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## **TOURIST ISSUES**

Ижевск 2011

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## **TOURIST ISSUES**

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Учебно-методическое пособие по практическому курсу английского языка «Tourist Issues» предназначено для студентов среднего профессионального образования специальности «Туризм». Пособие ставит перед собой задачу познакомить студентов с основными аспектами индустрии туризма и туристской деятельности. Пособие состоит из 10 уроков. Задания включают упражнения для закрепления лексики и грамматики, ситуативные диалоги, тексты для чтения и обсуждения. Пособие также может быть использовано на курсах профессиональной подготовки, повышения квалификации (при условии наличия базовых знаний) и для самостоятельной работы.

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## Введение

Учебно-методическое пособие по практическому курсу английского языка «Tourist Issues» предназначено для студентов, получающих среднее профессиональное образование по специальности «Туризм», которым необходимо знать профессиональную лексику для успешного осуществления межличностных взаимодействий в сфере туризма, а также обладать навыками работы с оригинальной литературой по специальности.

Важной характеристикой данного пособия является аутентичность подобранных текстов, профессиональная направленность которых удовлетворяет требованию реализации междисциплинарного подхода в образовательном процессе. Весь представленный в данном пособии материал по своему содержанию полностью перекликается с содержанием курсов специальных дисциплин по представленной специальности.

Актуальность данного пособия обусловлена еще и тем, что все аутентичные тексты специально адаптированы для работы со студентами СПО с учетом уровня их языковой подготовки: от элементарного (A2) до порогового (B1), что выделяет его из ряда подобных учебно-методических изданий.

Благодаря тому, что пособие является четко структурированным и построено по тематическому принципу, оно может быть использовано не только в аудиторных условиях, но и для самостоятельной работы студентов. В начале каждой темы представлены тексты для отработки навыков письменного и устного перевода с английского языка на русский и вопросы к ним. Далее следуют упражнения монологического, диалогического и полилогического характера на закрепление изученных

лексико-грамматических аспектов, расположенные по принципу от простого к сложному и направленные на развитие ключевых компетентностей обучающихся – общеязыковой, коммуникативной, когнитивной, специальной и социальной. Возвращаясь к ранее прочитанному, студент способен осуществлять самоконтроль за степенью изученности представленного в каждой теме лексико-грамматического материала. Приобретая навыки работы с информацией, обучающийся овладевает способами активной познавательной деятельности, которые в совокупности с развитыми ключевыми компетентностями определяют универсальность и социально-профессиональную мобильность специалистов и позволяют им успешно адаптироваться в разных социальных и профессиональных сообществах.

Таким образом, широкий спектр представленных заданий расширяет словарный запас обучающихся, обогащая его современной туристической терминологией и профессиональной лексикой. Это способствует не только повышению качества подготовки студентов ко всем основным видам учебного контроля: промежуточному, рубежному и итоговому, но и играет важную вспомогательную роль при прохождении студентами ежегодной практики в сфере туристического бизнеса (турагентствах, гостиницах и ресторанах), где навыки межнациональной коммуникации становятся все более и более актуальными.

# UNIT 1 WE ARE IN TOURISM

## 1. Read the conversation and fill in the forms below.

O'Connor Hello, Peter! Fancy you meeting here!

Berger Hi, John. Glad to see you. Small is the world.

O'Connor What are you doing in London? Are you still with ADC?

Berger Oh, yes, I'm Vice-President in charge of project coordination and work with all the subsidiary companies. My job at the moment is to help our London office with a new advertising campaign. They are launching it next week. And how are you doing?

O'Connor I'm fine, thank you. I work for Forever Young Holidays.

Berger So you're in tourism too, aren't you? What do you do?

O'Connor I'm the General Manager in charge of tour operations. I'm also involved in different aspects of the business: product development,

market research, advertising and sales promotion.

(Ann Chapman comes up to Peter Berger and John O'Connor.)

Ann  
Berger

Hello Peter. How are you?  
Very well, thank you, Ann. I'd like you to meet John O'Connor from Forever Young Holidays. John, this is Ann Chapman from our London office.  
Pleased to meet you.  
Hello. Glad to meet you. Ann is our Finance Manager responsible for International Accounts.

O'Connor  
Ann  
Berger

NAME PETER BERGER \_\_\_\_\_  
COMPANY \_\_\_\_\_  
JOB \_\_\_\_\_  
IN CHARGE OF \_\_\_\_\_

NAME JOHN O'CONNOR \_\_\_\_\_  
COMPANY \_\_\_\_\_  
JOB \_\_\_\_\_  
IN CHARGE OF \_\_\_\_\_

NAME ANN CHAPMAN \_\_\_\_\_

COMPANY \_\_\_\_\_  
JOB \_\_\_\_\_  
IN CHARGE OF \_\_\_\_\_

## 2. Give the English for:

отвечать за что-либо

дочерняя компания

рекламная кампания

запускать

быть вовлеченным, принимать участие

разработка продукта

исследование рынка

реклама

продвижение товара на рынке

счет

ответственный за

как тесен мир

## 3. Can you put in the right preposition?

1. What do you do \_\_\_\_\_ a living?
2. I work \_\_\_\_\_ ADC.
3. She is responsible \_\_\_\_\_ advertising campaign.
4. Mr. O'Connor is involved \_\_\_\_\_ different aspects \_\_\_\_\_ the business.
5. I'm \_\_\_\_\_ charge \_\_\_\_\_ project coordination.
6. I'm \_\_\_\_\_ tourism.
7. My job \_\_\_\_\_ the moment is to help our New York branch \_\_\_\_\_ market research.

## 4. Read the text and answer the questions below.

## WHO'S WHO IN BUSINESS

John O'Connor, the General Manager of Forever Young Holidays, has been working in tourism for nearly fifteen years. He's been involved in different aspects of the business - from sales, to marketing, to product development. For the last few years he's been coordinating promotional projects for the company. His job also involves visiting hotels and resorts. He deals with hoteliers, handling agents and airlines. His work with hoteliers includes negotiating room rates, allocations and child reductions. Born in Ireland, educated in Switzerland and the USA, he has been living in England for a number of years. He speaks fluent French, German, Italian and Spanish. Mr. O'Connor is married, with a son and a daughter.

1. What is John O'Connor?
2. How long has he been working in tourism?
3. What aspects of the business has he been involved in?
4. What does his job involve?
5. What does his work with hoteliers include?
6. Has he been living in England long?
7. What languages does he speak?
8. Is Mr. O'Connor married?

## 5. Do you know what the following words mean?

|                |              |
|----------------|--------------|
| hotelier       | resort       |
| handling agent | to deal with |
| allocation     | to negotiate |
| reduction      | room rate    |

## 6. Can you speak about your occupation? These questions might help you.

1. What business are you in?/ What do you do for a living?

2. How long have you been working in tourism?
3. What company are you with?/ Where do you work?
4. How long have you been working for/with/at this company?
5. What are you responsible for?/ What does your job involve/include?

### **7. Translate into English.**

1. В какой фирме вы работаете?
2. Мы собираемся запустить новую рекламную компанию.
3. Я работаю в этой фирме в течение пяти лет.
4. Как долго вы работаете в Forever Young Holidays?
5. Чем вы занимаетесь? (За что вы отвечаете?) – Я занимаюсь счетами фирмы.
6. Я отвечаю за рекламу, а также занимаюсь исследованием рынка и продвижением продукта на рынке.
7. Он работает с авиакомпаниями и агентами по наземному обслуживанию.
8. В настоящий момент наш генеральный директор ведет переговоры с отельерами о квотах мест, тарифах и детских скидках.

### **8. Read what Peter Berger writes about his company.**

As you already know, ADC Travel Company presents total services for incoming tourism. We facilitate incoming charter aircraft, help in obtaining all visas, medical insurance, transfers, coach tours, cruises, seminars, car hire, accommodation for individuals or groups in hotels of different categories from 1 to 5 stars.

Also we offer a wide range of enjoyable excursions always with guides who speak the language required for your clients.

In ADC, we offer exceptional service for excellent price. Nothing is too much for us, and we are delighted to offer any extra services our clients request.

### **9. Give the Russian for:**

incoming tourism  
to facilitate  
charter aircraft  
to obtain visas  
medical insurance  
transfer  
coach tour  
car hire  
accommodation  
a wide range of  
to require

### **10. Translate into English**

Туризм – временные выезды (путешествия) людей в другую страну или местность, отличную от места постоянного жительства на срок от 24 часов до 6 месяцев в течение одного календарного года или с совершением не менее одной ночевки в развлекательных, оздоровительных, спортивных, гостевых, познавательных, религиозных и иных целях без занятия деятельностью, оплачиваемой из местного источника.

Человека, совершающего такое путешествие, называют туристом



11. You are in charge of Public Relations at ADC Travel. What will you tell the interviewer about your company?

12. Read the advertisement of Demiriz Tours.

**DEMIRIS TOURS**  
 30 YEARS IN THE TRAVEL INDUSTRY  
*Thousands of travelers use Demiriz Tours  
 for their holidays and business trips.  
 We specialize in all aspects of the travel  
 business:*

- incoming & outgoing tourism
- air & sea booking & ticketing
- all types of accommodation
- sea cruises
- air charters

- coach & car hire
- ground handling

*We deal with every travel detail and satisfy every requirement.*

*Our motto is:*

*“BEST SERVICES AT BEST PRICES”*

*We are the ideal way to make arrangements for your holidays.*

*Branches: USA, Europe, Middle East*

13. Look at the chart and compare activities of ADC Travel, Demiriz Tours and your company. (Use the tick ✓ mark for the activities.)

| Company  | ADC Travel | Demiriz Tours | Your company |
|--|------------|---------------|--------------|
| The company specializes in:  |            |               |              |
| Incoming tourism   |            |               |              |
| Outgoing tourism   |            |               |              |
| The company offers:  | /          | /             | /            |
| Accommodation for individuals/ groups in 1, 2, 3, 4, 5-star hotels | 1,2,3,4,5  | 1,2,3,4,5     | 1,2,3,4,5    |
| Coach tours  |            |               |              |
| Cruises  |            |               |              |
| Educational tours  |            |               |              |
| Seminars   |            |               |              |
| The company's activities include:                                  |            |               |              |



|   |        |        |        |
|---|--------|--------|--------|
| Facilitating aircharters                            |        |        |        |
| Obtaining visas                                     |        |        |        |
| Ticketing   |        |        |        |
| Air/rail/sea booking                                | // / / | // / / | // / / |
| Coach hire  |        |        |        |
| Car hire  |        |        |        |
| Insurance   |        |        |        |
| The company is also involved in:<br>Ground handling |        |        |        |

**14. Now prepare presentations of your travel companies using information from the chart above.**

## UNIT 2 TYPES OF HOLIDAYS

### 1. Read the text

Holiday is an extended period of recreation, especially spent away from home or travelling. A break from work or a day of festivity or recreation when no work is done is also called the same way.

This means that holiday is a kind of tourist activity that is not connected with work or business. Therefore, to make out which types of tourist activity refer to holiday one should exclude all kinds of business travelling and then it's quite possible to compose a list of types of holiday according to different criteria.

Such criteria might be duration of holiday, its geography, tourists' mobility, their age, transportation, seasons, value for money, etc.

But the main criterion is the aim of holiday. Different people take holidays on various purposes. Some go hunting, others prefer to climb mountains. A lot of people have holidays relative to sport activities, such as hiking, cycling, horse-back riding, rowing and canoeing, as well as scuba-diving or even bungee jumping. There are also such purposes as recreation, treatment and medical care. In this case people can choose resort or a spa. Tourism for recreation is very popular in our region. The local nature is perfectly suitable not only for treatment but also for various kinds of adventure holiday. Today a great attention is paid to ecological tourism and Krasnodar territory is the very place to develop it in.

I think shop-tourism and business travelling cannot be added to the list of types of holiday, for they are related to work.

No less important criterion in this classification is how a holiday can be organized. It may be done with the help of some travel agencies, tour operator companies, or one can organise his rest himself, that is, self-catering type of holiday takes place here.

One of the tourist activities is studying. I'm not sure if it is a type of holiday, but one should not forget that for some people studying is more recreating and relaxing than for example hunting or climbing mountains.

Nowadays there are many kinds of work and each of them requires its own type of holiday. So the number of types of holiday is steadily growing.

