury, elegance and extravagance, to big

and noisy cities.

Little did they know that tourism can be fun and affordable; a journey to nature and to commune with the forest and the seas, to explore the unknown caves and search for other horizons found abundantly in nature.

The aim of Kennewick Travel American Express is to make travel affordable to every citizen of this world. After 19 years in business, Kennewick Travel American Express has established itself as one of the top agencies in America. Although the agency now ranks as the largest in revenue in this area, they do not sacrifice service for size. The most important consideration of their mission is to provide comfortable, affordable and safety places to stay. They have experienced travel guides who can help you make a good plan and preparation for your every trip to make it wholesome, pleasurable and memorable as well.

Kennewick Travel American Express, INC is located at: 8836 Gage Blvd, Suit

202A, Kennewick, WA 99336.

**4.**

Dear Sirs,

I am writing to complain about the holiday I have just had which was organized by your company Kennewick Travel American Express. In your

brochure you said Poxos was a quiet resort and the hotel would be ideal for retired people. In fact the resort was full of noisy discos and we were woken up every night by drunken young people. Another hotel was being built next door while we were there, so it was noisy all day too.

You said we would be met at the airport and taken to the hotel. Instead, we had to catch a bus. Also, you said the hotel was 2 minutes from a sandy beach but in fact it was over an hour's walk away – and the beach was rocky!

I am very disappointed and angry and I expect you to give the matter your immediate attention.

Yours sincerely,  
Arthur Brown.

**☞ Practise writing a fax. Work in two groups.**

**a) Information for group 1.**

You are Janet Jeffries. Write a fax in reply to Mr Nakagawa's fax (one person in the group should write and the others should dictate and check spellings. Thank him for his fax. Tell him you will meet him at Heathrow at 16.35 on June 16. As requested, you booked a single room for him in the Dorchester Hotel for two nights.

Check this is OK. (If his wife is coming too, you need to change the booking.) You also arranged his meeting with Data Link for June 17th. Say you'll see him next week, send your regards and sign the message from "Janet Jeffries".

**b) Information for group 2.**

Use this information to answer your partner. You are Mr Nakagawa. Write a fax or telex to Janet Jeffries changing your flight arrangements. Apologize and tell her you must change your plans. You are now arriving on June 15th, not June 16th. Your new flight number is BAO018 and you expect to arrive at 18.55, Terminal 4, Heathrow. Ask her to change the meeting with Data Link to June 16<sup>th</sup>. (You need to know if she can't.) Say thank you, send your regards and sign the message from "Masahiro Nakagawa".

**Exchange the faxes you wrote within a group of students and write an answer according to the example below:**



*NIHON INFORMALINK KK*

*INFORMALINK BLDG, 5995 3801/4 telefax: (6) 5995 3919*

*TO: Darworth Enterprises Attention: Janet Jeffries*

*From: Masahiro Nakagawa Re: My inspection visit*

*Date: 10 June Pages including this one: 1*

*Thank you for fax of 1 June.*

*I will be arriving on Flight no. JL 401 at Terminal 3, Heathrow on 16<sup>th</sup> June. Could you book hotel accommodation for three nights in the city centre? Also, I would be grateful if you could arrange a meeting with Data Link for me on June 17<sup>th</sup> if possible. I look forward to seeing you on the 16<sup>th</sup>.*

*Kind regards,*

*Masahiro Nakagawa.*

**☞ Read a tourist advertisement. Fill in the gaps with the relevant information.**

Saturday 14 December

DAVE GRIMES AIR TRAVEL LTD

We'll get you going...

AIR FARES

We can offer airfares to any destination at prices that are simply unbeatable.

Don't bother to shop around!

Save money and save effort by buying from us.

Contact us for best prices.

Telephone 0208 822 1595

98 High St Old Elsdon

**☞ Read the answer to this advertisement. Underline and correct the spelling mistakes. Cross out and correct other errors. Rewrite the letter correctly.**

Miss H Farrow

Farely Travel

29 Tiverton Drive

New Elsdon

SE9 3KP

Dear Dave,

I seen your advertisment in the local in the local paper and wood like some more imformation about air tickets to Loz Angles in Jun and also

about acomodation in a hotel in a double room. We want to stay there for about fourteen days. Please give me the best price as mentoned in yor ad.

Yours faithfully,  
Helen Farrow

 **Read and translate a typical tourist contract.**

**Contract**

**For tourist services**

I. The “\_\_\_” day of \_\_\_\_\_ 20\_\_

**Tour Operator Private Company** “\_\_\_\_\_”, having its legal address at \_\_\_\_\_ and operating in accordance with state license \_\_\_\_\_ hereinafter referred to as “**Tour Operator**” from one part and \_\_\_\_\_, hereinafter referred to as “**Tourist**”, operating on its own behalf and/or on behalf of the persons specified in p. 1.2 of the Contract, from the other part, both separately or together referred to as “Party” or “Parties”, have concluded this Contract for tourist assistance services (hereinafter referred to as “Contract”) as follows:

**1. SUBJECT OF CONTRACT**

1.1. The Tour Operator undertakes to render to the Tourist a package of services (hereinafter referred to as “Tourist Product” or “Tour”) specified in p. 1.2 of this Contract in accordance with Request (Order) of the Tourist in written form sent to him by facsimile or e-mail in exchange for payment established in the Contract.

1.2. The Tourist Product provided under this Contract shall include following services (must be filled when confirmed by Tour Operator):

|                                       |  |
|---------------------------------------|--|
| Names of tourists, number of persons: |  |
| Accommodation:                        |  |
| Category, type of room:               |  |
| Date of arrival, departure            |  |
| Meal:                                 |  |
| Extra services:                       |  |

## **2. Cost and payment**

2.1. Cost of the ordered Tourist Product makes \_\_\_\_\_dollars of USA/ euros/ rubles of RF – for nonresidents of Ukraine) including 20% VAT.

2.2. The overall payment shall be made within 3 (three) bank days after signature of this Contract. When the ordered Tourist product fails to be paid or is unduly paid, the Contract shall be considered null and void and the Tourist's request canceled. Then, the Tourist must reimburse the Tour Operator for his expenses under this Contract and/or the Request (order) of the Tourist.

