

S.A. Vorobyova

YOUR WAY TO TOURISM

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С.А. Воробьёва

ДЕЛОВОЙ АНГЛИЙСКИЙ ЯЗЫК ДЛЯ СФЕРЫ ТУРИЗМА

3-е издание

В 75 Воробьева С.А.

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Данное учебное пособие предназначено для лиц, профессионально занимающихся туризмом, а также для студентов специальных учебных заведений, владеющих английским языком на уровне Intermediate (средний) и желающих расширить словарный запас по темам, связанным с различными сферами работы в индустрии туризма.

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От автора

Книга “Your Way to Tourism” является учебным пособием для лиц, профессионально занимающихся туризмом, а также для студентов специальных учебных заведений, владеющих английским языком на уровне Intermediate (средний) и желающих расширить словарный запас по темам, связанным с различными сферами работы в индустрии туризма.

Пособие составлено на основе оригинальных источников и материалов зарубежной прессы, что дает возможность не только совершенствовать навыки владения английским языком, но и узнать много полезной информации о тенденциях развития индустрии туризма в мире.

Структура книги предполагает овладение всеми основными видами речевой деятельности: говорения, понимания на слух, чтения и письма.

Материал каждого раздела (Unit) направлен на поэтапное (Step) изучение темы и включает:

- основной текст, с информацией по теме и базовой лексикой раздела; диалог (или интервью), который иллюстрирует какой-либо аспект данной темы и дает образцы разговорной идиоматики;

- упражнения на закрепление лексического и грамматического материала, на расширение словарного запаса;

- дополнительные тексты на отработку навыков чтения, содержащие интересный страноведческий материал по туризму;

- ролевые игры и другие виды творческих упражнений для развития навыков устной речи.

UNIT I

THE TOURIST INDUSTRY

STEP 1

Study the vocabulary list

- | | |
|-----------------------------|---|
| 1. to exceed, <i>v</i> | превышать; переходить границы;
превосходить |
| 2. rapid, <i>adj</i> | быстрый, стремительный |
| 3. to distinguish, <i>v</i> | различить, проводить различие,
различать; отмечать, характеризовать |
| 4. purpose, <i>n</i> | цель |
| 5. entirely, <i>adv</i> | целиком, полностью |
| 6. recreation, <i>n</i> | восстановление сил, развлечение, отдых |
| 7. reason, <i>n</i> | причина, повод, основание, соображение,
мотив, довод, аргумент, оправдание |
| 8. to reason, <i>v</i> | рассуждать, обсуждать, уговаривать,
аргументировать, доказывать |
| 9. convention, <i>n</i> | съезд, конвенция |
| 10. accommodation, <i>n</i> | помещение, жилье; стол и ночлег, приют;
убежище |
| 11. catering | общественное питание |
| 12. the catering trade | ресторанное дело |
| 13. to cater for, <i>v</i> | поставлять провизию, стараться
доставлять удовольствие; угождать |
| 14. facilities, <i>n</i> | оборудование; приспособления; |

Tourism as we know it today began with the building of the railroads in the XIXth Century. In fact, the words tourism and tourist themselves were not used for the first time until about 1800. The first tour in the modern sense was put together by Thomas Cook in England, in 1841, and the firm of Thomas Cook and Sons has remained one of the prominent names in the tourist industry.

Task 1. Find in the text answers to these questions:

1. Why is tourism the fastest growing industry?
2. What is the difference between a “tourist” and an “excursionist”?
3. What are the most common reasons for travelling?
4. Why do tourist statistics include those people who are travelling on business?
5. What is the difference between the terms “accommodations” and “catering facilities”?
6. What has the development of tourism as a mass industry depended on? Why?
7. When did the words “tourism” and “tourists” appear?
8. What is the name of the best known company in the tourist industry?

Task 2. Say what you've learned from the text about:

- a) tourism and its importance to people;
- b) the reasons why people travel so widely;
- c) accommodations and catering facilities;
- d) the way tourism started.

STEP 4

Listen to the tape and

read an interview with Dr. Alberto Garcia,

who works for the World Tourism Organisation (WTO)

He is talking about how the WTO defines the words “traveller”, “tourist” and “visitor” when producing statistics on international travel.

THE INTERVIEW. TRENDS IN TOURISM

I. — Interviewer

Dr. G. — Dr. Garcia

- I.* Dr. Alberto Garica works for the World Tourism Organisation in Madrid and has come into the studio to talk to us about developments in the modern tourist industry.

Dr. Garcia, how can we actually determine what a tourist is?

Dr. G. Good question. We have now, in fact, adopted a kind of common language — a set of definitions if you like — so that when various countries collect statistics on tourism they are all measuring the same thing. And so the WTO now classifies all travellers under various headings.

The most important of these for statistical purposes is that of visitors. But obviously, for tourism purposes, we don't count people such as temporary immigrants, border workers, nomads and other groups like diplomats, members of the armed forces and people like that.

And then visitors are broken down into two separate groups: tourists who are overnight visitors — that is, people who stay for at least one night in some form of accommodation in the country they are visiting and same-day visitors who do not stay the night. For example, passengers on a cruise stopping over in a port or people simply on a day trip.

- I.* How long can tourists stay in a country without ceasing to be a tourist and becoming a resident?

Dr. G. Not more than a year. And the reason for the visit must be different from the kind of activity he or she is usually employed in. So the purpose of the visit has to be for leisure or recreation, for business and professional reasons, VFR...

- I.* VFR?

Dr. G. Yes, that is: Visiting friends and relatives. Or perhaps people are travelling for health reasons to a spa or somewhere like that or going on a pilgrimage to places like Mecca, or Lourdes in the South of France.

- I.* OK, so we know what tourists and visitors are, but we still haven't

Dr. G. Well, I can give you the official definition — it's the activities of persons travelling to, and staying in, places outside their normal environment for not more than one consecutive year for purposes such as leisure or business. And this definition can be further subdivided so that we can distinguish between the types of tourism.

There's **domestic tourism**, that's where the residents of a country travel within their national borders. And there is **inbound tourism**, that's when people who live in another country come to visit the country where you live. And finally **outbound tourism** which involves the residents of a particular country going abroad for one of the reasons which I mentioned earlier.

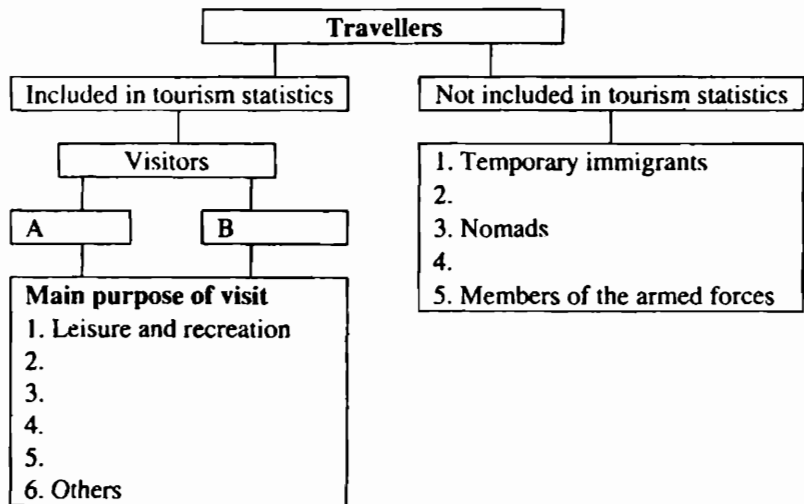
I. Right, so we have domestic, inbound and outbound...

Note the following words from the dialogue:

- | | |
|-------------------------------|--|
| 1. to adopt a common language | говорить на языке, понятном всем |
| 2. to measure | измерять; оценивать; определять |
| 3. temporary immigrants | временные переселенцы; иммигранты |
| 4. border workers | рабочие в приграничных зонах |
| 5. nomads | кочевники, бродяги |
| 6. to stop over | остановиться в пути; сделать остановку |
| 7. a stop-over, n | остановка в пути (с правом использования того же билета) или билет, допускающий остановку в пути; транзитный билет |
| 8. cruise | морское путешествие, круиз |
| 9. to cease | переставать, прекращаться |
| 10. leisure | досуг, свободное время |
| 11. leisure, adj | свободный |
| leisure time | свободное время |
| 12. a spa, n | курорт с минеральными водами; мине- |

13. **environment, n** окружение; окружающая обстановка; окружающая среда
14. **consecutive, adj** последовательный; подряд
15. **not more than one consecutive year** не дольше, чем год (подряд)
16. **inbound, adj** прибывающий; из-за границы
17. **outbound, adj** отправляемый за границу; уезжающий за границу

Task 1. Read the dialogue again and fill in the gaps in the chart and in the definitions. You will need more than one word in some gaps.



THE WORLD TOURISM ORGANISATION'S CLASSIFICATION OF TOURISM

Tourism comprises the activities of persons travelling to and (a): _____ in places outside their (b): _____ for not more than (c): _____ consecutive (d): _____ for (e): _____, (f): _____ and other purposes.

(g): _____ involves residents of a given country travelling only within their own country.

(h): _____ involves non-residents travelling in the given country.

Task 2. Read the statements and say whether they are true or false.

1. When various countries collect statistics on tourism they are all measuring different things.
2. All travellers are classified under various headings.
3. Visitors are people who cross the borders for various reasons.
4. Passengers on a cruise stopping over in a port are same-day visitors.
5. Travellers cease to be tourists if their purpose is not leisure or recreation.
6. Domestic tourism means the same as internal tourism.
7. Inbound tourism involves the residents of a particular country going abroad.
8. Outbound tourism means that people who live in another country come to visit the country where you live.

Task 3. Sum up the interview with Dr. Garica.

STEP 5

Vocabulary Practice

Some words are very similar in meaning, and it is important to know exactly when, where and how you can use them.

There are many ways of describing how we go from one place to another.

Task 1. Study the definitions and then complete the sentences.

1. **journey, n** an act of travelling from one place to another, especially to a place that is far away
 to make a journey
 bus /car/ train journey
 a 12 hour journey → that takes 12 hours

2. **trip, n** the act of travelling to a place and coming back, especially when you stay in the place for a short time
boat / car / plane / trip
business / school / skiing trip
go on a trip
3. **flight, n** a journey in a plane
a 30 minute flight → that takes 30 minutes
a 12 hour flight → that takes 12 hours
4. **voyage, n** a long journey in a boat or a ship
5. **crossing, n** a short journey in a boat or ship which goes from one side of a sea, lake, or other area of water to the other side
the ferry crossing
6. **drive, n** a journey in a car
go for a drive → drive somewhere, just for enjoyment
7. **ride, n** a short journey in a vehicle such as a car, or on a bicycle or a horse
bike / car / horse ride
go for a ride → ride somewhere just for enjoyment
8. **tour, n** a planned journey during which a politician, entertainer, or sports team visits several places, usually within a fixed period of time

1. If you are visiting Madrid, why not go on a day _____ to Toledo?
2. The _____ was delayed because of air traffic congestion over Heathrow.
3. The _____ on the ferry was very rough.
4. The train _____ from Madras to Bangalore was uncomfortable.
5. The Titanic sank on its maiden _____.
6. Why not hire a car and go for a _____ in the country?
7. There's a volleyball team on _____ and they want hotel accommodation.
8. The museum is a short bus _____ from the tourist information office.

Task 2. Study the words in the box below. If you don't know their meanings, look them up in your dictionary. Match the people in the box to these sentences.

1) holidaymaker	4) tripper	7) commuter
2) migrant	5) nomad	8) passenger
3) globetrotter	6) itinerant	9) hiker

1. I travel daily on this route to work.
2. I travel from place to place looking for grass for my cattle.
3. I travel to a nearby attraction for a short period, usually a day, for pleasure.
4. I travel widely around the world but not necessarily for pleasure, sometimes for my work.
5. I am travelling in this vehicle but I am not driving it.
6. I travel by walking across country. It is not my normal means of transport and I usually do it for pleasure.
7. I travel from place to place because I do not have a permanent home.
8. I am travelling for my vacation.
9. I am travelling because I wish to make another country my home.

