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**WELCOME TO THE WORLD
OF TOURISM**

Ижевск 2011

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WELCOME TO THE WORLD OF TOURISM

Учебно-методическое пособие

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Учебно-методическое пособие по практическому курсу английского языка «Welcome to the World of Tourism», предназначено для студентов бакалавриата направления подготовки «Туризм» заочного отделения сокращенных сроков обучения. Пособие знакомит студентов бакалавриата с основными аспектами индустрии туризма и туристской деятельности. Пособие состоит из 10 уроков. Представленный спектр заданий включает 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 «Welcome to the World of Tourism», предназначено для студентов бакалавриата направления подготовки «Туризм» заочного отделения сокращенных сроков обучения.

К началу работы с данным пособием обучающиеся должны владеть основами грамматики, навыками чтения и письма на английском языке.

Важной отличительной чертой пособия является аутентичность подобранных текстов, профессиональная направленность которых способствует не только развитию ключевых компетенций будущих специалистов (социальной, коммуникативной, информационной, специальной, когнитивной), но и наилучшим образом удовлетворяет требованию реализации междисциплинарного подхода в образовательном процессе. Это является достаточно актуальным, так как именно данные ключевые компетентности определяют универсальность, социально-профессиональную мобильность студентов бакалавриата и позволяют им успешно адаптироваться в разных социальных и профессиональных сообществах.

Весь представленный в данном пособии материал по своему содержанию полностью перекликается с содержанием курсов специальных дисциплин по представленной специальности.

Данное пособие ставит перед собой основную цель: познакомить обучающихся с основными видами профессиональной деятельности в туризме и гостеприимстве, типами туристских компаний, гостиниц и

ресторанов, видами и формами обслуживания, видами туризма, отдельными этапами его развития, платежными средствами туризма, широко распространенными в мире сегодня; расширить словарный запас обучающихся за счет овладения ими современной терминологией, широко используемой в сферах туризма, гостеприимства и финансов.

Пособие состоит из 10 уроков. В начале каждого урока предлагаются списки новых для студентов бакалавриата слов и словосочетаний. Представленный спектр заданий включает упражнения для закрепления лексики и грамматики, ситуативные диалоги, тексты для чтения и обсуждения. В конце каждого урока – творческое задание: ситуация – проблема для самостоятельного решения.

Предлагаемое пособие готовит студентов ко всем основным видам контроля: промежуточному, рубежному и итоговому, а также может играть вспомогательную роль при прохождении ежегодной практики в сфере туристического бизнеса (турагентствах, гостиницах и ресторанах).

Unit 1 Tourism

New words and useful expressions:

destination
catering to the needs
resort
internal/ international tourism
excursion
excursionist
accommodation
inn
camping ground
hostel
catering services
to obtain
the durable goods
the most important economic influence
place of residence
shore

1. Read and translate the text:

Tourism

Tourism is a travel from a person's usual place of residence for a period longer than 24 hours usually for pleasure or recreation and to different places of rest, called destinations. Tourism also involves people travelling for business or health, or to visit friends and relatives.

The person travelling is a tourist. The basic principle in tourism is catering to the needs of tourists and satisfying of all their wishes and requests.

The tourist destination is a place or area to which tourists travel. It may be a resort, or a big city. In summer it may be a resort on a shore of a sea or an ocean as all tourists are likely to seek for the three "s": sun, sea and sand.

Tourism may be of the two main types: internal and international. When tourists travel between two or more countries, this tourism is called international. When they travel within the same country, this is internal or domestic (home) tourism.

In any season of the year tourists go on short travels to different destinations. Such trips for less than 24 hours are called excursions. A person who takes such a trip is called an excursionist. The length of his trip distinguishes an excursionist from a tourist, who is away from his usual place of residence for more than 24 hours.

When travelling, a tourist needs a place to have a rest. Such places are called accommodations. There a traveler may obtain a bed. These places are hotels, motels, inns, camping grounds, hostels and so on and so forth. In a hotel a person travelling may also obtain food and drink. These are catering services provided by restaurants and bars.

There are some very important attractions in tourism. The first one is the multiplier effect of the tourist dollar. Money paid for wages or in other ways is spent not once, but sometimes several times for other items in the economy – the food that hotel employees eat at home, the house in which they live, or the durable goods that they buy.

Besides, in many countries tourism is a very important part of economics as it is rather labour-intensive. It requires a great number of workers in proportion to the number of people served in tourism.

The tourist industry has become one of the most important economic influences of modern times. It has also been one of the fastest growing in recent years.

2. Answer the following questions, try to use the words and phrases given in the text:

1. How can tourism be defined?
2. What kinds of people are involved in tourism?
3. What is the word for a person travelling?
4. What is the difference between international and internal tourism?
5. What is a resort?
6. What is a tourist destination? Is it always a resort?
7. What does accommodation mean?
8. What do catering services include?
9. Why is tourism labour-intensive?

3. Complete the sentences:

1. Tourism is a
2. The person travelling is
3. The tourist destination is
4. When tourists travel between two or more countries it's
5. When they travel within the same
6. A person who takes a short trip is called
7. All tourists are likely to seek for
8. A place to have a rest is
9. Restaurants and bars provide
10. Tourism in many countries is

4. Match the words with their definitions:

- | | |
|----------------------|--|
| 1. Residence | a. a place to rest usually near the sea |
| 2. Destination | b. employing a lot of people |
| 3. Recreation | c. to look for |
| 4. Labour-intensive | d. a place with many sights and hotels |
| 5. Resort | e. a place to live or to stay |
| 6. Tourist | f. travels within one country |
| 7. Accommodation | g. a person attending sights |
| 8. Seek | h. places to stay, hotels, guest houses etc. |
| 9. Excursionist | k. a person travelling |
| 10. Internal tourism | l. travels abroad |

5. Translate the following sentences:

1. Летом туристы предпочитают отдыхать в курортном отеле на берегу теплого моря, где много солнца и песка.
2. Туристы обычно путешествуют с целью хорошо отдохнуть, развлечься, посетить достопримечательности хорошо всем известного турцентра.
3. Туризм может быть как внутренним, когда турист путешествует в пределах одной страны, так и внешним, когда он выезжает за пределы своей страны.

6. Read and retell this text:

How it all started.

People started travelling long ago. The first travelers were nomads and pilgrims, merchants and traders. They travelled along rivers, lakes and seas. The first travelers used simple means of travelling: boats and ferries on the water and camels in the desert.

The most famous travelers were explorers. Among them were Marco Polo from Venice in the 13th century, Afanasy Nikitin from Russia, Christopher Columbus and Vasco de Gama from Portugal in the 15th century, Magellan from Spain, Amerigo Vespucci from Italy in the 16th century, James Cook from England in the 18th century and other adventurers from different countries.

Travel grew and developed as long as means of transport kept on growing.

With the 19th century the age of modern trains came. In the late 19th century the first motor-cars appeared. In the 19th century tourism was mainly for the rich. They had enough money and spare time for travelling. Not many working people in Europe had paid holidays.

The age of airplanes changed travel crucially. In the early 20th century jet planes emerged. Air travel is the fastest and the most convenient mode of travelling.

Tourism is global nowadays. Tourist boom started in the 1960s.

Answer the questions on the text:

1. When did people start travelling?
2. Who were the first travelers?
3. What means of travelling did they use?

4. What was tourism in the 19th century like?
5. When did tourist boom start?

Find the equivalents in the text:

Купец, кочевник, паломник, удобное средство передвижения, пустыня, озеро, торговец, автомобиль, верблюд.

Activity Write an essay on the following problems:

- Are you a tourist if you stay away from home for a whole day?
- Can we say that we get an accommodation if we permanently live in a good well- furnished flat?
- Is the tourism international if we go to another city for five days?

Unit 2. People in tourism

New words and useful expressions:

Tour package
Transportation
Catering
Transfer
Wholesaler
Customer
Consumer
Goods
Retailer
Run
Supervise
Profit
Discount
Exhibition
Entertainment
Foreign language
Easy-going, helpful and cheerful person
Supplier
Travel insurance
Tip
Handle
Car rental (hire)
Sightseeing

1. Read and translate the text:

People in tourism.

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

other services. The tour operator usually markets the tours. He advertises them in mass media or in brochures. The tour operator is a wholesaler. He sells tour packages to travel agents wholesale and pays commission to them. Sometimes he sells tour packages direct to the public.

