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ENGLISH FOR TOURISM

For correspondence study



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«Луганський національний університет
імені Тараса Шевченка»

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*Навчальний посібник для студентів
вищих навчальних закладів спеціальності «Туризм»
заочної форми навчання*

Луганськ
ДЗ «ЛНУ імені Тараса Шевченка»
2011

УДК 811.111(075.8)

ББК 81.2 Англ-923

К43

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К43

English for Tourism : навч. посіб. для студ. вищ. навч. закл. заоч. форми навч. / Катерина Володимирівна Кіреєнко ; Держ. закл. «Луган. нац. ун-т імені Тараса Шевченка». – Луганськ : Вид-во ДЗ «ЛНУ імені Тараса Шевченка», 2011. – 66 с. – англ. мовою.

Навчальний посібник створено на основі аутентичних матеріалів закордонних наукових джерел та ЗМІ, що дає можливість не тільки вдосконалювати навички володіння англійською мовою, але й дізнатися багато корисного про сучасні тенденції розвитку індустрії туризму в світі. Пропонований матеріал та завдання активізують пізнавальну та творчу діяльність студентів, спонукають їх до участі в дискусіях, симпозіумах-форумах, проектних роботах. Посібник допоможе студентам систематизувати вже набуті знання з індустрії туризму та поглибити їх, а викладачам – посилити комунікативну спрямованість процесу навчання та підвищити його ефективність.

Адресовано студентам II курсу спеціальності «Туризм» вищих навчальних закладів заочної форми навчання. Може бути корисний студентам I, III, IV курсів вищезазначеної спеціальності.

УДК 811.111(075.8)

ББК 81.2 Англ-923

*Рекомендовано до друку навчально-методичною радою
Луганського національного університету
імені Тараса Шевченка
(протокол № 7 від 2 березня 2011 року)*

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Кіреєнко К. В. English for Tourism : навч. посіб.
для студ. вищ. навч. закл. спец. «Туризм» заоч.
форми навч. / К. В. Кіреєнко ; Держ. закл. «Луган.
нац. ун-т імені Тараса Шевченка». – Луганськ :
Вид-во ДЗ «ЛНУ імені Тараса Шевченка», 2011. –
66 с. – англ. мовою. УДК 811.111(075.8) ББК 81.2
Англ-923

Contents

Preface.....	4
Module 1. Travelling	
Unit 1. Travelling by Plane	6
Unit 2. Travelling by Train	16
Unit 3. Travelling by Ship.....	22
Unit 4. Customs Procedures.....	28
<i>Questions for Module Control 1</i>	35
Module 2. Tourism Industry	
Unit 5. Tourism.....	36
Unit 6. Package Holiday Tradition	45
Unit 7. Environmental Tourism	49
Unit 8. Jobs in Tourism.....	52
<i>Questions for Module Control 2</i>	62
References	64

Preface

The proposed textbook is calculated for a language course “Foreign Language” for correspondence students. The course concentrates on the main aspects of tourism industry, its regulation, research and development, latest trends and future prospects, awareness of which is essential for professionals in tourism industry. The *goals of the course*, therefore, are:

- to get a systematic knowledge of types of tourism, tours and travelers; perspectives of making different careers in tourism;
- to become aware of recent developments, latest trends and future prospects in tourism;
- to get acquainted with the major aspects of the travel agency, its origins, operations and types;
- to learn about regulation, research and development in tourism;
- to get acquainted with the major aspects of tourism promotion, its methods and types;
- to learn to objectively evaluate the information presented in the Ukrainian and foreign media;
- to acquire basic skills of serving customers in English, paying attention both to verbal and non-verbal languages;
- to become aware of sales conversation and its set pattern;
- to build confidence in working in English with effective communication strategies;
- to improve the skills of group discussion, applying knowledge from different tourism-related disciplines;
- to broaden thesaurus of tourism terms.

The knowledge gained from the course will also contribute to students’ all-round economic and tourist education. Such a

knowledge and skills will allow prospective tourism managers to fluently orient in professional resources in English; to think in professional categories and solve professional tasks; to deal with customers and partners; and, therefore, to integrate into tourism research and development on the global scale.

The course is intended for students who already have a basic knowledge of English. It comprises theoretical fundamentals of tourism and provides for the input in a wide range of contexts relevant to the field. The choice of topics and varied tasks are suited to the needs of prospective tourism professionals, providing many opportunities for students to speak English, applying their knowledge from different professionally-oriented disciplines. The teaching material comes from a wide range of sources related to the tourism industry, including Ukrainian, Russian, British and American textbooks in tourism, travel- and tourism-related websites, travel brochures, journals, etc.

In tourism industry English language skills are both a daily requirement and essential for career advancement. In addition, the tourist industry is very customer-focused, so speaking skills are of the utmost importance. Therefore, we have provided a wide range of communicative practice.

The textbook can also be used for self-studying or for the purpose of all-round education.

We hope that our coursebook will be useful for teachers and students who are interested in language, traveling and tourism.

Unit 1. Travelling by Plane

Topical Vocabulary

1. **short haul (flights)** – рейсы на короткие расстояния
2. **international flights** – международные рейсы
3. **domestic flights** – внутренние рейсы
4. **charter flight** – чартерный рейс
5. **connecting flight** – стыковочный рейс
6. **destination** – место назначения
7. **to book tickets in advance (beforehand)** – заказать (купить) билеты заранее
8. **booking office** – билетная касса
9. **reservation of tickets** – бронирование билетов
10. **to make reservations** – забронировать
11. **to confirm / to cancel reservation** – подтвердить / аннулировать заказ
12. **normal (adult) fare** – обычный тариф (для взрослого)
13. **discount / reduction** – скидка
14. **single (Br.) / one-way (Am.) ticket** – билет в один конец
15. **return (Br.) / round-trip (Am.) ticket** – билет туда и обратно
16. **open return** – обратный билет с открытой датой
17. **fare (what is the fare to...?)** – тариф, стоимость проезда / билета (сколько стоит билет до ...?)
18. **replacement ticket** – билет взамен утерянного
19. **refund** – возмещение / возврат денег
20. **flying time** – время в полете
21. **delay** – задержка
22. **to cancel the flight** – отменить рейс
23. **arrival / departure time** – время прибытия / отправления

- 24. **on time** – по расписанию, вовремя
- 25. **schedule / time-table** – расписание, график
- 26. **nonstop flight** – беспосадочный рейс
- 27. **commencement of flight** – начало полета
- 28. **to see sb off** – провожать кого-либо (в аэропорту, на вокзале)
- 29. **to kiss sb good-bye** – послать кому-либо на прощанье воздушный поцелуй
- 30. **to meet sb at the airport / station** – встречать кого-либо в аэропорту / на станции
- 31. **to welcome** – приветствовать, радушно принимать
- 32. **Welcome (home)!** – Добро пожаловать (домой)!
- 33. **to greet** – приветствовать, здороваться
- 34. **terminal building** – здание аэровокзала
- 35. **lobby / lounge** – зал ожидания
- 36. **check-in** – регистрация
- 37. **check-in counter / desk** – стойка регистрации
- 38. **check-in time** – время регистрации
- 39. **check-in deadline** – конец регистрации
- 40. **baggage / luggage** – багаж
- 41. **baggage claim area** – место выдачи багажа
- 42. **luggage lockers** – автоматические камеры хранения
- 43. **left luggage** – камера хранения
- 44. **lost and found** – бюро находок
- 45. **to announce** – объявлять
- 46. **inquiry / information office** – справочное бюро
- 47. **flight number** – номер рейса
- 48. **gate** – выход на посадку
- 49. **tag** – бирка
- 50. **baggage claim tag (check, recite)** – квитанция на багаж
- 51. **cabin / carry-on / hand baggage** – ручная кладь

- 52. **free baggage allowance** – норма бесплатного провоза багажа
- 53. **free of charge** – бесплатно
- 54. **excess baggage charge** – плата за излишек багажа
- 55. **piece of baggage / luggage** – багажное место
- 56. **to claim for the baggage / luggage at the baggage carousel** – взять багаж с конвейера
- 57. **weight / to weigh** – вес / взвешивать
- 58. **traveling bag** – дорожная сумка
- 59. **suitcase** – чемодан
- 60. **briefcase** – кейс
- 61. **to fit under the seat** – поместиться под сиденьем
- 62. **the bag is missing** – сумка пропала
- 63. **boarding** – посадка
- 64. **boarding pass** – посадочный талон
- 65. **to board the plane** – сесть на самолет, совершить посадку
- 66. **time lag / jet lag** – разница в поясном времени
- 67. **airsickness** – воздушная болезнь
- 68. **to suffer from airsickness** – страдать от воздушной болезни
- 69. **airhostess** – стюардесса
- 70. **flight attendant** – бортпроводник
- 71. **crew** – экипаж
- 72. **smoking / non-smoking** – места для курящих / некурящих
- 73. **window / aisle seat** – места у иллюминатора / у прохода
- 74. **emergency exit** – аварийный выход
- 75. **to fasten a seat belt** – пристегнуть ремень безопасности
- 76. **baggage rack** – багажная полка
- 77. **vent** – вентилятор
- 78. **reclined back of the seat** – откидная спинка кресла