## **3. Rights and obligations of parties**

3.1. The Tour Operator hereby undertakes:

- To provide the Tourist with all necessary documents which confirm his status of a tourist and authorize him to be rendered with corresponding tourist services;

- To render the Tourist the tourist services under this Contract;

- Before conclusion of this Contract to inform the Tourist about:

- general requirements to all necessary documents (passport), entry/ exit visas, time of processing of the documents;

- medical warnings against the trip, including contraindications in case of some diseases, physical conditions or disadvantages, age of tourists;

- On request of the Tourist provide the additional information concerning:

- programme of travel;

- characteristics of transports, including their kind and category, connecting flights and other important information provided by codes and rules on transport (if transportation is provided as part of the tourist services package);

- hotels and other places of accommodation (their location, classification in accordance with legislation of places of temporary stay, confirmation of correspondence to the declared hotel services standards, rules of temporary stay, terms and conditions of payment for hotel services and other important information;

- local customs, historical, cultural and natural monuments and other sights which are under special protection, as well as environmental, sanitary and epidemiological conditions;

- insurance company which insures against risks connected with rendering of tourist services, premium payments, policy provisions;

- cost of tourist services and payment conditions;

3.2. The Tourist hereby undertakes:

- To make payments for the tourist services in proper time in pursuance of p. 2.3. of the Contract;

- To come to the place of meeting of the group in proper time;

- To provide the Tour Operator with correct information about facts of violence of laws, custom or visa requirements by the Tourist and/or persons who are traveling with him, if this facts took place in the past.

#### **4. Force majeure**

4.1. In case of force majeure when execution of the obligation is impossible, namely: wars, nature disasters, strikes, terrorist attacks, epidemics, revolutions and another act of God which are beyond control of the Parties, in particular adopting of any law and/or other regulation banning or restricting any provision of this Contract, the Parties will be considered exempted from liabilities for untimely execution of their obligations under this Contract. The Party must advise the other Party in writing about beginning of such circumstances, their assumed duration and supposed time of termination, within 3 (three) days after becoming aware of these circumstances. Terms and conditions of the tour will be postponed till the end of the force-majeure.

#### **5. Applicable law and arbitration**

5.1. All possible disputes regarding performance of this Contract will be resolved by negotiations, should any amicable agreement is reached, the arbitration will be carried out in courts of corresponding jurisdiction.

#### **7. Validity and termination**

7.1. The Contract comes into force from the moment of its signature by the Parties.

7.2. The Contract shall be considered terminated when its provisions are fully executed by the Parties and by their mutual agreement.

## 8. ADDRESSES AND OTHER INFORMATION

TOUR OPERATOR:

TOURIST:

“Hereby confirm that all provisions of the Contract are agreed with me and all persons who travel with me, undertake to keep to the terms of the Contracts. I (we) are acquainted with all necessary, comprehensible and true information about conditions of the tourist services under the Contract”.

### 3. INDIVIDUAL STUDY

#### Tasks, Requirements and Recommendations for Homework

##### I. Make up a presentation on the following topics.

###### Presentation topics:

1. Components of the Travel Industry.
2. Professionals in Tourism
3. Transportation.
4. Accommodations.
5. Resorts.
6. Restaurants.
7. Amazing Sights.
8. The Cruise Industry.
9. Educational tourism.
10. Medical Tourism.
11. Historical Tourism.

###### Presentation and project evaluation scheme:

| Aspect of a presentation                     | Excellent | Good | Satisfactory | Unsatisfactory |
|--|-----------|------|--------------|----------------|
| Powerpoint contents                          |           |      |              |                |
| Rapport                                      |           |      |              |                |
| Voice mastering                              |           |      |              |                |
| Topic frame                                  |           |      |              |                |
| Message and its development, logics, clarity |           |      |              |                |
| Grammar                                      |           |      |              |                |
| Lexis  |           |      |              |                |
| Phonetics                                    |           |      |              |                |
| <b>Average</b>                               |           |      |              |                |

##### II. Make up a report on one of the following topics.

###### Reports topics

1. Professions in Tourism.
2. Professions in Hotel Service.

3. Tourist Company Structure.
4. Recruitment in Tourism and Service.
5. Advertising in Tourism.

Requirements for a report:

1. 3-4 min.
2. Fluent and accurate speech.
3. Use of new vocabulary.

### **III. Formulate a topic for an essay on the basis of the following questions.**

**Write an essay.**

#### **Essay questions:**

1. What is tourism?
2. What images spring to mind when you hear the word ‘tourism’?
3. How important is tourism to your country?
4. Would you like to work in tourism?
5. What are the good and bad things about tourism?
6. What do you think tourism will be like in the future?
7. What are the major tourist attractions in your country?
8. What do you think of the idea of space tourism?
9. How does tourism change lives?
10. What is eco-tourism? Do you think it is a good idea?
11. Is there a difference between a tourist and a backpacker?
12. Do you think tourism helps people in the world understand each other?
13. Is tourism something that only rich people take part in?
14. What do you think of sex tourism? Do you think it will ever disappear?
15. What factors affect tourism?
16. Do tourists really get to see the real countries they visit?
17. Do you think tourism is bad for the planet?
18. Are tourists in your country funny?
19. How has tourism changed over the past few decades?
20. Are you a good ambassador for your country’s tourism industry?

#### **Essay Guidelines:**

- Begin the essay with a question, a challenge, a starting fact, a dramatic incident, or a significant quotation (or some equally compelling strategy for beginning a personal philosophy essay). Do not start with a dictionary definition. Use “I,” since this is a first-person essay.

- In the body of the essay, in order to support your argument – the reason you hold your specific belief—share a focused anecdote that illustrates why you hold your belief. The specific and concrete details you present in the anecdote are the evidence for your argument.
- Conclude by returning to the way you captured the audience’s attention at the beginning of the essay; for example, explain how you have answered the question, challenge, or startling fact with which you began.
- Once you have completed your essay, create a title for the essay that synthesizes your belief and that captures your readers’ attention and interest.