STEP 6

Grammar Practice

Task 1. The Past Simple or the Present Perfect?

Read the texts below and fill in the gaps with correct tense forms: Simple Past or Present Perfect.

TEXT A. THE SPANISH TOURIST INDUSTRY

Tourism to Spain goes back to the 1930s, but package tourism really (take off) — in Spain during the late 1950s and 1960s.

The postwar economic and population growth plus the increase in leisure time and disposable income in Northern Europe (coincide) — with Spain's

policy to welcome tourism, offering a reliable climate, beaches, a different culture and low prices.

The favourable exchange rate and competitive cost of living (be) — additional incentives.

Mass tourism (begin) — towards the end of the 1970s but the familiarity with Spain and falling standards (lead) — to a poor image of the country as a holiday destination.

As a result, Spain (face) — competition in the late 1980/s from other Mediterranean and long-haul destinations. At that time competitive airfares across the Atlantic to Florida and the low cost of living in America (mean) — that many people (prefer) — to go to the States rather than holiday in the Iberian peninsula.

Even so, in 1993 Spain (welcome) — over 57 million visitors.

The Spanish tourism industry (make) — many mistakes in the early years with the building of high rise hotels and poor town planning. However, the situation is changing.

Over the last few years the government (restrict) — building and is providing grants for organisations and training in the tourist sector. In addition, it (implement) — an investment programme to modernize public service facilities and infrastructure and to protect the environment. And with the help of soft loans which the government (make) — available for refurbishments, many hoteliers (improve) — the standard of accommodation provided in order to meet the new stricter guidelines.

Task 2. Say what you have learned from the text about the development of the Spanish tourist industry.

Task 3. Complete this text using the correct forms of the verbs in brackets.

TEXT B.

During the 1960s in Britain some resorts (a)_____ (lose) their way and the will to develop. Some, like Brighton and Bournemouth, (b)_____ (change) direction and (c)_____ (go) for conference business and English language students. Thousands of small hotels and boarding houses (d)_____ (become) retirement homes.

However, although at that time the boom in cheap holidays at Mediterranean resorts (e)_____ (threaten) the future of British seaside resorts, since then they (f)_____ (adapt) to the new demands for shorter holidays and for off-peak holidays.

Brighton (g)_____ (invest) in a marina, a conference centre, and a number of new hotels.

The history of modern mass tourism (h)_____ (begin) relatively slowly in the 1960s but (i)_____ (accelerate) with the advent of the wide-bodied jets in 1970, and the substantial growth only (j)_____ (halt) in 1973 with major recession. Until then the market (k)_____ (develop) in a fairly unsophisticated way and was highly seasonal.

Then (l)_____ (come) a second setback in 1981, but tourism (m)_____ (remain) remarkably resilient and expansion (n)_____ (follow) the pause. The new segments emerged, when seasonality (o)_____ (be) first challenged, and value for money (p)_____ (be) increasingly demanded.

Change will accelerate, marketers will need to identify change, producers and developers will need to respond to it.

But standards (q)_____ (improve), competition (r)_____ (intensify) and the expectations of the traveller are much higher.

Task 4. Explain the meaning of the following phrases:

- a) the boom in cheap holidays;
- b) a marina;
- c) with the advent of the wide-bodied jets;
- d) major recession;
- e) the market was highly seasonal;
- f) remain remarkably resilient;
- g) new segments (on the market) emerged;
- h) seasonality was challenged;
- i) value for money;
- j) to intensify competition;
- k) off-peak holidays.

Task 5. Answer the questions.

1. Why did the tourist industry of Britain face a setback in the 1960s?
2. How did the British seaside resorts try to survive in the tough competition?
3. What influenced faster development of mass tourism in the 1970s?
4. Why did tourism remain resilient to major recession?
5. Why are the expectations of the traveller higher nowadays?

Task 6. Sum up the information in the text.

STEP 7

Developing Reading Skills

Task 1. Read and translate the text “Basic Definitions In Tourism”.

The World Tourism Organisation distinguishes between three basic forms of tourism:

- domestic tourism, involving residents of the given country travelling only within the country;
- inbound tourism, involving non-residents travelling in another country;
- outbound tourism, involving residents travelling in another country.

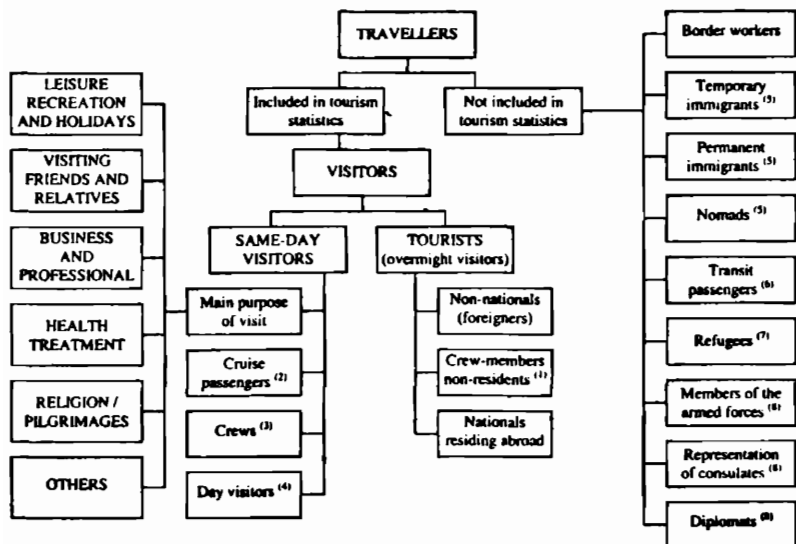
International tourism consists of inbound and outbound tourism.

Tourism expenditure can be defined as “the total consumption expenditure made by a visitor or on behalf of a visitor for and during his/her trip and stay at destination.”

International tourism expenditure is defined as expenditure of outbound visitors in other countries including their payments to foreign carriers for international transport.

Basic definitions of tourism were established at the United Nations (Conference on Tourism and International Travel, Rome 1963) and by the United Nations Commission on Statistics (April, 1968).

CLASSIFICATION OF INTERNATIONAL VISITORS



Notes: 1. Foreign air or ship crews docked or in layover and who use the accommodation establishments of the country visited.

2. Persons who arrive in a country aboard cruise ships (as defined by the International Maritime Organisation (IMO, 1965) and who spend the night aboard ship even when disembarking for one of more day visits.
3. Crews who are not residents of the country visited and who stay in the country for the day.
4. Visitors who arrive and leave the same day for: leisure, recreation and holidays; visiting friends and relatives; business and professional purposes; health treatment; religion/pilgrimages; and other tourism purposes, including transit day visitors en route or from their destination countries.
5. As defined by the United Nations in the Recommendations on Statistics of International Migration, 1980.
6. Who do not leave the transit area of the airport or the port, including transfer between airports and ports.
7. As defined by the United Nations High Commissioner for Refugees, 1967.
8. When they travel from their country of origin to the duty station and vice versa (including household servants and dependents accompanying or joining them).

Source: WTO.

THE EXCURSIONIST OR SAME-DAY VISITOR

The excursionist is a foreign visitor whose stay does not exceed 24 hours. The economic impact of the international excursionist is very important to small isolated countries which receive cruise-ship passengers.

In fact, visitors spending the night on board ship are classified as same-day visitors and not tourists. The excursionist therefore does not spend the night in the country he is visiting.

It is difficult, however, to determine the tourism definition of a short trip. Generally, a journey is considered to be a trip when a minimum distance has been covered or when there has been a change of administrative district.

Commuting (daily journeys between home and work) and shopping trips are excluded from the excursionist category.

The business excursionist is generally an official representative or an agent travelling for his company. If his journey is not considered to be commuting to work he is registered in international tourism statistics. However, some countries now apply special restrictions when it comes to classifying the business excursionist.

They are either excluded from the international tourist classification or recorded in a category apart, even if they stay overnight in the country.

Excursionist tourism is particularly important for small insular countries like the Caribbean islands. A large proportion of their market is tourists arriving on cruise ships, who visit during the day but are actually accommodated on board.

TRAVEL MOTIVATION

Travel motivation in international tourism can be divided into three main categories: price, climate and personal motives.

PRICE

Cost is a major motivating factor in international tourism. The low prices for tourism products in certain countries explain their success in attracting tourists from countries that have a higher general price level.

STUDY THE INFORMATION IN THE BOX OF VISITORS INCLUDED AND EXCLUDED IN TOURISM STATISTICS:

**Visitors included
in tourism statistics**

- (a) People travelling for pleasure, for family reasons, for health etc. (including nationals who live permanently abroad;
- (b) people travelling to attend meetings or for assignments (sports, scientific, management). Employees of large organisations on assignment abroad for less than one year are also included;
- (c) people travelling for business (employees of commercial or industrial firms who are travelling to install machinery or equipment abroad etc.);
- (d) students and young people at boarding schools or colleges and those who travel or work temporarily during their holidays.
- (e) visitors from cruise ships even if their stay is less than 24 hours. They can be registered in a separate group which does not take into account their place of residence;
- (f) transit passengers who cross the country in more or less than 24 hours;
- (g) foreign airline and ship crews on stopover in a country;
- (h) musicians or artists on tour.

**Visitors excluded
in tourism statistics**

- (a) People arriving in a country for work with or without a contract (including service personnel and people accompanying them);
- (b) people who emigrate;
- (c) people who live or work on an international border including those who live in one country and work in another;
- (d) diplomats, embassy staff, members of armed forces stationed abroad (including their service personnel and people accompanying them);
- (e) refugees;
- (f) nomads;
- (g) transit passengers who do not leave the transit area in the airport or at the port.

Source: WTO.

The survey carried out by American Express shows that of European countries, Spain, Greece and Portugal are relatively inexpensive, compared to France and Italy. This, and the favourable climate in these countries, explains their success as mass-market destinations.

The USA and Thailand are popular long-haul destinations for Europeans and they are very competitive. The cost of travel to these destinations has fallen with the introduction of charter flights.

The differential in tourism prices between countries is a result of their different salary levels.

Tourism is labour-intensive and salaries make up a large proportion of product costs. It follows that tourists from high-wage countries are attracted to the low tourism prices in low-wage countries. Price differential is an important factor in the motivation of Northern European tourists to visit Southern European destinations and the motivation of North American tourists to visit Mexico and Latin America.

CLIMATE

Climate is another determining motive for international tourism. Southern European countries with their guarantee of sunshine, also benefit from this factor.

PERSONAL MOTIVES

Personal motives include:

- a) leisure and holidays — the main motivation for travel outside work-time and periods of professional activity: the motivation factors are rest, the lure of exotic surroundings, cultural discovery, visiting friends and relatives, sports, etc.;
- b) Business travel — trips taken within the framework of professional activities: this category includes commercial travellers, airline crews on short or extended stopovers, government and international organisation officials on assignments and equipment installation engineers staying less than one year and employed by companies outside the country of installation;

- c) Congresses and other meetings — trips undertaken to attend a congress or other types of meetings (seminars, conferences, etc.) for non-profit motives;
- d) Health — trips for medical reasons either to receive medical care or for health improvement by preventive medicine (fitness training, salt water cures, etc.) This category also include all therapeutic treatments and visits to thermal resorts;
- e) Study — visits abroad to attend courses or to undergo training in a study centre for one or more academic years;
- f) Religion — pilgrimages and trips to holy shrines.