79. to recline – откинуться назад

80. snack-tray / collapsible table – раскладной столик на спинке кресла

Phrases / Questions

- 1. Where is the booking / information office?** – Где билетная касса / справочная служба?
- 2. Could you show me the way to gate 20, please?** – Как пройти к выходу на посадку № 20?
- 3. Is there a coach service from the terminal to the center of the city?** – Есть ли автобусное сообщение между вокзалом и центром города?
- 4. What are the operating hours of the currency exchange office?** – В какие часы работает обменный пункт?
- 5. Do you cash travelers' checks?** – Вы обмениваете дорожные чеки?
- 6. What is the rate of exchange for US dollars / pounds sterling? How much is the commission?** – Какой курс обмена долларов США / фунтов стерлингов? Какой размер комиссионных?
- 7. Where should I check-in?** – Где мне пройти регистрацию?
- 8. Would you mind changing places with me?** – Вы не могли бы поменяться со мной местами?
- 9. When will you be serving drinks?** – Когда вы будете подавать напитки?

Dialogue Patterns

1

- Where should I check-in?
- The second counter on your left. The flight number is indicated above the counter.

- Thank you. And where is a currency exchange office?
- Go this way, turn right and you'll see the staircase. Go upstairs and you'll have it on your left.
- Thank you.

2

- Where is the baggage claim area?
- It is in the left wing of this building, over there.
- Where have I put my baggage claim tags? Let me think.
- Don't worry and try to remember.

3

- I am going to Tokyo, flight 2547. What gate is that?
- Gate 20, it is the second gate to your right.

4

- Are there any planes to Bombay on Wednesdays?
- Just a moment. I'll check. There's an Air India flight out of Delhi at 8.30.
- When do I have to check-in?
- You must be at the airport before 7.30.

5

- Can I help you?
- I want to fly to London. Would you tell me what the fare to London is?
- Single or return?
- Single.
- The normal adult single economy fare is \$ 800. What flight and what date do you want?
- Flight 723, Monday, the 10th of May.
- Let me see your passport, please.
- Here it is.
- Wait a minute, please. Here you are.
- Thank you.

6

- I'm going to fly to Los Angeles next week and I'd like to make reservations for a round-trip ticket.
- What day are you planning to leave for Los Angeles?
- On the 15th of October.
- There are two flights on that day – at 9 a.m. and at 6.45 p.m.
- And what is the flying time?
- Four hours.
- I'd rather leave at 9 in the morning.
- What class?
- Economy.
- When would you like to flight back?
- I'll fly home in November, first Monday, also morning flight, if possible.
- Sure. Your name and address?

7

- I have a problem. One of my suitcases is missing. Won't you help me to find it?
- I see. Could I have your ticket and luggage tags? I'll have to check that. Will you describe your suitcase, please?
- Let me see. It's big, light brown with straps across.
- All right. Wait here, I'll see what I can do.

8

- Excuse me, would you mind changing places with me? Then I can sit next to my colleague.
- Oh, I see. No, I don't mind.
- Thank you very much.
- Not at all.

9

- I have a heart trouble.

- Please make yourself more comfortable and loosen your collar and tie. What medicine do you usually take for your heart trouble?
- Validolum.
- Here is a pill of it. Please take it.

Find the equivalents from the dialogues to the following:

1. пройти регистрацию –
2. вторая стойка слева –
3. пункт обмена валюты –
4. лестница –
5. подняться по лестнице –
6. в левом крыле здания –
7. утренний рейс –
8. у меня пропал чемодан –
9. поменяться местами с кем-либо –
10. сесть рядом с кем-либо –
11. не возражать –
12. расстегнуть воротник –

Reading 1

At an Airport

At an airport there are usually some halls (lobbies, or lounges): an arrival hall (for those who arrive), a departure hall (for those who leave). There may be a transit hall for transit passengers.

Airlines perform a variety of activities in the terminal building of an airport, for which they need some facilities: booking offices, check-in counters, baggage-handling counters, baggage claim area, information board and inquiry offices, telecommunication, crew rest facilities, etc.

In the airport terminal building a lot of conveniences for passengers are provided: cafes and snack-bars, luggage lockers, left luggage department, duty-free shops, various gift-shops, first-aid rooms, lost and found department, currency exchange, chemist's counters, public telephones, etc.

conveniences – удобства

gift-shop – сувенирная лавка

first-aid room – пункт скорой помощи

chemist's – аптека

Reading 2

Ticketing and Check-in

The passenger ticket and baggage check for an international flight issued in your name is personal and cannot be conceded to another person. Your ticket is issued at the normal fare and is valid for one year as of the date of commencement of flight. The day before your journey study again the data in your ticket: airport of departure, the airline you are going to fly by (your carrier), flight number, departure check-in time (the time by which passengers should be at the airline check-in desk to be accepted for the flight), the departure time of the aircraft. If you fail to arrive at the check-in in due time, you will not be accepted for transportation on the flight for which you have reserved a seat.

Each one of your pieces of baggage will be tagged with a baggage tag with a serial number and the final destination of your baggage. The other piece of the baggage tag is stuck to the cover of your ticket. After the check-in you will be given a boarding pass. You should keep this boarding pass at hand and present it together with the other documents to the passport and customs control authorities before you board the plane.

to issue a ticket in the name of – выдать билет на имя
in personal – лично
to concede – уступить (передать)
valid (validity of a ticket) – годный (срок годности билета)
data – информация, данные
carrier / airline – перевозчик, авиакомпания
in due time – в назначенное время
to stick – прикреплять

Reading 3

In a Plane

If you fly over several time zones you may not feel well. This is called “jet lag”. Jet lag, particularly when flying east, is a true medical condition. It upsets the internal biological clock and can result in fatigue for several days. Long flights are very tiresome, so you should exercise on a plane. It is very important to sit as straight as you can, opening out your chest and keeping your neck as vertical as possible. This is particularly important for some back complaints. It is recommended to make muscles in your legs hard, hold for some seconds and then relax before repeating it some times. It is also necessary to walk up and down the aisle, do some small stretching exercises, turn your shoulders in circles – to the front and to the back, turn your head to the right and to the left, turn your feet clockwise and anti-clockwise, and then do the same with your hands. This will help you to be comfortable and enjoy travelling by air.

The best way to ease the air pressure on your eardrums is to yawn or to swallow a few times.

particularly – особенно

to upset – расстраивать

internal biological clock – внутренние биологические часы

fatigue – усталость
tiresome – утомительный
to exercise – делать физические упражнения
straight – прямо
chest – грудная клетка
back – спина
complaint – жалоба
muscle – мышца
clockwise / anti-clockwise – по часовой стрелке / против часовой стрелки
to ease – облегчить, уменьшить
eardrum – барабанная перепонка
to yawn – зевать
to swallow – глотать

Unit 2. Travelling by Train

Topical Vocabulary

1. **railway / railroad / train station** – железнодорожная станция
2. **commuter station** – станция пригородного сообщения
3. **rail** – железная дорога
4. **rails** – рельсы
5. **track** – железнодорожный путь
6. **platform** – платформа
7. **express** – скорый поезд
8. **long distance train** – поезд дальнего следования
9. **local train** – поезд местного назначения
10. **suburban train** – пригородный поезд
11. **commuter train** – регулярный пригородный поезд
12. **stopping train** – пассажирский поезд
13. **through train** – прямой поезд
14. **coach** – вагон
15. **corridor car** – купейный вагон
16. **reserved seats car** – плацкартный вагон
17. **sleeping car** – спальный вагон
18. **first-class carriage** – мягкий вагон
19. **second-class carriage** – плацкартный вагон
20. **non-smoker car** – вагон для некурящих
21. **smoking car** – вагон для курящих
22. **dining car / restaurant car** – вагон-ресторан
23. **compartment** – купе
24. **ticket-collector** – контролер
25. **conductor (US) / guard** – проводник
26. **porter** – носильщик, (амер.) проводник спального вагона

- 27. **luggage van** – багажный вагон
- 28. **to miss the train** – опоздать на поезд
- 29. **to change trains** – сделать пересадку
- 30. **change / transfer** – пересадка

Phrases / Questions

- 1. **What time does the train for Kiev leave?** – В котором часу отходит поезд на Киев?
- 2. **What platform does the train for Poltava leave from?** – С какой платформы отходит поезд на Полтаву?
- 3. **What platform does the train from Simferopol arrive at?** – На какую платформу прибывает поезд из Симферополя?
- 4. **Is this seat taken / free?** – Это место занято / свободно?
- 5. **Is it an express?** – Это скорый поезд?
- 6. **Does the train get on time?** – Поезд приходит вовремя?
- 7. **How long is it till the train leaves?** – Сколько времени осталось до отправления поезда?
- 8. **Where shall I change trains?** – Где мне нужно сделать пересадку?
- 9. **At what intervals do the trains run?** – С какими интервалами идут поезда?
- 10. **You've missed the eleven o'clock train, haven't you?** – Вы опоздали на одиннадцатичасовой поезд, да?