**Requirements for an essay:**

1. No fewer than 2000 words.
2. Compliance with the chosen topic.
3. Essay Structure.
4. Accurate speech.
5. Use of new vocabulary.

**Tasks for writing documents:**

1. Write your CV and application letter to apply to a travel company.
2. Write a commendation letter for your group mate applying for a job in a travel company.
3. Write a business letter on the suggested situations from the “Writing Section”.
4. Make up a glossary of terms and clichés on a particular branch of tourism.

**Letter Guidelines:**

Business letters should be simple and clear, polite and sincere, concise and brief. A business letter should contain polite forms and phrases to make it sound more official. Here are some standard expressions used in English business writing.

**Requirements for written documents:**

1. Document Structure.
2. Accurate speech.
3. Use of business letters clichés and new vocabulary.



## **Interactive Work Guidelines**

### **Методические указания по организации интерактивных форм работы**

#### *Ролевая игра*

Ролевые игры предусмотрены при изучении тем «Travelling», «Hotel and restaurant Service», «Professionals in Tourism», «Ecotourism», «Guided Tourism».

*Цель* – развитие навыков ведения дискуссии в ситуации профессионального общения в сфере туризма.

#### *Задачи:*

1. Интегрировать навыки и умения в ролевой игре (развитие монологической и диалогической речи).
2. Практиковать в умении выражать свои мысли по теме с использованием активной лексики и основных грамматических форм.
3. Закрепить навыки использования этикетных формул общения в профессионально обусловленной ситуации общения.

Участники: группа студентов в составе 5-12 человек.

Необходимость выполнения индивидуальных заданий для подготовки ролевой игры: перед занятием, на котором выполняется ролевая игра, рекомендуется дать студентам возможность повторить необходимую лексику по теме, активизировать ее в упражнениях индивидуальных домашних заданий. В некоторых случаях необходимо провести поиск необходимой информации по теме ролевой игры.

Время подготовки: 5 мин.

Общее время проведения: 15 мин.

#### *Этапы:*

I. Введение ситуации ролевой игры, распределение ролей, объяснение конечной цели ролевой игры. Режим: T-S1-S2.... Время – 2 мин.

II. Задание языковых параметров ролевой игры. Режим: T-S1-S2.... Время – 2 мин. Преподаватель должен нацелить студентов на активизацию необходимой лексики, указать на параметры ведения полилога, предупредить о необходимости говорить правильно, без фонетических, лексических и грамматических ошибок.

III. Подготовка ролевой игры в группе студентов. Режим: S1-S2.... Время – 5 мин.

Студенты обсуждают взаимодействие в ходе ролевой игры, готовят общий план обсуждения. Преподавателю следует побуждать студентов вести подготовку на английском языке, избегать детального обсуждения всех моментов полилога для продуцирования спонтанной речи во время выполнения задания.

III. Выполнение полилога по теме ролевой игры. Режим: S1-S2.... Время – 7- мин.

IV. Обсуждение итогов ролевой игры, разбор ошибок. Режим: T-S1-S2.... Время – 4 мин.

Результат: полилог по предложенной в ролевой игре ситуации.

Критерии оценки полилога:

1. Полнота речевого произведения. Каждый участник полилога должен представить 8-9 реплик в ходе обсуждения. Реплики должны соответствовать содержанию ситуации для ролевой игры.

2. Взаимодействие между участниками. Участники должны равнозначно участвовать в ходе ролевой игры, поддерживать коммуникацию, взаимодействовать с собеседниками в ходе обсуждения.

3. Лингвистическая правильность речи. Речь студентов оценивается с точки зрения грамматической, фонетической и лексической правильности.

Оборудование: достаточно обычного аудиторного оборудования, при необходимости, можно использовать компьютер, экран, проектор.

### ***Кейс-стади***

Кейс-стади предусмотрен при изучении темы «Tourism Industry».

*Цель* – развитие навыков использования речевых клише при обсуждении проблемы и выработке решения в ситуации профессионального общения в сфере туризма.

*Задачи:*

1. Развитие монологической и диалогической речи.
2. Практиковать в умении выражать свои мысли по теме с использованием активной лексики и основных грамматических форм.

Участники: группа студентов в составе 3-4 человека.

Необходимость выполнения индивидуальных заданий для подготовки ролевой игры: перед занятием, на котором выполняется

кейс-стади, рекомендуется дать студентам возможность провести поиск необходимой информации по теме кейс-стади.

Время подготовки: 7 мин.

Общее время проведения: мин.

*Этапы:*

I. Введение ситуации для кейс-стади, объяснение конечной цели кейс-стади. Режим: Т-S1-S2.... Время – 2 мин.

II. Задание языковых параметров кейс-стади. Режим: Т-S1-S2.... Время – 2 мин. Преподаватель должен нацелить студентов на активизацию необходимой лексики, указать на логичность аи аргументированность представления решения по кейс-стади, предупредить о необходимости говорить правильно, без фонетических, лексических и грамматических ошибок не только при представлении монолога, но и в ходе обсуждения решения.

III. Подготовка монолога по кейс-стади в группе студентов Режим: S1-S2.... Время – 5 мин.

Студенты предлагают свое решение, взаимодействие в ходе ролевой игры, готовят общий план обсуждения. Преподавателю следует побуждать студентов вести подготовку на английском языке, проверить правильность подготовленного монолога.

III. Выполнение монолога по теме кейс-стади. Режим: S1-S2.... Время – 5- мин.

IV. Обсуждение итогов кейс-стади, разбор ошибок. Режим: Т-S1-S2.... Время – 4 мин.

Результат: монолог по предложенной в кейс-стади ситуации.

Критерии оценки монолога:

1. Полнота речевого произведения. Итоговый монолог представляет один представитель группы. Объем монологического высказывания – 10-15 предложений. Другие участники могут предложить дополнения к этому монологу. Содержание монолога должно соответствовать содержанию ситуации для кейс-стади.

2. Лингвистическая правильность речи. Речь студентов оценивается с точки зрения грамматической, фонетической и лексической правильности.

Оборудование: достаточно обычного аудиторного оборудования.