## 2. Can you match the following types of holidays with their definitions?

Special interest holiday

a. holiday in a rented cottage, villa or chalet when people have to do their own cooking and housekeeping

Winter sports

Cruise

b. a two-or three day holiday  
c. a holiday where the tour operator arranges both the flight and accommodation

Incentive travel

d. learning English, arts, etc., or taking part in excavations

Safari

e. holidays that companies give to their employees as a reward for past success or to motivate them for the future

Homestay

Adventure tour

Break

Self-catering holiday

Package tour

f. skiing in the mountains

g. a holiday above a luxury liner

h. a holiday visiting a game park

i. a holiday like in Indiana Jones films

j. a stay with a family as a guest of the owners

## 3. What types of holidays are these?

1. a three-week expedition to Greenland to study flora and fauna
2. a trip to Moscow with two nights at the Marriott Hotel
3. a ten-day holiday including the flight and bed-and-breakfast stay at a two-star hotel
4. a five-day stay in a rented Swiss chalet
5. two weeks on an ocean liner with a tree-day stopover in Barbados

## 4. Can you complete the following phrases with the words from the box?

winter sports, self-catering, special interest, weekend break, safari, cruise, adventure, package tour, homestay

1. A ten-day .....to Mexico, including flights, deluxe hotels, and visits to Teotihuacan and Chicken Itza.
2. A relaxing .....holiday with old-fashioned hospitality on a family farm.
3. A three-week .....holiday in the Amazon rain forest.
4. A stay in Mombasa combined with a .....in the famous Tsavo game park
5. A .....holiday for the family in a rented cottage in Finland.

6. A .....in London to visit the British Museum and be back in time for work on Monday.
7. A week's .....in the Caribbean Sea aboard a luxury liner
8. A .....holiday skiing on the slopes of the Alps.
9. A .....holiday, studying arts and learning English in London.

### **5. Role-play. Work in three groups.**

**Group 1** You are Russian inbound operators "To Russia - with love". Work out programmes for self-catering and homestay holidays in Russia.

**Group 2** You work for Exotic Travel. Pick on destinations for adventure tours and safari.

**Group 3** Your company, Forever Young Holidays, offers tours for senior tourists. Speak about your package tours and special interest holidays.

### **6. Rewrite these sentences without changing the meaning.**

*e.g.* It takes two hours to drive to the airport.

*It is a two-hour drive to the airport.*

1. It takes five minutes to walk from the hotel to the beach.
2. We stayed at a hotel with four stars.
3. They returned from the Caribbean cruise which took two weeks.
4. It took us three hours to fly to Antalya.
5. We are working on a coach tour in Europe which will take ten days.
6. The package includes accommodation at the Hilton Hotel for 7 nights.

### **7. Read the text.**

### **TRAVEL THRU THAILAND**

Travel Thru Thailand Co., Ltd. is a family-run inbound tour operator, based in Bangkok.

The company was founded in 1980 to cater to individuals and group travel arrangements in Thailand and the neighboring countries.

Although small in comparison with other mass market inbound tour operators, we use modern technology, combined with a few well-proven systems to run a medium size business.

We understand the importance of providing tour companies with a quick response to their requests for booking and inquiries. Our reservation and account systems are computerized and we have two fax machines, e-mail and eight telephone lines for communication.

Travel Thru Thailand has its own mini-buses, equipped with individual air-conditioning controls, plus music and video systems.

We can arrange accommodation throughout Thailand and Indochina, from economy class to luxury class hotels. Also, tours of Thailand and holiday arrangements in Hong Kong and Singapore may be made through us.

Whether your client's ideal holiday is:

- relaxing on a tropical beach, sipping a cool cocktail
- trying their hand at sports and watersports
- experiencing a fascinating far eastern culture by visiting colourful markets and serene temples
- an adventure in comfort, visiting scenic areas of beauty, and ruins of ancient civilisations
- choosing a wider holiday experience by including Hong Kong and Singapore in they itinerary

Travel Thru Thailand staff and representatives will be there to serve them. We are a member of the Association of Thai Travel Agents and the Convention Promotion Association.

### A MESSAGE FROM THE CHAIRMAN

*Most tour companies' confidential tariffs and brochures have a paragraph or two, informing you that they give good "service". We will only state that at Travel Thru Thailand giving the best of service is our norm.*

#### 8. True or false?

1. Travel Thru Thailand Co., Ltd. is one of the largest mass market inbound tour operators in Thailand.
2. The headquarters of Travel Thru Thailand are in Singapore.
3. The company can arrange accommodation throughout Thailand and neighboring countries.
4. The company's reservation and account systems are computerized.
5. Travel Thru Thailand hire mini-buses with air-conditioning controls.

#### 9. Answer the questions.

1. When was Travel Thru Thailand established?
2. What equipment is used by the company for communication?
3. What kinds of holiday can the clients look for?
4. Travel Thru Thailand is a member of the Convention
5. Promotion Association, isn't it?
6. Which phrase could be used as the company's motto?

#### 10. Which words go together, according to the text?

|             |                 |
|-------------|-----------------|
| inbound     | machine         |
| tropical    | country         |
| account     | tour operator   |
| neighboring | temple          |
| holiday     | tariff          |
| fax         | system          |
| quick       | arrangements    |
| ancient     | areas of beauty |

|              |              |
|--------------|--------------|
| serene       | culture      |
| scenic       | beach        |
| confidential | civilization |
| fascinating  | response     |

#### 11. Can you put in the right prepositions?

1. We understand the importance...providing tour companies...a quick response...their requests...booking and inquiries.
2. The company was founded to cater...individuals and group arrangements.
3. Also, tours ...Thailand and holiday arrangements...Hong Kong and Singapore may be made...us.
4. Although small...comparison...other mass market inbound tour operators, we use modern technology, combined...a few well-proven systems to run a medium size company.
5. The company has its own mini-buses equipped....individual air-conditioning controls.

#### 12. You're in charge of Public Relations at Travel Thru Thailand Co., Ltd. Prepare a three-minute radio presentation of your company.

#### 14. Can you complete the following Press Release with the words from the box?

|   |
|---|
| arrangements, requests, service, accommodation, founded, inbound, inquiries, cater, provide, based, response, luxury, staff |
|---|

### TROPICAL TOURS

Tropical Tours is an \_\_\_ tour operator \_\_\_ in Barcelona. The company was \_\_\_ 13 years ago to \_\_\_ to individuals and group travel \_\_\_ in Spain. They can arrange \_\_\_ throughout Spain,

from economy class to \_\_\_ class hotels. Tropical Tours \_\_\_ travel agencies with a quick \_\_\_ to their for booking and \_\_\_. Tropical Tours and representatives are always ready to give the best \_\_\_ to their clients.

#### 14. Translate into English

1. Вы можете дать нам быстрый ответ на нашу заявку?
2. Наша фирма предоставляет размещение в гостиницах разных категорий – от 1\* до класса люкс.
3. Мы обслуживаем только индивидуальных туристов.
4. В настоящий момент наши сотрудники работают над новыми маршрутами автобусных туров.
5. Присылайте заявку, и мы организуем размещение через нашего партнера в Тайланде.
6. Отель находится в 10 минутах езды от аэропорта.
7. У нас есть несколько двух- и трехдневных туров на выходные дни с очень интересными маршрутами.
8. Пакет включает размещение на 4 ночи в трехзвездочном отеле и 3 ночи в двухзвездочном отеле.
9. На следующей неделе я уезжаю в двухнедельный круиз, включающий остановку на 2 дня на Таити.
10. Если вы считаете, что турпакет с десятидневным проживанием в трехзвездочной гостинице на базе полупансиона дороговат для вас, то мы можем предложить отдых в коттедже, где Вы сами будете готовить.

#### 15. Role Play. My Idea of an Ideal Holiday

You work in the Marketing Department at a travel agency. Your task is conduct market research and find out what kind of holiday your potential customers prefer.

**Step 1** Work in groups. Each market research group prepares a questionnaire

for your potential clients to find out their holiday preferences.

**We recommend a multiple choice system:**

*e.g. In which season would you like to make a holiday?*

- |              |              |
|--------------|--------------|
| a. in winter | b. in summer |
| c. in autumn | d. in spring |

**Step 2** Each market research group appoints an interviewer which goes to question people from other teams.

**Step 3** Interviewers report back to their market research groups.

**Step 4** At a round-table session all the groups discuss the results of their market research and prepare a general report to the Managing Director.

#### Follow-up

As a follow-up procedure you may question people outside your classroom and include new data in your report.

### UNIT 3

#### DEFINING A STRATEGY

##### 1. Read the text.

*ADC Travel are having a meeting. Mr Berger, the company's Vice-President, Mr Bright, its Managing Director, and Mr Clown, the Marketing Manager, are discussing a new business strategy.*

Berger Let's get started, shall we? We need to define a new business strategy.

Bright Our main objective is to increase market share and to do this we must reduce prices.

Berger So you're sure that if we sell our tours at reduced prices, our market share will increase.

Bright Yes, I'm sure.

Berger But if we reduce prices, our profits will drop.

Clown I think it's time to take up outbound tourism, to move into one of the overseas markets.

Bright I see what you mean, but we've got plenty to do in the home market.

Clown I'm afraid I can't agree. The home market is saturated. The company can only expand by selling tours abroad. We can't live on our home market forever, can we?

Bright Maybe, but we can't spend too much money on sales promotion, at least not at this stage. If we start new destinations, our costs will be astronomical! We can't afford to do a lot of market research, to recruit staff for the outgoing department, to organize fam trips or to carry out an expensive advertising campaign.

Clown That's true, but on the other hand we must stay ahead of our competitors, mustn't we? They are looking for new destinations, too. In my opinion, this is the right time to sell tours abroad. Besides, we can cut our costs if we make the most

of modern technology and use e-mail, Internet and state-of-the-art hotel reservations systems such as Galaxy Worldwide & Gulliver's, etc.

Berger That's exactly what I think. Yesterday I talked to Robert Brown, a marketing consultant. He writes for Global Travel Magazine, and runs a consultancy service. I asked him to pick on some exciting holiday destinations.

Clown I'm sure Robert can help us.

Berger All right, then. We'll meet again when Robert comes up with some advice. Well, gentlemen, shall we call it a day?

##### 2. True or false?

1. ADC Travel are going to spend a lot of money on market research.
2. The company can't afford to carry out an expensive advertising campaign.
3. They are going to increase their market share.
4. The home market is saturated.
5. The competitors of ADC Travel are looking for foreign markets.
6. Robert Brown runs an insurance company.

##### 3. Which phrase is different?

to move into the export field  
to break into one of the European markets  
to stay ahead of the competitors  
to expand by selling abroad  
to start selling abroad  
to market products overseas  
to sell overseas

##### 4. Speak about your company. Say what you can and what you can't afford:

to live on your home market forever

to sell your products at reduced prices  
 to organize fam trips  
 to break into the US market  
 to recruit new staff  
 to use state-of-the-art hotel reservations systems  
 to spend a lot of money on marketing and sales promotion  
 to carry out an expensive advertising campaign

**Talk to your partner about your company's plans for the next year. Write down 5 things you're going to do and 5 things you aren't going to do.**

e. g. *We are going to start selling packages for weekend breaks.*

*We aren't going to take up new destinations.*

### 5. Give the English for:

определить стратегию  
 основная задача  
 увеличивать  
 доля рынка  
 продавать по сниженным ценам  
 прибыль  
 внутренний рынок  
 выездной туризм  
 насыщенный  
 расширяться  
 конкурент  
 направление  
 сократить затраты  
 современная технология  
 эффективно использовать  
 проводить дорогостоящую рекламную кампанию

### 6. Use the words from the box to complete the sentences.

most, share, saturated, recruit, fam, hand, reduced, objective, define, department, carry out, outbound, expand, afford, competitors, cut

1. Our main...is to...a new business strategy.
2. If we sell our tours at...prices, our market...will increase.
3. The home market is..., so it's time to take up...tourism.
4. This company can only...by selling tours abroad.
5. We can't...to do a lot of market research, to...staff for the outgoing..., to organize...trips or to...an ...expensive advertising campaign.
6. But on the other..., we must stay ahead of our.....
7. We can...costs, if we make the...of modern...technology.

### 7. Can you match the two parts of the sentences?

- |  |                                    |
|--|------------------------------------|
| If we start new destination              | a) we'll meet again.               |
| If we reduce prices                      | b) our costs will be astronomical! |
| If we make the most of modern technology | c) our profits will drop.          |
| When Robert comes up with some advice    | d) we'll cut our costs.            |

### 8. Complete the sentences using the verbs in brackets in the correct form. If/When-clauses.

1. The market is saturated. We (go)\_\_\_bankrupt if we (not start)\_\_\_exporting abroad.
2. Our market share (increase)\_\_\_if we (invest)\_\_\_in sales promotion.
3. Sales (increase)\_\_\_if we (carry out)\_\_\_a good advertising campaign.

4. When we (reduce)\_\_\_prices, more people (be able)\_\_\_to buy our products.
5. If you (take)\_\_\_a stand at one of the European fairs your brands (become)\_\_\_known in Europe.
6. Sales (drop)\_\_\_if we (increase)\_\_\_prices.
7. When you (go)\_\_\_to Egypt, you (see)\_\_\_the pyramids.
8. We (not stay)\_\_\_ahead of our competitors, if we (not start)\_\_\_new destinations.

### 9. Can you complete these tag questions?

1. Let's get started,\_\_\_\_\_?
2. Our main objective is to increase market share,\_\_\_\_\_?
3. We've got plenty to do in the home market,\_\_\_\_\_?
4. We can't live on our home market forever,\_\_\_\_\_?
5. Our costs will be astronomical,\_\_\_\_\_?
6. We must stay ahead of our competitors,\_\_\_\_\_?
7. They are looking for foreign markets,\_\_\_\_\_?
8. Mr. Brown runs a consultancy service,\_\_\_\_\_?
9. We need to define a new business strategy,\_\_\_\_\_?
10. Let's call it a day,\_\_\_\_\_?