The travel agent works in a travel company. The travel agent like the shop-assistant sells goods to customers. The goods which he offers are the tour operator's packages. The travel agent is a retailer. He sells tour packages retail to consumers. He gets a commission from the tour operator. The commission is from 5 to 10 per cent of the tour cost. The travel agent works directly with the public.

The tourism manager works in a tourist company. He runs some tourist business. He supervises all kinds of operations in a tourist company. He also supervises the tourist company staff. The tourism manager plans tourist business: operations, new products, profits. He controls the results. He also decides on prices and discounts.

The tour guide handles tour groups. He shows tourists round a city, a sight, or a museum. The tour guide conducts sightseeing tours or tours of museums and exhibitions. The tour guide is also called the tour conductor. He is a friendly, easy-going, and helpful person. Tourists always tip their guides if they like them.

The animator organizes and provides entertainments for guests in a hotel or a holiday resort. He also organizes entertainment programmes for passengers on a cruise ship. The animator speaks a few foreign languages. He is very artistic. He usually dances well, sings well and acts like an actor. He is a cheerful person. The animator is the main entertainer in the tourist industry.

2. Answer the following questions:

1. Where does the tour operator work?
2. What do tour packages include?
3. What does the travel agent do?
4. What does "a retailer" mean?
5. How high is the travel agent's commission?
6. What does the tourism manager plan and control?
7. What kind of person is the tour guide?
8. Why does the animator speak a few foreign languages?

3. Match up:

- | | |
|----------------|----------------|
| 1) Tour | a) agent |
| 2) Social | b) destination |
| 3) Travel | c) operator |
| 4) Tourist | d) tour |
| 5) Travel | e) animator |
| 6) Car | f) director |
| 7) Sightseeing | g) rental |
| 8) Chief | h) insurance |

4. Pick out the right definition:

- | | |
|---------------|--|
| 1) goods | a) a lot of good things |
| | b) products on sale |
| | c) sales |
| | d) discounts |
| 2) commission | a) money paid by a tour operator for a travel agent's services |
| | b) money paid by a customer for a travel |

agent's services

c) money paid by a customer when booking a tour

d) money paid by a traveler when booking a ticket

3) a tour package

a) a set of tours offered for a traveller's choice
b) a list of services offered by a travel agency

c) a tour which includes travel, accommodation, meals and other services at one price and is paid for in advance

d) an envelope from a travel agency with all travel documents for the customer going on a tour

4) a customer

a) a specialist in national customs

b) a person who works at

- the Custom
- c) a consumer of travel services
d) a buyer of goods or services
- 5) a wholesaler
- a) a person or a company that sells packaged goods or services to customers
b) a person or a company that works on a travel market
c) a sales person or a company that has a number of agent or agencies
d) a person or a company that buys goods or services in bulk from suppliers and sells them to retailers
- 6) a destination
- a) a place to which a traveler is going
b) a place which a traveler visits during a tour
c) a place of arrival
d) a place of departure
- 7) sightseeing
- a) attractions and places of interest of a city or a town

- b) visiting or looking at the places of interest
c) looking through catalogues with city or country views
d) watching videos with city or country views
- 8) staff
- a) a personal things
b) personnel
c) a lot of people
d) a lot of customers
- 9) a retailer
- a) a person or a company that buys a tour packages direct from a tour operator
b) a person or a company that buys separate travel services
c) a person or a company that sells goods or services direct to the public
d) a person or a company that sells tickets direct to the public

5. Fill in the blanks:

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

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

6. Translate the following sentences:

1. Туроператор – это основная профессия в туристическом бизнесе.
2. Основной задачей туроператора является разработка турпакетов, которые включают в себя перевозку туристов, размещение, питание, экскурсии, страховку; туроператор продает турпакеты турагентам оптом.
3. Планирование, организация, работа с персоналом, управление и контроль являются основными функциями менеджера.
4. Менеджер по туризму решает вопросы разработки и продвижения новых туров, рекламы и продаж.
5. На Средиземноморском побережье располагаются основные турцентры Европы, где туристы любят проводить свое свободное время вдали от своих домов, новостей, и полезных советов друзей.
6. Аниматоры вовлекают гостей в веселье и приглашают их принять участие в играх и развлечениях.

Activity: Imagine that you are a travel agent in the company providing tours to Europe. Prepare a short conversation with your customer persuading him to go on a holiday to Greece. Remember about flights, accommodations, transfers, visas, insurance, and excursions.

Unit 3. Tourist companies

New words and useful expressions:

Competitor	Free of charge
To earn	Guide book
Free-lancer	Holiday centre
Full-time	Inclusive tour
High season	In-coming tourism
Low season	Leisure centre
Off-season	Luggage
Outlet	Market research
Part-time	Receipt
To promote	Tax
Reasonable	Terminal
Sales outlet	Timetable
Tourist information centre/ office	Travelogue
Advantage	Out-going tourism
Billboard	
Branch	
Charter	
Coach	
The Customs	
Department store	
To employ	
Escort	
Folder	

1. Read and translate the text:

Tourist companies

Tour operators are tourist companies which develop and put together tour packages. Tour operators do market research. They promote their tours and advertise them. Tour operators publish colourful brochures, booklets, and travelogues. There

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

Travel agencies are retail tourist companies which work directly with the public. Travel agencies are often called travel shops where customers buy different tourist products. Travel agencies sell tour operators' tour packages and individual tourist services. Among tour packages there are inclusive tours, charter inclusive tours and inclusive tours with an excursion. Travel agencies also sell coaching tours and cruising tours.

Tourist information offices are also called tourist information centres. There are tourist information offices at major airports, railway stations, hotels, holiday or leisure centres and many tourist attractions. Tourist information offices have got office clerks who give advice to customers on car hire, sightseeing and other coach tours, accommodations, flights and so on. The clerks also give city orientations to guests. Tourist information office clerks answer a lot of phone calls and give information on passports and visas, the Customs and luggage, weather and climate, city public transport and food service.

Many large travel companies have got a lot of *outlets* within a city, a region, a country or throughout the world. An outlet is a point of sales of a company. There are outlets of travel agencies, airlines, car hire companies, coaching and cruising companies. There is usually just one travel clerk at a sales outlet. He or she does all the work.

There are people in tourism who work for themselves. They are called *free-lancers*. They don't work full-time for any tourist company. They work part-time or in high season only. They don't work in low and off-season. Among free-lancers there are guides, guides-interpreters, escorts, animators, travel writers. Tourist companies employ them for seasonal work. Free-lancers are registered. It means that, on the one hand, they

have got licences. Licences prove their qualifications and give them permission to work. On the other hand, if they are registered, they pay taxes. Free-lancers are, as a rule, members of professional associations. In high season free-lancers earn a lot of money. In low and off-season they don't earn any money at all or do some other job. Teachers work as free-lance guides, students work as escorts, actors work as animators.

2. Answer the following questions:

1. How do tour operators promote their tours?
2. What kind of companies are travel agencies?
3. Why are travel agencies called travel shops?
4. What kind of tours do travel agencies offer?
5. Where are tourist information offices located?
6. What is an outlet?
7. How and when do free-lancers work?
8. What does it mean that free-lancers are registered?

3. Cross out one odd term in each line:

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

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

Brochure, charge, escort, free-lancer, holiday centre, inclusive, booklet, cruising, office site, folder, travel clerk, coaching, receipt, tax, outlet.