### *Условно-речевая ситуация*

Условно-речевые ситуации предусмотрены при изучении всех тем пособия («Travelling», «Hotel and Restaurant Service», «Professionals in Tourism», «Ecotourism», «Guided Tourism» и т. д.).

*Цель* – активизация лексики и клише в искусственно смоделированной ситуации профессионального общения в сфере туризма.

*Задачи:*

1. Развитие монологической и диалогической речи, письменной речи.
2. Практиковать в умении выражать свои мысли в устной речи и в письменной речи с использованием активной лексики и основных грамматических форм.
3. Закрепить навыки использования клише устной и письменной речи в профессионально обусловленной ситуации общения.

*Участники:* индивидуальное участие (для письменной речи и выполнения монолога) или в парах (для выполнения диалога).

Необходимость выполнения индивидуальных заданий для подготовки высказывания по условно-речевой ситуации: перед занятием, на котором выполняется задание по условно-речевой ситуации, рекомендуется дать студентам возможность повторить необходимую лексику по теме, активизировать ее в упражнениях индивидуальных домашних заданий.

Время подготовки: 5 мин.

Общее время проведения: 15 мин.

*Этапы:*

I. Введение условно-речевой ситуации, объяснение конечной цели задания. Режим: T-S1-S2.... Время – 1 мин.

II. Задание языковых параметров ролевой игры. Режим: T-S1-S2.... Время – 1 мин. Преподаватель должен нацелить студентов на активизацию необходимой лексики, указать на параметры ведения монолога, диалога, письменного высказывания, предупредить о необходимости говорить и писать правильно.

III. Подготовка высказывания по условно-речевой ситуации студентами. Режим: S1, или S1-S2.... Время – 5 мин.

Студенты готовят план монолога, диалога или готовят письменный текст (письмо, заявление, рекламу). Преподавателю следует побуждать студентов избегать детального обсуждения всех момен-

тов монолога или диалога для продуцирования спонтанной речи во время выполнения задания. Также следует напомнить студентам о необходимости отредактировать готовый текст.

III. Выполнение монолога, диалога или представление письменного текста. Режим: S1-T... Время – 3-4- мин.

IV. Обсуждение итогов ролевой игры, разбор ошибок. Режим: T-S1-S2.... Время – 4 мин.

Результат: монологическое или диалогическое высказывание по предложенной ситуации или составление письменного документа.

Критерии оценки:

1. Полнота речевого произведения. Каждый участник диалога должен представить 8-9 реплик в ходе обсуждения. Объем монологического высказывания 10-15 предложений. Объем письменного текста 10-15 предложений. Содержание речи должно соответствовать содержанию ситуации для ролевой игры.

2. Взаимодействие между участниками в случае выполнения диалога. Участники должны равнозначно участвовать в ходе ролевой игры, поддерживать коммуникацию, взаимодействовать с собеседниками в ходе диалога.

3. Лингвистическая правильность речи. Речь студентов оценивается с точки зрения грамматической, фонетической и лексической правильности.

Оборудование: достаточно обычного аудиторного оборудования.

### ***Решения творческих задач в мини-группах (презентации)***

Презентации предусмотрены при изучении тем «Hotel and Restaurant Service» «Ecotourism», «Business Tourism».

*Цель* – развитие речевых навыков представления результатов работы в ситуации профессионального общения в сфере туризма.

*Задачи:*

1. Практиковать в умении выражать свои мысли по теме с использованием активной лексики и основных грамматических форм.

2. Закрепить навыки использования клише ведения презентации в профессионально обусловленной ситуации общения.

Участники: группа студентов в составе 3-4 человек.

Необходимость выполнения индивидуальных заданий для подготовки презентации: перед занятием, на котором выполняется творческая работа, рекомендуется дать студентам возможность повторить необходимую лексику по теме, активизировать ее в упражнениях индивидуальных домашних заданий.

Время подготовки: 15 мин.

Общее время проведения: 30 мин.

*Этапы:*

I. Введение проблемы, требующее творческого решения, объяснение конечной цели задания. Режим: T-S1-S2.... Время – 1 мин.

II. Задание языковых параметров задания. Режим: T-S1-S2.... Время – 2 мин. Преподаватель должен нацелить студентов на активизацию необходимой лексики, указать на параметры ведения презентации, предупредить о необходимости говорить правильно, без фонетических, лексических и грамматических ошибок.

III. Подготовка мини-презентации в группе студентов. Режим: S1-S2.... Время – 4 мин.

Студенты обсуждают содержание презентации. Определяют количество участников. Преподавателю следует побуждать студентов вести подготовку на английском языке.

III. Выполнение презентации. Режим: S1-S2.... Время – 15 мин.

IV. Обсуждение итогов мини-презентации, разбор ошибок. Режим: T-S1-S2.... Время – 4 мин.

Результат: презентация решения творческого задания. Выполняется в форме монолога.

Критерии оценки мини-презентации:

1. Полнота речевого произведения. Участники обсуждения должны представить решение творческой задачи в виде презентации. Содержание должно соответствовать содержанию ситуации для ролевой игры.

2. Лингвистическая правильность речи. Речь студентов оценивается с точки зрения грамматической, фонетической и лексической правильности.

Оборудование: необходимо использовать компьютер, экран, проектор.

### *Проектное задание*

Проектные задания предусмотрены при изучении тем «Choosing and Promoting Destination», «Professionals in Tourism».

*Цель* – развитие навыков поиска информации в сфере туризма и гостиничного сервиса.

*Задачи:*

1. Практиковать навыки поиска и обработки информации на интернет-сайтах в сфере туризма и гостиничного сервиса.
2. Практиковать в умении оформлять результаты поиска в виде электронных презентаций.

Участники: вся академическая группа.

По окончании изучения уроков «Choosing and Promoting Destination», «Professionals in Tourism» студенты получают задание по выполнению проекта на указанную тему. Задание предполагает индивидуальную поисковую деятельность с использованием ресурсов, указанных в разделе «Internet Resources».

Время подготовки: 3-4 дня.

Общее время проведения: 5 минут на каждого студента.

*Этапы:*

I. Объяснение задания. Режим: T-S1-S2.... Время – 1 мин.

II. Объяснение критериев оценки. Режим: T-S1-S2.... Время – 1 мин. Преподаватель должен нацелить студентов на активизацию необходимой лексики, изложить требования к оформлению проекта, предупредить лексические и грамматические ошибки.