### 10. Can you put the right preposition?

1. Who is.....charge of your outgoing department?
2. We can't afford to spend too much money ..... sales promotion, .....least not ..... this stage.
3. We can't afford to sell air tickets..... reduced prices.
4. It's time to move... one..... the overseas markets.
5. We've got plenty to do..... the home market.
6. We can't live.....our home market forever, can we?
7. Our competitors are looking.....new destinations, too.
8. I asked Mr. Brown to pick some.....exciting..... holiday destinations.

### 11. Translate into English.

1. Внутренний рынок насыщен. Самое время заняться новыми направлениями и увеличить нашу долю рынка.
2. Мы не можем позволить себе проводить дорогостоящую рекламную кампанию, не так ли?
3. Мы опередим конкурентов, если разработаем новые маршруты и вложим деньги в рекламу.
4. Мы не можем позволить себе принять на работу новых сотрудников в отдел выездного туризма, не так ли?
5. Но с другой стороны, нам пора продавать индивидуальные туры для клиентов, которые могут позволить себе тратить много денег на отдых.
6. У вас есть дочерние компании за рубежом, не так ли?
7. Мы сможем снизить затраты, если будем эффективно использовать современные технологии.
8. Если мы так поступим, то прибыль упадет, а затраты будут огромными.

### 12. Role Play. *Marketing Consultancy Service*

You work at Robert Brown's Marketing Consultancy Service. Your task is to help ADC Travel with their new business strategy. Work in three groups.

**Group 1** Pick on some exciting holiday destinations for ADC Travel. Give reasons for choosing these destinations.

**Group 2** Think of types of holidays which ADC Travel should offer to their clients.

**Group 3** Think of some ways of cutting costs for ADC Travel when they start a new destination.

**Marketing Consultants give their advice to ADC Travel and discuss ways of breaking into new markets.**



### 13. There are different ways of reacting to other people's opinions.

If you want to agree with someone you can say:

*That's exactly what I think.*

*That's just what I was thinking.*

*I agree.*

*I agree entirely.*

*Quite right. I couldn't agree more.*

*I think that's right.*

If you want to disagree with someone you can say:

*I'm not sure about that.*

*I'm afraid I can't agree.*

*I can see what you mean, but...*

*I don't think it's a good idea.*

*Maybe, but don't you think...?*

*That's true, but on the other hand...*

### Here are some opinions. Do you agree or disagree?

Businessmen are all criminals.

Business is a game played for fantastic stakes.

Money is a source of freedom.

The world's largest travel companies are Japanese.

English is a very easy language to learn.

Smoking should be banned at all long-haul flights.

Tourists always buy the cheapest packages.

Tourism is in crisis today.

Price-cutting wars in tourism can't do good to travel industry.

### 14. Role-play. Price-Cutting War

**Your airline company is involved in a price-cutting war. Your competitors have been reducing prices for**

**air tickets since the start of the year. They have already cut their prices by 30%! Your company can't afford to sell air tickets at such low prices. You need to define a new business strategy.**

#### **Work in groups.**

Discuss what should be done to stay ahead of your competitors.

If you can't afford to reduce prices what can you do to attract more passengers?

If you can't reduce the price, what benefits can be offered instead?

What company image would you choose for your airline?

If there is no other way but reduces prices for air tickets, how can you cut costs?

## UNIT4 DESTINATIONS.

### 1. Read the text.

#### REPUBLICA DOMINICANA

##### General information

*Population:* 7.5 million people    *Capital:* Santo Domingo

*National language:* Spanish

##### Geography

The Dominican Republic lies at the heart of the Greater Antilles. It occupies two thirds of the island of Hispaniola which it shares with Haiti. The land is washed by the Atlantic ocean in the north and the Caribbean Sea in the south. It has the tallest mountains in the West Indies: Pico Duarte is the highest peak in the Caribbean at 3,175 m.

##### Climate, Fauna and Flora

The dry season starts in November and ends in April while the rainy season lasts between May and June (heavy but brief showers). Minimum temperatures occur in January (25°C) and maximum temperatures in April (29°C).

The flora is mainly tropical, rich and varied, with royal palms, coconut, mango, orange and Caribbean pine trees, sugar canes, orchids and cedars.

The fauna is also varied, includes parrots, iguanas, crocodiles, etc... But there are neither poisonous snakes in the jungles nor sharks on the beaches.

##### Practical Information

*Entry conditions:* Valid passport For a stay less than 90 days, obtain a Tourist Card from a Dominican Consulate or at the airport upon arrival (10\$). *Departure tax:* 10\$ at the airport.

*Vaccinations:* no compulsory vaccinations. *Time difference:* GTM hours: - 7.00

*National currency:* Dominican Peso (1 US\$ ~ 15 Dominican Pesos).

*Electricity:* 110 volts, electric plugs with flat pins.

*Water:* It is highly recommended to drink mineral or purified bottled water.

*Transport:* Several means of transport are available: taxis, air-conditioned buses for intercity travel and rented cars (a driving license and international credit card are required).

##### Food

There is a wide variety of fish and seafood, meat, vegetables and fruit.

Typical dishes: "La Bandera", the daily menu of Dominicans composed of meat, beans, rice, salad and "fritos", fish cooked in coconut milk, and other dishes such as "sancocho" and "locrios".

Typical drinks: fruit juices, "ceniza" beer, rum, pina colada, cuba-libre (rum and coke) and a very wide choice of exotic cocktails.

##### Shopping

Golden amber and blue larimar (local stones), carved wood, cigars (Davidoff is established in the Dominican Republic), rum, pottery, ceramics, Creole dolls. Cassettes of merengue and salsa are also a good buy. And it is not a bad idea to bargain.

### 2. True or false?

1. The Dominican Republic is situated in the Caribbean region.
2. The island is washed by the Atlantic ocean in the south and the Caribbean sea in the north.
3. There are no mountains in the Dominican Republic.

4. The best season for making a holiday in Dominicana is between May and June.
5. Tourists shouldn't be afraid of poisonous snakes and sharks.
6. One can't enter the country without vaccination.
7. Dominican typical dishes are mainly vegetarian.
8. It is recommended to bargain in local markets and shops.

### 3. Answer the questions.

1. What country does the Dominican Republic share the island of Hispaniola with?
2. What can you say about Dominican flora and fauna?
3. What are the entry conditions in the Dominican Republic?
4. The voltage is 220 volts, so you don't need to bring an adaptor, do you?
5. How can you rent a car?
6. What do you know about local dishes and typical drinks?
7. What souvenirs can tourists buy in Republica Dominicana?
8. Do you like merengue and salsa music?

### 4. Which words go together, according to the text?

|            |             |
|------------|-------------|
| valid      | water       |
| compulsory | snakes      |
| purified   | passport    |
| driving    | canes       |
| sugar      | vaccination |
| poisonous  | plug        |
| electric   | license     |

### 5. You are Felix Jimenez, Minister of Tourism of the Dominican Republic. This is the beginning of your speech at the presentation of the Dominican Republic as a holiday destination:

*I invite you to experience the dreams of this Paradise on Earth, to meet 7.5 million smiles which inhabit the Dominican*

*Republic, to fully enjoy the incomparable cultural and historical heritage of its colonial past, the most complete hotel infrastructure in the Caribbean and, of course, our unique beaches, bright sunshine and our music: the merengue.*

### What else can you say about your country?

### 6. Countries and Nationalities. Demis Demiris is a Greek businessman. He comes from Greece. What about these business people? Complete the chart.

| NAME            | COUNTRY                 | NATIONALITY |
|-----------------|-------------------------|-------------|
| Adam Black      | The USA                 |             |
| John O'Connor   |                         | Irish       |
| Akiko Suzuki    | Japan                   |             |
| Paolo Rossi     |                         | Italian     |
| Swen Swensson   | Sweden                  |             |
| Klaus Stronberg |                         | Swiss       |
| Maria Romero    | Spain                   |             |
| Jean Pascal     |                         | French      |
| Gerhard Wolf    | Germany                 |             |
| Boris Petrov    |                         | Russian     |
| Vedat Koseoglu  | Turkey                  |             |
| Helen Smith     |                         | Australian  |
| Brigitte Haas   | The Netherlands/Holland |             |
| Hans            |                         | Danish      |

|             |       |           |
|-------------|-------|-----------|
| Andersen    |       |           |
| Lee Tao     | China |           |
| Tibor Mikes |       | Hungarian |

**7. Can you find mistakes in the chart below and correct them?**

| AIRPORT           | CITY        | CITY CODE | COUNTRY            |
|-------------------|-------------|-----------|--------------------|
| Sheremetyevo      | Moscow      | MOW       | Russia             |
| Charles de Gaulle | Prague      | PRG       | Germany            |
| J. F. Kennedy     | New York    | LON       | the USA            |
| Fumicino          | Rome        | ROM       | Greece             |
| Heathrow          | Tel Aviv    | TLV       | the UK             |
| Schoenefeld       | Berlin      | BER       | the Czech Republic |
| Capital           | Beijing     | BJS       | China              |
| Hellinikon        | Athens      | ATN       | Italy              |
| Juarez            | Amsterdam   | MEX       | the Netherlands    |
| Schiphol          | Mexico City | AMS       | Mexico             |
| Narita            | Tokyo       | TYO       | Japan              |
| Ben Gurion        | London      | NYC       | Israel             |
| Ataturk           | Paris       | PAR       | France             |
| Schwechat         | Vienna      | VIE       | Austria            |
| Ruzyne            | Istambul    | IST       | Turkey             |

**8. Read the text.**

Acapulco is the largest and most exciting diversion centre in Mexico. Impressive hotel complexes, exotic night clubs and restaurants of international caliber co-exist with the beauty of

the tranquil beaches with tropical vegetation surrounding one of the most beautiful bays of the Pacific. Connected by 326 kilometers of highway, it is the closest beach to Mexico city.

Acapulco is famous for its mild climate and for the quality of its tourists services. Here you will find a wide range of activities for the entire family. All the watersports are available in Acapulco: surfing, snorkeling, scuba diving, water skiing, riding water-bikes and parachute gliding. The beaches, streets, hotels, amusements parks, night clubs and restaurants are just some of the places where you can pleasantly enjoy yourself in a safe and fun-filled environment.

One of the greatest attractions is La Quebrada, where divers throw themselves into the earth from a height of 46 metres. The CICI, one of the largest waterparks in Mexico, is an experience you should not miss, due to its impressive water slide and its enormous pool with giant waves. The Fort of San Diego, the Aquarium and the Zoo are also worth seeing.

Acapulco provides nightlife just like in the movies. The discotheques, clubs and bars open their doors to both young and old alike.

Acapulco is a shopper's delight. What to buy? Acapulco is recognized as the leader in high quality summer clothing. You can also acquire silver, handicraft jewelry, leather accessories, shoes, and charming shell ashtrays.

Don't miss the opportunity to enjoy a magical destination, which will capture you with its spell.

**9. Fill in the gaps with the appropriate words from the text above.**

1. Antalya is one of the largest and most exciting.....centres in Turkey.
2. The Dominican Republic is.....for its ..... climate and for the quality of its tourists services.
3. The Kremlin is.....seeing.

4. One of the greatest.....in China is The Great Wall.
5. Don't.....the opportunity to visit Madame Tussaud's.
6. What watersports are.....in the Dominican Republic?

**10. Can you match the words with the similar meaning?**

|             |            |
|-------------|------------|
| environment | because of |
| diversion   | to buy     |
| spell       | artisan    |
| due to      | to catch   |
| to acquire  | recreation |
| handicraft  | atmosphere |
| enormous    | charm      |
| to capture  | large      |

**11. You are in charge of a new promotional project for Acapulco. What facts about Acapulco should be stressed in your promotional campaign?**

**12. Look at the list of adjectives below and decide which of them can go with the nouns in the box.**

*holiday, beach, water, atmosphere, landscape, view*

- sandy, brilliant, tranquil, secluded, uncrowded peaceful
- romantic, unforgettable, exciting
- transparent, crystal clear
- spectacular, scenic, fascinating, breathtaking, picturesque, impressive
- relaxed welcoming, fun-filled, carefree, safe, magic, charming

**13. Translate into Russian.**

1. Для въезда в Турцию турист должен иметь действительный паспорт. Визу можно получить по прилету в аэропорту. Прививки делать необязательно.
2. В китайских, греческих, турецких и египетских магазинах рекомендуется торговаться.
3. Одними из доступных для туристов достопримечательностей Лондона являются Вестминстерское аббатство, Тауэр, музей мадам Тюссо и Трафальгарская площадь. Стоит также посетить Британский музей.
4. Вы можете назвать типичные японские, португальские и испанские блюда?
5. Наша фирма предлагает захватывающие приключенческие туры в величественные Гималаи, на живописное озеро Байкал, в волшебную пустыню Гоби, а также спокойный отдых на очаровательных островах в Тихом океане.
6. Не упустите возможность посетить великолепную Прагу, столицу Чешской Республики.