LOCATIONS	MONEY MATTERS	TOURS	PEOPLE IN TOURISM	ADVERTISING MATERIALS

5. Match the English words with their Russian equivalents:

- | | |
|--------------------|-------------------------------|
| 1. Travel agencies | a. внештатные сотрудники |
| 2. Tour operators | b. высокий сезон (пик сезона) |
| 3. Tourist outlets | c. туроператоры |
| 4. Free lancers | d. турагенства |
| 5. High season | e. продавцы в розницу |
| 6. Wholesalers | f. продавцы оптом |

7.To produce packaged tours	g. перевозки из аэропорта в отель
8.Retailers	h.разрабатывать турпакеты
9.Transfers	i. точки розничного сбыта
10.Catering	j. развлечения
11.Entertainment	k. аренда автомобиля
12.Sightseeing tours	l. питание
13.Car rentals	m. экскурсии
14.Travel insurance	n. в первую очередь
15.Other extras	o. каталог путешествий
16.Primarily	p. проводить исследования рынка
17. To do market research	q. яркие журналы
18. To promote a tour	r. рекламировать
19. To advertise	s. продвигать
20. Colouful magazines	t. брошюры
21. Brochures	u. буклеты
22. Booklets	v. рекламные щиты
23.Travellogues	w. другие дополнительные услуги
24. Billboards	x. страховка тура

6. Translate the following sentences:

1. Туры в сопровождении гида дают хорошую возможность осмотреть все достопримечательности турцентра.
2. Успешная работа турагенства зависит от того, остался ли клиент удовлетворен услугами агентства, и считает ли он, что приобрел лучшие услуги за свои деньги.
3. Служащие в туристских информационных центрах говорят довольно бегло на разных языках, поскольку они обслуживают клиентов из разных стран.
4. Я хочу купить путевку для недельного отдыха на Кипре. – Хорошо. В нашем банке есть розничная точка сбыта большой туркомпании. Там вы можете купить путевку в любую страну.
5. Внештатные сотрудники работают на условиях частичной занятости и только в высокий сезон. Это гиды, гиды-переводчики, сопровождающие, аниматоры и журналисты, пишущие о туризме.

7. Read and translate the text.

The travel business offers many attractions to people who have money and time to spare. All these things don't have to be stored or displayed in large quantities of merchandise. This means that the initial cost of setting up an agency is low in comparison with other businesses.

In 1841 Thomas Cook pioneer of the package holiday organized the first packaged tour by train from Leicester to Loughborough for supporters of temperance in Victorian England. He advertised the trip, dispatched invitations and sold the tickets. Soon Thomas Cook was offering tours all

over the world, and the idea gained acceptance very quickly not only in England but also in other European countries and in the United States.

The company of Thomas Cook and Sons has remained a major force in the travel industry, despite the number of changes in ownership.

Today Thomas Cook is the German company which is based in the United Kingdom. Nowadays it faces a technological revolution, as it widely uses Internet through interactive television for online bookings.

But the rapid growth of online bookings leads it to disaster because it eliminates the role of the travel agents. Users may bypass the travel agents and book flights, accommodations and transfers direct from suppliers.

But agents say they will not become helpless victims of the transformation. Probably the Internet will change the way they do business, but it will not make them redundant.

Of course, they understand that holiday makers will always look for convenient ways of booking their tours. Now the travel agencies sell holidays not in their shops only but by telephone and on the Internet too.

They believe that the technological revolution will be in telephone sales and the online technology will rarely be used for booking anything more complicated than an airline or train ticket.

There are a great potential for a travel agent to provide added value services for the customers who only want to search on the Internet. The Internet will be used by holiday makers as an electronic brochure and it is likely to replace holiday brochures. But when it comes to booking a holiday, customers will still want to talk directly to an agent at the travel agency or at a tour operator.

In the opinion of many travel agents the Internet will spur an explosion of telephone sales. It will be necessary to increase telephone sale divisions in preparation for the change.

New technology can put a premium on specialized advice and tailor-made holidays, enabling agents to charge for these services.

Charging for advice is necessary to push up the overall cost to the holiday maker as long as airlines used the savings made from reducing distribution costs to cut airfares.

So the tourist industry is in a state of enormous flux.

Make a plan of the text.

Give a summary of the text.

Activity: Work in pairs. Make up a dialogue between two tour operators about the way they produce and promote their tour packages.

Unit 4. Types of Tourism

New words and useful expressions:

Adventure tourism
Business tourism
Cookery
Cruise tourism
Cultural tourism
Holiday tourism
Horse riding
Benefit
Downhill skiing
Facilities
Holiday maker
Incentive tourism
Itinerary
Leisure tourism
Mountaineering
Negotiations
Trade fair

1. Read and translate the text:

Types of tourism

Leisure tourism is also called pleasure tourism or holiday tourism. It is a type of tourism when a person goes on holiday and does not travel on business. Thus, the purpose of tourism in this case is recreation. Leisure travelers look for sun, sea and sand. They want to go sunbathing, swimming and diving. So this kind of travelers go to sea resorts or holiday camps and stay at resort hotels. Leisure travelers enjoy organized entertainment and sport. Holiday-makers normally travel with their families and children. More and more working people will have longer paid holidays and long weekends in

future. More and more people will retire at an earlier age. It means that more and more people will travel for leisure in future.

Sports tourism is a type of active holiday. The purpose of a sporting tour is to exercise and to keep physically fit. At the same time travelers enjoy natural surroundings, fresh air and clean water. Travellers combine action and relaxation during a sporting holiday. Tourist companies offer hiking, cycling, boating, rafting and other kinds of sporting tours. Very often sporting tours require preparation and special training. First the tour instructors will plan the itinerary. Then they will train tourists how to use the sporting equipment. They will explain all the details of the route. Within sports tourism there is water tourism, mountain tourism, mountaineering, downhill skiing, horse riding and many more types. Sports tourism is popular with travelers all year round.

Business tourism is a travel for business purposes. Business travelers are businessmen and government officials. They travel on different missions. They often travel to attend a convention. Convention tourism is a part of business tourism. It involves taking part in a conference or a seminar. Business travelers often travel to attend an international exhibition or a trade fair. There are tourist companies that provide business services. Those are fax, telex and telephone communications, secretarial services, answering service, business meeting arrangements. Business travel will develop faster than other types of tourism in future.

Familiarization tourism is often called just FAM tourism. It means that a business company sends its staff on educational tours to its branches or other business companies in other cities and countries. If a travel company sends its travel clerks on FAM tours, it means that they will have educational

visits to a tourist destination. There they will get familiar with local facilities, hotels, restaurants, and attractions. Normally a tour operator arranges FAM trips for the travel clerks from the travel agencies, selling its tourist products. The main purpose of travel clerks on a FAM tour is to get necessary knowledge from personal experience. When the travel clerks return home, they will know what to offer and what to explain to their customers about the destination. FAM tourism is very popular and will become even more popular in future.

Incentive tourism means that a business company offers holiday tours to its employees and covers all travel expenses. On the one hand, the company does it as a reward or a bonus to a person for his successful work. On the other hand, the company does it as an incentive for the future. The company hopes that the employee will work even better in future and bring profit to the company. This type of tourism is still a very small part of international tourism. Most probably this type of tourism won't grow in future.

2. Answer the following questions:

1. How many types of tourism do you know?
2. What type of travel is leisure tourism?
3. Why will more and more people travel for pleasure in future?
4. What is the purpose of a sporting tour?
5. What kind of tourists are business travelers?
6. Why does a business company offer incentive tours to its employees?
7. What does familiarization tourism mean?

3. Match the terms with the definitions:

- | | |
|----------------------------|---|
| 1. Convention tourism | a) a type of tourism which involves visits of travel agents to travel destinations so that they get to know their facilities well |
| 2. Incentive tourism | b) a type of tourism which involves tours and visits for disabled people |
| 3. Sports tourism | c) a type of tourism which involves journeys for people who share the same hobby |
| 4. Leisure tourism | d) a type of tourism which involves holidays awarded to staff members as a bonus and to encourage them to work better |
| 5. Familiarization tourism | e) a type of tourism which |

- involves holidays for relaxation and entertainment purposes
6. Third-age tourism f) a type of tourism which involves taking part in meetings, conferences and seminars
7. Fourth- age tourism g) a type of tourism which involves tours and visits for elderly and retired people
8. Special-interest tourism h) a type of tourism which involves tours with a lot of physical training, exercising and keeping fit

4. Complete the sentences:

1. Leisure tourism is a type of
2. Business travelers are businessmen and government
3. The main purpose of an educational tour is to get familiar with
4. In future more and more people will travel for pleasure and visit
5. Sporting tours may be of several kinds:

5. Match the types of tourism with the pictures

- Pleasure tourism
- FAM tourism
- Sports tourism
- Incentive tourism
- Business tourism





6. Translate the following sentences:

1. Обычно туристы, путешествующие ради отдыха, ищут солнце, море и песок. Они выбирают турцентр где-нибудь на берегу моря, покупают путевку на курорт и проводят там неделю или две.
2. Во время спортивных туров путешественники наслаждаются окружающей природой, свежим воздухом и чистой водой.
3. Сейчас в Альпах и в других горах становится популярным экологический туризм. Турист должен заботиться о защите дикой природы и чистить пляжи, склоны гор и восстанавливать природу гор.