III. Индивидуальная подготовка проекта. Режим: индивидуальная работа.

Студенты готовят к занятию проект по указанной теме в виде электронной презентации, используя указания в разделе «Individual Study».

IV. Обсуждение итогов проектного задания, разбор ошибок. Режим: T-S1-S2.... Время – 2 мин.

Результат: электронная презентация по предложенной теме.

Критерии оценки проекта:

1. Качество визуальных материалов.
2. Соответствие теме задания.

3. Структура презентации, логичность и последовательность изложения материала.
4. Экстралингвистические параметры: громкость и выразительность речи, жесты.
5. Лингвистическая правильность речи. Речь студентов оценивается с точки зрения грамматической, фонетической и лексической правильности.  
Оборудование: компьютер, экран, проектор.



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## Internet Resources

Most Popular Travel Websites to find information for reports and presentations



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[http://tlp.excellencegateway.org.uk/tlp/fs/fs-resources/library/074/c11\\_writebusinessletter\(2\).pdf](http://tlp.excellencegateway.org.uk/tlp/fs/fs-resources/library/074/c11_writebusinessletter(2).pdf)

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## Glossary

**1st** первый в любом значении (первый класс, первая линия и т. д.)

**A-la carte** (франц. *по меню*) – ресторан, где можно выбрать и заказать любое из блюд по меню.

**AC** (сокр. от англ. *air conditioner*) – наличие кондиционера.

**AD/ADL** (от англ. *adult*) – взрослый; взрослый турист, лицо, достигшее возраста 12 лет на момент поездки.

**AI/ALL** (от англ. *all inclusive*) – все включено; система обслуживания в отелях, при которой питание, напитки (чаще всего местного производства) и многие виды услуг не требуют дополнительной оплаты.

**Airbus (Аэробус, Эйрбас)** – одна из двух крупнейших в мире авиастроительных компаний. Производит пассажирские, грузовые и военно-транспортные самолеты.

**AO** (сокр. от англ. *accommodation only* – только размещение) – размещение без питания

**Apartment / Aprt / Apt** (англ. *apartment*) – тип номеров в гостиницах, по своему оформлению приближенные к виду современных квартир, включая места для приготовления пищи (стоимость питания обычно не включена в стоимость номера).

**Baby-sitter** (англ.) – услуги детской сиделки, присмотра за детьми.

**BB** (от англ. *bed and breakfast*) – размещение с завтраками.

**BGW (BG)** (от *bungalow*) – отдельно стоящее обычно одноэтажное строение в отеле, чаще всего с верандой. Обычно в тропических странах.

**Boeing** – одна из двух крупнейших в мире авиастроительных компаний.

**CH** (от англ. *child*) – ребёнок;

**Check-in** – процедура регистрации при приезде в отель.

**Check-out** – процедура выписки из отеля при отъезде.

**Connected (connect) room** – два самостоятельных номера, между которыми есть общая дверь, запираемая или открываемая при желании.

**DBL** (от *double*) – двухместный номер.

**Deluxe / DLX**— категория отеля, номера в отеле и т. д., предполагающая особую роскошь. Для номера обычно подразумевается частная ванна и полный сервис.

**DORM** (от англ. *dormitory*) — большой общий номер с несколькими кроватями, сдаваемыми различным постояльцам.

**Double-up** (англ.) организация системы двойного заселения, при которой незнакомые клиенты заселяются один номер.

**DP** (франц. *demi-pension*) — полупансион; предоставление туристу номера и двухразового питания: завтрак и либо обеда, либо ужина.

**Duplex**— двухуровневый номер.

**Duty-free** (дьюти-фри)— товары, не облагаемые налогами, а также система беспошлинной торговли в аэропортах, на бортах самолетов, паромов и т. д.

**E-ticket** — электронный билет.

**EC 1.** (сокр. от англ. *economy class*) — эконом-класс (в уровне комфорта отеля или номера, категория мест в салоне самолета или поезда и т. д.); **2.** сокр. от англ. *European Community* — Европейское Сообщество.

**Executive**— категория номера с повышенной комфортностью.

**Fam-trip (fam-tour)** (сокр. от англ. *familiarization*) — ознакомительный тур; льготный или бесплатный тур, организуемый для турагентств и (или) сотрудников авиакомпании с целью их ознакомления с определенными туристическими маршрутами и центрами.

**Family room** (англ. семейная комната) — номер в отеле, обычно отличающийся от стандартного большей площадью и рассчитанный на заселение семьи.

**FB** (от англ. *full board*) — полный пансион (завтрак, обед, ужин)

**FB+** (англ. *full board*) — полный пансион (завтрак, обед, ужин), расширенный, обычно за счет пива и вина во время приема пищи.

**FC** (сокр. от англ. *first class*) — первый класс; официальный уровень комфортности отеля, предлагающий стандартный уровень обслуживания, размещения и удобств.

**FIT** (сокр. от англ. *foreign independent tour*) — выездной индивидуальный тур, разработанный непосредственно по заказу туриста.

**Full House**— сообщение об отсутствии мест в отеле.

**Grandmaster**— мастер-ключ, открывающий все запертые двери в отеле.

**HB** (от англ. *half board*) — полупансион (завтрак и ужин).

**HB+** (англ. *расширенный half board*) — полупансион (завтрак и ужин), расширенный за счет алкогольных и безалкогольных напитков местного производства целый день.

**INF** (от англ. *infant*) — грудной ребенок (в возрасте до 2-х лет).

**Inside view**— номер с видом на атриум или другую внутреннюю часть отеля.

**Junior Suite**— класс номера в отеле, обычно просторная комната с отгороженным спальным местом, преобразуемая днем в гостиную.

**Lobby**— холл при входе в отель.

**MB 1.** (от англ. *main building*) — основное здание; 2. сокр. от англ. *minibus* — микроавтобус.

**MICE** (акроним от англ. *Meetings, Incentives, Conferencing, Exhibitions* (или *Events*) — встречи, мотивационные мероприятия, конференции, выставки (или события)) вид корпоративного делового туризма, путешествие большой группы лиц с целью проведения деловых мероприятий.