**14.Role-play. Presenting a New Destination**

**You have recently returned from a fam trip to a holiday resort and now have to report back on your visit. Prepare a presentation. Talk about the resort as a new holiday destination. Include the following:**

Transport to and from the resort

The accommodation

The food

The local attractions

Shopping opportunities

The entry conditions

The climate

The price and value for money

## UNIT 5 FAM TOURS



### 1. Read the letter.

#### *DEMIRIS TOURS*

12, Philenion Str., Athens 105 57,  
Greece tel.: 3225851-5 (5 lines),  
fax: 3228031

Mr. J. O'Connor  
General Manager  
Forever Young Holidays

11 March 2002

Dear Mr. O'Connor

During your visit to our stand at the Berlin trade fair, we discussed tourist interest in our destination. We both thought it might become a very popular destination for British tourists. Recently, the Board have been discussing the possibility of organising FITs from the UK. We have now reached agreement with Olympic Airways on the travel arrangements. As a result of this, we are preparing, in association with the carrier, a

familiarization tour of Attica region. We hope that about fifteen British tour operators and travel agents will join the party. We would be pleased if you would be able to participate in this tour.

The most suitable time for us is between 17 and 21 May. I am enclosing a proposed itinerary. We would like to show you the sightseeing attractions and introduce you to the wide range of holiday types available in the region. We hope to include hotel packages, up-market independent tours, escorted tours, activity holidays, and special seasonal tours. We feel that the flight costings are so reasonable that it should also be possible to market family-oriented low budget packages. These might include self-catering arrangements.

We should be able to give you fuller details of the tour within the next two weeks. In the meantime, perhaps you would be kind enough to let us know if you would be interested in joining us and if the dates are convenient.

Yours sincerely,

Alkis Russos  
Assistant Commercial Manager

### 2. Answer the questions.

1. Where did Mr. O'Connor first make contact with Demiris Tours?
2. What has made it possible for Demiris Tours to arrange the tour?
3. Who is organizing the tour with Demiris Tours?
4. Who will take part in the fam?
5. What is the purpose of the tour?
6. What would Demiris Tours like Mr. O'Connor to do before he is given more details the tour?

### 3. Which words go together, according to the text?

|             |             |
|-------------|-------------|
| popular     | holidays    |
| suitable    | packages    |
| proposed    | tours       |
| sightseeing | time        |
| up-market   | itinerary   |
| activity    | attractions |
| low budget  | destination |

### 4. Give the English for:

Достичь соглашения  
В сотрудничестве с  
Перевозчик  
Принимать участие  
Подходящий  
Прилагать  
Разумный  
Продавать  
Удобный  
Дешевые пакеты

### 5. Can you match the definitions and the words they define?

- |  |                        |
|--|------------------------|
| 1. Holidays offering special activities such as walking or cycling                       | a) in association with |
| 2. Tours accompanied by a tour leader  | b) family-oriented     |
| 3. Tour arranged for tour operators so that they can inspect a region and its facilities | c) activity holidays   |
| 4. Directed towards families   | d) expensive           |
| 5. Together with   | e) escorted tours      |

- |   |                               |
|---|-------------------------------|
| 6. Travel programme   | f) self-catering arrangements |
| 7. Low cost   | g) itinerary                  |
| 8. Up-market  | h) familiarization tours      |
| 9. Arrangements where guests provide and prepare their own food | i) low budget                 |

### 6. Can you fill in the gaps with the words from the box?

to market, agreement, destination, suitable, carrier, arrangements, reasonable, convenient, join, familiarization, proposed, meantime

1. We both thought it might become a very popular \_\_\_\_\_ for British tourists.
2. We have now reached \_\_\_\_\_ with Olympic Airways on the travel \_\_\_\_\_.
3. We are preparing, in association with the \_\_\_\_\_, a \_\_\_\_\_ tour of the region.
4. We hope that about 15 tour operators and travel agents will \_\_\_\_\_ the party.
5. The most \_\_\_\_\_ time for us is between 17 and 21 May.
6. I am enclosing a \_\_\_\_\_ itinerary.
7. We feel that the flight costings are so \_\_\_\_\_ that it should also be possible \_\_\_\_\_ family-oriented low budget packages.
8. In the \_\_\_\_\_, perhaps you would be kind enough to let us know if the dates are \_\_\_\_\_.

**7. You are J.O'Connor, the General Manager of Forever Young Holidays. You've just received the letter from Demiris Tours about a familiarization tour. Call a meeting and inform your staff about this proposal.**

8. Write a letter to Demir Tours informing them that Forever Young Holidays would be glad to participate in the fam and that they are ready to offer any kind of assistance in forming the group for the tour.

9. You are the Marketing Director of Forever Young Holidays. Prepare a letter inviting other tour operators and travel agencies to join the fam.

10. Present Perfect or Past Indefinite? Choose the correct variant.

1. I \_\_\_\_ new itineraries for fams. They are on my desk.  
a. received b. have received
2. When \_\_\_\_ agreement with the carrier?  
a. did you reach b. have you reached
3. We \_\_\_\_ abroad. We can't afford to spend money on travelling.  
a. never were b. have never been
4. When I was in Thailand I \_\_\_\_ in a great number of exciting excursions.  
a. took part b. have taken part
5. Our Sales Manager \_\_\_\_ from a fam trip to Mexico. He is going to report about his trip at the staff meeting at 5 p.m. Will you join the party?  
a. came back b. has come back

### 11. Role-play. News Bulletins.

You work for "Банко travel-inform" service. Prepare news items with information about what has happened in the world of tourism.

12. Study the details of a survey of rooms 201-205 at the Grand Blue Sky Hotel, Kushadasi, Turkey, dated 27 May.

Answer the questions below using the Past Indefinite or the Present Perfect Continuous.

| room | name               | Arr | May | dep | Reasons for visit |
|------|--------------------|-----|-----|-----|-------------------|
| 201  | Ms Wilson          | 21  |     | 24  | Conference        |
| 202  | Mr and Mrs Lopez   | 20  |     |     | Holiday           |
| 203  | Mr Koseoglu        | 24  |     |     | Business          |
| 204  | Mr and Mrs Chester | 17  |     | 24  | Holiday           |
| 205  | Mr Suarez          | 22  |     |     | Holiday           |

- e. g. When did Ms Wilson arrive?  
*She arrived on 21 May / six days ago.*
- e. g. How long has Mr Suarez been staying in Kushadasi?  
*He's been staying there since 22 May / for five days.*
1. On what date did the Chesters leave Kushadasi?
2. Since when have Mr and Mrs Lopez been occupying room 202?
3. For what reason has Mr Koseoglu been staying in Kushadasi?
4. Why did Mr and Mrs Chester come to Turkey?
5. Who has been staying the longest in these rooms?
6. What has Mr Suarez been doing in Turkey?



### 13. Translate into English.

1. Мы примем участие в рекламном туре, если нас устроят даты тура.
2. Вы уже договорились с перевозчиком?
3. Мы не можем позволить себе продавать дешевые турпакеты. Наша фирма известна качеством предоставляемых услуг.
4. Программу рекламного тура мы разработали совместно с греческими операторами.
5. Мы надеемся, что наши цены устроят вас и вы начнете продавать туры для семейного отдыха.
6. Перевозчик предлагает разумные цены на авиабилеты.
7. Мы продаем дорогостоящие туры для индивидуальных клиентов.
8. К письму мы прилагаем маршрут рекламного тура.

**14. Study the following itinerary. It shows the activities and timetable during the first two and a half days of a familiarization tour. The activities for each of the days have been written in the wrong order.**

**Decide the time when each activity should take place.**

#### **Day 1 Sunday 20 May**

- 10.00 (1) Inaugural dinner at hotel.  
11.30 (2) Free time for relaxation.  
19.00 (3) Turkish night at Kervansaray.  
21.30 (4) Arrival at Izmir Airport. Transfer to Kushadasi by coach.

Afternoon (5) Check into Grand Blue Sky Hotel, Kushadasi.

#### **Day 2 Monday 21 May**

- 08.30 (1) Departure from Grand Blue Sky Hotel.  
09.30 (2) Return to Korumar Hotel.  
10.00 (3) Lunch at Adakule Hotel.  
11.00 (4) Inspection of hotels in Kushadasi region.  
13.00 (7) Optional visit to a night club.

Afternoon (5) Open-buffet breakfast.

16.30 (6) Some more hotels.

20.00 (8) Check into Korumar Hotel.

22.30 (9) Gala dinner at the Hotel.

#### **Day 3 Tuesday 22 May**

09.00 (1) Lunch at Selchuk Restaurant.

10.00 (2) Walking tour of ancient Efes.

10.30 (3) Open-buffet breakfast.

13.00 (4) Departure from Korumar Hotel and transfer to Efes.

14.00 (5) Own time for shopping.

14.30 (6) Transfer to Kushadasi.

### **15. Role-play. Fam trips. Work in groups.**

**Step 1** Choose a country for an interesting familiarization tour. Consider the following:

DESTINATION

RESORT

DATES OF THE FAM

CARRIER

NUMBER OF PARTICIPANTS IN THE FAM

NUMBER OF HOTELS FOR ACCOMMODATION OF TRAVEL AGENTS

CATEGORIES OF HOTELS FOR ACCOMMODATION OF TRAVEL AGENTS

NUMBER OF HOTELS FOR INSPECTION

MEAL PLAN (BB, HB, FB, ALL-INCLUSIVE, ULTRA ALL-INCLUSIVE)

TRANSPORT FOR TRANSFERS

EXCURSIONS INCLUDED IN THE PROGRAMME

OPTIONAL EXCURSIONS

TYPES OF HOLIDAYS AVAILABLE IN THE REGION

**Step 2** Prepare itineraries of fams including as many activities as possible.

**Step 3** Present your itineraries to other groups and answer their questions.

**FOLLOW-UP** Discuss the following problem:

*How can tour operators make sure that all the participants in the fam trip really work in tourism?*

## UNIT 6 HOTEL FACILITIES

### 1. Read information about three hotels in Pattaya, Thailand.

#### **Camelot Hotel Pattaya**

***Location:*** The Camelot Pattaya is situated in the heart of Pattaya city, putting you right in central position to reach all points of interest, such as Walking Street, the entertainment areas, and the shopping areas for the best local buys. It is only a ten-minute walk to the municipal beach.

***Accommodation:*** 160 guest rooms all furnished with modern amenities (air-conditioning, satellite TV, telephone, mini-bar service, shower & bath, hair drier)

***Facilities:*** two restaurants for both formal dining and light refreshments at any time, a well-equipped conference room, a small swimming pool, a snooker room, a karaoke room, a beauty salon and a souvenir shop.

#### **Pattaya Park Beach Resort**

Pattaya Park Beach Resort is one resort hotel that is indeed perfect for a family holiday. Its sprawling compound offers a host of activities for the young and the old.

The hotel has at least three attractions that you won't find anywhere else in Pattaya: the whirlpool in its large water park, the two revolving restaurants in its 52 and 53 floors, and the thrilling tower jump and sky speed shuttles.

Other facilities include banquet and conference rooms, a fitness centre and sauna, jogging track, a snooker room, and a shopping arcade.

The resort complex comprises two hotel buildings with 730 rooms all furnished with air-conditioning, satellite TV, telephone, mini-bar, private bathroom with bath tub and

shower, hair drier (available on request), balcony with sea/mountain view.

The hotel is located on Jomtien secluded beach (it's only a five-minute drive to Pattaya centre).

### **Royal Cliff Beach Resort**

**Location** The resort is located to the south of Pattaya on a headland overlooking Royal Cliff Bay and the Gulf of Siam.

**General information** A totally self-contained resort comprising 4 stylish and individual hotels set in 64 acres of tropical parkland. Extensive leisure and sports facilities. All rooms have a cardkey system, balcony, individual air-conditioning, bath with shower, mini-bar, satellite TV, in-house movies, IDD telephone and private room safe.

Royal Cliff Beach Hotel: 179 Superior Rooms, 355 Mini-Suites, 8 Executive Suites, 10 Theme Suites (1 & 2 bedrooms) Located at the heart, of the resort, it is ideal for package holiday makers and slightly more budget-conscious travellers.

Royal Cliff Terrace: 64 Mini-Suites, 27 Family Suites (2 bedrooms)

The Royal Cliff Terrace with its beachfront location offers a relaxing atmosphere and is a favourite with honeymoon couples and families.

Royal Cliff Grand: 209 Deluxe Rooms, 77 Grand Rooms, 15 Junior Suites (1 bedroom), 10 Regency Suites (2 bedrooms), 1 Royal Suite (3 bedrooms)

The elegant Royal Cliff Grand was opened with conference and incentive market in mind and provides what the experienced leisure or business traveller could wish for.

Royal Wing: 84 Executive Suites, 2 Presidential Suites (3 bedrooms)

Set apart from the rest of the resort with its own large private pool and beautiful

gardens, the exclusive all-suites Royal Wing offers the highest standards of personalized service.