INTERNATIONAL TOURISM TRENDS

Economic flows generated by international tourism have become essential factors of economic growth and international economic relations for a great many countries. With currently more than half a billion international tourist arrivals, the tourism sector has experienced rapid growth.

Yet, it is apparent that is not the case in all the world's regions. Indeed, the primary feature of world tourism trends is the unequitable distribution of international travel flows to the different regions of the world.

Travel flows are concentrated towards a few regions and are mainly between countries within the same region.,

Although demand for travel to developing countries is growing, the Third World only attracts one-third of the world's international visitors. Furthermore, the already considerable differences in travel flows between world regions are growing.

Europe is the largest receptor region and attracts 59.3 per cent of the world's tourists. Three-quarters of the international visits in the region are by European inhabitants.

Europe therefore owes its dominant position to the concentration of travel flows to certain destinations in the region.

Demand for world tourism is undergoing considerable quantitative and qualitative changes which are directly influencing the world tourism market.

(adapted from "International Tourism")

Task 1. Write a brief summary of the text.

Task 2. Using the classifications and definitions from the text, discuss the trends in tourism in Russia along the following lines:

1. What forms of tourism are best developed in Russia?
2. Is domestic tourism popular in Russia? If yes, how can you prove it? If no, why not?
3. What are the main purposes of travelling in Russia?
4. What categories of foreign visitors are most frequent in Russia?
5. Are there many commuters in Russia? Why (not)?
6. What do you know about excursionist tourism in Russia?
7. What are the major travel motivations for Russian people?
8. Where do Russian people prefer to spend their holidays? Why?
9. What other personal motives for travelling make Russian people move around?
10. What can you say about rates of development of Russian tourism?
11. What are the latest trends in Russian tourism?

Task 3. Speak about modern trends in Russian tourism.

STEP 8

Developing Speaking Skills

Task 1. Look at the grid below. Then draw a grid like this one and fill in the details of the best holiday you have ever had. Then interview some other members of the class.

Who had the most exciting holiday?

Who had the best value for money?

<i>Name</i>	Me	Jane	David
<i>Duration</i>	2 weeks	2 weeks	3 weeks
<i>Destination</i>	Spain	Scotland	Kenya
<i>Type of holiday</i>	Touring	Self-catering	Familiarisation trip
<i>How organised</i>	By myself	By travel agency	Government
<i>Means of transport</i>	Car	Car + boat	Plane, car
<i>Activities</i>	Sightseeing walking, eating	Sailing, eating, walking, sightseeing	Sightseeing Safari
<i>Value for money</i>	Terrible!	Great!	Excellent!

Task 2. Make up dialogues (in pairs) about your travel experiences.

STEP 9

Test yourself

Task 1. What is the English for:

- отдых, восстановление сил;
- свободное время;
- обеспечение питанием и жильем;
- транспортные средства;
- въездной туризм; выездной туризм;
- экскурсант;
- место постоянного проживания;
- профессиональный съезд;
- в целях статистического подсчета;
- остановка в пути;
- курорт с минеральными водами;
- люди, ведущие кочевой образ жизни;
- морское путешествие;
- ежедневные поездки на работу и обратно;
- внутренний туризм;
- странник.

Task 2. Give definitions for the following words:

- a) excursion;
- b) tourist destination;
- c) accommodations;
- d) a voyage;
- e) internal tourism;
- f) catering facilities;
- g) overnight visitors;
- h) same-day visitors;
- i) crossing;
- j) tour;
- k) tourism expenditure;
- l) commuting.

Task 3. Say it in English:

1. Индустрия туризма очень быстро развивается во всем мире. Развитие туризма в разных регионах зависит от многих факторов.
2. На рынке туризма существует жесткая конкуренция.
3. Люди путешествуют по разным причинам, поэтому классификация в туризме очень усложнена.
4. Мотивация поездок обусловлена многими причинами, причем стоимость путешествия играет очень важную роль, особенно в странах с низкими доходами населения.
5. Люди, которые вынуждены путешествовать в целях поиска работы, не являются туристами.
6. Люди, которые часто ездят в командировки, стараются сочетать приятное с полезным, и пользуются теми же средствами передвижения, местами проживания и питания, что и обыкновенные туристы.
7. Развитие туризма во многом зависит от общего экономического развития страны.

UNIT II

REGULATION, RESEARCH AND DEVELOPMENT IN TOURISM

STEP 1

Study the vocabulary list

- | | |
|----------------------------------|--|
| 1. to perform, <i>v</i> | делать, выполнять; проводить |
| 2. research, <i>n</i> | исследование; исследовательская работа |
| 3. to involve, <i>v</i> | вовлекать; затрагивать |
| to involve in | включать в себя; подразумевать; предпо-
лагать; вызывать, повлечь |
| 4. to occur, <i>v</i> | случаться, происходить, встречаться;
попадаться |
| 5. to be engaged in <i>smth.</i> | заниматься чем-л. |
| to engage, <i>v</i> | занимать, привлекать; вовлекать |
| 6. to promote, <i>v</i> | способствовать; содействовать развитию,
распространению, поддерживать; поощрять |
| 7. "red tape" | бюрократические процедуры |
| 8. requirement, <i>n</i> | требование; необходимое условие |
| 9. entry formalities | нормы и правила въезда в страну, фор-
мальности при въезде |
| 10. to discourage, <i>v</i> | расхолаживать, отбивать охоту; отгова-
ривать; отсоветовать |
| <i>ant.</i> to encourage | поощрять, поддерживать; потворство-
вать; стимулировать |
| 11. to restrict, <i>v</i> | ограничивать; заключать в пределы |
| <i>e.g.</i> restricted hotel | гостиница для ограниченного круга лиц |
| 12. a fee | вступительный / членский взнос, плата
за учение, гонорар, вознаграждение |

13. to ensure, <i>v</i>	обеспечивать; гарантировать
14. to maintain, <i>v</i>	поддерживать; сохранять; содержать (в исправности, в чистоте)
15. expenditure, <i>n</i>	трата, расход; потребление
16. impact, <i>n</i>	влияние; воздействие
17. to undertake, <i>v</i>	предпринимать; брать на себя определенные обязанности
18. personnel, <i>n</i>	персонал; личный состав; кадры
19. to attempt, <i>v</i>	пытаться, пробовать
20. environment, <i>n</i>	окружение; окружающая среда; окружающая обстановка
environmental, <i>adj</i>	относящийся к борьбе с загрязнением окружающей среды
21. to be in favour of	быть за..; стоять за что-л.; быть сторонником чего-л.

STEP 2

Read and translate into Russian

Research and analysis: In tourism, research generally means collecting data — units of information — that can be put into statistical form, and the analysis means interpreting trends or deriving other meaning from the statistical figures.

Visa is a travel document that gives permission for a foreigner to enter, or in some cases to leave, another country. It is usually stamped in a traveller's passport.

Infrastructure means the facilities such as airports, roads, water, sewers, electricity, and so on that are necessary before development of an area can take place.

Social tourism is recreational travel that is paid for wholly or in part by a government, a trade union or a similar organisation.

Even in countries where the tourist industry has less economic importance, there is a tourist bureau with official status.

A license is a document giving permission to carry on a particular kind of activity.

Travel statistics, as important as they are to the tourist industry, should be considered as estimates rather than accurate figures.

STEP 3

Read and translate

TEXT. REGULATION, RESEARCH AND DEVELOPMENT IN TOURISM

The roles of government are vital to tourism. First, governments generally set the policy of their country, state, or locality towards tourism. They also regulate the different components of the industry on a day-to-day basis.

Second, they perform the research and analysis that result in statistics on the tourist industry. Third, they are often involved in the development of tourism in their areas. This is especially true in the developing countries, but it occurs in industrialized areas as well. Fourth, governments are actively engaged in promoting a flow of tourism. In many countries, tourism is so important that its interests are represented at the ministerial level of government. Spain, for example, has a Ministry of Tourism and Information.

One of the ways in which countries or regions can promote tourism is by relaxing the kind of regulation that usually comes under the heading of "red tape." Travel is made easier when there are no visa requirements and when the entry formalities are simple.

National policy can also discourage tourism. In some cases, this may work to prevent the country's nationals from travelling outward.

Any country can discourage incoming tourism simply by not providing accommodations and catering services or by restricting the length of time a traveller can stay in that country.

Some countries have set visa and entrance requirements that severely restrict entry.

Governments at all levels are also involved in day-to-day regulation of the tourist facilities, including various kinds of licensing.

A license is a document giving permission to carry on a particular kind of activity after meeting prescribed standards and paying a fee.

Catering establishments must be inspected periodically in most localities to ensure that they maintain standards of cleanliness.

An interesting kind of regulation is the official system, used in France and other countries, for rating accommodations establishments according to objective standards.

Research involves travel statistics, tourist expenditures, the purpose of the trip or the tourist's reactions to his vacation. Much of the purpose of research simply involves a classification count — business, pleasure, visiting friends or relatives, health and so on.

Deeper research tries to find out why tourists visited a particular resort and what their reactions were.

Still another kind of research in tourism involves trying to determine the social impact of tourism on an area. This has become an important factor before undertaking tourist development, in part because of the negative effect that tourism has had on many places in the Caribbean.

Most governments now try to regulate the location and density of new developments, thereby spreading the economic benefits more widely.

Where government investment in tourism is not direct, there must be an indirect investment in the form of building or improving the infrastructure. The infrastructure consists of those things that are necessary before development can take place — roads, sewers, electricity, telephone service, airports and water supply.

The facilities that are based on the infrastructure are often called the superstructure.

Another way in which governments encourage tourism is through training programs for service personnel.

Before a government undertakes tourist development, it usually attempts to determine the market potential — the number or per centage of travellers it can hope to attract.

This is followed by studies of the social impact and very often of the environmental impact — what tourism will do to the natural surroundings.

The research is followed by the actual planning and development that include improvement of the infrastructure, financial arrangements, and construction of the superstructure,

The tendency at the present time is strongly in favour of careful research and planning instead of unrestricted growth and expansion.

Task 1. Find in the text answers to these questions:

1. Why are the roles of government vital for tourism?
2. How can tourism be promoted?
3. In what ways can travel be made easier?
4. How can national policy discourage tourism?
5. What is a license? Why is it important?
6. Why must catering establishments be inspected regularly?
7. What does research in tourism involve?
8. What is the purpose of deeper research?
9. Why is the social impact of tourism on an area important?
10. In what way can development of tourism affect the environment?
11. What is the role of infrastructure for development of tourism?
12. What is the superstructure?
13. How else can government encourage tourism?
14. What is the market potential?
15. What steps should be taken before starting tourist development?
16. What is the tendency in tourist development at the present time?

Task 2. Say what you've learned from the text about:

- a) the roles of government for tourism development;
- b) the ways of promoting tourism;
- c) the ways of discouraging tourism;
- d) licensing in tourism;
- e) different lines of research in tourism;
- f) the importance of infrastructure and superstructure in tourism;
- g) the current tendency in tourism development.

STEP 4

Listen to the tape and read an interview with Signor Pacini

of the Sicilian Tourist Board who is talking about tourism in Sicily and how the regional government is trying to improve the industry there

I — the Interviewer

S. P. — Signor Pacini

I. Where do most of your tourists come from?

S. P. Well, a high percentage are Italians, and then other Europeans in the main. And now we are getting a steady stream of tourists from the States, and from Japan.

I. And what do they do when they come?

S. P. The Italians mostly want to be able to enjoy the sun and the sea. Though of course, there are many other reasons why Sicily is so popular both with Italians and foreigners.

I. Such as?

S. P. There's the fact that we have here examples of almost every periods of Mediterranean culture, from the Greek period right through to the present day, which puts Sicily firmly on the map of the cultural and archaeological itineraries. Then there's the geography and geology, the terrain and the flowers and wild life.