Dialogue Patterns

1

- I'm taking the four o'clock train today.
- First or second class?
- First. Do you accept credit cards?

2

- I want a ticket to Kharkov, please, second class, return.

- Second return. Two hundred grivnas, please.

3

- I'd like to return tickets to Kiev.
- Do you prefer smoking car or non-smoker?
- A non-smoker, please.
- I'll reserve for you two tickets for the ten o'clock Sunday train.

Find the equivalents from the dialogues to the following:

1. сесть на четырехчасовой поезд –
2. Вы принимаете кредитные карты? –

Reading 1

The Pride of Africa

The Pride of Africa is a train comprising 19 coaches (restricted to just 68 persons) all of 1930s vintage and built to high Pullman standards, including an observation and restaurant car. All have been renovated to retain the atmosphere of elegance and grandeur.

Each sleeping car has just three suites with fitted mahogany panelling. Each suite accommodates two passengers in either double or twin beds and has a lounge area, a bathroom and a toilet.

Two first class chefs ensure that meals on board are of a superb standard. Full bar facilities and room service are available whenever required from the highly-motivated team.

vintage – старая марка (транспортных средств)

observation car – вагон для наблюдения

restaurant car – вагон-ресторан

grandeur – грандиозность, пышность, великолепие

suite – номер-люкс, апартаменты

fitted – встроенный
mahogany panelling – обшивка из красного дерева
lounge area – вестибюль
chef – шеф-повар
to ensure – обеспечивать
room service – обслуживание

Reading 2

A Passage by Railway: Viewing Africa at Eye Level

Southern Africa is an area of breathtaking scenery, natural wonders, historic homesteads, magnificent wildlife and exotic flowers. This unique itinerary includes the best that both South Africa and Zimbabwe have to offer. What is more, gone are all those tediums of having to pack and unpack each night since we make use of one of the world's finest trains which serves as both accommodation and a base from which to explore. This must surely be the most comfortable way to view the "big" African country at eye level from the window of a private compartment as the magnificence of the African scenery passes by.

We commence the train portion of the journey in Cape Town, one of the most beautiful cities in the world, encompassed by valleys, coastal plains and rugged mountains. A range of optional sightseeing will be offered locally including a city tour, a cable car ride to the top of the Table Mountain, a tour of the Stellenbosch winelands and a visit to Cape Point Nature Reserve.

Yet we will not ignore the splendor of the gold and diamond cities, stopping en route at Kimberley for sightseeing tour and overnighting in Pretoria to allow for sightseeing of Pretoria and Johannesburg.

We depart in the morning from Pretoria with an overnight on the train. Then we venture north and west into Zimbabwe, and after a brief stop at Bulawayo, we reach Victoria Falls. During the stay we have the chance to enjoy the spectacular sight of the Falls themselves, relax or take some of the wide variety of excursions. There is an optional full-day visit to Hwange National Park with morning and afternoon game viewing drives before returning to Victoria Falls.

Finally we travel across the border to Botswana for a two-night stay in Chobe National Park, including a cruise on the Chobe River, to enjoy the landscape and wildlife.

We're departing Chobe early in the morning for Victoria Falls airport and the connecting flight to Harare for the return flight to London.

brehtaking scenery – захватывающий, великолепный пейзаж

homestead – усадьба, ферма

itinerary – маршрут

tedium – скука, утомительное занятие

accommodation – жилье

magnificence – великолепие

to encompass – окружать

valley – долина

coastal plain – прибрежные равнины

rugged – изрезанный, неровный

range – ряд

optional – необязательный, факультативный, дополнительный

cable car – канатный трамвай, фуникулер

winelands – виноградники

splendor – великолепие, пышность

en route – по пути

to venture north – выступить в поход на север

to enjoy the spectacular sight of the Falls – любоваться захватывающим зрелищем водопада

game viewing drives – автомобильное сафари для наблюдения за дикими животными и птицами

landscape – пейзаж

wildlife – живая природа

return flight – обратный рейс

Unit 3. Travelling by Ship

Topical Vocabulary

1. **voyage** – путешествие по морю
2. **embarkation / disembarkation** – посадка . высадка
(самолет, теплоход)
3. **seagoing vessel** – морское / океанское судно
4. **liner** – рейсовый пароход
5. **steamer** – пароход
6. **cargo-ship** – грузовой корабль
7. **sailing ship** – парусное судно
8. **sailboat** – парусник
9. **boat** – лодка, теплоход
10. **life boat** – спасательная шлюпка
11. **ring-buoy** – спасательный круг
12. **ferry** – паром
13. **hydrofoil** – судно на подводных крыльях
14. **maiden voyage** – первое плавание
15. **deck** – палуба
16. **stern** – корма
17. **aft** – в кормовой части, на корме
18. **bow / head** – нос корабля
19. **ship's bows / fore-body / fore part** – носовая часть
корабля
20. **hold** – трюм
21. **dining saloon / passenger's lounge** – кают-компания
22. **cabin** – каюта
23. **lower / upper berth** – нижняя / верхняя койка
24. **rough weather** – штормовая погода
25. **rough / calm sea** – бурное / спокойное море
26. **roll** – бортовая качка

- 27. **pitch** – килевая качка
- 28. **to be sea-sick** – страдать от укачивания (морской болезни)
- 29. **to call at** – заходить в порт
- 30. **to dock in** – бросать якорь в
- 31. **to cast the anchor** – бросать якорь
- 32. **to raise the anchor** – сниматься с якоря
- 33. **to be / to lie at anchor** – стоять на якорю
- 34. **on board a ship / plane** – на борту корабля / самолета
- 35. **port of call** – порт захода корабля
- 36. **harbor** – порт, гавань
- 37. **lighthouse** – маяк
- 38. **to sail off / for / out** – отплывать / отплывать в / отплывать из
- 39. **to be bound for** – направляться в (о судне)
- 40. **to go out into open sea** – выходить в открытое море
- 41. **to go on board** – заходить на борт
- 42. **to go ashore** – выходить на берег
- 43. **quay** – набережная, причал
- 44. **pier** – мол
- 45. **landing stage** – причал
- 46. **berth** – причал, якорное место, место у причала
- 47. **jetty** – пристань
- 48. **dock** – док, пристань, причал
- 49. **captain** – капитан
- 50. **captain's bridge** – капитанский мостик
- 51. **mate** – штурман, помощник капитана
- 52. **sailor** – моряк
- 53. **steward** – стюард, дежурный по каютам
- 54. **sea wolf** – морской волк

Phrases / Questions

1. **Does the boat get on time?** – Теплоход приходит вовремя?
2. **How long is it till the boat leaves?** – Сколько времени осталось до отхода теплохода?
3. **Where is the ship bound for?** – Куда идет этот теплоход?
4. **What are the ports of call?** – В какие порты мы заходим?
5. **When do we sail off?** – Когда мы отплываем?
6. **Will you prefer a lower / an upper berth?** – Вы хотите нижнюю / верхнюю полку?

Dialogue Patterns

1

- The last voyage we made was not an easy one. We crossed the Atlantic Ocean to Canada. We called at many ports, docked in London.
- Did you enjoy your voyage?
- The sea was calm at first for a couple of days, then the ship rolled and pitched a great deal. Rough weather and cyclones are typical in the Atlantic at this time of the year. But I'm never sea-sick and I liked the voyage.
- I see, you're a born sailor and sea wolf.

2

- I can recommend a second class cabin for two not far from the stern. Will that do?
- All right, I'm not much of a sailor, though. I hope we will have a calm crossing.
- Here is the timetable. Embarkation begins at five in the afternoon. The liner is a new big seagoing vessel. This is her first cruise.