4. В наши дни туристские компании стараются обеспечить бизнес туристов всеми возможными средствами для комфортного делового путешествия.
5. Поощрительный тур не является ежегодным отпуском. Это дополнительный отдых, где есть возможность взять с собой семью. Все это вместе с престижем того, что вам предложили как поощрение экзотический тур, делает поощрительный туризм довольно привлекательным.

Activity:

1. Imagine that you are a leisure tourist. Say what facilities you would like to have at the resort hotel for a good rest.
2. Imagine that you are a tour instructor of a group of tourists in the Alps. They are interested in the ecological tours in the mountains. Prepare instructions for them what to do during a 5-day ecological tour in summer and make up the itinerary.
3. Imagine that you are a tour instructor of a group of tourists who want to go yachting in the Mediterranean Sea. Prepare a short conversation with your customers giving them instructions on their behavior at sea.
4. Speak on the policy of the tourist company providing services for business tourists.

Unit 5. Hospitality



New words and useful expressions:

The flows of tourism
Manpower planning
Perishability
Profit
Non-profit
Foreign currency
The guided tour
To pay beforehand
Non-utilization

1. Read and translate the text:

Hospitality as one of the major aspects of the work of the tourist companies and travel agencies

Hospitality is an important part of the tourist industry. Tourism and hospitality are very closely connected as travelers always need a place for accommodation and catering. The accommodation sector is central to tourism. The flows of tourism are directly influenced by the size of the accommodation sector, by the quality it offers, and by its possibility to adapt to demand. Accommodation depends on the following factors:

Seasonality – as its economic activities are seasonal and accommodation implies a great flexibility in structures.

Manpower planning – as this industry is labour-intensive. It requires accurate forward planning of temporary employment.

Perishability – as its product cannot be stocked. Accommodation products that are not consumed cannot be stored for use at a future date. Non-utilization in hospitality is rather expensive.

The success of tourism depends on the quality of the hospitality and customer service and the efficiency of the operation provided by the staff of the hotel.

The hospitality product consists of the following constitutive parts and services provided by them:

Built accommodation or alternative accommodation presented by hotels, holiday centres or campsites, caravans and cruise ships;

Individual or collective accommodation presented by second homes or holiday villages;

Profit and non-profit making accommodation presented by hotels or holiday camps for children and social tourism.

The hotel is the traditional form of tourist accommodation. It creates direct and indirect employment and provides an important source of foreign currency.

2. Answer the following questions:

1. Is hospitality an important part of the tourist industry?
2. Why are tourism and hospitality closely connected?
3. What are the major factors which accommodation depends on?
4. What is rather expensive in hospitality?

5. What is non-profit making accommodation?
6. Why is hospitality so important?

3. Match the definitions with the words:

- | | |
|---|-----------------------|
| 1. The holiday package | a. a place of rest |
| 2. Destination | b. to pay in advance |
| 3. To pay beforehand | c. organized rest |
| 4. All inclusive tour
being on a tour | d. to study while |
| 5. The guided tour
included | e. tours where all is |
| 6. To combine travel with education
with a guide | f. an arranged tour |

4. Fill in the blanks with the words from the box:

Accommodation and catering, to adapt to demand, influenced by, central, the tourist industry, expensive, a great flexibility, labour-intensive, be stored, accommodation.

1. Hospitality is an important part of
2. Tourism and hospitality are very closely connected as travelers always need a place for
3. The accommodation sector isto tourism.
4. The flows of tourism are directlythe size of the accommodation sector, by the quality it offers, and by its possibility
5. Accommodation depends on seasonality as its economic activities are seasonal and accommodation impliesin structures.

6. The accommodation industry isit requires accurate forward planning of temporary employment.
7. The product of theindustry cannot be stocked.
8. Accommodation products that are not consumed cannotfor use at a future date.
9. Non-utilization in hospitality is rather

5. Study the text again and speak about.

- The flows tourism is influenced by.
- The factors accommodation depends on
- The factors the success of tourism depends on.
- The structural parts of the hospitality product.

6. Translate the following sentences:

1. Гостиничный сервис является важной частью индустрии туризма.
2. Туризм и гостеприимство тесно связаны между собой, поскольку путешественникам всегда нужно место для размещения и питания.
3. Размещение зависит от времени года, поскольку экономическая деятельность гостеприимства носит сезонный характер, и размещение всегда подразумевает большую изменчивость своих структур.
4. Успех туризма во многом зависит от качества гостеприимства и потребительских услуг, а также от эффективности деятельности служащих отеля.

5. Структура гостиничного продукта представлена следующими составными частями: здания гостиниц, центров отдыха или лагеря, круизные суда, дачные дома или дачные поселки, не приносящие прибыли общежития и детские лагеря отдыха.

Activity: Give a summary of the text.

Make a plan of the text.

Retell the text according to your plan.

Unit 6. People in hospitality

New words and useful expressions:

Air-conditioning
Appliances
Bellboy
To check in
Doorman
Entrance
Information desk
Reception desk
Tea and coffee- making facilities
Toiletries
Check-in procedure
To register
Supervisor
Concierge
Specialist chef
To sign
Staff
Beverage
duty

1. Read and translate the text:

People in hospitality

The receptionist works in the front office of a hotel. The receptionist is in charge of the check-in. She meets and greets guests, registers guests and assigns rooms to them. The receptionist must ensure that the check-in procedure is brief and convenient. The receptionist must help guests do the hotel formalities. The receptionist must send the signed registration card to the cashier's office. The receptionist answers to phone.

She answers questions of visitors who have come to see the hotel guests.

The concierge works at a hotel's information desk. The concierge must speak a few languages because she has to help guests from other countries. The concierge must help guests in all ways. She can give orientations in the city, arrange taxis and sightseeing tours. She can offer entertainment. She can make theatre bookings.

The hotel manager is the head of a hotel. He may have the name of the general manager or the managing director. In a small hotel the manager may be the owner of the hotel. There may be different management positions in a hotel: the assistant manager, the resident manager, the night manager. The assistant manager helps the manager and manages the hotel when the manager is not present. The resident manager is the manager who permanently lives in the hotel. The night manager is on duty during the night.

The chef works in a restaurant or in the food and beverage department of a hotel. A restaurant may have different chefs. At the head of them is the head chef. The head chef is the kitchen supervisor. He manages the kitchen of a restaurant. He has to select menus and to plan the meals. He has to taste the dishes. In a big restaurant there may be different specialist chefs: the soup chef, the sauce chef, the vegetable chef, the pastry chef and others. The reputation of the chef may increase its business.

As a rule, *the restaurant manager* runs a restaurant but he doesn't own it. Sometimes the restaurant manager may own and run his small restaurant. The restaurant manager is in charge of the restaurant policy and operations. He has to decide on the image of his restaurant. He has to plan its business. He has to decide on purchases and sales. He hires the restaurant

staff and provides their training. He must see that the guests are happy with the service and have no complaints.

2. Answer the following questions:

1. Which is the most important profession in the hotel business?
2. What are the duties of the receptionist?
3. What must a concierge do?
4. Who is the hotel manager for the guests?
5. Which are the major management positions in hospitality?
6. What do these managers do?

3. Join the phrases in the two sections A and B to make complete description:

- | | |
|----------------------------|--|
| 1. The receptionist is | a. Guests do the hotel formalities |
| 2. The receptionist | b. Provides the check-out formalities |
| 3. The receptionist asks | c. the guests with the information about the hotel, the city and make travel arrangements. |
| 4. The receptionist | d. in charge of the check-in |
| 5. The concierge must help | e. be very knowledgeable, fluent in many foreign languages and have an outgoing personality. |

- | | |
|--------------------------|---|
| 6. The concierge must be | f. to fill in a registration card and to sign it |
| 7. The hotel manager | g. computer literate, have a pleasant telephone manner and a positive helpful attitude. |
| 8. The hotel manager | h. the host who must offer hospitality to his guests |
| 9. The concierge | i. is just a professional hotelier |
| 10. The hotel manager is | j. the policy of the hotel and its operations |

4. Insert the appropriate words from the box in the gaps:

On duty, establish the policy, books, assistant, convenient, computer literate, assigns rooms, to fill in, management positions

1. The receptionist meets and greets guests, registers them andto them.
2. Her main duty is to provide the brief andcheck-in procedure.
3. The receptionist asks the guestsa registration card and to sign it.