I. What, in particular?

S. P. Well, for example, there's Etna with its still active volcano surrounded of course by its own national park. But we have such a diversity of geological formations and also of climatic changes that each area is entirely different. It's an amazingly beautiful and varied landscape for the ecotourist.

I. ... and so they come for a wide variety of reasons. But are their demands the same as, say, they were five years ago?

S. P. To a certain degree, yes. They want to enjoy our cultural heritage, to enjoy our cuisine, to appreciate the countryside, to spend some time on our glorious beaches, though they are now far more activity conscious and more interested in visiting areas that are not established

“tourism resorts”. But they also want better services. In particular they demand, and quite rightly so, better accommodation. And we feel that all this is very important.

We are now part of a European Community project to look at ways of developing and promoting sustainable tourism in the south of Italy. In this project we will be developing criteria to rate hotels uniformly, looking at the transport infrastructure, considering the main tourism cultural itineraries, and looking at the protected areas so we can produce strategies to develop their potential, to promote them internationally and to maintain our regional, cultural way of life. We need tourism. It is our chief employer — but it must be sustainable.

Note the following words from the interview:

- | | |
|--|--|
| 1. itinerary, n | маршрут, путь; путеводитель |
| 2. the terrain | местность; особенности территории |
| 3. wild life / wildlife | живая природа (лес, поле, пустыня, океан и их обитатели); заповедник |
| 4. a diversity | разнообразие, многообразие; разнородность |
| 5. varied (от vary) | различный; многосторонний |
| 6. to a certain degree | в определенной степени |
| 7. cultural heritage | наследие; культурное наследие |
| 8. ecotourist | green tourist; an ecofriendly tourist takes care of environment |
| 9. to be activity conscious | сознательно стремиться к какой-л. деятельности; деятельно настроенный |
| 10. sustainable tourism = tourism that does not destroy environment, tourism that sustains landscape and nature | туризм, не разрушающий окружающую среду; способствующий поддержанию природного, естественного баланса окружающей среды; экологически безопасный туризм |

Task 1. Read the interview again and answer the questions:

1. Why do tourists come to Sicily?
2. Are they attracted only by the climate?
3. What else attracts people to those places?
4. Why is it a popular itinerary for ecotourists?
5. How are tourists' requirements changing?
6. What is your understanding of the words "they are now far more activity conscious"?
7. What do modern tourists demand?
8. What is the idea of a European Community project to promote sustainable tourism?
9. Why do the Italians need tourism?
10. What kind of tourism do they need?

Task 2. Sum up the interview with Signor Pacini.

STEP 5

Vocabulary Practice

BRITISH AND AMERICAN USAGE

Note the difference:

BRITISH

a fortnight
a bill
a lift
a single
a toilet
a tap
autumn
ground floor
a return
a cupboard

AMERICAN

two weeks
a check
an elevator
a one-way ticket
a restroom
a faucet
fall
first floor
a round trip
a closet

Task 1. In the following sentences, find the American word or expression and give the British equivalent.

1. There was a long line of people waiting at check-in.
2. He took a one-way ticket from Paris to Madrid.
3. It's usually cheaper to travel in the fall rather than the summer.
4. Take the elevator to the roof-top restaurant.
5. The faucet in my bathroom leaks.
6. The guest asked for his check.
7. The price of a round trip is \$395, sir.
8. There was only one closet in the room.
9. Excuse me, could you please tell me the way to the restroom?

Task 2. Compound nouns.

Put the words in the box into the appropriate spaces.

- | | | |
|---------------------|------------------|-----------------|
| 1) winter sports | 4) safari | 7) adventure |
| 2) self-catering | 5) cruise | 8) package tour |
| 3) special interest | 6) weekend break | 9) homestay |

- a) a relaxing _____ holiday with old-fashioned hospitality on a family farm;
- b) a month's _____ holiday lost in the Amazon rain forest;
- c) a fortnight's _____ holiday for the family in a rented Swiss chalet;
- d) a ten-day _____ to Thailand, including flights, deluxe hotels and visits to the Sukhothai national park and the pagodas at Ayutthaya;
- e) a two-week _____ in the Baltic Sea aboard the luxury liner Argenta;
- f) a(n) _____ holiday skiing on the slopes of the Pyrenees;
- g) a(n) _____ in Amsterdam to visit the Rijksmuseum and be back in time for work on Monday;
- h) a stay in Mombasa combined with a(n) _____ in the famous Tsavo game park;
- i) a(n) _____ holiday, excavating Aztec temples or learning English in London.

Task 3. Join the phrases in the two sections A and B to make complete holiday descriptions.

A

- a) a city break in Moscow
- b) a three-week expedition to Greenland
- c) a five-day stay in a purpose-built chalet
- d) two weeks on an ocean liner
- e) a month's holiday in a mobile home
- f) a bed-and-breakfast stay
- g) a trip to Disney World

B

- 1) to study the geology, flora and fauna
- 2) in a caravan park in sunny Biarritz
- 3) at one of the Centre Parks holiday villages in Britain, France or Holland
- 4) with two nights at the Metropol hotel and tickets for the Bolshoi
- 5) including a three-day stopover in Tahiti
- 6) with free accommodation in a condo in Orlando
- 7) in a comfortable guest house near the Black Forest

HOW WOULD YOU DESCRIBE THE HOLIDAY IN THE PREVIOUS EXERCISE?

Choose from the list in the box below and explain your choice.

frightening	relaxing	for the family
exhausting	cultural	once-in-a-lifetime
entertaining	romantic	adventurous

Task 4. Answer the question:

What is the opposite of a long-haul destination?

Give an example of each of the following for Russia:

- a) a long-haul destination;
- b) a special interest holiday;
- c) a city break;
- d) a theme Park;
- e) a domestic resort.

Task 5. Use the missing words to complete the definitions:

1. A flight from London to Australia is a _____ flight.
2. A _____ is a holiday where the tour-operator arranges both the flight and the accommodation.
3. Two weeks at a residential art school is a _____ holiday.
4. A holiday aboard a luxury liner is a _____.
5. A two- or three-day holiday which is not taken during the week is a _____.
6. A holiday visiting a game park is a _____.
7. A holiday on a farm, staying as a guest of the owners, is a _____.

The missing words: package tour; weekend break; cruise, safari, homestay, long-haul; special interest.

STEP 6

Grammar Practice

THE DEFINITE ARTICLE: 10 RULES

- Rule 1:** We use "the" before the names of museums: the Uffizi; the Prado; the Louvre; the Victoria and Albert.
- Rule 2:** We use "the" before rivers and oceans: the Nile, the Thames, the Atlantic.
- Rule 3:** We use "the" before island groups: the Seychelles, the West Indies, the Philippines.
- Rule 4:** We use "the" before deserts and mountain ranges: the Sahara, the Alps, the Rockies; the Himalayas.
- Rule 5:** We use "the" with kingdoms, states and republics: the United Kingdom; the USA; the Czech Republic.
- Rule 6:** We do not use "the" before towns and cities, countries and continents: Switzerland; Europe; Moscow; France.
- Rule 7:** We do not use "the" before the names of people: Prince Charles; Margaret Thatcher; Princess Diana.

- Rule 8:** We do not use “the” before lakes and mountains: Lake Ontario, Everest, Loch Ness.
- Rule 9:** We do not use “the” before the names of some tourist attractions: Madame Tussaud’s; St. Basil’s Cathedral; Lenin’s Mausoleum.
- Rule 10:** We often use “the” when two nouns are linked by “of” (unless the first is a proper name, e. g. Lawrence of Arabia): the temples of Bangkok; the Tower of London; the beaches of Goa; the Mayan ruins of Yucatan.

**Task 1. The definite article has been deleted from the text.
Put it back whenever necessary.**

THE FIRST PARAGRAPH HAS BEEN DONE FOR YOU

Seventy per cent of Britons believe visiting London is more dangerous than going abroad, while in Scotland this rises to 80%. These findings come despite a number of tourist killings in Florida, Egypt and elsewhere in Africa, according to Lunn Poly, the travel firm which polled a random sample* of 1,030 adults about their holiday intentions.

Trips to Florida from Britain fell by 20 per cent last summer and nearly half of people who were polled said they would not go there next year.

That is bad news for Disney World in Orlando, top American attraction for British tourists, and bookings are also down to Disneyland near Paris.

British fear of London is not shared by nine million foreigners who visited capital last year — London’s attractions, such as changing of Guard being main reason why Britain was world’s sixth tourist destination. At least 25 per cent of British families are expected to holiday abroad next year, and a record nine million are forecast to book a foreign package holiday.

It looks as if biggest beneficiary will be cheapest country, Spain, where bookings are up by 50 per cent — not least because peseta has fallen faster than pound.

*sample — people who were interviewed

OTHER USES OF "THE"

- a) We use "the" in superlative expressions:

The biggest influences on tourism have been politics and technology.

- b) When the identity of the thing referred to is clear from the context.

I'll meet you in the lobby, (It is obvious which lobby).

- c) When the identity is made clear by a following clause:

The price (that you gave) was unreasonable.

- d) When a noun or adjective is used to create a category:

The Russians want as many tourists as possible.

The dollar is wanted everywhere.

- e) When the noun referred to has been previously mentioned:

She bought a map and a guidebook but took the map back. It wasn't detailed enough.

OTHER OMISSIONS OF "THE"

- a) before nationalities, when referring to an individual:

She's British but her husband is Greek.

- b) When referring to an ability to speak a language:

He's very gifted at languages. He can speak French, German, Spanish and Arabic.

- c) Before nouns used in a general sense:

Ask here for information.

Tourism earns foreign currency.

Task 2. Put in definite articles where they are needed.

HOSTED VILLA HOTELS

Today's business people travel extensively as part of their job and stay in expensive hotels. When they go away they want same comfort as they are used to at home such as en-suite bathrooms, but in a more simple, informal setting.

Sea Club Hotel in Majorca is a hotel that caters for this type of client.

It is registered with Tourist Board as a one-star hotel — that is equivalent to a youth hostel. Its low rating is because there are no TVs or telephones in rooms, but this is probably most expensive one-star hotel in Spain. All rooms have en-suite bathrooms and are built around a luxury swimming pool.

Guests can laze around all day, or take a car to explore island. Then in evening Sea Club comes into its own, with dinner served at one long table — so everyone mixes and gets to know each other. This is what makes Sea Club so unique; business people spend their lives travelling but don't get to meet locals, yet at Sea Club there are always local people who come in to dine and meet guests.

(from "Leisure and Tourism")

Task 3. Put in definite articles where they are needed.

110-YEAR-OLD TOURIST

Britain's oldest man made his first visit to London at age of 110.

Mr. John Evans had never found time or money to make trip from his home in Swansea. But when British Rail offered him an all-expenses-paid birthday treat to capital, he just could not refuse.

He arrived in style at Paddington Station, smartly turned out in his best suit, favourite panama hat and a red rose in his buttonhole.

"It's very exciting, there's no doubt about it," he said. He had never been far from home before, except for one trip to Aberdeen.

"But I've been on seas to that faraway land called Ilfracombe 21 miles from home," he joked.

Mr. Evans, who spent 60 years working as a miner in South Wales, almost made journey to London once before, at turn of century.

"There was a trip to White City but it was ten shillings return from Swansea — too much I thought. All my money went to family then," he said.

During next two days Mr. Evans will be taken on a whistle-stop tour of London to see sights. Top of his list is a visit to Houses of Parliament organized by his MP.

The only arrangement he does not care for is wheelchair provided to ferry him about if he gets tired.

"I don't like chair business — people will think I am getting old," he said.

His ingredients for a long and healthy life have been well publicized — no alcohol, no tobacco and no cursing.

Before setting off from Swansea with his 76-year-old son, Amwel, he quipped, "I'm glad to see they've given me a return ticket."

Task 4. Check the use of definite articles. Sum up the stories.