- Oh, a maiden voyage? Is it safe?
- Of course, it is, it will weather any storm.

Find the equivalents from the dialogue to the following:

1. пересечь океан –
2. получать удовольствие от путешествия –
3. корабль качало –
4. в это время года –
5. недалеко от кормы –
6. расписание (движения) –
7. перенести любой шторм –

Reading 1

Explore New Zealand and Tasmania by Sea

The advantages of exploring New Zealand by sea are countless. Not only do you save valuable time by reducing the amount of road travel, you also have the great advantage of returning to your cabin each night, thereby avoiding overnight stays in a variety of hotels and motels across the country. There is also much to be said for standing on a deck in the morning light as your ship pulls into a harbor or navigates a river which will bring you in the heart of the town or city. And, for the delight of following the coastline, particularly in the south where New Zealand's Fjordland beauty is simply stunning. We will have three relaxing days at sea as we navigate the Tasman Sea, bound for the island of Tasmania. There will be an opportunity to go inland to the island's best known national park, the spectacular Cradle Mountain.

advantage – преимущество

valuable – ценный

road travel – путешествие автомобильным транспортом

overnight stay – остановка на ночлег
to pull into a harbor – зайти в гавань
delight – удовольствие, восторг
to follow the coastline – плыть вдоль береговой линии
to navigate – плавать на судне
spectacular – впечатляющий, захватывающий, эффектный

Reading 2

Oceanic Odyssey:

An Expedition Cruise from Auckland to Melbourne

Designed in Holland and built in Japan in 1989, the Oceanic Odyssey is a small deluxe vessel. She is remarkably substantial in size (5050 gross tonnage) for a vessel which only accommodates just over 100 passengers.

Her captain, officers and management are European and the service staff and crew are Indonesian.

All cabins are outside and unusually spacious. The cabins are elegantly furnished with either twin or queen sized beds and a living area with sofa. There is an excellent wardrobe space, mini bar and DVD. The bathrooms are spacious and have tube baths. Cabins on deck 3 have port holes, whilst all other decks have windows. The deck 6 cabins have small private verandas and decks 3 to 6 are served by a passenger lift.

The public areas are beautifully decorated and include a large lounge and a bar, a café and a day lounge, a library, a gym, 2 saunas, a swimming pool, a Jacuzzi, a hairdresser, a shop and a clinic.

The single sitting dining room is large, bright and airy and the galley, under the supervision of a European chef, serves delicious meals.

The open deck areas are vast and include a 70 metre jogging track on the Sun Deck. There are also shaded areas with comfortable lounges.

The itinerary starts in Auckland and includes sailing through some of New Zealand's most enchanting scenery, crossing the Tasman Sea, relaxing hours of walks, swimming or snorkeling, joining some short coastal drives, entering the Derwent River for a visit to Hobart, Tasmania's delightful capital, arriving in Devonport and mooring there overnight, and finally disembarking in Melbourne.

deluxe – роскошный

substantial – большой

furnished – меблированный

wardrobe – гардероб

tub bath – ванна

port hole – иллюминатор

whilst – в то время как

gym – спортзал

clinic – медпункт

galley – камбуз

jogging track – дорожка для бега трусцой

snorkeling – плавание с маской и трубкой

to moor – пришвартовываться, становиться на якорь

Unit 4. Customs Procedures

Topical Vocabulary

1. **customs** – таможня
2. **customs procedures** – таможенный контроль
3. **arrival / landing card** – карточка прибытия
4. **customs and passport control** – таможенный и паспортный контроль
5. **customs officer** – таможенник
6. **customs duty** – таможенная пошлина
7. **to go / to pass through customs** – проходить таможенный досмотр
8. **to be cleared by the customs** – пройти таможенный досмотр
9. **to proceed to** – пройти к
10. **entry / exit visa** – въездная / выездная виза
11. **foreign passport** – иностранный паспорт
12. **vaccination certificate** – справка о прививках
13. **to declare** – заносить в декларацию
14. **declaration form** – бланк декларации
15. **to fill in a declaration** – заполнить декларацию
16. **nothing to declare** – ничего такого, что вноситься в декларацию
17. **to be liable to forfeiture / confiscation** – подлежит конфискации
18. **to be liable to duty** – облагаться пошлиной
19. **duty-free quota list** – список товаров, разрешенных к беспошлинному ввозу и вывозу
20. **to pay duty on smth** – заплатить пошлину за что-либо
21. **duty-free articles** – беспошлинные товары

22. **restricted articles** – товары, ввоз / вывоз которых ограничен
23. **to exceed the allowed quota** – превышать разрешенное количество
24. **prohibited** – запрещенный к ввозу / вывозу
25. **to check / to inspect** – проверять, досматривать
26. **inspection** – досмотр
27. **personal effects** – личные вещи
28. **valuables** – драгоценности, ценности
29. **foreign currency** – иностранная валюта
30. **weapons** – оружие
31. **antiques** – антикварные вещи
32. **crude / processed precious stones** – необработанные / обработанные драгоценные камни
33. **live animals** – живые животные
34. **stuffed animal** – чучело животного
35. **veterinary control** – ветеринарный контроль
36. **embassy** – посольство
37. **ambassador** – посол
38. **consulate** – консульство
39. **consul** – консул
40. **trade mission** – торговое представительство

Phrases / Questions

1. **Do you have anything to declare?** – У Вас есть что-либо, подлежащее обложению?
2. **I've got nothing to declare** – У меня нет вещей, подлежащих обложению
3. **I've got only personal effects** – У меня только личные вещи
4. **Please help me with this form** – Пожалуйста, помогите мне заполнить эту анкету / декларацию

5. **I don't know what I'm allowed** – Я не знаю, что разрешено провозить
6. **Is there duty on these things?** – Есть ли пошлина на эти товары?
7. **Are cigarettes on the free list?** – Сигареты относятся к числу беспошлинных товаров?
8. **Are personal effects duty-free?** – Личные вещи не облагаются пошлиной?
9. **Are you through with my luggage?** – Вы закончили досмотр моего багажа?
10. **Can I consider my luggage cleared?** – Могу я считать мой багаж проверенным?
11. **I'm a citizen of Ukraine** – Я гражданин Украины
12. **Here is my entry / exit / transit visa** – Вот моя въездная / выездная / транзитная виза
13. **The purpose of my trip is business** – Цель моей поездки – деловая командировка
14. **I would like to get in touch with our Embassy / Consulate / Mission** – Я хотел бы связаться с нашим посольством / консульством / представительством

Dialogue Patterns

1

- Can I see your passport, please?
- Here you are.
- How long are you coming to the UK for?
- For a week.
- On holiday? Or business?
- On business.

2

- I'm sorry, but this article falls under Customs restrictions.
- Oh, I didn't know.

- Any foreign currency on you?
- Not exceeding the allowed quota.
- Thank you. The inspection is over.

3

- Whose luggage is this?
- All this luggage is mine.
- Open the suitcase, please. ... You have articles above the limit.
- How much duty do I have to pay?
- There is a 100 % duty on this article.

4

- Any drinks? Spirits? Liqueurs? Wine?
- Just this bottle of whisky.
- Was that bought in the duty-free shop?
- Yes, at Madrid airport.
- I see. Are bringing any gifts at all for anybody in the UK?
- Well, the whisky is a present, but that's all.

Find the equivalents from the dialogues to the following:

1. Каков срок Вашего пребывания в стране? –
2. на эти товары распространяются таможенные ограничения –
3. досмотр окончен –
4. свыше нормы –
5. привести подарки –

Reading 1

Customs Control

At the Customs Control passengers must fill in a Customs declaration and then produce it to the Customs officer, who checks the declaration and inspects the passengers' luggage. Any article which has not been declared or produced is liable

to forfeiture and the person concerned is liable to prosecution. Some things are prohibited to be exported – weapons, drugs, antiques and objects of art (paintings, drawings, icons, sculptures), precious metals, crude and processed natural precious stones, valuables, etc.

Transportation of animals, birds, live fish, insects and products of animal origin is under inspection of the Veterinary Control. A passenger should have a medical certificate for his animal (a dog, a cat) to carry it in the passenger cabin.