4. Besides, the concierge must be, have a pleasant telephone manner and a positive helpful attitude.
5. The concierge actually acts as a travel agent, sheflights, tours and visits.
6. For the hotel staff he is the person who mustof the hotel and its operations.
7. There may be differentin a hotel: the assistant manager, the resident manager, the night manager.
8. Themanager helps the manager and manages the hotel when the manager is not present.
9. The night manager isduring the night.

5. Compare the duties of:

- a) The assistant manager and the night manager
- b) The concierge and the receptionist
- c) The hotel manager and the resident manager

6. Translate the following sentences:

1. Одна из самых важных профессий в гостеприимстве – это профессия администратора по приему гостей, который работает в лобби отеля. Администратор отвечает за регистрацию гостей. Она встречает, приветствует гостей, регистрирует их, и отводит им комнаты. Ее главная обязанность – обеспечить быструю и удобную процедуру регистрации гостя в отеле.
2. Консьерж должна помогать гостям с информацией об отеле, городе, а также способствовать в приобретении билетов. Она должна быть знающей, бегло говорить на многих иностранных языках и быть выдающейся личностью. Говорить бегло на английском, французском и немецком языках – ее

обязанность. Она на самом деле работает как турагент. Она заказывает рейсы, туры и посещение достопримечательностей.

3. Менеджер отеля – это профессиональный отельер. Для гостей отеля – он гостеприимный хозяин, который должен предлагать хороший прием гостям.
4. Для служащих отеля он человек, который устанавливает политику отеля и его деятельность.

7. Read the following extract:

What the manager saw....

You get all sorts of requests, and the mark of a good hotel is to provide whatever is asked for without sounding surprised. If a client asks for rubber gloves, you don't ask why. You say, "No problem, pink or yellow?"

There have been some requests which, much as I would have liked to comply with them, I couldn't. A Japanese businessman thought I was like a captain of a ship and asked me to marry him and his fiancée. On another occasion, we did help out. A young lad thought that if he proposed to his girlfriend at the Ritz she would say yes. He asked us to put the ring in the pastry – I think it was in the strawberry tart – and she accepted.

Top hotels are used more and more to impress. They are used for doing business and romancing. If you've got something to sell, take your clients to the best hotel where the surroundings are so conducive to saying yes. A friend of mine working at the Savoy tells the story about a man who gave him £5 to say, "Good morning, Mr. Smith" when he walked through the door with other men. This he did, and could hear Mr Smith saying, "I do wish they would leave me alone at this place.

According to Julian Payne, the most powerful people in any top hotel are the porters. "They can do almost anything. They can get tickets on Concorde when Concorde is fully booked. They can get you tables at the best restaurants or tickets for "Phantom of the Opera". Don't ask me how they do it or what their deal is because I don't know. Most of them have been there for years. They retain their jobs for a long time and they know more about the history of the hotel and the guests than anyone else. They are invaluable. A head porter will come in on his day off so he can greet someone he remembers visiting the hotel years ago.

Complete the following sentences:

- a) A good hotel gives its customers
- b) A Japanese businessman wanted
- c) A young lad asked the hotel to put a ring in the pastry because
- d) Businessmen and lovers
- e) "Mr Smith" gave a man at the Savoy £5 because
- f) Porters are very powerful because

In pairs, write short dialogues between the hotel staff and each of the following people referred to in the text above.

Include the request mentioned in the text.

- a) A client asking for rubber gloves.
- b) The Japanese businessman
- c) The "young lad"
- d) Mr Smith
- e) A customer wanting a ticket for "Phantom of the Opera"

Practice your dialogues.

Activity: Imagine that you want to book a hotel room. Use the following details:

• Reserve a room with bath for yourself, your partner and your two children

• you want to arrive on 24 May and departure on 28 May.

- Arrival after 9 a.m. on the 24 May
- You need a cot for a baby (age 14 months)
- You want to know the room rates
- You're paying by your credit card

Prepare to say what makes a good hotel manager. Put the following features of character in the necessary order:

1. is always very attentive
2. is always very polite
3. is clever and understanding
4. has good financial skills
5. needs good computer skills
6. can entertain like a clown
7. understands body language
8. is very charming
9. likes people
10. pays attention to any routine detail
11. possesses a sense of humour
12. can concentrate on his work
13. possesses the ability to motivate other people
14. is good at dealing with all kinds of people
15. can share other people's feelings

Say what skills and qualities are required to be

1. a good housekeeper
2. a good head receptionist
3. a good concierge
4. a good accountant
5. a good sales manager
6. a good reservation manager

Unit 7. Hotel services



New words and useful expressions:

Accountant
Advertisement
Bellman
Bell service
Burglary
Chambermaid
Counter
Check out
Crime
Danger
Double room
Single room
Dry-cleaning
Emergency
Extra bed
Front desk
Housekeeping service
In-coming call
Long-distance call
Lost and found office
Master key
Message box

Out-going call
Reservation department
Security department
Rollaway
Room service
Safe-deposit box
Suite
Twin-bedded room
Wake-up call

1. Read and translate the text:

Hotel departments

When hotel guests arrive, they expect the front office clerks to offer them a nice welcome. They will want someone to help them in checking-in. *The front office* is in the lobby of a hotel. It consists of the reservation department and the reception desk or the front desk. The reservation department provides booking of the hotel rooms. The front desk provides sales of rooms, guest registration, key service, message and mail service, guest accounts. The receptionist or the room clerk will help the guest to check in. When the receptionist watches the guest arrive, he meets and greets him. The receptionist asks the guest to fill in a registration form and assigns a room to him. A hotel guest always wants someone to take care of his room key. The front desk will do it. There is often a key drop at the desk.

When hotel guests check in, they expect someone to show them to their rooms. They also want someone to help them with their luggage. Often guests would like some

employee to run errands for them. These are duties of *the bell service*. At the head of the bell service is the bell captain. The bell captain's post is next to the front desk. The bell captain directs bellmen. The bellman escorts the guest to his room. He must show where the light switches are. He must also explain how to use the room appliances: the TV-set, telephone, air-conditioning. In many hotels the bellman also carries the guest's luggage. But some hotels have got porters who must carry the luggage. The bellman also run errands for the guests. They can even page guests in the hotel. You can see a bellman carry a sign with the name of the guest whom he is paging. Or you can hear a bellman call out the name while he is carrying the sign.

When guests stay at the hotel they expect somebody to clean their rooms. *The housekeeping department* does it. At the head of the housekeeping service is the housekeeper. He supervises the chambermaids. Chambermaids prepare the rooms before the guests check in. Generally the maids air the rooms, make the beds, dust the furniture, vacuum clean the floor, wash the bathroom, empty the waste baskets. Chambermaids use master keys to provide security for the hotel rooms. If the guests need extra bedding or rollaway, the housekeeping service will do it. The housekeeping service provides hair-dryers and irons if the guests need them. He also informs which rooms are occupied and which rooms are vacant.

When guests stay at the hotel, they often use phones. There is usually the regular pay phone and the house phone. The house phone is the system of phones throughout the hotel. There is usually an operator who operates the switchboard. With the switchboard the operator can control all in-coming and out-going calls. If the guest wants someone to wake him up, to page him, to provide room service for him, or to send a

telegram, he will call the operator. The operator can connect the guest with any hotel service: the front office, the housekeeping, the bell service, the room service, or the concierge. The operator has to handle outside calls too. They may be local, long-distance and international.

When guests stay at the hotel, they expect someone to protect them. *The hotel security department* must protect the guests from all dangers; robbery and burglary, fire or flood. At the head of the hotel security department is the security officer. The guests may keep their valuables in a safe-deposit box. The security department is in charge of it. Often the guests lose their stuff in the hotel. The security department is in charge of the lost and found office. The security department provides fire drills for all hotel employees. Each hotel employee knows all emergency exits.

2. Answer the following questions:

1. Where is the front office?
2. How does the receptionist help the guest to check in?
3. What sort of rooms do most hotels offer?
4. What are the duties of the bell service?
5. How does the bellman page a guest?
6. How do maids provide security for hotel rooms?
7. What does the housekeeper do when guests check out?
8. When will the guest call the operator?
9. What kind of phones are there in a hotel?
10. How can the hotel security department protect the guests' valuables?