Task 5. Give your views on the information you learned from the stories.

STEP 7

Developing reading skills

Task 1. Read the article from 'The Guardian' and complete the gaps.

- a) The number of visitors to Britain last year _____
- b) The proportion of repeat visitors: _____
- c) The number of Japanese visitors: _____
- d) Last year's per centage increase in the number of North American visitors: _____
- e) The per centage growth in visitors from the Far East: _____
- f) The number of North American visitors: _____

WHEN THE HEAT IS ON

It's the season of heat and dust, when the British are at the seaside or abroad, leaving their cultural heritage to tourists. The ancient monuments, palaces and historic streets resemble a new Babylon, ringing with European, Asian and American dialects. Last year, Britain attracted nearly 21 million visitors. The trend is steadily upward, but the picture is not unequivocally good.

Tourism is the world's biggest growth industry, and Britain is facing ever fiercer competition for tourists' spending money. "We have been a popular

place to come to for many years,” said Isobel Coy, of the British Tourist Authority. “Now practically every country in the world is after the tourist dollar, whether it has a small coral reef or Florence. There is serious competition out there. Britain has to concentrate on doing well and there is a lot of room for improvement. Two-thirds of our visitors are repeat visitors, which is good, but we must make sure we’re offering people what they want — high standards, value for money, and a warm welcome — so they continue to come.”

They come for different things. The Americans and Antipodeans (Australians and New Zealanders) are interested in common roots and architecture that is centuries older than theirs.

The Russians apparently like Blackpool, the Dutch and Germans have discovered the beaches of East Anglia, the Japanese are heading for Wales, the Scandinavians for the shops in the North-east, and the Italians to the Scottish Highlands.

The North Americans come in great numbers — 3,5 million last year, an increase of 4 per cent on the previous year.

The biggest increase, of 30 per cent, is in visitors from Eastern Europe.

But the big growth market for tourism, and the one all the competing resorts and destinations are aiming at, is the Far East, showing a growth of 15 per cent a year.

The Japanese have been coming, and continue to come, to Britain in considerable numbers — 559,000 last year — but it is such nationalities as the Koreans, the Taiwanese, the Malaysians and the Thais who hold the future in their wallets.

Task 2. Read the text again and answer the questions:

- a) What attracts tourists to Great Britain?
- b) Why must Britain fight to maintain its tourism growth?
- c) How can Britain attract more tourists? What needs to be done?
- d) What are the main reasons for visiting Great Britain?
- e) Why do people of different nationalities prefer different places?
- f) Which is Britain’s biggest potential growth market? Why?

Task 3. Sum up the article.

Task 4. Read a passage and point out the key factors of tourism development in Great Britain.

OVERSEAS MARKETS

Overseas visits to Britain are increasing, as is the amount of money visitors spend once they are here.

Britain is now winning back the market share of world tourism which it lost during the 1980s and 1990s. Tourism is our fastest growing industry and the UK now accounts for around 5 per cent of world tourism receipts.

The British Tourist Authority (BTA) is the statutory body responsible for promoting Britain as a tourist destination worldwide.

BTA works in partnership with the Scottish, English, Wales and regional tourist boards, and is a government – sponsored agency funded by the Department of National Heritage.

BTA's main responsibilities are:

- to promote tourism to Britain from overseas;
- to advise the government on tourism matters affecting Britain as a whole;
- encouraging the provision and improvement of tourist amenities in Britain.

In addition to its 'head office' in London, the BTA has a network of over 40 offices overseas which handle enquiries on Britain from members of the public, travel trade and media.

External influences on international travel to Britain.

Socio-economic factors, demographic trends, the travel patterns of different nationalities, and political factors all have a decisive influence on international travel to Britain.

Economic forecasts can help to determine target markets.

Decisive economic factors include employment and unemployment levels, interest rates, consumer confidence and levels of disposable income.

Discretionary or disposable income (the sum left once essential living costs and other fixed costs such as mortgage repayments have been paid) is a key determinant of tourism demand.

The cost of travel is a further determinant. The worldwide trend towards deregulation of air travel should lead to reductions in air fares as competition between airlines intensifies.

There is also increased competition on the Channel routes, between the ferry companies and the Channel Tunnel.

Accommodation and entertainment costs (such as shopping, eating out and entry to attractions) are equally important in determining Britain's competitiveness, as are exchange rates.

Other social factors which affect international travel trends are age, standard of living and holiday entitlement.

Factors accounting for Britain's popularity as a tourist destination.

Research undertaken by the BTA has shown that visitors to Britain are attracted by several aspects:

a) Heritage, countryside and attractions >

- historic cities
- cathedrals and churches
- castles
- stately homes and their gardens
- archaeological sites of major historical importance such as Stonehenge and Hadrian's Wall
- industrial heritage
- museums and galleries
- literary heritage
- tradition and pageantry
- the beauty and diversity of Britain's countryside and coasts

b) Entertainment and the arts >

- the range and quality of Britain's artistic life (in London around 30 per cent of all theatre tickets are bought by overseas visitors)
- the visual arts — many of our galleries enjoy an excellent reputation in overseas markets;

- sporting events — including Wimbledon tennis, British Open golf, Five Nations rugby, the FA Cup Final and major horse races.

c) Accommodation >

- Britain offers a wide spectrum of accommodation ranging from small B&Bs (bed and breakfast) to luxuriously appointed self-catering cottages and apartments.
- B&Bs and the opportunity they offer to stay in the home of a British family are especially popular with overseas visitors.

d) Shopping >

- Britain is renowned for its shopping in terms of quality, variety and value for money
- Markets remain a strong favourite with many visitors.

(from "Successful Tourism Marketing")

Task 5. Write a brief summary of the text.

Task 6. Using the information from the text discuss development of tourism in Russia along the following lines:

1. What government body in Russia is responsible for promoting Russia as a tourist destination?
2. What factors influence the development of international tourism in Russia?
3. What are the main attractions of Russia for foreign travellers?
4. What nationalities are Russia's most frequent visitors? Why?
5. What is Russia's biggest potential growth market for tourism? Why do you think so?
6. What needs to be done to persuade more people to visit Russia?

Task 7. Speak about prospects for tourism development in Russia.

STEP 8

Developing speaking skills

**Task 1. Find the statistics for tourist travel in the current year and discuss it with your colleagues.
Use the questions below.**

1. What countries head the list of the most popular tourist destination?
2. What makes them so attractive for tourists?
3. What countries are at the bottom of the list? Why?
4. Where is Russia on the list?
5. Are you satisfied with its position in the world of tourism?

Give your reasons.

1. What do you know about tourism development in Spain?
2. What factors make Spain an attractive tourist destination?
3. What factors enabled Poland to enter the top ten most popular tourist destinations?

Task 2. Work in two teams: Team A and Team B.

Team A is going to give a short talk on tourism development in Ireland.

Team B is going to talk about tourism development in Egypt.

Team A	Team B
Read the Ireland fact file.	Read the Egypt fact file.
Discuss tourism in Ireland.	Discuss tourism in Egypt.
Decide what you will tell Team B.	Decide what you will tell Team A.
Make notes and plan your talk.	Make notes and plan your talk
When you are ready, give your talk.	When you are ready, give your talk

Ireland fact file + (the map of Ireland)

History	Recent developments	The present situation
beginning of tourism un-known 845: horse-drawn coach service operating round Ireland (4,000 miles/day) 9 th century: all visitors from Britain 895: 1 st package tour from America 920: 1 st official tourism office 941-45: food scarcity in the UK o US soldiers visit Ireland to eat better post 1945: plentiful food supply o Ireland → British visitors	Real expansion over last 30 years Government help Promotion of special interest holidays: golfing, hiking, fishing Special purpose English language holidays	Become 3 rd largest export earner employs 91,000 appeals to younger generation & independent travellers appeals to Irish Americans in search of roots Special attraction: the cultural holiday (Dublin, Blarney, Kilkenny) Visitors: 55% ← Britain 28,8% ← Europe average stay: holiday 11.1 days VFR 10,4 days

Egypt fact file + (the map of Egypt)

History	Recent developments	The present situation
tourist attraction since "the dawn of time" 798: Napoleon's Egyptian campaign → new interest in Egyptian culture 869: 1st Thomas Cook tour November 869: opening of Suez Canal; 950s: tour operators and operators in place	1963/64: ministry of Tourism set up 1960s: 1 mln. tourists a year gradual increase in number of carriers and hotels: 3,6 mln arrivals in 1992 1992-94: adverse publicity → fall in arrivals	Visitors: 43% from the Arab world; 57% from Europe and North America average stay: 8½ — 9½ days attractions: classical tour (Pyramids, Luxor and Aswan) Nile cruises package charters (Hurghada on the Red Sea)

task 3. Prepare a report on tourism development in Russia. Use the map to show the most popular tourist destinations in Russia. Be ready to answer questions of your groupmates.

STEP 9

Test Yourself

Task 1. What is the English for:

- a) правила въезда в страну;
- b) проводить исследование туристического рынка;
- c) ограничивать туристические потоки;
- d) заниматься повседневным регулированием туристического бизнеса;
- e) поддерживать уровень обслуживания в соответствии с международными стандартами;
- f) способствовать развитию туризма;
- g) определить социальное воздействие туризма на регион;
- h) экономические выгоды;
- i) экологическое влияние туризма на окружающую среду;
- j) улучшение инфраструктуры;
- k) прямое инвестирование в развитие туризма;
- l) определить потенциал рынка;
- m) неограниченное развитие туризма;
- n) отрицательные последствия для окружающей среды;
- o) туризм, способствующий поддержанию естественного баланса окружающей среды;
- p) маршрут;
- q) живая природа.

Task 2. Give definitions for the following words:

- a) ecotourist;
- b) sustainable tourism;
- c) infrastructure;

- d) research and analysis;
- e) visa;
- f) social tourism;
- g) a license;
- h) personnel.

Task 3. Say it in English:

1. Необходимо проводить исследование и анализ туристической индустрии для того, чтобы более эффективно регулировать ее развитие.
2. Снятие ограничений на въезд в страну или ослабление правил въезда способствует развитию туризма.
3. Политика государства в области туризма играет существенную роль в развитии необходимой инфраструктуры.
4. Правительства занимаются на самых разных уровнях повседневным регулированием индустрии туризма.
5. Лицензирование является неотъемлемой частью такого регулирования.
6. Деятельность всех компаний и предприятий, работающих в области туризма, должна контролироваться государством.
7. Прямые и опосредованные инвестиции в развитие туризма должны распределяться таким образом, чтобы экономические выгоды распределялись равномерно по всем регионам.
8. Туризм должен быть экологически безопасным, его влияние на окружающую среду обязательно должно учитываться при составлении перспективных планов.