Any load or baggage containing seeds, bulbs, cuttings, vegetables and fruit are subject to the Plant Quarantine inspection. A passenger must have a special license to carry plant materials.

prosecution – судебное преследование

painting – картина

seeds – семена

bulbs – луковицы растений

cuttings – черенки растений

to be subject to inspection – подвергаться проверке

Reading 2

Some Dos and Don'ts for Travelers

Take sensible precautions with personal property at all times. Don't carry your valuables around with you; take just as much cash as you need. Pickpockets and thieves may sometimes pose an immediate problem. Never let your handbag or case out of your sight – particularly in restaurants, cinemas, etc. where it is not unknown for bags to vanish from between the feet of their owners. Never leave bags or briefcases unattended in tube or train stations – they will either be stolen or suspected of being bombs and therefore cause a

security alert. Stick to the well-lit streets with plenty of traffic. Muggers and rapists prefer poorly lit or isolated places like backstreets, parks and unmanned railway stations. If you avoid these, especially at night, or travel round in group, you should manage to stay out of danger.

Dos:

- Deposit your travelers cheques and valuables in your hotel safe.
- Always lock your doors.
- Travel in pairs or in groups at night on the Underground.
- Remember that both rashness and exaggerated caution are inappropriate.

Don'ts:

- Don't count your money in public.
- Don't purchase anything from strangers in the street.
- Don't walk along deserted streets or in parks at night.
- Don't talk to strangers who try to strike up a conversation with you unless there are other people about.

sensible precaution – разумная предосторожность

pickpocket – вор-карманник

thief – вор

it is not known for bags to vanish – известны случаи исчезновения сумок

unattended – без присмотра

to steal (stole, stolen) – красть

to suspect – подозревать

to cause a security alert – вызывать внимание служб безопасности

plenty – множество, большое количество

mugger – уличный грабитель

rapist – насильник

rashness – неосторожность, необдуманность

exaggerated caution – чрезмерная предосторожность

to be inappropriate – не соответствовать, быть не к месту

to purchase – покупать

Questions for Module Control 1

1. What is tourism?
2. What do you know about the history of tourism?
3. What are the businesses that work together to make up the entire tourism industry?
4. What are the necessary conditions for tourism development?
5. What benefits of tourism can you name?
6. What can you say about economic impact of tourism?
7. Are tourists always liked by the host community? Why?
8. Are there any negative impacts of tourism? If yes, what are they?
9. What are the advantages and disadvantages of being involved in tourism business?
10. What types of tourism do you know? Give as many examples as you can. Try to classify them into categories according to features that they have in common. Some types can belong to more than one group. What types are traditional ones? What types are brand new? What are more popular/less popular? Why?
11. Think about brand new types of tourism you named while brainstorming in last unit. What other types do you feel are about to appear or should be made up in the nearest future? Explain your answer.
12. In what way is tourism similar to most other service industries?
13. What should be the final result of efforts made by the people who work in tourism?

Unit 5. Tourism

Topical Vocabulary

1. **travel** – путешествие
2. **to travel alone** – путешествовать одному
3. **to travel light** – путешествовать налегке (с небольшим багажом)
4. **traveler** – путешественник
5. **to spend holidays / vacations** – провести отпуск / каникулы
6. **trip** – поездка
7. **business trip** – деловая поездка, командировка
8. **trip around the country** – поездка по стране
9. **journey** – поездка, путешествие (сухопутное)
10. **voyage** – плавание, морское путешествие
11. **cruise** – круиз, морское путешествие
12. **tour** – путешествие, поездка, турне, экскурсия, прогулка
13. **foreign tour** – путешествие за границу
14. **escorted tour** – поездка в сопровождении гида-экскурсовода
15. **package tour / holiday** – комплексная туристическая поездка (с включенной одновременной оплатой проезда, питания, проживания, экскурсионной программы)
16. **sightseeing tour** – экскурсия по городу
17. **to go sightseeing** – осматривать достопримечательности
18. **flight** – полет, рейс
19. **run** – короткая поездка
20. **route** – маршрут, путь, курс, трасса, поход

21. **itinerary** – маршрут, путь, план маршрута, предполагаемый маршрут
22. **tailor-made itinerary** – индивидуальный маршрут
23. **outing** – загородная прогулка, экскурсия, пикник
24. **excursion** – экскурсия
25. **expedition** – экспедиция
26. **exploration** – исследования
27. **adventure** – приключение, рискованное предприятие
28. **to experience the spirit of adventure** – испытать дух приключений
29. **to travel by coach / train / plane / expedition vehicle / car / camel / rafts / on foot** – путешествовать автобусом / поездом / самолетом / экспедиционным грузовиком / на машине / на верблюде / на плотах / пешком
30. **caravan** – дом-автоприцеп
31. **touring car** – туристический автомобиль
32. **to get off the beaten track** – сойти с накатанной колеи (избитого маршрута)
33. **to hitchhike** – путешествовать автостопом
34. **to visit** – посещать
35. **to stay** – останавливаться, пребывать
36. **to stay overnight** – остаться на ночлег, переночевать
37. **to arrive** – прибывать
38. **to depart** – отправляться, уезжать
39. **to leave (leave Manchester for London)** – уезжать (уезжать из Манчестера в Лондон)
40. **to have recreation and language activities** – совмещать отдых с языковой практикой
41. **to live with a host family** – жить в семье по приглашению

- 42. **family acting as guardians for foreign students** – семья, которая принимает и размещает у себя иностранных студентов
- 43. **ecotourism** – экотуризм
- 44. **destination** – направление, место назначения
- 45. **far-distant lands** – далекие страны, земли
- 46. **to have beach holidays** – провести отпуск на берегу моря
- 47. **sandy beach** – песчаный пляж
- 48. **jammed beaches** – переполненные пляжи
- 49. **resort** – курорт
- 50. **spa** – курорт на лечебных водах
- 51. **reindeer safari** – сафари на северных оленях
- 52. **sledging (sledding / sleighing / sleigh ride)** – катание на санях
- 53. **dogsled** – сани, запряженные собаками (собачья упряжка)
- 54. **sledge-car** – автосани
- 55. **tobogganing** – санный спорт (тобогган)
- 56. **snowmobile** – аэросани
- 57. **skin-diving** – подводное плавание
- 58. **scuba-diving** – подводное плавание с аквалангом
- 59. **skydiving / sky-jumping** – прыжки с парашютом
- 60. **snorkeling** – плавание с маской и трубкой
- 61. **water-skiing** – катание на водных лыжах
- 62. **surfing (surf-riding / surfboarding)** – серфинг
- 63. **windsurfing** – виндсерфинг
- 64. **sky surfing** – скайсерфинг
- 65. **skateboarding** – катание а скейтборде
- 66. **snowboarding** – сноубординг
- 67. **ballooning** – полет на воздушном шаре
- 68. **gliding** – планеризм

- 69. **hang-gliding** – дельтапланеризм
- 70. **parachute jumping** – прыжки с парашютом
- 71. **trekking** – пешеходные маршруты
- 72. **glacier trekking** – переход по леднику
- 73. **pony-trekking** – прогулка на пони
- 74. **biking** – езда на велосипеде
- 75. **hiking** – путешествие пешком, пеший туризм
- 76. **mountaineering (mountain climbing / climbing)** – альпинизм
- 77. **orienteering** – спортивное ориентирование
- 78. **rafting** – плавание на плотах
- 79. **white-water rafting** – спуск по горной реке на плотах
- 80. **sailing** – плавание под парусами

Translation Practice

Translate the following sentences into Russian / Ukrainian.

- 1. We visited lots of famous cities on our American trip last year.
- 2. Before the invention of the airplane, the voyage from Britain to America could take weeks, even months sometimes.
- 3. Would you like to come for a run in my new car on Sunday?
- 4. The first thing I did when I got to London was a sightseeing tour.
- 5. In my opinion, the best way to travel is by air.
- 6. My uncle is going on an expedition next year to try to discover the lost city of Atlantis.
- 7. How long does the train journey from London to Edinburgh take?
- 8. Last year my mother went on a Mediterranean cruise and was seasick practically the whole time.

9. One of the main advantages of going on a package tour, apart from the price, is the fact you don't have to spend weeks beforehand planning routes, finding hotels, buying air tickets, etc. It's all done for you.
10. This unique itinerary includes the best that both Australia and New Zealand can offer.
11. We went on a day's outing to the zoo in Copenhagen and the whole family loved it.
12. On arrival in Paris enjoy a fully guided tour of the city seeing Champs-Elysees, Arc de Triomphe, the Eiffel Tower and much more.
13. Leave Waterloo International with your guide aboard a brand new Supertrain for the three hour rail journey to Paris, passing en route through the 32 mile long Channel Tunnel.
14. Britainshrinkers became the first operator to offer fully escorted day-trips to Paris.
15. This small and beautiful medieval city is ideally suited to one-day visit.