**Dining & Entertainment** 9 restaurants and 4 bars

**Sports & Leisure** 3 swimming pools, 2 children's pools, jacuzzi, 6 floodlit tennis courts, watersports available on the beach, 3-hole practice golf course and 10 excellent 18-27 hole golf courses nearby, Baan Plai Thai traditional massage, beauty salon, shopping arcade, children's playground, sauna/steam room, table tennis, fitness centre, resort catamaran - regular bathing trips to the local islands.

**Services & Facilities** limousine service, 24-hour room service, business centre, 2 ballrooms accommodating up to 1500 pax, 15 meeting rooms for 20-100 pax, babysitting, florist counter, tour counter, laundry, dry cleaning & pressing service, clinic, beach elevator.

### **2. Answer the questions?**

Which hotel.....

1. is situated on the headland to the south of Pattaya?
2. is located in the heart of Pattaya?
3. is located on Jomtien beach?
4. has a large water park?
5. has a karaoke room?
6. offers regular bathing trips to the local islands?
7. provides hair driers on request?
8. offers golf courses?
9. has two revolving restaurant?
10. has a beach elevator?

### **3. Which words go together according to the text?**

|               |          |
|---------------|----------|
| entertainment | compound |
| modern        | track    |
| sprawling     | beach    |

|                   |               |
|-------------------|---------------|
| budget- conscious | tennis courts |
| secluded          | areas         |
| cardkey           | resort        |
| jogging           | traveller     |
| beachfront        | system        |
| floodlit          | amenities     |
| self-contained    | location      |

#### 4. Give the English for:

удобства  
 средства обслуживания  
 территория  
 скоростной лифт  
 освещаемый корт  
 химчистка  
 прачечная  
 оборудованный  
 автономный, снабженный всем необходимым

#### 5. Work in pairs. Discuss the following:

*Which of the three hotels would you prefer to stay? Why?*  
*Which do you think is the worst thing about each hotel?*  
*Which do you think the best thing about each hotel?*

#### 6. Look at the hotel facilities and services below. Which of these facilities or services would you expect to find only in a deluxe hotel?

|                    |                      |                   |
|--------------------|----------------------|-------------------|
| robes and slippers | 24-hour room service | IDD telephone     |
| in-room safe       | shaver outlet        | ceiling fan       |
| car hire           | currency exchange    | archery           |
| sun beds           | beach towels         | horse-riding      |
| baby cots          | kids' club           | nurse/babysitting |
| toiletries         | premium bath         | video library     |

|  |                        |                              |
|--|------------------------|------------------------------|
| indoor pool                                | essentials             | twice-daily maid service     |
| squash courts                              | water slides           | non- allergenic linen        |
| live entertainment                         | trouser press          | shuttle service              |
| gift shop                                  | daily housekeeping     | tea/coffee-making facilities |
| disco                                      | floodlit tennis courts | butler service               |
| internet cafe                              | casino                 | complimentary transfer       |
|  | doctor on call         |                              |
| internet/ e-mail access through in-room TV |                        |                              |
| multilingual resort TV information         |                        |                              |
| facilities for handicapped guests          |                        |                              |

#### 7. Discuss the following:

What do you expect from a good hotel? What is the most important for you:

*a. facilities    b. location    c. prices    d. service?*

#### 8. Compare information about the Pattaya Park Beach Resort, the Camelot and the Royal Cliff Beach Resort in Pattaya and answer the questions.

1. Which hotel is the largest?
2. Which hotel is the most luxurious?
3. Which hotel has the widest choice of restaurants?
4. Which hotel has the fewest rooms?
5. Which hotel is the tallest?

#### 9. True or false?

1. The Camelot is larger than the Pattaya Park Beach Resort.
2. The Royal Cliff Beach Resort is farther from the beach than the Camelot.

3. The Pattaya Park has better facilities than the Camelot.
4. The Royal Wing offers higher standards of service than the Royal Cliff Terrace.
5. Sports and leisure facilities at the Royal Cliff Beach Resort are more extensive than at the Pattaya Park.

**10. Study the following file and answer the questions below.**

|                 | <i>Fame Hotel</i> | <i>White Rose Hotel</i> | <i>Carlton Hotel</i> |
|-----------------|-------------------|-------------------------|----------------------|
| Singles         | 55                | 37                      | 10                   |
| Doubles         | 32                | 19                      | 5                    |
| Twins           | 59                | 40                      | 21                   |
| Rack Rate       | \$ 50             | \$ 48, 50               | \$ 45                |
| Full board      | \$ 72, 50         | \$ 67,75                | \$ 65                |
| Group discounts | 15%               | 15%                     | 20%                  |

Does the Fame have fewer singles than twins?

Is the discount in the White Rose as high as in the Carlton?

Is the Carlton's rack rate less expensive than the Fame's?

Which is the biggest hotel?

**Now use the file to make ten more questions comparing the information about the hotels.**

**11. Read the text and tell the hotel facilities.**

**Grand Hotel Superlative facilities**

The hotel offers unrivalled services and facilities including several gastronomic options, a luxurious fitness centre with indoor pool, two outdoor pools, as well as a selection of sports activities and children facilities.

**SWIMMING FACILITIES:**



Guests can choose between the 2 outdoor seawater swimming pools, one indoor fresh water pool and the beautiful pebble beach.

Beach and pool towels are available against a deposit.

Sunbeds & umbrellas at the pool is for free and with charge at the beach.

**JUST FOR KIDS: Fun for the little ones**

Relax and soak up the sun while you watch the little ones splash around the children's pool and make new friends at our playgrounds.

Baby cots available on request and free of charge.

Baby sitting services available on request, at an extra charge.

**SPORTS & ENTERTAINMENT: Fun for the whole family**



For the more active, a selection of activities is available at the Grand Hotel.

Whether your vacation dream is active or more relaxed, the Grand Hotel includes temptations for any interest!

Free of charge:

1 tennis court with free equipment. Floodlight with charge.

Tennis balls and racquets are available against a deposit.

Bridge Room

Extra charge:

Electronic games room

Gym & sauna: the Gym offers cardiovascular equipment and an extensive range of weight-training machines and free weights.

Information at the reception:

Water-sports centre with pedal boats, wind-surfing (valid certificate required), canoes, catamaran sailing, water-skiing, jet-skiing, banana boat, parasailing  
Scuba-diving (lessons available)  
Boat trips

### **12. Role-play. Hotel Grading. Work in groups.**

**Step 1** Each group chooses one country and discusses the standards and facilities of one/two/three/four/five-star hotels in this country. Prepare a report on the hotel rating system in this country.

**Step 2** Submit your reports to the class and discuss the difference in standard hotel facilities in different locations.

### **13. Translate into English.**

1. В отеле имеются специально оборудованные номера для инвалидов.
2. Для грудных детей предоставляются детские кроватки.
3. Наш отель предлагает бесплатный трансфер для гостей отеля.
4. Во всех номерах отеля имеется кондиционер, телефон с прямым выходом на международные линии, спутниковое телевидение, мини-бар, кондиционер, ванную комнату со всеми туалетными принадлежностями, фен (по запросу).
5. В самых роскошных отелях уборка номера производится два раза в день.
6. Условия для отдыха в этом трехзвездочном отеле хуже, чем в четырехзвездочном, который имеет больше баров, ресторанов, бассейнов и освещаемых теннисных кортов.
7. Халаты и тапочки предлагаются только в номерах "люкс", которые стоят дороже.

8. Наш курортный отель полностью автономен. На огромной территории отеля имеется все необходимое для прекрасного отдыха и занятий спортом.

### **14. Role-play *The Best Hotel For You*. Work in pairs. Take it in turns to play the roles of a travel agent and one of the clients who would like to go to Pattaya, Thailand.**

**Role 1** You are a travel agent. Listen to your clients' requirements and try to advise them the best hotel to stay at. You may use the following phrases:

*If you stay at ... you'll be able to ...*

*The best things about ... are ...*

*I think you'll find that ... is better for you because ...*

*Another nice thing about that hotel is ...*

**Role 2** You are Mrs Adams, 33. You are going to Thailand with your husband (aged 35) for one week. It is your first holiday without children (your mother will be staying with them) and you are looking for an exciting holiday full of fun and entertainment.

**Role 3** You are Mr Green, 47. You are going to Thailand with your girlfriend (aged 21). You are a budget-conscious traveller, but you would like to impress your girlfriend and spend your holiday at a luxurious place. You need the best value for your money.

**Role 4** You are Mr and Mrs Brown (both aged 37). You are going to Thailand with your daughter, 8, and son, 11. You want to be active on your holiday.

**Role 5** You are Mr Smith, 27. You are going to Thailand alone and you are particularly interested in exciting nightlife in Pattaya.

### **15. Project Work. *Starting a New International Hotel Chain*.**

**You are going to found a new international hotel chain. Work in groups.**

Discuss the concept of your hotels (e.g. city hotels for business travellers/beach resorts, budget/luxury-class, etc.). Decide on the name for your chain.

Discuss locations for your hotels.

Decide on hotel facilities and services which will be provided by your chain. What standards can you offer? What motto will you choose for the whole chain?

Present your hotel chain to the class.

**16. Follow-up. Promoting a New Hotel. Work in groups.**

1. Discuss ways of promoting a new hotel.
2. Describe one of the hotels of your new international hotel chain.
3. Prepare a text for a brochure featuring all advantages of staying at your hotel.

**UNIT 7  
COMPLAINTS**

**1. Read the letter.**

49 High Street  
Edinburgh

The Manager  
ADC Travel Agency 19.02.02  
21-23 Welbeck Str  
London

Dear Sir

I have recently returned from your ADC Grand Tour. I am very upset by the standards and the organisation of this tour and I have a number of comments about it that I would like to make.

In general, the food was extremely poor and the service was very slow. On a number of occasions we had to wait over an hour for our meals. In one hotel there was a problem of overbooking. After a long and tiring journey, we discovered that this hotel had no accommodation for us. We were transferred to another hotel on the outskirts of the city. In your advertisement, you stated that all your hotels were located in city centres.

There were also a number of travel delays during the tour, and on one occasion my luggage was left off the coach. I only got it back a day later.

Finally, I think your staff should have handled these problems in a better way. Some of them were very rude when complaints were made.

I feel that your company should consider an appropriate refund because of the bad service that was provided.

Yours faithfully

Marry Crow (Mrs)

## 2. Answer the questions?

1. Why did Mrs Crow decide to write to ADC Travel?
2. What was wrong with the food service?
3. Why did Mrs Crow complain about the hotel?
4. What happened to Mrs Crow's luggage?
5. What complaint was made about the staff of the tour company?
6. Why does Mrs Crow want some of her money returned?

## 3. Can you put in the right prepositions?

1. I'm very upset.....the standards and the organisation...this tour.
- 2....a number...occasions we had to wait....hour...our meals.
3. We were transferred...another hotel....the outskirts...the city.
4. There were also a number...travel delays....the tour, and....one occasion my luggage was left....the coach.
5. Finally, I think your staff should have handled these problems.....a better way.

## 4. Can you match the words in the box with the definitions?

|  |
|--|
| coach, delays, advertisements, to handle, outskirts, refund, comments, upset, overbooking, occasions |
|--|

1. notice of object or service for sale
2. comfortable bus, often used over long distances
3. things to say

4. unscheduled periods of waiting
5. to deal with
- 6 .times
7. taking a number of bookings that is greater than the number of beds available
8. repayment
9. edge; limits
10. angry and unhappy

**5. You are Marry Crow who has just returned from the ADC Grand Tour. You're being met by your husband at the airport. You are very upset by the standard and organisation of the tour and complain about it to your husband.**

## 6. Give the English for:

несколько раз  
переворачивание  
на окраине  
задержка  
решать проблему  
жалоба  
жаловаться  
рассматривать  
соответствующий  
компенсация

## 7. Can you make these sentences passive?

1. Coaches take the tourists to their hotels.  
*The tourists*
2. Our representative will meet the flight.  
*The flight*
3. The guide will escort you to your hotel.  
*You*



4. They transferred us to another hotel.

*We*

5. Your company should consider an appropriate refund.

*An appropriate refund*

6. Don't worry. We'll handle this complaint in the best way.

*This complaint*

7. Our tourists have made a lot of complaints about this hotel.

*A lot of complaints*

8. At the moment we are carrying out a new advertising campaign.

*A new advertising campaign*

9. We have reached agreement with the carrier.

*Agreement with the carrier*

10. Our partners can provide self-catering accommodation.

*Self-catering accommodation*

**8. A direct complaint in English often sounds very rude. To be polite you should 'break it gently' and use expressions like these before you actually come to the point:**

*I wonder if you could help me...*

*Look, I'm sorry to trouble you, but...*

*I've got a bit of a problem here, you see...*

*I'm sorry to have to say this, but...*

*There seems to be something wrong with...*

*I'm sorry to have to bring this up...*

***It is often not enough to just say 'Sorry' and promise it won't happen again. You may apologize like this:***

*Oh, dear, I'm most awfully sorry.*

*I can't tell you how sorry I am.*

*I'm so sorry, I didn't realize.*

*I just don't know what to say.*

*I'm ever so sorry.*

**9. You are staying at a hotel and a lot of things have gone wrong. Build conversations like this from the prompts below, using expressions presented above:**

Guest Excuse me, I wonder if you could help me.