UNIT III

ENVIRONMENTAL TOURISM

STEP 1

Study the vocabulary list

- | | |
|--|--|
| 1. encouragement, <i>n</i> | ободрение; поддержка; поощрение |
| 2. trash, <i>n</i> | <i>амер.</i> отбросы, хлам, мусор (Am E) |
| 3. litter, <i>n</i> | <i>брит.</i> мусор; сор; беспорядок (Br E) |
| 4. to cart in
<i>syn. to carry</i> | привезти на тележке |
| 5. campaign, <i>n</i> | кампания: например, политическая, рекламная кампания |
| 6. to pick up | собирать; подбирать |
| 7. to go easy on smth.
<i>to go easy on the environment</i> | не приносить вреда; не доставлять хлопот
не засорять окружающую среду |
| 8. to preserve, <i>v</i> | сохранять; оберегать; охранять |
| 9. to conserve, <i>v</i> | сохранять; сберечь |
| 10. to strive, <i>v</i> | стараться; прилагать усилия |
| 11. to avoid, <i>v</i> | избегать; уклоняться; сторониться |
| 12. to sustain, <i>v</i> | поддерживать; подкреплять (жизнь, порядок, равновесие) |
| 13. endangered species | вымирающие биологически виды; виды живой природы в опасности вымирания |
| 14. approach, <i>n</i>
<i>to approach, v</i> | приближение, подход; подступ
приближаться, подходить |

15. **schedule, *n*** расписание; график; план
 to schedule, *v* намечать; планировать
16. **to stagger, *v*** регулировать часы работы; время отпусков и т. п.
 staggered hours разные часы начала работы (для разгрузки городского транспорта в часы пик)
17. **choking, *adj*** удушливый
 to choke, *v* душить
18. **to boom, *v*** быстро расти (о цене; о спросе); рекламировать; создавать шумиху
19. **to top the list** быть во главе списка; иметь наибольшее значение
20. **to be filled to capacity** быть полностью заполненным; заселенным (о гостинице)
21. **to mitigate, *v*** смягчить; уменьшить (отрицательное влияние), облегчить (боль)
22. **a vehicle, *n*** перевозочное средство (автомобиль, вагон, транспортное средство; повозка)
23. **to ferry, *v*** перевозить (на лодке, пароме); переезжать (на лодке, пароме, регулярная переправа); перегонять (самолеты); доставлять по воздуху
 ferry, *n* перевоз; переправа; паром, регулярная авиатранспортная служба
24. **to pollute, *v*** загрязнять; осквернять
 pollution, *n* загрязнение окружающей среды
25. **payoff, *n*** выплата; компенсация
26. **to reduce, *v*** уменьшать; снижать
27. **to find out** узнать (получить информацию, приложив к этому определенные усилия)
28. **to get by** устраниваться; обходиться малым:
 3д. They can get by with the same laundry. —
 Они могут дольше обойтись одним комплектом постельного белья.

29. overloaded waste systems	перегруженные системы вывоза мусора и отходов
30. ski slopes	лыжные склоны
ski runs	лыжня; лыжный путь
31. hiking trails	туристические, пешеходные тропы
32. stray, v	сбиться с пути; отклониться от маршрута
to avoid straying	избегать отклонения от намеченного маршрута
33. a path, v	путь; дорожка; маршрут
34. to enable, v	давать возможность или право на что-л. сделать; облегчать; способствовать чему-л.
35. to survive, v	остаться в живых; уцелеть; продолжать существовать; пережить; вынести; выдержать
a survivor, n	оставшийся в живых; уцелевший
survival, n	выживание
36. damage, n	вред, ущерб; повреждение
to damage, v	повреждать, портить; наносить ущерб
37. irreversible, adj	необратимый
38. lush, adj	сочный; буйный, пышный (о растительности)

STEP 2

Study the glossary to the text “The Environmental Tourist” and note the differences in British and American usage. Give Russian equivalents

AMERICAN	BRITISH	RUSSIAN
autos	cars	_____
trash	rubbish	_____
garbage	litter	_____
(on) vacation	(on) holiday	_____
blissful	wonderful	_____

AMERICAN	BRITISH	RUSSIAN
to boom	to profit most	_____
box loads of	a lot of	_____
to cart	to carry	_____
ethic	principle	_____
ferry	transport	_____
fleet	group	_____
ecotourists	green tourists	_____
choking	polluting	_____
fragile	delicate	_____
flicking off	turning off	_____
conserve	sustain, protect	_____
endangered species	animals or plants at risk	_____
get by	manage	_____
go easy on	not be severe with	_____
hiking trails	walking paths	_____
irreversible	impossible to correct	_____
items	products, goods	_____
laundry	sheets and towels to be washed	_____
leisure	free time	_____
lush	healthy and very green	_____
mitigate the environmental assault	reduce the environmental damage	_____
on the house	free (of charge)	_____
overloaded	with too much to do	_____
payoff	reward; benefit	_____
promote active preservation of	encourage people to do something positive for	_____
purchase	buy	_____

AMERICAN**BRITISH****RUSSIAN**

room and board

room and meals

scheduling

planning

ski runs

pistes

slash

destroy

staggering of

spreading out; visiting at
different times

straying from

go away from

strive to

try to

sustain

keep alive

tops the list

is the biggest problem

wrapping

packaging

STEP 3**Read and translate****TEXT 1. THE ENVIRONMENTAL TOURIST****How to be an ecofriendly tourist in the Alps**

Guests at the Waldhaus Am See in St. Moritz bring more than baggage to the 36-room hotel. With manager Claudio Bernasconi's encouragement, each week in summer they cart in box loads of trash they've found in the Swiss mountains.

The visitor who brings in the most litter gets room and board for a week on the house. The record is 19 kilograms, mostly cans, collected by two Swiss women on vacation last August.

"They said they worked so hard they were going to need another holiday," Bernasconi laughs.

The hotel's two-year-old campaign is meant to encourage visitors to protect the Alpine environment. But Bernasconi and tourist officials throughout the Alps know that responsible, or "soft" tourism requires more than picking up litter.

Successful ecotourists, they say, must start with careful planning — finding leisure activities and transportation that go easy on the environment and searching out resorts that promote active preservation of the Alps.

Once the traveller has arrived, moreover, he or she must strive to conserve energy, avoid endangered species and purchase local products, generally produced by mountain farmers who sustain the fragile landscape of the Alps.

One approach to soft tourism is scheduling a trip between seasons.

Staggering of holiday schedules helps reduce the choking, noisy traffic that tops the list of environmental concerns in most Alpine regions. Alpine resorts generally boom during the height of winter, when hotels are filled to 100 per cent of capacity.

Another important way to mitigate the environmental assault from autos is to take public transportation whenever possible.

In some areas, like Zermatt, Switzerland, local transport is an attraction in itself. In Zermatt, a mountain community 1,620 meters high, cars are forbidden. In their place, a fleet of five electric buses carries skiers to lifts (the fare about \$1.40).

Hotels ferry luggage on some 380 smaller electric vehicles. The payoff for the environment is low pollution and energy demand, and blissful quiet.

The environmental ethic should continue inside the hotel.

Responsible tourists should reduce their own demand for energy whenever possible by flicking off unnecessary lights, by turning down heat, and by finding out how often the hotel changes sheets and towels, and letting the concierge know if they can get by with the same laundry for a longer period of time.

Tourists who visit local shops can try to buy items with minimal wrapping that will add less trash to overloaded waste systems. They can also purchase locally made products when possible. Goods made nearby require less energy to transport, and their sale supports the Alpine economy.

Finally, ecotourists should take their environmental ethic onto the ski slopes and hiking trails of the Alps.

It is important to avoid straying from marked paths or ski runs unless a local guide is present. Snow protects plants and animals through the winter and skis can slash the blanket that enables them to survive.

The future of the alpine ecosystem depends on the behavior of the millions of tourists each year who enjoy the beauty and grandeur of the Alps.

Damage done by the unthinking tourist can be irreversible, and in some parts of the Alps, trash thrown to the side of the trail will be preserved for decades in a deep freeze.

But if everyone cooperates, the payoff will be rewarding vacations in the lush alpine environment for generations to come.

Task 1. Find in the text answers to these questions:

1. How did one Swiss hotel help protect the environment?
2. What does “soft” tourism require?
3. What should successful ecotourist start with?
4. How do responsible tourists sustain the fragile landscape of the Alps?
5. What is another approach to soft tourism?
6. Why is staggering of holiday schedules so vital in most Alpine regions?
7. Are there any other ways to mitigate the environmental assault from cars?
8. How should the environmental ethic continue inside the hotel?
9. What shopping principles should ecotourists follow?
10. How can ecotourists protect the environment on the ski slopes and hiking trails of the Alps?
11. What does the future of the alpine ecosystem depend on?
12. Why is damage done to the nature irreversible?
13. What is the payoff for everyone who takes care of the environment?

Task 2. Say what you've learned from the text about:

- a) at least ten ways of being a good “ecotourist”;
- b) “soft” tourism (or Green Tourism) principles;
- c) the roles of local community in protecting the future environment of the Alpine ecosystem.

Task 3. Study the information chart and discuss the environmental issues concerning the Alps' ecosystem.

Black Alps?	Green Alps?
<ul style="list-style-type: none"> — 100 million people visit the Alps each year; — they spend \$52 billion in the region but none of the money is used to protect the Alps; — the 41,000 ski lifts harm the environment. Forests and rivers are damaged by salt and sewage (human waste) — the environment is polluted by gases from private cars; — the destruction of the forests leads to avalanches and land-slides (falling land and rocks) — A German survey found that 58 per cent of tourists noticed damage to the Alps (such as dead trees and erosion) 	<ul style="list-style-type: none"> — All EC countries have signed an agreement to protect the Alps; — the Swiss want a law which 'makes the polluter pay'; — Swiss tourist offices now give visitors a booklet on how to be good 'ecotourists'; — Clarins, the French cosmetic firm, has created a butterfly sanctuary in the Alps. (There is already one for alpine birds). — Suchard chocolates are paying for alpine tree re-plantation; — "Green" charities are training local people in traditional alpine jobs, from carpentry to building mountain chalets.

1. The Alps are Europe's largest ecosystem, shared by 12 million people.

What laws are needed to protect them?

What harm are tourists doing to them?

What guidelines could be used to treat them better?

2. Who should pay to protect the Alps?

the EC?

national governments?

local people?

visitors?

the polluters?

3. Give reasons for your answer.

Are tourists starting to think about environmental tourism in Russia?

How and where? If not, why not?

STEP 4

Listen to the tape and read the interview with Michael Leech "Protecting the environment"

Michael Leech is Managing Director of a company called Overland Encounter, which organizes adventure holidays to remote destinations. He is very concerned to protect the sites he visits and talks about the way he thinks the environment can be protected.

I — the Interviewer

M. L. — Michael Leech

I. I know you're very concerned about environmental issues at Overland Encounter, but, in practical terms, what can a tour operator do to make sure that tourists don't destroy the beauty of the thing they came to see?

M. L. Well, I think you have to get involved in what we call "Low impact tourism." You can't deprive people of their interest in wanting to travel. But what you can do is to set up patterns of behavior which will introduce them to a country in a responsible way.

That means, for example, making sure that, on an adventure holiday, no detergents are used in springs or streams and that no rubbish is left behind after camps. It means, if you're visiting a protected area like the Antarctic, that people must respect the rules and not damage fragile plants or go too near the penguins. It means providing travellers with a pack with instructions on how to behave and what to do to best preserve the cultures and places visited.

I. Do you think that many people will in fact not listen and will just ignore whatever guidelines you give them?

M. L. Perhaps, but the key factor in minimizing damage through tourism is to keep groups to a manageable size and then you can control how they behave. Thirty on a safari is an absolute maximum.

I. Are operators now putting things back into the environment instead of just taking from it?

M. L. Very much so. There are schemes to protect wildlife habitats in Kenya and Tanzania, to save the rhino, veterinary programmes and so on. People now go on holiday to restore ancient monuments or clean up beaches.

Things have changed and the model of Mediterranean tourism of high-rise concrete, sun, sea, sand and sex is not the one most people now want.

And another thing, in some places the environment is tourism and national parks have been created by it. Without tourism, the animals would have gone.

I think the environment is strengthened by sensitive tourism — look at the preservation of the gorillas, for example.

And you never know, tourism might save the tropical rainforest in a place like Madagascar. I think most countries go through several phases in their tourism development and hopefully, in the best scenario, the local people not only share the income and foreign exchange generated by tourism but also use the amenities.