Reading 1

Development of Mass Tourism

The most significant economic change for many countries of the world has been the development of mass tourism since World War II. Tourism is a risky business: capital investment can be considerable, whereas the season in which to recoup expenditure may be short and can be disrupted by economic difficulties within a country and in neighbouring countries or by cool, rainy weather in summer. Furthermore, there is a fierce competition to attract tourists, not only among different countries but also among the resorts within each country.

Tourism is a growing industry and one of the largest sources of foreign exchange. Enormous sums of money are injected into the economies of some nations by winter and summer tourism. Employment opportunities in the service sector increase substantially. The tourist trade is one of the most important sources of employment and revenue and is served by numerous hotels and boardinghouses, youth hostels, restaurants, and retail businesses. Many cities are also important centres for international conferences and exhibitions.

The number of tourists increases steadily. In some countries, though, tourism has not been at the heart of their economies, so the lack of facilities makes travel in them a rugged experience. Nevertheless, it is becoming a part of governmental policies in those countries to include provisions for paved highways and hotel construction in each successive development plan. Thus, the tourism industry has been actively encouraged by the authorities. Luxury establishments are developed for wealthy foreigners. Many workers find employment in tourism, now continuous through all seasons in many countries, binding the cities' economies ever more firmly to tourism. Tourism supports many small businesses that provide food, lodging, fuel, and other supplies and services.

capital investment – инвестиции капитала, капиталовложения

to recoup expenditure – компенсировать затраты

to disrupt – прерывать

neighbouring – соседний

employment – занятость

revenue – доход

boardinghouse – пансионат

hostel – общежитие

retail businesses – предприятия розничной торговли

rugged experience – трудное испытание

successive – последующий

lodging – жилье

supplies – снабжение, поставки

Reading 2

Travel Industry Rethinking Its Role

For the travel industry almost every day brings another headache. *MyTravel*, the UK holiday company, says it will cut its 30-aircraft fleet by a third in an attempt to reduce its debt. *Club Med* is attempting to stem years of decline by going up-market: it will open super-deluxe hotels replacing its more basic resorts.

The same forces lie behind these stories: the growth of low-cost airlines, the rise of the Internet and travelers' increasing independence have damaged many traditional tour operators and travel agencies. Travelers are arranging their own holidays, booking their flights with low-cost airlines and arranging their hotels on the Internet – and often doing it more cheaply than they could if they booked through package tour companies.

What can travel companies do? They can adopt several strategies. First, like *Club Med*, they can attempt to go upmarket. For hotel operators, this is risky. Fixed costs in the luxury hotel business are high; the sector is vulnerable to a travel downturn of the sort that occurred after September 11 (the terrorist attack in New York in 2003).

The best-organized and most service-conscious travel agents could provide a service to the affluent. Travelers with plenty of money and little time will pay others to arrange their holidays. But, clearly, this sector will be big enough to accommodate only a few agencies.

Companies that want to remain in the middle market will have to offer something different. *First Choice Holidays*, the UK company, has moved away from standard packages, concentrating on adventure breaks and exotic destinations. Companies such as *Mark Warner* are trying to stay a step ahead by offering holidays where travelers need some help, such as snow-mobiling and dog sledding. The problem is that today's exotic holiday is tomorrow's mass destination – one that tourists can book online.

For the rest of the industry, the future looks bleak. They may still be able to offer some beach holidays at prices cheaper than travelers can find themselves, but the profit margins will be desperately thin.

low-cost – низкозатратный, экономичный

fixed costs – фиксированные цены

luxury hotel – отель-люкс

vulnerable – уязвимый, незащищенный

travel downturn – сокращение перевозок

affluent – богатые люди

mass destination – популярное туристическое направление

profit margin – размер прибыли

Checking Comprehension

- What were poor times for some traditional tour operators caused by?
- What does travelers' increasing independence consist in? How can it be explained? What are the advantages of arranging one's tours independently?
- How will the social status influence the readiness of a customer to book his tour independently or through a package tour company?

- What options exist for travel companies if they choose to go upmarket?
- Do adventure sports activities and exotic holidays present an option which moves away from standard package? Why? Do beach holidays still remain in market?
- What market-driven solutions and changes in travel industry can be considered as trends in future development of tourism?

Unit 6. Package Holiday Tradition

Reading 1

The leisure group, France's *Club Med*, that popularized the all-inclusive resort holiday is undergoing the most sweeping change of its 54-year history to upgrade its resorts to unprecedented levels of comfort. The leisure group stands for upscale, friendly, convivial and multicultural holidays. Forty villages considered incompatible with the new upmarket image have been closed down.

The growth of the low-cost airline industry and Internet booking has hit tour operators hard by making independent travel easier than ever. The appeal of the holiday village model to a new generation of tourists has seemed ever more doubtful.

People are under more and more pressure professionally. This is putting more and more pressure on their personal lives and as a result they have greater expectations of their holidays than ever before. Because of this people are becoming more demanding and they are looking for a higher degree of personal attention. There is a growing number of people who appreciate that they are offered a special experience for sports lovers and families in exceptional locations.

The company is planning to open the first of a new line of super-deluxe boutique hotels which will offer room service, spa treatments and other luxury services that are far removed from the package operator's old image.

package holiday – организованный туризм, включающий различные виды обслуживания (проживание, транспортировку и т. п.)

leisure group – объединение туристических компаний и фирм, специализирующихся на организации комплексного отдыха

all-inclusive resort holiday – организованная комплексная поездка с отдыхом на курорте

to upgrade – модернизировать

incompatible – несовместимый

tour operator – туроператор, организатор турпоездки

appeal of the holiday village model – привлекательность модели отдыха в курортной деревне

super-deluxe boutique hotel – небольшой отель наивысшего разряда

spa treatments – лечение на водах

package operator – туроператор, организатор турпоездки с комплексным обслуживанием

Checking Comprehension

- What caused changes in the old package holiday tradition of the well-known leisure group? How is it planning to fight for its new upmarket image and its place in the market of all-inclusive resort holidays?
- What are the new generation's preferences in organizing their holiday activities? Why do new demands require new approaches to marketing strategies in this field?
- Is the leisure group ready to meet the new expectations of their clients? What are its present-day priorities?
- What does the upgrading of tourism facilities and services imply in this connection? Is it a long-term strategy?
- Can flexibility in investments policy and customer-oriented solutions be viewed as a part of positive strategy of development?

Reading 2

A Holiday for all Seasons

There's no need to agonize over where and when to take break next year: there are month-by-month vacation charts suggesting holidays each month to suit all tastes, from beaches, skiing, family and under-25 getaways to cruises and weekend escapes.

Who believes in Santa? Fly across the Arctic Circle to Finnish Lapland to meet him and take a reindeer sleigh ride.

Get next to nature for a close-up view of geysers and glaciers. Reykjavik isn't cheap but it's clean – and the sights are stunning.

Tiptoe through the tulips on a Dutch bulb-fields tour. Take in Amsterdam's canals and the Hague's museums for more colour and culture.

Join a coastal steamer to discover Norway's spectacular fjords and fishing villages.

Ski in the morning and go biking, hiking, rafting or play tennis or golf after lunch. A trip to Austria is offered for a week including breakfast, packed lunch and dinner with wine.

Celebrate the arrival of spring with a three-night gala weekend in Paris. A dinner and show at Lido or Moulin Rouge, plus a river cruise will be provided.

Hail a passing gondola or hop on a water bus for a city tour with a difference. The canals and palaces of Venice give it a unique appeal.

Take a Turkish bath and tour the dazzling Topkapi palace, see Istanbul's exotic attractions, have cheap shopping and enjoy eating out at excellent restaurants.

Spend nights under the stars on a 14-day exploration of the deserts and mountains of Morocco.

Discover the temples, tranquility and superb sandy beaches of Bali, a desirable retreat for romantics, nature lovers and water-sports enthusiasts.

Sail around the Malay Peninsula and southern Thailand aboard a luxury motor yacht.

Camping expeditions may be an inexpensive, fun way of touring the western USA. You will visit San Francisco, the Grand Canyon, Las Vegas.

to take break – отдохнуть

getaway – бегство, побег; отдых вдали от дома

weekend escape – отдых на выходных вне дома

reindeer – северный олень

sleigh ride – поездка / катание на санях

stunning – великолепный, ошеломляющий

to tiptoe – ходить на цыпочках

gala – праздничный

to hail – окликать, звать

with a difference – не такой, как другие; отличный от других; особого рода

retreat – убежище, уединение

inexpensive – недорогой

Unit 7. Environmental Tourism

Reading 1

Ecotourism

Tourist attractions range from winter sports in the mountains to summer seaside activities, with health spas receiving special emphasis. Special features of interest to tourists include the mountain lakes and underground cave systems. Many are interested in churches and monasteries with ancient frescoes, ancient folklore and folk costumes reflecting customs and long-lasting traditions.