3. Match up:

- | | |
|----------|-----------------|
| 1) key | a) extinguisher |
| 2) smoke | b) call |

- | | |
|--------------|-------------|
| 3) specialty | c) box |
| 4) waste | d) detector |
| 5) wake-up | e) exit |
| 6) fire | f) drop |
| 7) message | g) basket |
| 8) emergency | h) drink |

4. Make up sentences from the jumbled words:

1. They, to help, with, someone, for, want, and, sometimes, to run errands, them, also, their luggage, them.
2. At, the bell captain, of, the, bell, the head, service, is.
3. Extra, or, the, service, bedding, provides, housekeeping, rollaways.
4. Phone, system, of, the, phones, the hotel, is, throughout, house, the.
5. Very, he, a cart, to move, uses, often, the luggage.
6. In charge of, department, of, in case of, the first-aid kits, the security, also, throughout, is, the hotel, an injury.

5. Use the words from the box in the sentences:

The front office, the room appliances, general clean, the reservation department, lobby, long-distance, carts, connect, a safe-deposit box, extra bedding, the security officer, the waste baskets.

1. The front office is in theof the hotel.
2. It consists ofandor the reception desk.
3. He must also explain how to use: the TV-set, telephone, air-conditioning.

4. Usually the housekeeper tells the maids tothe rooms or to make up the rooms.
5. Chambermaids useto carry supplies: soap, tissues,and bath linen.
6. The housekeeping service providesor rollaways.
7. They may be local, and international.
8. If someone calls to find a hotel guest, the operator willhim.
9. At the head of the security department is
10. The guests may keep their valuable things in

Look at these hotel staff titles. Say if the people would work in

1. The front office
2. Housekeeping
3. Food and beverages.
 - a. Kitchen
 - b. Chambermaid
 - c. Concierge
 - d. Front office manager
 - e. Head chef
 - f. Head waiter
 - g. Housekeeper
 - h. Porter
 - i. Receptionist

6. Roberta is the General Manager of the Hotel Concordia in Milan. Read her talking about the staff structure of the hotel and complete the diagram.

The staff structure of hotels.

Interviewer: Roberta, can you tell us a little about the staffing at the Concordia?

Roberta: Well, the Hotel Concordia's part of a larger group so we've got the same structure as the other hotels in the chain. It's a medium-sized hotel, and it's divided into three departments – front office, housekeeping, and food and beverages. Food and beverages covers the restaurant, bar, cafeteria, and the kitchen. In the kitchen we've got a head chef, Giovanni, and three junior chefs. There are two kitchen assistants, as well. Then for the restaurant and bars, we have a head waiter and six waiters.

I: What about housekeeping?

R: That's divided into maintenance and rooms. At the moment, there's one person in maintenance, Enrico, and on rooms there's the head housekeeper, Carlotta, and her team. She's got five housekeepers working for her right now, though in the high season we usually contract two more.

I: You use the term housekeeper. Is that the same as chambermaid?

R: Yes, and in the past housekeepers were usually called chambermaids. But we prefer housekeeper. We're talking about trained professionals here, and the idea of a maid sounds more like a servant than a paid professional.

I: What about the reception? Or should I say front office?

R: For the ordinary client, it's the reception, obviously. But for us in the hotel trade, it's the front office. Now, here at the Hotel Concordia, the front office is run by Luigi, the front office Manager. He's got six receptionists working under him, and Silvio, the concierge.

I: The concierge? What does he do?

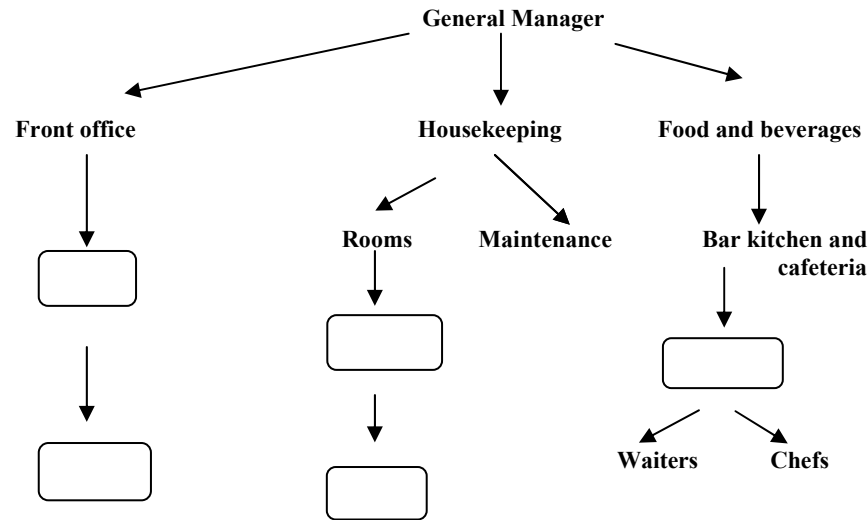
R: As well as carrying bags to guests' rooms, a concierge runs information services for the guests, or he gets them tickets for shows, for the theatre, he takes messages....things like that.

I: And Silvio does all this?

R: Yes, he does. And he does it very well. Better still, if we are very busy, he also acts as an extra receptionist.

I: Roberta, thanks for your time.

R: Not at all.



Answer the questions:

1. What does the food and beverages departments cover?
2. How many housekeepers does Carlotta have in the high season?
3. Why does Roberta prefer the term *housekeeper* over *chambermaid*?
4. What does Silvio do?

7. Translate the following sentences:

1. В отеле много разных служб, которые обеспечивают хороший прием для гостей отеля.
2. Когда гости приезжают в отель и регистрируются, они ожидают, что кто-то покажет им комнаты, поможет с багажом, и окажет для них другие услуги.
3. Горничные готовят номера до приезда гостей, они делают генеральную уборку комнат.
4. Оператор на коммутаторе контролирует все входящие и исходящие звонки.
5. Каждый служащий отеля должен знать все запасные выходы отеля.

Activity:

1. Compare the duties of the telephone operator and the switchboard operator.
2. Describe a day in the life of a security officer in a big hotel.
3. Imagine that you are a chambermaid in a hotel. You are very tired after your day's job. Complain to your friend about your day's work at a hotel.
4. Describe a day in the life of a humble bellboy from a 5-star hotel.

Unit 8. Restaurant Services



New words and useful expressions:

Bacon and eggs
Band
Banqueting facilities
Bed and breakfast
Busboy
A la carte menu
Catering manager
Cereals
Continental breakfast
Counter service
Cutlery
Delicious
Fixed price menu
Full board (FB)
Full English breakfast
Half board (HB)
Haute cuisine
Home-made dish
Impeccable
Linner
Profitable
Reasonable

Self-service
Self-catering
Snack
Sommelier
Table d'hôte menu
Table service usual
To take orders
Waiter service

1. Read and translate the text:

Types of restaurants

There are eight different types of places where people can eat and drink. They are very luxurious restaurants, formal luxury restaurants, informal restaurants serving national dishes, coffee-shops, snack-bars, fast-food restaurants, bars and night clubs.

At the very luxurious restaurants dinner is a la carte. Such restaurants are usually famous for their haute cuisine. They have a sophisticated atmosphere. Their service is impeccable.

At the formal luxury restaurants the surroundings are elegant and the cuisine is superb. They are appropriate for business lunches and romantic dinners.

The informal national restaurants serve typical local dishes. They offer a lot of home-made dishes. They make bread and pasta themselves. These restaurants have two sorts of dinner menu: a la carte and a three-course fixed price menu. The atmosphere is cosy and relaxed and the meals are reasonably priced there.

At the coffee-shops the surroundings are modest and the atmosphere is friendly. The customers can have quick snacks with drinks there. These places serve sandwiches, salads, cakes,

and beverages. They may offer table service, counter service or self-service.

The snack-bars have a very relaxed atmosphere and very modest surroundings. They offer self-catering as a rule. The customers can have some snack with their drink.

The fast-food restaurants offer a very quick counter service. The choice of food and drinks is fixed but limited. Such places provide a drive-in and take-off service.

The bars offer different kinds of drinks, mixed drinks, beer, juices, soda. They can also serve nuts and crisp biscuits to go with the drinks.

At the night clubs the customers can have excellent wine and delicious dishes and dance to a band. Such places have a floor show. The customers can gamble if they like. They are very expensive but provide overnight catering and entertainment until 4 a. m. as a rule.