**No show** — фактическое неприбытие туриста в средство размещения в запланированный день заезда или аннуляция заказа, сделанная менее, чем за 24 часа до даты заезда, указанной в заказе.

**OW** (от англ. *one way* — в одну сторону) — поездка или билет только в одну сторону.

**Party ticket** — групповой билет.

**Qdpl** (сокр. от англ. *quadruple*) — четырехместный номер.

**RO** (от англ. *room only*) — размещение без питания.

**ROH** (от англ. *run of the house*) — размещение на усмотрение отеля.

**RQ** (от англ. *request* — запрос) — запрос на получение информации, подтверждение какой-либо услуги и т. д.

**RT** (от англ. *round trip* — круговое путешествие) — поездка или билет в обе стороны, туда и обратно.

**SGL** (от англ. *single*) — одноместное размещение.

**Spa (SPA, Спа, СПА)** (по названию города-курорта Спа в Бельгии) - популярный оздоровительный комплекс процедур, использующий минеральную, морскую, и пресную воду, морские водоросли и соли, лечебные грязи, минералы, целебные травы, эфирные масла, различные виды массажей, занятия йогой и медитацией и пр.

**SPO** (от англ. *Special offer*) – готовый туристический продукт, предлагаемый туроператором по ценам обычно ниже стандартных.

**STD** (от англ. *standard*) – стандартный номер.

**Suite** – номер повышенной комфортности с несколькими жилыми помещениями (либо несколько комнат, либо комната с четко определенными зонами спальней, гостиной и т. п.).

**Superior** – категория отеля или номера в отеле, предоставляющих повышенную комфортность.

**TC** (сокр. от англ. *tourist class*) – невысокий уровень комфорта отелей, номеров в отелях, категория мест в салоне самолета или поезда и т. д. Обычно выше эконом-класса, но ниже первого класса.

**TPL/TRPL** (от англ. *triple*) – трёхместный номер.

**Trip Advisor** – веб-сайт, с информацией, создаваемой посетителями, аккумулирующий материалы о путешествиях: практическую информацию об организации поездок, отзывы и мнения об отелях, достопримечательностях, ресторанах, кафе, экскурсиях, компаниях и т. д. Это крупнейшая в мире социальная сеть путешественников, и наиболее посещаемый туристический сайт: 200 млн. уникальных посетителей в месяц (2013 г.). Создан в 2000 г. в составе Expedia, Inc. В 2011 г. вышел из Expedia в качестве самостоятельного проекта. Штаб-квартира в Ньютоне (штат Массачусетс, США). На основе потребительских оценок Trip Advisor создает рейтинги по географическому принципу, а также авторитетные потребительские премии, к примеру, Trip Advisor Travellers' Choice.

**TWN** (от *twin*) двухместный номер с двумя односпальными кроватями.

**TWOV** (сокр. от англ. *transit without visa*) – безвизовый транзит пассажиров через территорию (сухопутную, водную, воздушную), находящуюся под контролем промежуточного государства (не являющегося конечной целью путешествия).

**UAI/ Ultra all inclusive**— расширенная система обслуживания «все включено», когда в стоимость размещения входят закуски в течение дня и алкогольные напитки импортного производства (но не экстра-класса). Набор услуг в этой системе обслуживания сильно разнится в зависимости от отеля.

**v. v./VV**(сокр. от лат. *vice versa* — положение наоборот) — пометка о поездке, трансфере или ином движении и в обратную сторону, помимо указанного.

**VIP** (сокр. от англ. *very important person* — очень важная персона) клиент, имеющий особые привилегии, которому необходим улучшенный сервис и особое внимание.

**World Tourism Organization/WTO** Всемирная Организация Туризма; ведущая международная организация в сфере туризма, учреждение Организации Объединенных Наций.

## List of countries and nationalities to learn

| COUNTRY            | ADJECTIVE     | NOUN                       |
|--------------------|---------------|----------------------------|
| Africa             | African       | an African                 |
| America            | American      | an American                |
| Argentina          | Argentinian   | an Argentinian             |
| Austria            | Austrian      | an Austrian                |
| Bangladesh         | Bangladesh(i) | a Bangladeshi              |
| Belgium            | Belgian       | a Belgian                  |
| Brazil             | Brazilian     | a Brazilian                |
| Britain            | British       | a Briton/Britisher         |
| Cambodia           | Cambodian     | a Cambodian                |
| Chile              | Chilean       | a Chilean                  |
| China              | Chinese       | a Chinese                  |
| Colombia           | Colombian     | a Colombian                |
| Croatia            | Croatian      | a Croat                    |
| the Czech Republic | Czech         | a Czech                    |
| Denmark            | Danish        | a Dane                     |
| England            | English       | an Englishman/Englishwoman |
| Finland            | Finnish       | a Finn                     |
| France             | French        | a Frenchman/Frenchwoman    |
| Germany            | German        | a German                   |
| Greece             | Greek         | a Greek                    |
| Holland            | Dutch         | a Dutchman/Dutchwoman      |
| Hungary            | Hungarian     | a Hungarian                |
| Iceland            | Icelandic     | an Icelander               |
| India              | Indian        | an Indian                  |
| Indonesia          | Indonesian    | an Indonesian              |
| Iran               | Iranian       | an Iranian                 |
| Iraq               | Iraqi         | an Iraqi                   |
| Ireland            | Irish         | an Irishman/Irishwoman     |
| Israel             | Israeli       | an Israeli                 |
| Jamaica            | Jamaican      | a Jamaican                 |
| Japan              | Japanese      | a Japanese                 |
| Mexico             | Mexican       | a Mexican                  |
| Morocco            | Moroccan      | a Moroccan                 |
| Norway             | Norwegian     | a Norwegian                |
| Peru               | Peruvian      | a Peruvian                 |
| the Philippines    | Philippine    | a Filipino                 |