Note the following words and expressions from the interview:

- | | |
|---|---|
| 1. environmental issues | вопросы, связанные с охраной окружающей среды |
| 2. encounter, n | встреча |
| 3. low impact tourism | safe tourism; responsible tourisms; sensitive tourism |
| 4. an adventure holiday | отдых с элементами приключения, (напр. Сафари) |
| 5. to set up patterns of behaviour | устанавливать определенные нормы / модели поведения |
| 6. to keep groups to a manageable size | количество людей в группах должно быть управляемым |
| 7. to restore, v | восстанавливать; реставрировать |
| 8. a scheme, n | план, проект; программа |
| 9. wildlife habitats | места распространения (животного, растения) |
| 10. tropical rainforests | тропические дождевые леса |
| 11. to share, v | участвовать в распределении; быть пайщиком; пользоваться вместе; делить |

12. amenities, <i>pl</i>	все, что способствует хорошему настроению, отдыху и т. п.
<i>e. g.</i> the amenities of the famous resort	благоприятные условия для отдыха на знаменитом курорте
amenities of home life	прелести семейной жизни

Task 1. Read the interview again and answer the questions:

1. Michael mentions patterns of behaviour which an operator can encourage among tourists. What are they?
2. What, according to Michael, is a “key factor”?
3. In what way is tourism now putting things back into the environment?
4. What steps should be taken to make sure that no damage is done to the environment?

Task 2. Sum up the interview with Michael Leech.

Task 3. Think and answer:

1. What guidelines would you give to tourists travelling to Russia?
2. How important are environmental issues for Russian tourists?

STEP 5

Vocabulary Practice — Reporting verbs

These verbs are often used to report what someone has said.

Do you know them all?

acknowledge	concede	insist	remark
accept	confirm	maintain	reply
agree	deny	observe	reveal
announce	explain	point out	state
claim	imply	promise	suggest

They can be followed by a clause beginning with “that.”

For example: The protest movement claimed that the environment would suffer but the chairman of the planning committee guaranteed that it would be protected.

These verbs can be followed directly by “to.”

Accept, agree, claim, promise, threaten.

The hotel **has agreed to reduce** noise levels after midnight.

The protest movement **has threatened to blow up** the planned development.

Some reporting verbs are followed by a person, then “to.”

These include: advise, instruct, order, remind, urge, ask, invite, persuade, tell, warn.

They **persuaded the operator to drop** the project.

She **warned them not to go ahead.**

Task 1. Fill in the gaps with suitable verbs from the box.

Often more than one answer is possible.

1) claimed	5) observed	9) imply	13) conceded
2) promised	6) stated	10) denied	14) accepted
3) insisted	7) maintained	11) replied	
4) pointed out	8) acknowledged	12) suggest	

In a strongly-worded article Vanessa Gardner, editor of “Tourism Alert” (a)_____ that “Green Tourism” is just another marketing gimmick to lure even more tourists to new destinations and make even more bucks for the operators.

She (b)_____ that tourism brings foreign income to developing countries but (c)_____ that all the local population get out of tourism is the privilege of making our beds and shining our shoes.

And she (d)_____ that the marketing people are wrong to (e)_____ that a holiday can only be GREEN if it takes place in an undiscovered part of the world and costs the earth.

She (f)_____ that you only need twenty rich foreigners descending on an Amazonian village to create more environmental and cultural damage than 10,000 ordinary holiday makers enjoying themselves in a resort where there is no fragile ecosystem or culture left to ruin.

But in another article Anthony Gay of Outreach Adventures plc. disagreed. He (g)_____ that Green Tourism was just a fashion and (h)_____ that operators did care about the future. And to prove it he (i)_____ to donate \$100 per person to the Worldwide Fund for Nature.

How many businessmen would do that?

Note: Green Tourism: tourism which takes into account the policies for preserving the environment.

**Task 2. Use the reporting verbs to complete these sentences.
Use each verb once only.**

1. The guest _____ to leave unless he was given a non-smoking room.
2. The concierge _____ they visit the new nature reserve.
3. The receptionist _____ the guests when they come down to breakfast on their last morning that they need to check out before 11 a. m.
4. The manager _____ his staff to switch all unnecessary lights off.
5. "It's dangerous to walk too close to the cliff," she _____ the party.
6. The maid _____ having taken the necklace from Mrs. Brown's room.
7. The local rep _____ the hotel guests to a farewell party.
8. The government _____ that there are sufficient tourist jobs in the area.

**Task 3. Choose suitable reporting verbs to complete the story
but do not use 'say' or 'tell'. Make sure you put
the verbs into the appropriate tense.**

In an article published in "The Times" it was (a)_____ that out of the 120 million glossy brochures which are printed every year 38 million are thrown away. It (b)_____ that the reason why these brochures cannot be recycled is because of the inks that are used in the printing process. However the chairman of Green Flag International, a non-profit-making conservation organization, is (c)_____ tour operators to become green and to save paper.

He (d)_____ that saving trees will also save the operators money. He also tries to (e)_____ hoteliers to conserve scarce resources by saving water and electricity. He (f)_____ that they no longer change towels daily and (g)_____ their guests to switch off lights when leaving rooms. He (h)_____ the campaign is an attempt to stop other countries suffering uncontrolled development on the scale seen in Spain in the 1970s. Although he (i)_____ that his campaign has been a success in Malta he (j)_____ that he is often fighting public disinterest. "Until the general public (k)_____ «Green Tourism» and closes holidays where the tour operator shows he is concerned with protecting the environment, few tour operators will change their policies," he (l)_____.

STEP 6

Grammar Practice — Conditionals

In conditional sentences the sequence of tenses is not absolutely fixed and depends on what you want to say.

Task 1. Which of the following conditional sentences:

- a) describe a usual state of affairs?
- b) talk about the past?
- c) make an offer?
- d) make a recommendation?
- e) make a polite request?
- f) describe situations which are unlikely or impossible?

1. If you buy a travel pass, you pay less.
2. If you go to the Natural History Museum, you'll be able to see the special exhibition on dinosaurs.
3. If I were you, I'd avoid the crowded areas.
4. If you had a car, you'd be able to visit the safari park.
5. If you'd been here last week, you'd have seen the carnival.
6. If I had known you wanted a theatre ticket, I'd have got one for you.

7. If you have enough time, you might want to visit the old castle.
8. If you're looking for something really exciting, you should go to the Museum of Horror and torture.
9. Should you have any problems, please let me know.
10. If you'd like me to phone them, I'll do it for you now.
11. If you'll just fill in this registration form, I'll make the booking for you.
12. If you want a cheaper place to stay, you'd be better off at the Dolphin Hotel.
13. If you hadn't made the booking in advance, you'd be without a bed for the night.
14. If they hadn't created the proper infrastructure beforehand, they wouldn't be hosting the next Olympics.
15. I'd be grateful if you could fill in this questionnaire before you go.

Other ways of making a conditional:

Unless you've other plans, you could visit the Museum of Science and Technology.

You shouldn't get lost **providing/provided (that)** you take a map.

Anyone is allowed into the casino **on condition that** they are over 18.

Task 2. Complete the sentences with suitable words or phrases from the box below:

1. If you _____ by bus, it'll only take you a few minutes.
2. In the event of an accident, the alarm _____.
3. If the lift doors refuse to open, please _____ the button.
4. Students are allowed into the museum at reduced rates provided that they _____.
5. Children are permitted in the bar on _____ that they do not disturb the other guests.
6. Cheques are not accepted _____ they are accompanied by a cheque guarantee card.
7. If you become separated from the tour, please _____ your way to the coach pick-up point.

8. If you have completed the registration form, I _____ the key.

9. You can go to the Savoy for dinner as long as _____ not _____ jeans.

a) will give

f) press

b) go

g) you are not wearing

c) make

h) unless

d) have a valid students' card

i) condition

e) will sound

Task 3. Make up conditional sentences expressing improbability.

1. If / you / become/ managing director of Forte hotels / what do?
2. If / I / lose a guest on an excursion / I / ring / the hotel.
3. If / you / have / a car / drive across Europe.
4. They / earn / more money / if / work / long hours/.
5. The guide / tell / day-trippers about the funfair if / know / where if / be.

Task 4. Fill in the gaps the way you think appropriate.

1. If you _____ modern art, you _____.
2. The Old Town Hall _____ if it _____ a tourist attraction.
3. If you need any more advice, _____.
4. If you — just come this way, _____ you where it is on the map.
5. If I _____ you, I _____ travelling in the rush hour.
6. I _____ told them that you _____ coming if I _____ beforehand.
7. You won't be able to hire a car _____ you've got a valid driving licence.
8. There shouldn't be any difficulty getting to Göteborg _____ that the ferries run to schedule.
9. If you _____ now, you _____ there before the match starts but I doubt if you _____ time.
10. I you _____ stay for more than a week, you _____ better off getting a cheap rail pass.

Task 5. Answer the questions and give your reasons.

If you were the mayor of your town / city what would you do to make the place more attractive to tourists?

If it did become more attractive, how would you control the extra influx of people?

STEP 7

Develop your reading skills

Task 1. Read the story and do the tasks after the text.

DOES TOURISM RUIN EVERYTHING THAT IT TOUCHES?

At the entrance to one of the ruined temples of Petra in Jordan, there is an inscription chiselled into the soft red rock. It looks as if it has been there for centuries. It could have been carved by one of King Herod's soldiers, when they were imprisoned in the town in 40 BC. But closer inspection reveals that it is not so ancient after all. It reads:

Shane and Wendy from Sydney were here. April 16th 1996.

The ruins of Petra were discovered in 1810 by a Swiss explorer, and a recent report has just concluded that 'they are in grave danger of being destroyed by the unstoppable march of tourism'. More than 4,000 tourists a day tramp through Petra's rocky tombs. They wear away the 'soft red sandstone to powder and (occasionally!) scratch their names into the rock.

It is not just Petra that is under threat of destruction. More than 600 million tourists a year now travel the globe, and vast numbers of them want to visit the world's most treasured sites: the Parthenon, the Taj Mahal, Stonehenge, the national parks of Kenya. The tourist industry will soon be the largest industry in the world, and it has barely reached its 50th birthday. Many places that once were remote are now part of package tours. Will nothing put a stop to the growth of tourism?

A BRIEF HISTORY OF TOURISM

The Romans probably started it with their holiday villas in the Bay of Naples.

In the 19th century, the education of the rich and privileged few was not complete without a Grand Tour of Europe's cultural sites.

Things started to change for ordinary people in 1845 when Thomas Cook, of Leicester, England, organized the first package tour.

By 1939, an estimated one million people were travelling abroad for holidays each year.

It is in the last three decades of the 20th century that tourism has really taken off. Tourism has been industrialized: landscapes, cultures, cuisines, and religions are consumer goods displayed in travel brochures.

TOURISM TODAY

The effects of tourism since the 1960s have been incredible. To take just a few examples:

The Mediterranean shores have a resident population of 130 million, but this swells to 230 million each summer because of the tourists. This is nothing. The United Nations projects that visitors to the region could number 760 million by the year 2025. In Spain, France, Italy, and most of Greece, there is no undeveloped coastline left, and the Mediterranean is the dirtiest sea in the whole world.

In the Alps, the cable cars have climbed ever higher. More and more peaks have been conquered. It is now an old Swiss joke that the government will have to build new mountains because they have wired up all the old ones. There are 15,000 cable car systems and 40,000 kilometres of ski-runs.

American national parks have been operating permit systems for years. But even this is not enough for the most popular sites. By 1981, there was an eight-year waiting list to go rafting down the Grand Canyon's Colorado River, so now there is a lottery once a year to select the lucky travellers.

In Notre Dame in Paris, 108 visitors enter each minute during opening hours. Thirty-five buses, having put down their passengers, wait outside, their fumes eating away at the stonework of the cathedral.

Poor Venice with its unique, exquisite beauty. On one hot, historic day in 1987, the crowds were so great that the city had to be closed to all visitors.

In Barbados and Hawaii, each tourist uses ten times as much water and electricity as a local inhabitant. Whilst feeling that this is unfair, the locals acknowledge the importance of tourism to their economy overall.