2. Answer the following questions:

1. What are the eight different types of places where people can eat and drink?
2. What kind of places are the very luxurious and the formal luxury restaurants?
3. What kind of places are the informal national restaurants?
4. What kind of places are the coffee-shops and the snack-bars?
5. What kind of places are the fast-food restaurants?
6. What kind of places are the bars?
7. What kind of places are the night clubs?

3. Cross out one odd term in each line:

- 1) Cruets, china, napery, break, chrystal, dishes, glassware;
- 2) Haute cuisine, dinner dance, wedding reception, private banquet, company dinner, public banquet, birthday party;
- 3) A la carte menu, haute cuisine, deluxe, marmalade, superdeluxe, table d'hôte menu, sommelier;
- 4) Profitable, luxurious, superb, delicious, band, crisp, adjacent, smooth;
- 5) Coffee-shop, night club, luxury restaurant, exhibition, snack-bar, fast-food restaurant;
- 6) Bartender, busboy, sommelier, station waiter, caterer, counter, storekeeper.

4. Open the brackets:

1. Have you ever (be) to a luxury restaurant?
2. We have just (to order) a three-course dinner.
3. Why I (to refuse) to try your chef's special? The fact is, that I (to taste) it many times. – You (to enjoy) it? – Very much.
4. Our manager (to come) to the conclusion that we have to increase our business.
5. The catering department (to be) busy this month. The caterers already (to arrange and to serve) a dozen of banquets. And they are going to serve a dozen more.
6. They have never (to have) a full English breakfast before. – Have you ever (to try) English cereals? – I think, I have.
7. Who (to take) your order, sir? – I (not, to order) anything yet.
8. The catering business (not to reach) its peak, has it?

9. The banquet manager (to make) bulk purchases of food and drinks yet? – Hopefully, yes. I (not to make) sure yet.
10. My customers (not to eat and to drink) anything since morning. You (to get) any snacks and drinks? – Of course, we have.

5. Pick out the right definition:

1. haute cuisine
 a) hot dishes
 b) high class quality French cooking
 c) culinary art
 d) French home-made dishes
2. marmalade
 a) fruit jam
 b) jellied sweet
 c) orange jam
 d) lemon or lime jam
3. bulk purchases
 a) wholesale purchases
 b) retail purchases
 c) main purchases
 d) extra purchases
4. a station waiter
 a) a head waiter in a dining-room
 b) a room service waiter
 c) a waiter in charge of all the service in a dining- room
 d) a waiter who serves a group of four or five tables in a dining-room

5. a pantry

a) a special room in a restaurant where foodstuffs are stored

b) a special room in a restaurant where food is served

c) a special room in a restaurant where dishes and cruets are kept and where dirty dishes are put

d) a special room in a restaurant where dirty dishes are washed

6. Translate the following sentences:

1. В гостинице много разнообразных мест для гостей, где можно поесть и выпить. Это шикарные рестораны, и рестораны национальной кухни, обычные рестораны, кофейни, буфеты, бары быстрого обслуживания, ночные клубы и бары. Не все отели имеют этот спектр обслуживания услугами питания.
2. В 5-тизвездных и 4-хзвездных отелях имеется широкий спектр ресторанов и баров различных типов и национальных кухонь.

3. В дорогих отелях имеется круглосуточное обслуживание, когда еда и напитки постоянно подаются в номера гостей.
4. Иногда в отеле есть один ресторан, одна кофейня и один бар.
5. Во главе отдела питания и напитков находится менеджер по еде и напиткам, который руководит работой кухни, кладовой, обеденных залов, баров и коктейль-баров.
6. Отдел питания отеля имеет дело с обслуживанием больших вечеров. Он также поставляет еду и напитки. Он обеспечивает специальный персонал по питанию.

Activity:

Say

1. What kinds of eating and drinking facilities you know.
2. Whom the food and beverage department serves/
3. Which department of a hotel includes room service.
4. Who cares about banquets.
5. What types of banquets you know.

Unit 9. Transport in tourism

New words and useful expressions:

A mode of transportation
 Passenger vehicle
 Overall
 Transit time
 Carriage
 Horse-drawn carriages
 Ridership
 Short- and long-distance scheduled services
 Private automobile ownership
 Scenic byways
 Rural areas
 Charter air service
 Jets
 Coaches
 A tiny fraction
 Adverse weather conditions
 Place of issue
 An aisle seat/ a window seat
 A booking-office
 To board the train
 Carriage
 Cloak room
 Compartment
 Emergency brake
 Fellow passenger
 Sleeper
 Through train

1. Read and translate the text:

History of transportation as the history of the development of tourism

Transportation companies are a vital aspect in the total tourist industry. Without the modern high-speed forms of transportation that are available to carry large numbers of people, tourism would be possible only for a tiny fraction of the population, because being in a different place from one's usual residence is an essential feature of tourism.

Steamships were developed at the beginning of the 19th century practically some time before the first railroads, but during the first half of the 19th century, they were used for the most part on inland waterways. In the second half of the 19th century, steamships that could cover longer distances were developed. By 1900, they were carrying passengers and freight on all the oceans of the world. Historically, the North Atlantic route between Europe and North America was the most important. In the period between the two world wars, steamships made scheduled crossings between New York and either Southampton or Cherbourg in only five days.

In the 19th century, railroads spread in Europe, North America, and many other parts of the world. They formed the first successful system of mass transportation, carrying crowds of people to different cities of Europe and America. The tourists on Thomas Cook's first organized tour in 1841 travelled by railroad.

Unfortunately for those people who prefer leisurely travel, both railroads and steamships have lost much of their business in the twenty years.

The automobile has replaced the railroad for most local travel, especially in the United States and in Europe. The automobile offers convenience. The traveler departs from his own home and arrives at his destination without transferring his luggage. The apparent costs of a trip by automobile are also lower.

The airplane has replaced the railway and the ship as a principal carrier for long-distance travel. The first transatlantic passenger flights began only after the war, when the jets were introduced in the 1950's and started to carry passengers. Soon after it motor buses or coaches appeared on the roads and in most cases replaced railroads and sometimes planes on many local and even long-distance routes.

2. Answer the following questions:

1. What's vital for the total tourist industry?
2. What's an essential feature of tourism in the world?
3. What did the railroads form in Europe and America?
4. In what way did the tourists on Thomas Cook's first organized tour in 1841 travel?
5. How were steamships used for the most part in the 19th century?
6. Which route was the most important in the period between the two world wars?
7. Why did both railroads and steamships lose much of their business in the twenty years?
8. Why has the automobile replaced the railroad for the most local travel?

9. When did the frequent service of the airplane begin?
10. What other means of transportation appeared on the roads and in most cases replaced railroads and sometimes trains on many local and even long-distance routes?

3. Match the beginning of the sentences with their endings:

Transportation companies are	in Europe, North America, and many other parts of the world
During the first half of the 19 th century,	at the beginning of the 19 th century
Historically, the North Atlantic route	between New York and either Southampton or Cherbourg in only five days
In the 19 th century, railroads spread	much of their business in the twenty years
The automobile has replaced the railroad for most local travel, especially by railroad	railroads and sometimes trains
Soon after it motor buses or coaches appeared on the roads and in most cases replaced	a vital aspect in the total tourist industry
In the period between the two world wars,	between Europe and North America
Steamships made scheduled crossings	was the most important
The tourists on Thomas	in the United States

Cook's first organized tour in 1841 travelled	and in Europe
Steamships were developed	on many local and even long-distance routes
Both railroads and steamships have lost	they were used for the most part on inland waterways

4. Say which statements are true and which ones are false.

1. Transportation companies are not a vital aspect in the total tourist industry.
2. Without the modern high-speed forms of transportation that are available to carry large numbers of people, tourism would be possible only for a tiny fraction of the population, because being in a different place from one's usual residence is an essential feature of tourism.
3. Steamships were developed at the beginning of the 20th century practically some time after the first railroads.
4. In the second half of the 19th century, steamships that could cover shorter distances were developed.
5. Historically, the South Atlantic route between Europe and North America was the most important.
6. The automobile has replaced the railroad for most local travel, especially in the United States and in Europe.
7. The automobile offers convenience.
8. The apparent costs of a trip by automobile are also higher.
9. The frequent service of the plane began only after the war, when the jets were introduced in the 1950's and started to carry passengers.