Many locations have become popular because of the growing worldwide interest in ecology and conservation. Ecotourism integrates tourism with ecology, offering wide varieties of landscapes and activities, including unspoiled beaches and coral reefs with productive marine system, for scuba-diving enthusiasts; vast limestone caverns in highlands with trekking, mountain biking, climbing opportunities and cave exploration; rainforest areas with ancient tribal peoples and undeveloped islands with jungle and swamp treks, sailing, rafting and other travel opportunities and miles and miles of empty beaches. All versions focus on environmental protection. So the future demand will boost ecotourism on both national and global levels.

spa – курорт с минеральными водами

emphasis – особое внимание

cave – пещера

conservation – охрана окружающей среды

unspoiled – неиспорченный, нетронутый

beach – пляж

limestone – известняк
rainforest – тропический лес
tribal – племенной
swamp – болото
to boost – способствовать росту

Reading 2

Farm Holiday

There are, of course, many good points when it comes to a hotel-based holiday. But if you are looking for an economical and genuinely original alternative which gives you an idea of the lifestyle in the country, nothing beats a farm holiday.

The countryside mode of life is usually not well-known to foreign visitors, and it is a pity for some countries' travel operators as many rural regions in them have their own relaxing charm.

Unspoiled nature, wilderness, relaxing silence and clean air will be your companions when you choose a farm holiday.

Exciting activities of various kinds from horseback riding to feeding domestic animals will fill your days at a country manor house where a visitor is treated like a family guest.

Many farms (e.g., in Finland, Sweden, Austria) are known for their biodynamic cultivation and environment-friendly orientation. The meals served are excellent and different health diets are available too.

Understandably, a farm holiday is an excellent family vacation. This also holds true as to cost since children are accepted at reduced rates when accompanied by paying parents. Various sports activities and farm animals from rabbits to sheep and from ducks to horses and ponies will attract children and will make a farm holiday an unforgettable experience for them.

There is particularly no better way to learn about the traditional way of life in the country and experience an active outdoor holiday (cross-country routes, peaceful nature walks, fitness training, sauna, fishing, hunting, berry and mushroom picking, and even voluntary farm work). Other fascinating activities may include photography tours, hiking trips, canoeing or boating, trips, biking trips, bird watching tours, excursions to the nearby famous sites, battle sites, traditional handicraft exhibitions and fairs.

Offering farm holiday and the option of living in cottages with all modern conveniences (electric heating, cooking facilities, TV, refrigerator, etc.) in holiday villages adds much to the choice of recreational activities, especially in summer, and has its niche in the market of services.

manor – поместье

cultivation – возделывание

diet – питание

cross-country routes – маршруты по пресеченной местности

Checking Comprehension

- What advantages does a farm holiday have in the eyes of some holiday-makers?
- What is the choice of recreational activities during a farm holiday or during summer time spent in a holiday village cottage?
- Can farm holidays be considered within the framework of general ecotourism projects? Why?

Unit 8. Jobs in Tourism

Reading 1

Jobs in Tourism: Required and Desirable Skills

Tourism is not a single industry, but rather a group of related enterprises that are joined together in the common purpose of providing services for the travelling public. Among them are transportation companies — air, ship, rail and bus; the accommodation companies — hotels, motels, camping grounds and marinas; catering services — restaurants, bars, night clubs and food stores; and the wide variety of stores and entertainment that contributes to the amusement of the tourist.

The entire field of tourism pulls a lot of positions together into a single entity — ***travel agents, tour operators, guides*** and so on.

A majority of the jobs in tourism, regardless of which part of the industry they concern, have one common denominator: contact with the public, including both the positive and negative aspects of dealing with people.

Openly expressed resentment of tourists can cause a decline in business in any resort areas. Anyone who has chosen a career in tourism should enjoy working with people and be tolerant of their failings, especially since the irritations with travel can bring out the worst qualities in some people.

In many of the jobs in which it is necessary to deal with the public, language skill is necessary or desirable. People who hold jobs of this kind include ***travel agency employees, ticket and reservations agents, airline flight personnel, front-desk employees in hotels, tour conductors or guides, waiters, barmen***, and so forth.

The degree of language skill may vary, from using special

terms in catering service to speaking fluently among travel agents and tour guides. The degree of language skill may also vary according to the location of the job. Greater skill is required in tourist destination areas than in market areas. In the latter, travel personnel usually work with their own nationals. However, there is not always a clear distinction between a destination and a market area. Paris is an excellent case in point, since it both receives and generates large number of tourists.

The tourist industry differs from many others in that it employs more women than many other kinds of business. Indeed, women are found at all levels — from the semi-skilled to management positions — in the transportation companies. Many successful travel agents are women who have established independent enterprises after gaining experience elsewhere in the industry.

Experience is necessary for the successful operation of a travel agency. It has been estimated that a minimum of ten years' work in the industry is a prerequisite for a setting up an agency with the expectation of making it a success. There are many different ways to acquire the necessary experience. Some agents begin as clerical workers or secretaries in travel agencies or in the transportation companies. Particular jobs that provide useful knowledge include those of *ticket agent* and *reservations agent* for the airlines.

In addition to dealing with the public, the travel agent must deal with people who work for the other components in the industry. One of the most important aspects of the job is keeping informed of the highly complex pricing policies of both scheduled and nonscheduled airlines and the resort hotels as well. Even when help is available, the agent who can compute fares accurately has an advantage over one who

cannot. The agent must also keep up with other developments in the industry — new resorts, changing travel regulation, new services, and so on.

There are some advantages of being a travel agent. One of the most important is the economic independence that comes from owning and operating a small business. There is of course an element of risk. A change in the business cycle as a whole may cause a sharp decline in tourism, which is after all a luxury for most people. Another advantage is the opportunity to travel. The treatment that is given to travel agents on familiarization tours is often lavish so as to impress them favorably with the services that are being offered.

The tour operators work much more within the framework of ordinary corporate practice than the small retail agencies do. That is, they have the usual hierarchy of clerical workers and management personnel. Companies like *Carlson Travel Network* and *American Express Travel Related Services Company, Inc.* employ people in nearly all phases of tourism, ranging from the jobs that would be found in retail travel agencies to those that deal with packaging tours or establishing overall policy for the companies. They also employ a large staff to work on advertising and publicity. The large companies are an excellent place to gain experience. People often start with clerical work and later move on to more travel-oriented jobs.

A tour operator typically combines tour and travel components to create a holiday. The most common example of a tour operator's product would be a flight on a charter airline plus a transfer from the airport to a hotel and the services of a local representative, all for one price. Niche tour operators may specialize in destinations e.g. Italy, activities and experiences e.g. skiing, or a combination thereof. The original reason of

tour operating rising was the difficulty of making arrangements in far-flung places, with problems of language, currency and communication. The advent of the Internet has led to a rapid increase in self-packaging of holidays. However, tour operators still have their competence in arranging tours for those who do not have time to do DIY (Do-It-Yourself) holidays, and specialize in large group events and meetings such as conferences or seminars. Also, tour operators still exercise contracting power with suppliers (airlines, hotels, other land arrangements, cruises, etc.) and influence over other entities (tourism boards and other government authorities) in order to create packages and special departures for destinations otherwise difficult and expensive to visit.

Tour manager is a person who manages and supervises the itinerary on behalf of the tour operator, ensuring the program is carried out as described in the tour operator's literature and sold to the traveler/consumer. He also gives local practical information.

The Institutes of Commerce in many cities offer courses in tourism as a whole. People who get a higher school degree after completing such a program can be considered professionals in the field. They are particularly highly-qualified to fill positions with government tourist bureaus or with consulting firms. Their education is designed to give an overview of all aspects of the industry. It is particularly useful in research, planning and development.

Reading comprehension

Say what statements are true and what ones are false. Comment on the true statements and correct the false ones. Prove with the text.

1. All the jobs in tourism require either no skill or just a very

- low degree of skill.
2. The tourist industry is made up of several different kinds of businesses that are connected with travel.
 3. Very few people employed in the tourist industry have any direct contact with members of the public.
 4. Travel is so smooth and easy nowadays that it never causes anyone any annoyance.
 5. Language skills are usually more important for tourism employees in market areas than in destination areas.
 6. Women are employed in a wide variety of positions in the tourist industry.
 7. Prior experience in tourism is unnecessary before setting up a travel agency.
 8. Tour operators run their business in the same manner as retail travel agents.
 9. There are no courses at the university level that are concerned with tourism.
 10. Travel agents can always get help with problems such as pricing fares or government regulations, so there is no need for them to keep up with such matters.
 11. There is no advantage for a government in operation training schools for people to fill tourist-related jobs.