Manager What seems to be the trouble, sir?

Guest Well, you see, there doesn't seem to be any hot water in my room.

Manager Oh, I'm sorry. I'll have it seen to at once.

Guest Thanks very much.

*heating                  air condition*

*pillows                  slow service*

*shower                  soap*

**10. Translate into English:**

В разгар туристского сезона сотни туристов становятся жертвами туристских предприятий, которые недобросовестно относятся к выполнению своих обязательств. Многие фирмы, получив право на международную туристскую деятельность, не выполняют все условия действия лицензии, а также статьи Законов РФ «О стандартизации», «О сертификации продукции и услуг», «О защите прав потребителей», «О рекламе», используя несовершенство законодательной и методической базы в своих интересах. Общий поток жалоб в туризме можно разделить на четыре основные категории. 1) недостоверная реклама; 2) дополнительные денежные сборы; 3) низкий уровень сервиса; 4) нарушение права потребителя на безопасность услуги. С ростом общего количества туристских поездок неуклонно растет и число

конфликтов, затрагивающих качество и объем туристских услуг.

Рост числа жалоб на российском рынке туризма обусловлен двумя факторами: 1) туристы стали более осведомлены о своих правах и обязанностях турфирмы и более склонны настаивать на своих правах; 2) возросший спрос на туруслуги способствует вхождению на рынок новых фирм, менее опытных и менее обеспеченных ресурсами, а также фирм-мошенников.

Значительная часть претензий возникает из-за недостоверной рекламы, слабой подготовки договорной документации и небрежности в ее оформлении. Часто турист недостаточно четко знает и понимает, что он приобретает на самом деле, а турфирма недостаточно ясно формулирует свои обязательства по предоставлению комплекса услуг, входящих в состав тура и оплачиваемых туристом.

**11. Staff often need to say that some other person will perform a service that a customer requests. Notice how this is done:**

- There isn't any instant coffee in my room, (send up)  
*I'll have it sent up.*

**In a similar way, say that you will have the following things done.**

1. The TV doesn't work in room 512. (fix)
2. There aren't any towels in my room. (send up)
3. My shower still isn't right. (repair)
4. You said you'd get me a hair drier. (deliver to your room)
5. Are you sure this bill is correct? (check)
6. I've left my luggage in the room. (bring down)

**12. You have just checked into a hotel. It is not surprising that you complain about the room given to you. The housekeeping staff didn't do a number of things that they should have done before you saw the room.**

*e.g. They **should have changed** the sheets.*

*They **should have closed** the wardrobe.*

**Now say what other things the housekeeping staff should have done.**

bed - to make      carpet - to vacuum      ashtray - to clean  
tray - to remove      lamp - to replace  
waste-paper basket - to empty

**13. Work in groups. Discuss the following:**

1. What do tourists usually complain of?
2. What can go wrong on a holiday?
3. What should a tourist do if something goes wrong?
4. What operators should do when tourists make complaints?

**14. Can you reconstruct the following conversation at the Reception putting the sentences in the correct order?**

A: That's very pleasant, isn't it? My plane was four hours late. And now you tell me that you've let my room.

B: Good. Please take a seat and I'll soon have something arranged for you.

A: Good evening. My name is Smith. There's a booking in my name. A single room, three nights.

B: I'm terribly sorry, but that is the situation. Let me see if I can book you another room in a nearby hotel, and we'll arrange the transfer.

A: What do you mean, you've let the room? I made the booking weeks ago.

B: I'm awfully sorry, Mr Smith, but we've let the room to someone else and there are no others available.

A: I think that's the least you can do. Well, all right, go ahead. I've got to sleep somewhere.

B: I know. Sir, but you should have checked in before six this evening. It's nearly ten now. There's a six p.m. release on all our rooms. It was in the letter of confirmation.

**15. You are Mr Smith. Write a letter of complaint to British Airways about all the problems you had during your holiday which were caused by the late arrival of the plane.**

**16. Translate into English.**

Господа, недавно я вернулась из тура по России, организованного вашей фирмой.

Должна сказать, что поездка меня просто расстроила.

Гостиницы, в которых мы жили, были отвратительными и располагались на окраинах городов, а не в центрах, как было указано в договоре.

Питание и обслуживание в этих гостиницах были ужасными.

В номерах ничего не работало: ни кондиционер, ни душ, ни телефон, ни телевизор.

В некоторых номерах даже не было электричества.

Вы должны были сказать нам, что все гиды очень плохо говорят по-английски и совсем не понимают носителей языка.

Во время поездки были постоянные задержки и неоднократно терялся багаж.

Нам постоянно грубили, когда мы обращались с жалобами.

Я уверена, что ваша фирма обязана вернуть мне все деньги, а также выплатить компенсацию за все страдания в России.

**17. Role-play. Handling Problems. The Dolphin Square Hotel in London has been chosen for shooting a new Hollywood science-fiction film 'Aliens in London'. There are some problems to be attended to. Play the following roles:**

**Sally Brown** You're a Guest Relations Manager at the Dolphin Square Hotel. Last night a group of American film-makers checked in. They're going to shoot a film in your hotel. You're fond of American films and will do your best to please the Americans. If you can not handle their problems, apply to the General Manager. Take your chance and ask the stars for autographs.

**Tom Day** You're the General Manager of the hotel. Your hotel might become the most popular spot in London when the film is released. You try to do your best to cater for the film-makers' needs.

**Nino de Maurentis** You're the executive producer of the film 'Aliens in London'. You'll be staying at the Dolphin Square Hotel for three nights in the penthouse suite. As you have to stay in touch with your business overseas you'll need a fax machine, computer with on-line Internet and a personal assistant. Your wife arrives tomorrow morning. Ask the hotel manager to book a suite for her on the ground floor, so that you won't have to stand her hysterics. If there are no suites available on the ground floor, ask the manager to arrange some luxurious accommodation with a 24-hour supply of champagne, jacuzzi, sauna and a private swimming pool for your wife.

**George Fucas** You're the director of the film 'Aliens in London'. You're going to use a lot of special effects and one of the scenes will be shot on the hotel roof (landing of the flying

sauce). Ask the hotel manager to remove squash courts from the roof. You'll also need the garage and the indoor swimming pool. Ask the manager for cooperation.

**Arnold Blackenegger** You're staring in 'Aliens in London'. To be in good shape you have a four-hour intensive training course every morning. Ask the manager about sports facilities. You need privacy, but your work-outs usually attract hundreds of fans.

**Marry Crow** You're a regular client of the Dolphin Square Hotel. You always stay at this place when you visit London. This time you're unhappy with your stay at the hotel as a group of Americans is shooting a sci-fi film there (you hate science fiction!). You're annoyed with constant noise and crowds of fans around the hotel. You can not visit fitness center as some star is having his work-outs there. You're afraid to enter the hotel bar, because there are many drunk film-makers. To crown it all, the indoor swimming pool has been closed! (They say the Americans are shooting one of the episodes there.) Today you were going to play squash, but when you got up to the roof (where the squash courts were supposed to be), you found a flying sauce! Go to the General Manager of the hotel and ask him how he is going to rectify this appalling state of affairs.

## UNIT 8 CONTRACTS

### 1. Read the following contract.

#### COLLABORATION CONTRACT

From: 01/11/01

To: 30/10/02

#### Between the undersigned:

The travel agency: *"MULTIVOYAGES"*

Having its office at: *BP 220 Republique Str.  
MONASTIR, 5060  
MONASTIR, TUNISIA*

Represented by: *Mr. DJEMAA HABIB  
Directeur General*

Duly accredited to this effect on one hand;

#### AND

The travel Agency:

Having its head office at:

Represented by:

Duly accredited to this effect on the other hand;

#### The following has been decided and agreed:

##### 1. Hotels:

"MULTIVOYAGES" will collaborate  
with \_\_\_\_\_ in the following hotels:

-  
-

##### 2. Hotel prices: See copies joined here.

##### 3. Reservations:

The reservations must reach "MULTIVOYAGES" at least

- 7 days in low season

- 14 days in middle season

- 21 days in high season

After this time, "MULTIVOYAGES" is obliged to place one or more clients in some other hotel, this may be not, in any event, be of a lower category than the hotel originally proposed.

**4. Transfers:**

Transfers shall be carried out by "MULTIVOYGES" Cost of transfers: See copies jointed here.

**5. Excursions:**

Excursions shall be carried out by "MULTIVOYAGES", or any other local travel Agency choiced by "MULTIVOYAGES".

**6. Cancellations:**

The minimum time required when modifying a cancellation by the Agency to the hotel is 3 days before the anticipated arrival of the client except in proven cases of force majeure; compensation due is fixed at a set sum for each cancellation on the basis of 3 days and transfers.

In case of an early departure or non-use of services ordered, the whole reservation shall be paid for by the foreign Agency.

**7. Services:**

"MULTIVOYAGES" shall not be held in any way responsible, should the clients bring coupon-voucher which do not comply with the features of the rooms reserved.

**8. Force majeure:**

"MULTIVOYAGES" shall not be responsible for changes due to cases of force majeure independent of its good will.

**9. Payment:**

One week before the arrival of clients.

**10. Other special conditions:**

READ AND APPROVED

*Name and forename*

SIGNATURE

STAMP

BANK CURRENT ACCOUNT

**2. Answer the questions.**

1. What are the main clauses of the contract?
2. What are the terms of reservations, according to the contract?
3. In which cases can "Multivoyages" place clients in some other hotel?
4. Who takes care of all the transfers?
5. Can any other local travel agency carry out excursions?
6. What is the minimum time required for cancellation without any charges?
7. What compensation shall the foreign Agency pay in case of an early departure or non-use of the services ordered?
8. What are the voucher-coupon requirements?
9. In which cases "Multivoyages" shall not be held in any way responsible?
10. What are the dates of payment, according to the contract?

**3. Which words go together, according to the text?**

|               |            |
|---------------|------------|
| collaboration | majeure    |
| low           | conditions |
| anticipated   | account    |
| force         | season     |
| early         | arrival    |
| special       | contract   |
| current       | departure  |

**4. Find in the text the English equivalents for the following phrases:**

между нижеподписавшимися  
в лице  
имеющего соответствующие  
полномочия  
с одной стороны  
с другой стороны  
осуществлять сотрудничество

по истечении этого времени  
отель, предложенный первоначально  
предполагаемое время прибытия  
досрочный отъезд  
нести ответственность  
соответствовать забронированным  
местам  
независящие от его воли

**5. Read the text and say what you understand by contract.**

A contract is an agreement entered into by two parties or more with the intention of creating a legal obligation, which may have elements in writing. Contracts can be made orally. The remedy for breach of contract can be "damages" or compensation of money. In equity, the remedy can be specific performance of the contract or an injunction. Both of these remedies award the party at loss the "benefit of the bargain" or expectation damages, which are greater than mere reliance damages, as in promissory estoppels.

**6. You're taking part in the WTM (World Travel Market) in London. Visit the stand of MULTIVOYAGES and discuss the possibility of collaboration with this company in the coming season.**

**7. Read the general conditions of collaboration contract with MELI TOURS, a Spanish tour operator.**

General Conditions

1. Viajes MELI TOURS, S. A. shall bear the responsibility, during the stay of the clients, of the quality of all the services contracted by its representative.
2. The tour operator and the Agency issue a voucher for every group and individual tourist which serves as the only document on the basis of which the agreed services are

provided and mutual payments are made.

3. The payment will be made by the Tour Operator in advance to the arrival of the tourists. The money must be remitted through the current account not less than 10 days before the day of their stay.

4. All the excursions during the stay in Spain will be sold to the client only by a representative of Meli Tours.

5. If any tourist has a complaint about any service in Spain, this reclamation will be only attended to if it is made during the clients' stay and never after the tourists return to their country.

6. The rooming list should be sent to Meli Tours at least 21 days before arrival. Names of hotels will be confirmed 20 days before arrival. Prices are only valid for groups of minimum 21 participants.