| COUNTRY             | ADJECTIVE            | NOUN                     |
|---------------------|----------------------|--------------------------|
| Poland              | Polish               | a Pole                   |
| Portugal            | Portuguese           | a Portuguese             |
| Rumania             | Rumanian             | a Rumanian               |
| Russia              | Russian              | a Russian                |
| Saudi Arabia        | Saudi, Saudi Arabian | a Saudi, a Saudi Arabian |
| Scotland            | Scottish             | a Scot                   |
| Serbia              | Serbian              | a Serb                   |
| the Slovak Republic | Slovak               | a Slovak                 |
| Sweden              | Swedish              | a Swede                  |
| Switzerland         | Swiss                | a Swiss                  |
| Thailand            | Thai                 | a Thai                   |
| The USA             | American             | an American              |
| Tunisia             | Tunisian             | a Tunisian               |
| Turkey              | Turkish              | a Turk                   |
| Vietnam             | Vietnamese           | a Vietnamese             |
| Wales               | Welsh                | a Welshman/Welshwoman    |
| Yugoslavia          | Yugoslav             | a Yugoslav               |

## Business letters clichés

### 1. The opening salutation

|                              |  |
|------------------------------|--|
| Dear Sirs, Dear Sir or Madam | (если вам не известно имя адресата)  |
| Dear Mr, Mrs, Miss or Ms     | (если вам известно имя адресата; в том случае, когда вы не знаете семейное положение женщины следует писать Ms, грубой ошибкой является использование фразы “Mrs or Miss”) |
| Dear Frank,                  | (В обращении к знакомому человеку)   |

### 2. Opening phrases

|   |  |
|---|--|
| Thank you for your e-mail of (date)...                        | Спасибо за ваше письмо от (числа)                  |
| Further to your last e-mail...                                | Отвечая на ваше письмо...                          |
| I apologise for not getting in contact with you before now... | Я прошу прощения, что до сих пор не написал вам... |
| Thank you for your letter of the 5th of March.                | Спасибо за ваше письмо от 5 марта                  |
| With reference to your letter of 23rd March                   | Относительно вашего письма от 23 марта             |
| With reference to your advertisement in «The Times»           | Относительно вашей рекламы в Таймс                 |
| Regarding your advertisement in ...                           | Касательно вашей рекламы в ...                     |

### 3. Reason for writing

|                                    |  |
|------------------------------------|--|
| I am writing to enquire about      | Я пишу вам, чтобы узнать...                |
| I am writing to apologise for      | Я пишу вам, чтобы извиниться за...         |
| I am writing to confirm            | Я пишу вам, что бы подтвердить...          |
| I am writing in connection with    | Я пишу вам в связи с ...                   |
| We would like to point out that... | Мы хотели бы обратить ваше внимание на ... |

### 4. Request

|                                      |  |
|--------------------------------------|--|
| Could you possibly...                | Не могли бы вы...                        |
| I would be grateful if you could ... | Я был бы признателен вам, если бы вы ... |
| I would like to receive              | Я бы хотел получить.....                 |
| Please could you send me...          | Не могли бы вы выслать мне...            |

## 5. Agreement

I would be delighted to ... Я был бы рад ...  
I would be glad to Я был бы рад...

## 6. Telling bad news

Unfortunately ... К сожалению...  
I am afraid that ... Боюсь, что...  
I am sorry to inform you that Мне тяжело сообщать вам, но ...  
We regret to inform you that... К сожалению, мы вынуждены сообщить вам о...

## 7. Enclosure

We are pleased to enclose ... Мы с удовольствием вкладываем...  
Attached you will find ... В прикрепленном файле вы найдете...  
We enclose ... Мы прилагаем...  
Please find attached (for e-mails) Вы найдете прикрепленный файл...

## 8. Gratitude

Thank you for your letter of Спасибо за ваше письмо  
Thank you for enquiring Спасибо за проявленный интерес...  
We would like to thank you for Мы хотели бы поблагодарить вас за...  
your letter of ...  
Thank you in advance. Заранее Вас благодарим.  
We are obliged for ... Мы признательны за ...

## 9. Additional questions

I am a little unsure about... Я немного не уверен в ...  
I do not fully understand what... Я не до конца понял...  
Could you possibly explain... Не могли бы вы объяснить...  
I would also like to know ... Я бы также хотел узнать...  
Could you tell me whether ... Скажите, пожалуйста...  
I also wonder if... Меня также интересует...

## 10. Answer for additional questions

We would also like to inform you ... Мы также хотели бы сообщить вам о...  
Regarding your question about ... Относительно вашего вопроса о...  
In answer to your question Отвечая на ваш вопрос...  
(enquiry) about ...

## 11. Communication of information

|                                     |   |
|-------------------------------------|---|
| I'm writing to let you know that... | Я пишу, чтобы сообщить о ...                |
| We are able to confirm to you...    | Мы можем подтвердить ...                    |
| I am delighted to tell you that...  | Мы с удовольствием сообщаем о ...           |
| We regret to inform you that...     | К сожалению, мы вынуждены сообщить вам о... |

## 12. Assistance

|   |  |
|---|--|
| Would you like me to...?  | Могу ли я (сделать)...?  |
| If you wish, I would be happy to...   | Если хотите, я с радостью...   |
| Let me know whether you would like me to...                                 | Сообщите, если вам понадобится моя помощь.   |
| Please do not hesitate to contact us if we can be of any service to you.    | Просим обращаться к нам, если Вам потребуется наша помощь.                                     |
| If you ever have any problems with ..., feel free to contact us for help.   | Если у Вас возникнут какие-либо проблемы с ..., Вы всегда сможете обратиться к нам за помощью. |
| We certainly appreciate your help.  | Мы высоко ценим Вашу помощь.   |
| We shall be very grateful for any assistance you can give us I this matter. | Будем признательны за любую помощь, которую Вы можете оказать нам в этом деле.                 |

## 13. Reminding of an appointment or waiting for an answer

|  |                                    |
|--|------------------------------------|
| I look forward to ...                  | Я с нетерпением жду...             |
| hearing from you soon                  | когда смогу снова узнать от вас    |
| meeting you next Tuesday               | встречи с вами в следующий вторник |
| seeing you next Thursday               | встречи с вами в четверг           |
| receiving your order                   | получить от вас заказ              |
| welcoming you as our client (customer) | что вы станете нашим клиентом      |