Reading 2

Jobs in Tourism: Required and Desirable Skills ***(continued)***

Perhaps the most distinctive and difficult job in the entire industry belongs to the **tour guide** or **conductor** who provides assistance and information to people on organized tours. There are in fact two types of tour guides, one in charge of local sightseeing, and the other accompanying a group throughout its travels and making all the arrangements for the group. The

term guide is often used for the first of these jobs and conductor for the second.

The sightseeing guide must of course be familiar with the points of interest that he is showing to the visitors. He guides visitors in the language of their choice and interprets the cultural and natural heritage of an area. The sightseeing guide normally possesses an area-specific qualification usually issued and/or recognized by the appropriate authority. He usually gives a prepared talk that describes the points of interest, but he must also be prepared to answer a lot of questions. And of course he deals with any problem that occurs during the tour excursion. These may include bad weather, sudden illness, an accident – it would be impossible to name everything that might happen. A sightseeing guide needs two qualities above all – an outgoing personality and language skills.

The guide or **conductor** who stays with a group throughout its trip needs the same two qualities. He also needs to have a thorough knowledge of the workings of all kinds of transportation systems and of the regulations and red tape that the tourists will meet when going from one country to another. One of these jobs involves handling the baggage for his group; another concerns easing them through government formalities; and yet another involves making sure they get the kind of accommodation, food, and entertainment they have paid for. These are the aspects of travel that are likely to cause the most problems and create the most irritation when they go wrong. The guide often has to display the qualities of a diplomat, not only in dealing with the tourists themselves, but also with the officials, baggage handlers, hotel clerks, and the many other people who are constant figures on the travel scene.

The tourist guiding qualification is specific to each and every country; in some cases the qualification is national, in

some cases it is broken up into regions. In all cases it is embedded in the educational and training ethic of that country. The Art of Guiding is a skill; it is the skill of selecting information and varying it for different audiences; it is the skill of presenting it in a simple and precise way; it is the skill of allowing the visitor to see and to understand; it is a skill which, if well performed, is invisible.

Another distinctive job in tourism is that of ***social director***. Many resort hotels and nearly all cruise ships employ a person who is in charge of the activities that are supposed to entertain and amuse the customers. The social director not only has to organize these activities, he must also involve the willing and the reluctant guests in the fun and games. An extroverted person is essential to a job of this kind; a good social director should really enjoy the games and parties that are planned for the guests. In addition to social directors, resorts employ people to supervise activities in which the resorts specialize – ***golf and tennis pros, or swimming, skiing, and scuba diving instructors***. These people, like entertainers, have talents acquired outside the field of tourism, yet their employment in resort indicates the wide range of occupations that tourism draw on for economic support.

The people who write about travel also receive lavish treatment from the tourist industry. There are relatively few ***travel writers***, but they fill an important place in publicizing the industry. Some of them work full-time for magazines or newspapers. Others are free-lancers; that is they work for themselves and sell their articles to any publication that is interested in them. There is also a small industry involved in writing and publishing travel guidebooks. Some of these, like the *Baedeker guides* that were very popular in the 19th century and the *Michelin guides* that have wide circulation today, are

sold all over the world. The *Michelin* series, incidentally, is essentially a public relation effort on the part of the French automobile tire manufacturer. Travel writing appeals to people who have a talent with words and who like both travel and independence.

Official and semi-official tourist bureaus employ many people who perform different kinds of work. Some of the jobs – including both advertising and publicity – are related to promotion, which is extremely important to the whole industry. Others are involved with research, such as gathering travel statistics and trying to work out systems that increase their accuracy. Still others are concerned with planning and development of new tourist facilities, or with the maintenance and improvement of existing facilities. The heads of the government bureaus may control official policy concerning tourism within an entire country or region. This may be important enough to the government so that the top official holds the rank of cabinet minister. A great deal of the work in government tourist bureaus involves contact primarily with people in other aspects of the industry, but some may have direct contact with the public in giving information or in solving complaints or problems for tourists.

Consulting firms also play a part in the tourist industry. A **consultant** offers the expertise he has acquired through study and experience to individual clients on a fee basis. In tourism, consultants are called in to give advice to government tourist bureaus or private developers. Some of them may perform market research; some may analyze statistics that have been collected; and some may help in the planning of new resorts.

Tourism is an industry that is still growing rapidly. It continues to provide people with the choice of a variety of occupations that require many different kinds of skills. No

matter what aspect of the industry one may work in, the final result of the effort should be a satisfied customer who remembers his trip or his vacation with pleasure.

Reading comprehension

*Say what statements are true and what ones are false.
Comment on the true statements and correct the false ones.
Prove with the text.*

1. Tourism as an industry is still in the process of its growth and development.
2. Tour guide is an easy job to do.
3. The term guide is often used for a person accompanying a group throughout its travels and making all the arrangements for the group.
4. The sightseeing guide is not supposed to be asked a lot of questions.
5. There are no special qualities or skills needed to be a sightseeing guide.
6. Accommodation, food and entertainment are likely to cause the most problems and create the most irritation when they go wrong.
7. Social director is not supposed to deal with the reluctant guests.
8. There are three types of tour guides.
9. Conductor is a person in charge of local sightseeing.
10. A sightseeing guide never has any difficult or unexpected problems to deal with.
11. There are no special qualities or skills needed to be a conductor.
12. Social director is a person in charge of the activities that are supposed to entertain and amuse the customers.

13. Introverted people are more appropriate for the job of social director.
14. Promotion plays a minor role in tourism.
15. There is no need in consulting firms in the tourist industry.
16. Official and semi-official tourist bureaus employ very few people.
17. Most of the people who are employed by official or semi-official tourist bureaus handle complaints from the public.
18. In tourism, some consultants may perform market research or help in the planning of new resorts.

Questions for Module Control 2

1. What were poor times for some traditional tour operators caused by?
2. What does travelers' increasing independence consist in? How can it be explained? What are the advantages of arranging one's tours independently?
3. How will the social status influence the readiness of a customer to book his tour independently or through a package tour company?
4. What options exist for travel companies if they choose to go upmarket?
5. Do adventure sports activities and exotic holidays present an option which moves away from standard package? Why? Do beach holidays still remain in market?
6. What market-driven solutions and changes in travel industry can be considered as trends in future development of tourism?
7. What caused changes in the old package holiday tradition of the well-known leisure group? How is it planning to fight for its new upmarket image and its place in the market of all-inclusive resort holidays?
8. What are the new generation's preferences in organizing their holiday activities? Why do new demands require new approaches to marketing strategies in this field?
9. Is the leisure group ready to meet the new expectations of their clients? What are its present-day priorities?
10. What does the upgrading of tourism facilities and services imply in this connection? Is it a long-term strategy?
11. Can flexibility in investments policy and customer-oriented solutions be viewed as a part of positive strategy of development?

12. What advantages does a farm holiday have in the eyes of some holiday-makers?
13. What is the choice of recreational activities during a farm holiday or during summer time spent in a holiday village cottage?
14. Can farm holidays be considered within the framework of general ecotourism projects? Why?
15. What jobs in tourism can you name?
16. Do all the jobs in tourism require special skills?
17. What are the special skills desirable in tourism?
18. What is travel agency?
19. Is prior experience in tourism necessary before starting an independent travel agency? Why?
20. What are the jobs in which the desired experience can be acquired?
21. What are the factors necessary for the success of a travel agency?
22. How are travel agents paid?
23. Is the initial cost of setting up a travel agency high or low?

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Навчальне видання

КІРЕЄНКО Катерина Володимирівна

ENGLISH FOR TOURISM

For correspondence study

*Навчальний посібник для студентів
вищих навчальних закладів спеціальності «Туризм»
заочної форми навчання*

англійською мовою

За редакцією автора
Комп'ютерний макет, коректор,
дизайн обкладинки – Кіреєнко К. В.

Здано до склад. 02.02.2011 р. Підп. до друку 02.03.2011 р.
Формат 60х84 1/16. Папір офсет. Гарнітура Times New Roman.
Друк ризографічний. Ум. друк. арк. 3,84. Наклад 100 прим. Зам. № 107.

Видавець і виготовлювач
Видавництво Державного закладу
«Луганський національний університет імені Тараса Шевченка»
вул. Оборонна, 2, м. Луганськ, 91011. т/ф: (0642) 58-03-20.
e-mail: alma-mater@list.ru
Свідоцтво суб'єкта видавничої справи ДК № 3459 від 09.04.2009 р.