7. Cancellations fees: 25 days before arrival – No fee  
15 days before arrival – 10 % of the total cost  
Between 15 and 3 days before arrival  
25 % of the total cost  
3 days before arrival 100 % of the total cost

8. This contract shall be governed by and constructed in accordance with Spanish law.

**8. Now compare the conditions above with the terms of the contract with MULTIVOYAGES.**

- terms of payment
- cancellation policy
- transfer and excursions
- issuing of vouchers

**9. Find the English equivalents to the following phrases:**

1. ...несет ответственность за качество обслуживания, оговоренного в контракте
2. ...выдают ваучер

3. оплата осуществляется до прибытия туристов
4. деньги должны поступить на счет
5. не менее чем за ... дней до даты прибытия туристов
6. претензия будет рассматриваться только во время их пребывания в ...
7. окончательный список расселения туристов
8. цены действительны только для групп не менее ... человек
9. штрафы за аннуляцию
10. в соответствии с ... законом

**10. Match the words with the similar meanings.**

|            |               |       |             |
|------------|---------------|-------|-------------|
| complaint  | collaboration | terms | charges     |
| conditions | reclamation   | fees  | association |

**11. You are a representative of MELI TOURS. Speak about terms on which your company works with foreign agents.**

**12. Can you complete the sentences with words from the box?**

anticipated, comply, remitted, independent, reach, fixed, cases, attended, features, confirmed, accordance, advance, force majeure

1. Reservations must \_\_\_\_\_ Demiriz Tours at least 10 days before arrival in low season.
2. The minimum time required for a cancellation is 3 days before the \_\_\_\_\_ arrival of the clients except in cases of \_\_\_\_\_.
3. Compensation due is \_\_\_\_\_ on the basis of 3 days and transfers.
4. The operator shall not be held responsible if vouchers do not \_\_\_\_\_ with the \_\_\_\_\_ of the rooms reserved.
5. The operator shall not be responsible for changes due to \_\_\_\_\_ of force majeure \_\_\_\_\_ of its good will.

6. The payment must be made in \_\_\_\_\_ to the arrival of the tourists.
7. Any reclamation will be \_\_\_\_\_ to if it is made during the client's stay in the country.
8. The money must be \_\_\_\_\_ through the current account not less than 7 days before arrival.
9. Your reservation will be \_\_\_\_\_ tomorrow.
10. This contract shall be governed by and constructed in \_\_\_\_\_ with Greek law.

**13. Complete the sentences using one of the verbs in brackets.**

1. Payment (*may/must*) \_\_\_\_\_ be made one week before the arrival of clients.
2. In high season your reservations (*can/must*) \_\_\_\_\_ reach hotels at least 21 days before the anticipated arrival of the clients.
3. If you cancel your reservation 25 days before arrival, you (*don't have to/mustn't*) \_\_\_\_\_ pay cancellation charges.
4. Vouchers (*can/ should*) \_\_\_\_\_ comply with the features of the rooms reserved.
5. Excursions (*can/ should*) \_\_\_\_\_ be carried out by any other local travel agency chosen by the operator.
6. You (*should/ couldn't*) \_\_\_\_\_ issue travel documents unless confirmation from the hotel is received.
7. These prices are valid only for June. We'll (*can/be able to*) \_\_\_\_\_ give you package prices for July only next week.
8. In case of an early departure or non-use of the services ordered tourists (*can't/mustn't*) \_\_\_\_\_ get their money back.

**15. Work in groups. Discuss the following:**

**What advice would give to a tourist who is going on a coach tour?**

What things should be taken?

What kind of clothes would you recommend?  
 What travel documents must be provided?  
**What advice would you give to a travel agent who is going on a fam trip?**

|                                 |                        |
|---------------------------------|------------------------|
| <i>You must remember...</i>     | <i>You have to ...</i> |
| <i>You don't have to ...</i>    | <i>You mustn't ...</i> |
| <i>You should/shouldn't ...</i> | <i>You can/may ...</i> |

**16. Work in groups. You work for ADC Travel, an inbound tour operator. Discuss with your colleagues general conditions which should be included in the collaboration contract with your foreign partners. Prepare a draft contract.**

**17. Role-play. Discussing a Contract. Work in groups. You are participating in Moscow International Travel Fair. Choose the roles of foreign operators or local travel agents.**

**Operators** You are representatives of foreign tour operators: ADC TRAVEL, DEMIRIS TOURS, FOREVER YOUNG HOLIDAYS, MELI TOURS, MULTIVOYAGES. Meet with local travel agents at your stands and discuss possible collaboration in the coming season. Give them information about the general conditions of your companies' contracts.

**Agents** You are Russian travel agents. You are looking for new foreign partners. Visit the stands of ADC TRAVEL, DEMIRIS TOURS, FOREVER YOUNG HOLIDAYS, MELI TOURS, MULTIVOYAGES and discuss possible collaboration in the coming season. You are interested in the terms of cooperation contracts with foreign operators.

## UNIT 9 NEGOTIATING A DEAL

**1. Read the text and complete the table below.**

*John O'Connor from Forever Young Holidays is discussing tour arrangements with Adam Black, the General Manager of the Albatros Hotel.*

|                 |  |
|-----------------|--|
| <u>Black</u>    | Have you enjoyed your look over the hotel.   |
| <u>O'Connor</u> | Just fine. Now how about talking a little more in detail about possible arrangements?  |
| <u>Black</u>    | By all means. First; what about a drink of some sort? Gin, whisky, Martini?  |
| <u>O'Connor</u> | I'll take a gin and tonic, please.   |
| <u>Black</u>    | Certainly.... Right. Here you are.   |
| <u>O'Connor</u> | Thank you. Cheers.   |
| <u>Black</u>    | Let me see. Here's our normal tariff. Take a look.   |
| <u>O'Connor</u> | OK. These are all rack rates. Right?   |
| <u>Black</u>    | That's right   |
| <u>O'Connor</u> | What's the position on groups?   |
| <u>Black</u>    | Well, there are some factors to consider. First, how big are the groups going to be? Second, what time of the year are they going to come, and, for that matter, which part of the week? |
| <u>O'Connor</u> | And I guess you're interested in American Plan or Modified American Plan.  |
| <u>Black</u>    | Of course. If you only want Continental Plan then the hotel gets used less, and there's less in it for us.   |
| <u>O'Connor</u> | Well, there are different ways we ways we could approach this. We could look at the total demand for accommodation over the year and fix a price, or maybe                               |



negotiate a number of different prices according to the time of the year.

Black Of course, but let's take one step at a time. What kind of numbers are we talking about?

O'Connor Well. We're going to sell the tour April through October. We would hope for forty-five people weekly in the earlier part of the season, doubling that figure during the high season, then falling back to forty-five again.

Black And for how many nights?

O'Connor That's four nights.

Black Is that mid-week? Weekends?

O'Connor To take advantage of our flight arrangements, it would be Friday through Tuesday.

Black I see. Tell me, what kind of guarantees are you offering on the arrangements?

O'Connor We're not prepared to make any guarantees at all.

Black None at all? No deposits?

O'Connor No. No money up front at all.

Black That's rather a lot to ask of any hotelier.

O'Connor Come on, Mr Black. This is not unusual. And you are dealing with a company with a good name that usually sells what it targets.

Black I accept that. But don't you see the risks involved?

O'Connor We're in business. Besides, there would be a three-month release-back clause in the contract.

Black I don't know. I mean, ninety beds during all the high season weekends. That's a lot.

O'Connor Yes. And so is forty-five in May and September.

Black Certainly. But I have to think of my regular trade.

O'Connor It's beginning to look as if you're not too interested in doing business.

Black No, no. I didn't say that. It's just that not long after the hotel had opened we had a rather bad experience with this kind of block booking.

O'Connor It depends on who you are dealing with, Mr Black. Let me put it this way. For the kind of business we have in mind, I think an average discount in the region of 15 to 20 % is...

| PROPOSED TOUR DETAILS         |
|-------------------------------|
| Tour season                   |
| Duration of year              |
| Specified days                |
| Number per tour (low season)  |
| Number per tour (high season) |
| Financial guarantees offered  |
| Length of release-back clause |

## 2. True or false?

1. The tour operator had some complaints after his inspection of the hotel facilities.
2. The hotelier showed their normal tariff which corresponded to their rack rates.
3. There was one tariff for all seasons for any number of tourists.
4. The hotelier was interested in Continental Plan.
5. The tour operator was not going to pay money up front.
6. The hotelier was impressed by the number of beds required by the operator.
7. The hotelier said that he was not interested in doing business.
8. The hotel had already had some problems with that kind of block booking.

## 3. Answer the questions?

1. What approach did the tour operator propose for fixing prices?

2. What advantage could the tour operator take of their flight arrangements?
3. What kind of risks could be involved in this deal?
4. What are advantages and disadvantages of block booking?
5. Do you think that a three-month release-back clause in the contract can be better for the hotel than any deposits?
6. How do you feel about late booking?

**4. Can you match the definitions below with the words in the box?**

release –back clause, in the region of, demand for, European Plan, Continental Plan, American Plan, Modified American Plan, up front, rack rate, to target

1. in advance
2. clause in the contract between a tour operator and hotelier which provides for a period of notice, e. g. two months, if the tour operator does not need the beds he has booked
3. to aim
4. about; approximately
5. full board
6. room, breakfast and dinner
7. bed and breakfast
8. bed only
9. individual rate for a hotel room
10. amount people wish to buy

**5. Check your memory. Can you fill in the gaps with the words from the text?**

1. Well, there are some \_\_\_\_\_ to consider.
2. Well, there are different ways we could \_\_\_\_\_ this.
3. If you only want \_\_\_\_\_ Plan then the hotel gets used \_\_\_\_\_, and there's \_\_\_\_\_ in it for us.

4. We would hope for forty-five people weekly in the \_\_\_\_\_ part of the season, \_\_\_\_\_ that figure during the high season, then \_\_\_\_\_ back to forty-five again.
5. We're not prepared to make any \_\_\_\_\_ at all.
6. And you're \_\_\_\_\_ with a company with a good name that usually sells what it \_\_\_\_\_.
7. I \_\_\_\_\_ that. But don't you see the risks \_\_\_\_\_?
8. But I have to think of my \_\_\_\_\_ trade.
9. It's beginning to \_\_\_\_\_ as if you're not too \_\_\_\_\_ in doing business.
10. It \_\_\_\_\_ on who you're dealing with, Mr Black.

**6. Put in the missing prepositions.**

1. \_\_\_\_\_ course, but let's take one step \_\_\_\_\_ a time.
2. \_\_\_\_\_ We \_\_\_\_\_ could \_\_\_\_\_ look \_\_\_\_\_ the \_\_\_\_\_ total demand \_\_\_\_\_ accommodation \_\_\_\_\_ the year and fix a price, or maybe negotiate a number \_\_\_\_\_ different prices according \_\_\_\_\_ the time \_\_\_\_\_ the year.
3. To take advantage \_\_\_\_\_ our flight arrangements, it would be Friday \_\_\_\_\_ Tuesday.
4. I don't know. I mean, ninety beds \_\_\_\_\_ all the high season weekends. That's a lot.
5. \_\_\_\_\_ the kind \_\_\_\_\_ business we have \_\_\_\_\_ mind, I think an average discount the region \_\_\_\_\_ 15 \_\_\_\_\_ 20 % is...

**7. Give the English for:**

подойти к проблеме  
спрос на  
воспользоваться преимуществом  
авансом  
принимать, признавать  
средний  
ставить цель  
устанавливать цену

зависеть от

**8. When negotiating a deal you always have to discuss prices. Look at the hotel rates for the low season. What do you think of these prices? Do they suit you? Do you find the rates**

*reasonable  
fair*

*competitive  
justified*

*acceptable  
sensible*

| HOTEL, DBL pp per day               | FITs | GROUPS | RACK RATES |
|-------------------------------------|------|--------|------------|
| Golden Five 5* HB (Hurgada)         | 35   | 40     | 30         |
| HOTEL de L'Europe 5* EP (Amsterdam) | 225  | 200    | 280        |
| Excelsior 5* BB (Rome)              | 175  | 150    | 145        |
| Melia Juan Dolio 4* AI (DominicanR) | 60   | 54     | 72         |
| Rossia 3* BB (Moscow)               | 22   | 20     | 40         |

**9. Reported speech. What did they say?**

1. 'Our prices *are* competitive.'

*They said that their prices were competitive.*

2. 'Our company always sells what it targets.'

3. 'We've reached agreement with the carrier.'

4. 'It's beginning to look as if you're not too interested in doing business.'

5. 'There are some factors to consider.'

6. 'Our request for booking *will* be sent by fax.'

*They said that their request for booking would be sent by fax.*

7. 'All travel documents will be issued on Friday.'

8. 'This handling agent will be waiting for you at the airport.'

9. 'Are the dates of the fam trip convenient for you?'

*They asked if the dates of the fam trip were convenient for us.*

10. 'Can we participate in the fam trip?'

11. 'What kind of guarantees are you offering?'

12. 'Have you enjoyed your look over the hotel?'

**10. You are John O'Connor, the General Manager of Forever Young Holidays. Inform your colleagues about the negotiations with the Albatros Hotel.**

**Breaking the Ice. It is not recommended to get down to business straight when you are negotiating a deal. First you should break the ice. You may offer soft drinks/ discuss the weather, mutual friends, etc./ ask about the client's impressions of the city, the hotel, etc.**

**Work in pairs. Act out the following situations and practice breaking the ice.**

You are receiving a business partner at your office.

You are taking part in a trade fair. One of your partners comes up to your stand.

You are a secretary. Your boss is late for a business meeting with a foreign partner because he is sitting in a traffic jam. The partner is already in the office.

**11. Translate into English.**

1. Главный менеджер отеля сказал, что они заинтересованы в размещении туристов на базе полного пансиона или полупансиона.