## 14. Giving the information

|                               |                                     |
|-------------------------------|-------------------------------------|
| We are pleased to enclose ... | Мы с удовольствием вкладываем...    |
| Enclosed you will find ...    | В прикрепленном файле вы найдете... |
| We enclose...                 | Мы прилагаем...                     |

## 15. Complaints

|   |  |
|---|--|
| I am writing to draw your attention to a problem... | Я пишу, чтобы привлечь ваше внимание к проблеме... |
| I wish to complain in...                            | Я бы хотел выразить претензии к...                 |

|   |  |
|---|--|
| I am writing to express my strong dissatisfaction with...   | Я пишу, чтобы выразить недовольство...   |
| I am writing to complain about...   | Я пишу, чтобы выразить недовольство...   |
| Please deal with this matter urgently. I expect a reply from you by tomorrow morning at the latest.               | Пожалуйста, решите эту проблему немедленно. Я жду вашего ответа не позднее завтрашнего утра.                         |
| I insist on a full refund.  | Я настаиваю на полном возмещении расходов.   |
| I hope that you will deal with this matter promptly as it is causing me considerable inconvenience.               | Я надеюсь, вы разберетесь с этим делом немедленно, поскольку это доставляет мне серьезные неудобства.                |
| So far we have received no reply from you.  | До сих пор мы не получили ответа от Вас.   |
| We are most disturbed that you will not be able to ...  | Мы очень обеспокоены тем, что Вы не сможете ...  |
| We are surprised that we have not yet received the goods.   | Мы удивлены, что до сих пор не получили товар.   |
| You can understand that this worries us a lot.  | Как Вы понимаете, это очень нас беспокоит.   |
| Should you have any comments regarding ..., we would very much appreciate hearing from you.                       | Если у Вас есть какие-либо объяснения, касающиеся ..., мы с удовольствием выслушаем их.                              |
| I hope that all is going well with ...  | Я надеюсь, все идет хорошо с ...   |
| We are very disappointed about this fact, and hope that you can help us to clear out this very strange situation. | Мы очень огорчены данным обстоятельством и надеемся, что Вы сможете нам разобраться в этой весьма странной ситуации. |
| We hope that you'll settle the matter to our full satisfaction.   | Мы надеемся, что Вы уладите дело к нашему полному удовлетворению.  |

## 16. Expressing regrets and apologizes

|                                       |   |
|---------------------------------------|---|
| We are very sorry to hear that...     | Нам тяжело слышать об этом..            |
| I am very sorry for this situation... | Я очень сожалею о сложившейся ситуации. |
| We apologise for...                   | Мы просим прощения за...                |
| Please accept our apologies for...    | Примите наши извинения...               |

## 17. Expressing assurance

|   |  |
|---|--|
| Please be assured that we will...   | Будьте уверены, что мы...  |
| You have my assurance that ...  | Я гарантирую вам...  |
| To compensate for the inconvenience caused...                               | Для возмещения причиненных неудобств...  |
| We are doing everything we can do to resolve the issue                      | Мы делаем все возможное для решения проблем  |
| I can assure you that this will not happen again                            | Обещаю, что это впредь это не повторится   |
| I assure you that ...   | Заверяю Вас, что ...   |
| We assure you that ...  | Заверяем Вас, что ...  |
| ... we'll get in touch with you without delay.                              | ... мы незамедлительно свяжемся с Вами.  |
| ... we'll take urgent actions to correct the situation.                     | ... предпримем срочные меры для исправления создавшегося положения.                    |
| ... your order will be completed by the stipulated date.                    | ... Ваш заказ будет выполнен к указанной дате.   |
| ... we'll do our best to bring this matter to a fast positive end.          | ... мы сделаем всё возможное, чтобы привести это дело к скорому положительному финалу. |
| We are sure, you'll find our goods excellently suited to your requirements. | Мы уверены, что наши товары будут полностью соответствовать Вашим требованиям.         |
| I can assure you that it will not happen again.                             | Я могу уверить Вас, что это не повторится.   |

## 18. Refusal and Disagreement

|   |   |
|---|---|
| I do not agree with ...   | Я не согласен с ...   |
| We cannot agree with you.   | Мы не можем согласиться с Вами.                                   |
| You are mistaken.   | Вы ошибаетесь.  |
| We cannot accept your point of view for the following reasons ... | Мы не согласны с Вашей точкой зрения по следующим причинам ...    |
| We are of a different opinion.                                    | Мы придерживаемся другого мнения.                                 |
| We are sorry we are unable to meet your request.                  | К сожалению, мы не можем удовлетворить Вашу просьбу.              |
| I regret that I cannot give you more complete information.        | Сожалею, что не могу предоставить Вам наиболее полную информацию. |

## 19. Closing phrases

We are looking forward to hearing Ждём Вашего ответа.  
from you. We look forward to  
your reply.

Your early reply will be  
appreciated.

Заранее благодарим Вас за скорый  
ответ.

We would appreciate your  
cooperation on this matter.

Мы будем благодарны Вам за со-  
трудничество в этом вопросе.

Awaiting your prompt reply.

В ожидании скорейшего ответа.

## 20. Connective words and phrases

First of all ...

В первую очередь ...

Please note that ...

Просим принять во внимание, что  
...

We wish to bring to you notice  
that ...

Обращаем ваше внимание на тот  
факт, что ...

We would like to note that ...

The matter is ...

Дело в том, что ...

The point is ...

We think ...

Мы считаем, что ...

We believe ...

In fact ...

Фактически ...

In this connection ...

В связи с этим ...

In view of the above ...

Ввиду вышеизложенного ...

Apart from the above ...

Помимо вышеуказанного ...

In addition to the above ...

В дополнение к выше указанному

Further to the above ...

...

On the other hand ...

С другой стороны ...

Moreover ...

Более того ...

Besides ...

Кроме того ...

Nevertheless ...

Тем не менее ...

## 21. The signature

Kind regards,

С уважением...

Yours faithfully,

Искренне Ваш, (если имя человека  
Вам не известно)

Yours sincerely,

(если имя Вам известно)