10. Unfortunately, for those people who prefer leisurely travel, both cars and coaches have lost much of their business in the twenty years.

5. Read and dramatize the dialogue

BOOKING RAIL TICKETS

Travel agent: Good afternoon.

Traveller: Good afternoon. I'd like a rail ticket to Amsterdam, please.

Travel agent: Certainly. When are you travelling?

Traveller: I'm taking the four o'clock train today.

Travel agent: First or second class?

Traveller: First class, please.

Travel agent: That's 82,25, please.

Traveller: Do you accept credit card?

Travel agent: Certainly. Thank you. Sign here, please. Thank you very much.

Traveller: Thank you.

6. Put the given words connected with transportation into logical sets providing 4 groups:

Station wagon, crossing, compartment, see off, runway, sail, break down, set off, liner, toll, track, registration number, stand by, press on, self-drive, long-haul, drop off, guard, carry, platform, make for, roundabout, highway, harbor, cruise, ticket collector, gangway, starboard, swift transfer, coaches, schedule, inland waterways, high speed forms of transportation.

Air travel	Rail travel	Automobile travel	Sea travel

7. Find the pairs of synonyms from American English and British English

British English

Driving license

City centre

Downtown

Line

Queue

Freeway

Parking lot

Car park

Hood

Gas

Petrol

American English

driver's license

motorway

estate car

pavement

underground

bonnet

subway

sidewalk

flat

station wagon

puncture

8. Translate the following sentences:

1. Транспортные компании являются очень важным аспектом всей индустрии туризма.
2. К сожалению, для тех людей, кто предпочитает отдыхать, путешествуя, как железные дороги, так и

пароходы, потеряли свою привлекательность за последние 20 лет.

3. Самолет заменил железную дорогу и пароход как основной перевозчик на большие расстояния.
4. Автомобиль представил больше свободы и незапланированных маршрутов, невиданных ранее. Отели, мотели и достопримечательности выросли вдоль автомобильных дорог и стали популярными.
5. Цена автобусного тура относительно низка по сравнению с индивидуальным планированием, временем, затраченным на путешествие и его стоимостью.

Activity:

- Imagine that you are a travel agent. Your customer wants to make a trip round the United States. Advise him the railroad trip and speak about its advantages.
- Imagine that you are a travel agent. Your client wants to make a trip round Russia. Advise him a trip by the Russian railroads. Say what you would do to make a railway reservation.

Unit 10. Checking out

New words and useful expressions:

Arrear
Bureau de change
Buying rate
Cash card
Cash dispenser
Cheque book
Coin
To countersign
Countersignature
Denomination
Exchange
Hard currency
Loan
Note
Operating language
Over-the-counter transaction
Pay off
Payable
To pickpocket
Selling rate
Small change
Cashing facilities

1. Read and translate the text:

Methods of payment

Cash is a commonplace and simple method of payment. It's easy to use – customers don't need any special knowledge to pay in cash. It's ready for use any place any time –

customers don't need any cashing facilities. In tourism and hospitality it's convenient to pay in cash when you owe small amounts. Cash is fine when you leave tips to porters and waiters, pay for taxis or buy gifts. It's not convenient to pay in cash when you buy wholesale or purchase expensive goods or services. When a customer purchases a tour package at a travel agency he will be generally expected to pay by credit card.

Cards are also referred to as plastic money. A credit card is a plastic card with which the card holder borrows money from the bank or another credit company and purchases goods and services up to a certain limit without immediate payment. Nowadays when a card is used, it will be verified to make sure that the card is valid and the customer has enough credit to pay for the purchase. The cardholder will be asked to sign a receipt with a record of the card details and the amount to be paid. Normally when a card is used for payments, its holder will be asked for his or her passport or other identification document. Together with the chip, magnetic stripe, security code and signature this helps to prevent a card fraud.

A traveler's cheque is a bank draft for personal use of the purchaser. It is signed by the purchaser at the time of purchase from the national bank. Traveller's cheques are issued in major hard currencies in fixed-amount notes, e.g. a 20 US dollar note or a 100 pound sterling note. With the introduction of euro as a single European currency in 2002, traveler's cheques are available in euro. The cheques bear the name of the issuing company, e.g. Thomas Cook Traveller's Cheques. A 1 per cent commission will be charged by the bank on sales of traveller's cheques. If a customer buys traveller's cheques in large amounts, banks will sell them on a commission-free basis.

E-money or electronic money is also known as electronic cash or digital currency. As the name suggests, it can

be exchanged electronically or used for electronic payments only. Originally, when e-money was just introduced, it was based on the use of plastic cards: credit cards, debit cards, charge cards. Later on the range of cards was greatly increased: gift cards, fuel cards, farecards, telephone calling cards, and many more. According to the payment card technology the cards are grouped as magnetic stripe cards, smart cards (or chip cards), and contactless cards. Plastic cards can be read by physical contact, when they are swiped past a reading head in the electronic terminal, or remotely as with contactless cards.

In the long run, almost all methods of payment will be replaced by e-money.

2. Answer the following questions:

1. What is understood by cash?
2. In what way is cash easy to use?
3. What is a traveller's cheque?
4. What does the term "e-money" mean?
5. What kind of plastic cards are used for payment?
6. What groups of cards are there according to the payment technology?

3. Match up:

- | | |
|----------------|---------------|
| 1) Card | a) language |
| 2) Sales | b) facilities |
| 3) Interest | c) card |
| 4) Operating | d) advice |
| 5) Hard | e) holder |
| 6) Cashing | f) cheque |
| 7) Charge | g) currency |
| 8) Traveller's | h) rate |

4. Fill in the blanks:

The transaction	balance	the exchange rate
Countersignature	a debt	a cheque card
The payee	currency	a traveller's cheque
A sales voucher	a loan	forgery
A bank account	cash	dispensers

1. When a customer writes out a cheque, he must put down the name of
2.is the value of the money compared to the currency of another country.
3. When you pay by card you will be asked to sign
4. The buyers of traveller's cheques are recommended not to puton their cheques in advance.
5. According to the law travelers are obliged to change their money for the local
6. The staff members are recommended to examine the cheques and cheque cards carefully to avoid
7. With cash dispensers a card holder can check his
8. It's convenient to pay inwhen you purchase cheap goods or want to leave a tip.
9. When a customer pays by cheque, he is asked to produce
10. With a charge card the customers are not allowed to take out
11.is a bank draft for personal use of the customer.
12. A payment card is backed bywith the money belonging to the card holder.
13. A credit card holder pays off hisin arrears.
14. A commission will be charged on traveller's cheques by the bank for
15. Card holders can draw cash from

5. Read the text containing some terms necessary for understanding the process of insurance. Translate them into Russian.

Let's make sure we are clear on some insurance terminology.

Premium. The amount of money a person pays to be insured.

Insurer. The company which receives the premiums. This money goes into a common fund and is paid to clients who have suffered a misfortune and made a claim. There is no refund for persons who have not needed to make a claim.

Policy holder. The person who pays the premium for the insurance.

Policy. The legal document providing written evidence of the contract between the insurer and the policy holder.

Claim. A request by the policy holder for payment under the terms of the policy.

Exclusion. An event that is specifically not covered by the terms of the policy; often found in small print on the insurance company's brochure. It is essential that these exclusions are understood. It is too late after the event has happened to tell your client the circumstances that are excluded from the policy.

6. Translate the following sentences:

1. Пластиковые карточки были изобретены несколько десятилетий назад в США.
2. Платежная система была проверена на подлинность на терминале, затем необходимая сумма была снята со счета и выдана квитанция, на которой держателя карты попросили расписаться.
3. Чаевые не были включены в счет. На усмотрение клиента они были оставлены наличными.

4. Моя чековая книжка и чековая карточка не были украдены. Они были оставлены на стойке службы приема и размещения гостиницы, когда я регистрировался вчера вечером.
5. Какие виды карт принимали к оплате в гостинице, в которой вы останавливались в последний раз? – К оплате принимались все виды платежей: все карты, все чеки и наличные. А вот в компании по аренде автомобилей в той же гостинице не принимали персональные и дорожные чеки.

Activity:

Say whether

- Planning is necessary for tourism
- It's important to assess the political and economic atmosphere in the region and why
- Forecasting helps to look at the trends in the community or industry
- The planning process involves as many people in the community and business as possible and why.
- Most tours are developed around a central theme or destination and why

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Учебно-методическое пособие

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