2. Многие отели в Мексике предлагают размещение без питания или с завтраком.

3. В настоящее время существует огромный спрос на отели, работающие по системе "все включено".

4. Вы можете воспользоваться преимуществами бронирования в on-line и получить скидку 11 - 14%.
5. Мы не можем себе позволить оплату номеров авансом до конца сезона, пока не получим от отеля разумных цен.
6. Турист заявил, что стоимость турпакета вполне приемлема.
7. Оператор спросил, может ли агент принять его условия.
8. Подойти к проблеме блочного бронирования можно по-разному. Все зависит от того, с каким партнером мы имеем дело. Если оператор всегда продает все, что планирует, то депозит не требуется, а крайний срок аннуляции может быть три недели.

**12. Discuss the following:**

*Some negotiators say that you should never accept the other person's first offer. Why do you think they give this advice?*

**13. Role-play. Bargaining. Think of something you want to sell. Fix two prices – the price you want to sell it for and the lowest price you'll take. Try to sell your object to your partner. These phrases can be used**

by the Seller:

*It's worth ... but I ask only ...*

*Since you're a friend of mine... I'll take only ...*

*You can have it for ... It's a real bargain.*

*I'm sorry. ... It's my last word.*

by the Buyer:

*How much do you want for it?*

*I don't think it's worth ... I'll give you ...*

*No, that's still too much.*

*To tell you the truth, I can't afford ....*

*Come on, let's split the difference.*

**14. Role-play. Negotiating a Deal. Russian tour operators negotiate a deal with the General Manager of the Albatros Hotel.**

**Hotelier** Ask your partners about their impressions of the hotel. Give them information about all the hotel facilities. You are interested in more tourists from Russia but you would like to get some guarantees from Russian operators. You are not prepared to grant discounts for companies who can't provide regular volumes. Discuss seasonal tariffs for groups and FITs, meal plans, financial guarantees, a release-back clause and possible discounts.

**Tour Operators** You are going to sign a contract with the Albatros Hotel. In the course of negotiations with the hotelier try to get better terms for your company. Try to impress the hotelier by your plans for the coming season and inform him about your volume of sales.

**UNIT 10**  
**APPLYING FOR A JOB**

**1. Read the following job ads.**

|   |   |   |
|---|---|---|
| <p><b>HOTEL CONTRACTING Assistant Contracts Manager</b><br/>Are you fluent in French and/ or Spanish?<br/>Do you have experience in contracting, or a good knowledge of the hotel trade?<br/>Are you prepared to be based in London, but spend 50 % of your time abroad?</p> <p><i>Then send your Curriculum Vitae in English and in French/ Spanish to:</i><br/><b>J. P. Nitkowski</b><br/><b>108 New Bond Street</b><br/><b>London W1Y9AA</b></p> | <p><b>TOUR OPERATOR MARKETING EXECUTIVE required</b><br/>by expanding travel company operating tours of Europe.<br/>Applicants must have inbound tour operating experience and be able to take on key management roles.<br/>The ideal applicant must be resourceful, literate, and numerate, and have a real appetite for hard work.<br/><b>Applications with resumes Should be sent to Ms Luisa Perero via fax.</b><br/><b>Fax number is</b></p> | <p><b>HELP WANTED SECRETARY</b><br/>for busy friendly office, to work for Managing Director. She should be able to work fast and accurately, have good computer skills and a sense of responsibility.<br/>Foreign languages an advantage.<br/>Good promotion prospects for a career girl.<br/><b>Please contact Mr T. Lown on 44-272-277213 on fax or post your C. V. 18 St. Augustines Parade, Bristol, BS1, UK Fax: 44-272-251016</b></p> |
|---|---|---|

|  |                  |                               |
|--|------------------|-------------------------------|
|  | <b>965596331</b> | <b>Or by e-mail: lown@com</b> |
|--|------------------|-------------------------------|

**2. Answer the questions?**

1. What is someone called who applies for a job?
2. What abilities must the successful candidates for the above jobs have?
3. In what way should the candidates apply for the jobs?
4. Why do you think applicants who know foreign languages have an advantage?
5. Which of these positions would you like to apply for?

**3. What kind of characteristics would you need to be a travel agent, a resort representative, a hotel manager?**

to be bright and intelligent  
to be strong and fit  
to be persistent and hardworking  
to be punctual and careful at work  
to be tolerant and attentive  
to be well-mannered and tactful  
to know local matters quite well  
to know how to deal with difficult people  
to know human nature  
to have an agreeable personality  
to have good communication skills  
to have drive and ambitions

**4. Forever Young Holidays are opening a new direct sales office. You are responsible for recruiting staff. Write an advertisement for a local newspaper about job opportunities in your company.**

**5. When you apply for a job it is necessary to present a resume, or curriculum vitae (CV), to your potential employer. This document should include the following information:**

- Your name, address and telephone number
- The kind of position you are looking for
- Your previous work experience
- Your educational background
- References (you may write that they will be supplied upon request)

Start with your most recent job and work backwards. Don't leave out any vital information. Gaps in the dates will seem suspicious. If you took a year out travelling, were unemployed so. Be positive about yourself, but don't lie. A CV or resume should not be more than two pages long. It should be concise, clear and brief, but sum up your personal, educational and career history. You may mention your outside interests, hobbies, language skills.

**Now try to write your resume.**

**6. When applying for a job you'll be in competition with a number of other candidates. So writing a covering letter to employers can be a good idea. You should state at the beginning why you are writing and then try to keep the reader interested.**

**7. Work in pairs. You work in the Personnel Department of Forever Young Holidays. You've received a lot of applications for a job in your company. Sort them into three piles:**

- 1) These look promising!**
- 2) These are possible!**

**3) No, thanks!**

1. My name is Sam Smith and I can do great things for your company! I'm 25, unmarried, strong and healthy and I've got all the qualifications and experience to make me ideal for you.

2. I wish to apply for the job you have advertised. Please, send me further details.

3. I'm ambitious and my present job doesn't offer me the chance to expand.

4. If you consider that my experience and qualifications are suitable, I would be available for interview at any time.

5. As you will see from my enclosed CV, I have been working for my present company for five years. I joined them as assistant works manager and was promoted to Production Manager last year.

6. I'm sure I would be able to manage the department successfully, as I'm good at giving clear instructions to people.

**7. Although my present employees are first rate and our relationship is excellent, I'm looking for a more rewarding and challenging post.**

8. I enclose a resume which gives full details of my qualifications and work experience. In support of my application, I should like to mention the following points:...

9. I would be grateful if I could discuss the post available in person and perhaps go into my background and my suitability for the post in more detail.

10. DO YOU WANT TO HAVE A HARDWORKING AND CAPABLE EMPLOYEE? I'M VERY INTERESTED IN THE

POSITION FOR JUNIOR SECRETARY ADVERTISED IN TODAY'S UNION.

**8. Find job ads in a recent newspaper. Choose one of the jobs and write a covering letter. The letter should explain your reason for writing and ask for an appointment.**

**9. Give the English for:**

кандидат на должность

навыки работы

заявление

выполнять работу быстро и точно

грамотный, образованный

находчивый, изобретательный

рекомендации и характеристики

перспективы продвижения по службе

сложная работа (как вызов)

хорошо оплачиваемая работа

терпеливый и внимательный

настойчивый трудолюбивый

разбирающийся в математике и точных науках

**10. Read the text and make a list of do's and don'ts.**

### **HOW NOT TO DIE AT YOUR JOB INTERVIEW**

Today, very few employers have time for long interviews. That is why first impressions about you are very important.

If you want to get the job, prepare for the interview.

Learn all you can about the company where you are seeking employment. You can make a better impression if you are familiar with the company's plans and operators.

Arrive for the interview on time. When greeting the interviewer wait until he moves to shake hands. You should also wait until he offers you a seat.

The way you dress is also very important. Choose clothing in which you'll be comfortable. Be neat. Your shoes should be well-cleaned and shined. If you are a woman try to be moderate in make-up and jewelry.

Try to be relaxed and confident during the interview.

Never interrupt the interviewers.

Don't criticize your previous employers. No matter how bad they were. Speak about them with respect when you start explaining why you quit.

**Do's:**

**Don'ts:**

**11. It would be wise to think of all possible questions asked during the job interview and prepare your answers beforehand. What do the interviewers want to find out? They are interested in your personal characteristics. They want to know whether you can be trusted, what you can do for the company, how well you can get along with people.**

**Work in pairs. Put the questions below in the order you would ask them if you were the interviewer.**

**How would you answer these questions?**

1. Why did you leave your last job?

2. Tell me about your family.

3. What things about this job do you think would be difficult for you?

4. Do you have any experience in this type of work?

5. Why have you applied for this kind of work?

6. What do you like doing in your spare time?

7. Why do you think you can handle this job?  
(Why should we consider you for this position?)
8. What are your future career plans?  
(Where do you want to be professionally, personally, and financially, in 1, 5, 10, and 20 years?)
9. How well did you get on with your previous bosses?
10. What hours are you available for work?
11. Are you energetic?
12. Why would you like to work for this company?
13. What are your personal strengths?
14. Are you looking for a temporary or a permanent job?
15. Tell me about your experience.
16. What salary do you expect?
17. Have you had any serious illness or injury?
18. Do you prefer to work with others or by yourself?
19. What hobbies do you have?
20. Are you willing to work anywhere your company sends you?
21. Are you willing to work overtime?
22. What are your personal weaknesses?
23. What do you expect to get from this firm?
24. What would make you happy with this job?
25. Do you consider yourself to be a leader or a follower?

**12. Change the direct questions above into indirect using “They asked me if/ whether...” and “They wanted to know...”**

### **13. Translate into English.**

1. Я бы хотел получить работу в этой фирме. Надеюсь, что мой трехлетний опыт работы в туризме, превосходное владение компьютером и знание двух иностранных языков дадут мне преимущество при поступлении.

2. Анкетные данные, характеристики и рекомендательные письма прилагаются.
3. С моими прежними работодателями у меня были прекрасные отношения, но я хотел бы получить более сложную работу, воспринимаемую как вызов, и, конечно, соответственно оплачиваемую.
4. Интересно, где эта фирма находит столько сотрудников, способных выполнять работу быстро и точно?
5. Мы ищем менеджера по продажам с опытом работы в крупной операторской фирме, знанием нескольких направлений, успешно владеющего навыками общения и способностью работать с трудными клиентами.
6. Если вы решите, что моя квалификация и опыт работы устраивают нашу фирму, я готов к собеседованию в любое удобное для вас время.
7. Я честолобив и энергичен, трудолюбив и находчив.
8. Меня спросили, могу ли я занять ключевой пост.

**14. Work in groups. You are recruiting employees for one of the posts described in ex. 1. Write a short profile of what you expect a successful candidate to be and prepare a list of questions to ask the applicants. To make your decision on the best person for the job, you need to find out about these areas:**

- SKILLS
- EXPERIENCE
- PERSONALITY
- EXPECTATIONS

**15. Preparing for Job Interview. There are job openings in ADC Travel and Demiris Tours. Work in Groups. Discuss what vacancies are available and decide on qualifications required for successful applicants.**



## **Prepare advertisements for job opportunities in ADC Travel and Demiris Tours.**

### **16. Read a text**

#### **Write a covering letter**

Often companies will require a cover letter along with a CV/resume. The letter should demonstrate an understanding of what the company does and why you would be an asset to it. Indicate how you heard about the company and that you are seeking an interview. This is a chance to stand out from the many CVs/resumes that the company is undoubtedly receiving, so be sure to emphasize why you stand out. Effective cover letter explains the reasons for your interest in the organization and identify your most relevant skills or experiences. They should express a high level of interest and knowledge about the position you are applying for. Ask yourself, "Why do I want to work for this organization?" Newspaper stories or magazines article may be available at the local library. The employer may be in the yellow pages or advertise over the radio or local television. When we can speak intelligently about a place of business, we have given that employer respect. By focusing on the employer we are better able to determine if the company can meet our needs. By focusing on the employer we are displaying interest in the needs of the company. Also, the purpose of the cover letter is to make sure that the CV/resume arrives on the desk of the correct person. Take the trouble to telephone, and find the name of the person who will be dealing with applications or CVs/resumes, and address your letter, and envelope, to that person by name.

### **18. Role – play. Job Interviews.**

#### **Candidates**

Choose one of the jobs advertised by ADC Travel or Demiris Tours. You are going to

be interviewed for this job. Be ready to speak about your previous work experience, educational background, your future career plans, your family, hobbies and interests. Explain your motives for applying for this position. Make a list of your good points and be prepared to sell yourself at the interview. Think of the questions the interviewers will ask you and questions you will want to ask the interviewers. Try to convince the interviewers that you are the ideal candidate for this job.

#### **Interviewers**

Form an interview panel for ADC Travel and Demiris Tours. Short-list candidates for the interview. Prepare a list of questions to ask the candidates. Interview the applicants and give them marks out of ten in each of the four areas:

*Skills*

*Experience*

*Personality*

*Expectations*

Compare your marks with those of others in the interview panel and decide on the best person for each job.

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