The prehistoric cave paintings at Lascaux in France were being slowly ruined by the breath and bacteria from 200,000 visitors a year. The caves have now been closed to the public and a replica has been built. This is much praised for its likeness to the original.

THE FUTURE OF TOURISM

Will there be more replicas like in Lascaux? There already are. Heritage theme parks (mini-Disneylands!) are springing up everywhere. Many of the great cities of Europe, such as Prague, Rome, and Warsaw, are finding that their historic centers are fast becoming theme parks — tourist ghettos, filled with clicking cameras and whirring camcorders, abandoned by all local residents except for the souvenir sellers.

Until recently, we all believed that travel broadened the mind, but now many believe the exact opposite:

‘Modern travel narrows the mind’.

Note: BC — before Christ (до нашей эры);

AD — Anno Domini (нашей эры);

to chisel an inscription — высекать надпись (на мраморе, на камне).

Task 2. Work in pairs. Read the text quickly and discuss these questions.

1. What do you understand by the title of the article?
2. Which of the places affected by tourism are mentioned?
3. What is said about them?
4. Is the writer optimistic or pessimistic about the future of tourism?

Task 3. Check your comprehension. Are the following statements true (✓) or false (✗)? Correct the false ones with the right information and discuss your answers with a partner.

1. An ancient inscription has been discovered at the entrance of a ruined temple in Petra.
2. Nearly 1.5 million tourists a year visit Petra.
3. The stone in Petra is so soft that the tourists' feet are destroying it.
4. Tourism has been the world's largest industry since the 1960s.
5. It is now possible to go everywhere in the world on a package holiday.
6. In the 19th century, Thomas Cook organized tours of Europe's cultural sites for rich people.
7. The number of foreign tourists has been growing gradually since 1939.
8. There will be a huge increase in the numbers of tourists to the Mediterranean.
9. The Swiss are considering ways of creating new mountains for skiers.
10. Nowadays, you can only go rafting down the Colorado River if you win a lottery.
11. The caves of Lascaux are going to be closed to the public and a replica is going to be built in Disneyland.
12. Local people are moving away from many historic city centers.

Task 4. What do the following numbers refer to?

40 BC	230 million
1810	eight-year
600 million	108
1845	1987
1939	ten times

Task 5. Try to guess the meaning of the following words from the text.

tramp

swells

treasured

clicking

replica

whirring

Task 6. Find a word in the text that has the same or similar meaning to the following:

shows (*v*)

unbelievable (*adj*)

reached a decision (*v*)

defeated and controlled (*v*)

serious (*adj*)

choose (*v*)

hardly (*adv*)

extremely beautiful or delicate (*adj*)

distant and far away (*adj*)

admit, accept (*v*)

having special rights
and advantages (*adj*)

left (*past participle*)

STEP 8

Develop your speaking skills

Task 1. Think and answer:

1. How vital is problem of ecotourism in Russia?
2. What tourist attractions and destinations in Russia have suffered from the development of tourism?
3. What is the attitude of wide public in Russia to ecological dangers?
4. What are the most effective ways of environmental protection needed to protect the environment in Russian tourist areas?
5. What else should be done to make tourism in Russia both attractive and ecologically safe?

Task 2. Prepare a report on environmental issues concerning the ecosystem in different parts of Russia.

Make recommendations to travel agents, working in those parts, regarding their environmental approach to responsible tourism.

Task 3. Role Play.

You are going to hold a public meeting and debate the pros and cons of a major tourism development in an area of outstanding natural beauty.

1. First read the newspaper article and summarize the main points.
2. Choose the role you want and follow the suggestions on the role.
3. You can add your own ideas to the suggestions.

One of you is going to be **the chairperson**.

Your role is to make the meeting go smoothly and let everyone have their say. Discussions can get heated and you may have to remind participants to remain polite, not interrupt, not monopolize the discussions and so on.

Here is some useful language:

Opening a meeting: Right, shall we get started?

The first thing we have to discuss / decide is...

Inviting comments: I'd like to give the floor to...

Mr. Johnson, is there anything you would like to say?

Does anyone have any further comments?

Would you like to come in here?

Directing the proceedings: We seem to be losing sight of the main issues.

With respect, I don't think that is entirely relevant.

Could we stick to the subject under discussion, please?

Perhaps, we could come back to that later.

I'll come to you in a minute.

Closing the meeting: Are there any further points anyone wishes to make?

To sum up, ...

Are we all agreed on this?

Shall we take a vote? All those in favour? All those against? I declare this meeting closed.

The issue for discussion.

Ambitious plans to spend £ 100 million on a disused mine to turn it into a tourist complex are causing a fierce dispute among locals.

The tourist development is planned to center around a “Quarrytorium,” with a guided visit down the mine, and a residential complex waterfalls, lasers and holograms and an adventure playground.

The disused mine is less than a mile from a village, where local people live.

Recently a company called LeisureLand has come up with a project which, besides the Quarrytorium, also includes hotels, conference facilities, shops and restaurants, and a sports center. Most controversially, there are also plans for thirty ‘holiday farmsteads’, each consisting of about twenty farm-type cottages.

However, since the proposals were published in the local paper, people have started objecting. A protest group has been formed, headed by Gwynneth Jones, whose house overlooks the mine.

Although careful to give credit to the town council for buying and trying to develop the area, the protest group feels that the scheme would overwhelm the village and be alien to the natural beauty of the region.

The matter is now being debated at an extraordinary council meeting in the town hall at which a decision must be reached.

Representatives of all viewpoints of the local community have been invited.

SUGGESTIONS FOR THE ROLES

G. Jones — leader of the local protest movement.

Views on the proposed tourist development:

- tourism creates mainly temporary, seasonal employment;
- the few permanent jobs unlikely to go to locals;
- community will not benefit overall;
- will create land speculation, causing house prices to rise and forcing more young people to leave the area.

SUGGESTION: DEVELOP THE AREA INTO A HIGH-TECH BUSINESS PARK

Advantages:

- permits the area to be levelled and landscaped;
- area would blend in with the surrounding countryside;
- creates wealth in the area;
- creates a permanent and stable workforce in the region;
- avoids the inevitable congestion and disruption caused by excessive tourism;
- sustains local culture and language.

B. Hall — Chair of National Park Society

Views on the proposed tourist development:

- people come for natural beauty and tranquility;
- area would be spoilt by heavily congested roads, day trippers, litter;
- local infrastructure could not cope with the coachloads from Manchester and Liverpool;
- too great a burden on local hospitals and the police.

**SUGGESTION: IF PEOPLE WANT THE SORT OF TOURIST ATTRACTION
BEING PROPOSED THEY SHOULD GO TO THE SEASIDE**

M. Hamilton — Vice-chairman of LeisureLand

Views on the area:

- of the area; tourism potential;
- work in shops and cafes is seasonal;
- in summer the Snowdon mountain railway, which runs from the village, takes over 150,000 people to the summit, and has to turn many away;
- during the winter the village is dead;
- area losing valuable human resources;
- more people coming into the area;
- if there is nothing for the extra number of tourists to do, they will wander round the National Park, causing unnecessary damage.

Leisure Land will:

- establish a year-round tourist attraction;
- create 300—500 temporary construction jobs;
- create 1,000 permanent full-time jobs for local population;
- create controlled entertainment for the day trippers;
- save the National Park from damage.

B. Evans — Town councillor**Views on the proposed tourist development:**

- ridiculous to turn down an opportunity to create 1,000 jobs;
- without jobs, the language and culture of Wales will be lost;
- no additional financial burden to the community — grants can be obtained from the Welsh Tourist Board, the Sports Council and the EU.

SUGGESTIONS:

- Arfon Borough Council owns the land — can insist that the new 600 new houses are not sold outright or as timeshare apartments, but rented strictly on a weekly or weekend basis;
- the council can make sure that the Welsh language and culture are promoted, e.g. hold festivals of Celtic music and Welsh arts and crafts festivals.

M. Jones — Owner of small gift shop and restaurant.**Views on the proposed tourist development:**

- welcome influx of tourists;
- valuable business opportunity;
- unemployment in the area;
- Greens are in a small minority — should not be allowed to influence such an important decision;
- wildlife has never been in danger;
- derelict mine is an eyesore.

Views on the proposed tourism development:

- would result in cars coming at the rate of one every four seconds on a summer holiday weekend;
- would create havoc on the roads;
- Welsh language and culture would be severely affected by the number of holidaymakers from England — already difficult to keep the ancient language and culture of Wales alive;
- this new housing estate will be used by people from the North of England as second homes;
- they will be a separate community giving nothing to the area;
- the 600 houses will be empty for most of the year.

Divide into two groups: those who are against the project and those who are in favour; debate the issue and vote on it.

Task 4. Discussion. Think and answer.

1. How and where do you usually spend your holidays?
2. Have you ever had a “green” holiday? Would you like to?
3. Do you think it would be more or less interesting than your typical holidays?
4. Have you ever been on an educational or activities holiday?
5. What were the good or bad points?
6. Where would your ideal holiday be in the English-speaking world? Australia? The United States? Ireland? Great Britain? Why?
7. Have you ever visited a country that you prefer to your own?
8. Would you like to live there?
9. How would your lifestyle differ from your present one? Why?
10. Norway’s 1994 Winter Olympic Games were the first “Green Games.” There was no big building programme and visitors were forced to use public transport. What would be the public reaction if this happened in Russia?
 - i i. What is your personal attitude to “green” issues?

STEP 9

Test Yourself

Task 1. What is the English for:

- a) бережно обращаться с природой;
- b) экологически безопасный туризм (3 варианта);
- c) ответственный подход к проблеме загрязнения среды;
- d) уменьшить вредное влияние автомобилей на окружающую среду;
- e) поддерживать баланс в природе;
- f) собирать мусор и отходы;
- g) низкий уровень загрязнения;
- h) обходиться минимальными затратами энергии;
- i) наносить непоправимый ущерб;
- j) регулировать время туристических заездов;
- k) экологический «удар» по природе;
- l) за счет гостиницы;
- m) поощрять попытки посетителей защитить окружающую среду от загрязнения;
- n) благоприятные условия для отдыха;
- o) сохранить скудные ресурсы природы;
- p) влияние туризма на жизнь местного населения;
- q) меры по ограничению наплыва туристов;
- r) создавать копии существующих достопримечательностей.

Task 2. Give definitions for the following words:

- a) sustainable tourism / soft tourism;
- b) an ecotourist;
- c) the environmental assault;

- d) low pollution;
- e) the payoff for the environment;
- f) endangered species;
- g) staggered hours.

Task 3. Say it in English:

С развитием туризма проблема загрязнения окружающей среды стала особенно актуальной. Туризм стал отраслью с настолько высокими темпами развития, что в ближайшем будущем большая часть населения земного шара будет вовлечена в этот вид деятельности. Нельзя ограничить людей в их желании путешествовать, а это создает не только новые рабочие места для местных жителей, но и массу экологических проблем. Люди, которые стали называться «экотуристами» или «зелеными» туристами, хорошо осознают экологическую опасность массового туризма. Они ответственно относятся к окружающей среде и делают все, что в их силах, чтобы уберечь места туризма от экологического «удара». Правила их поведения во время туристического отдыха чрезвычайно просты.

Они собирают и уничтожают мусор и отходы в местах скопления людей, стараются свести до минимума использование автомашин, которые загрязняют воздух, находят такие виды отдыха и передвижения, которые не вредят окружающей среде.

Забота об экологии должна быть частью работы турагенств и туроператоров. Необходимо тщательное планирование туров с учетом наплыва посетителей. Очень часто люди просто не задумываются о пагубном влиянии их пребывания на природу и образ жизни местного населения.

Но если все будут действовать заодно, то наградой станет отдых в поистине чистой и здоровой обстановке.

UNIT IV

TOURIST PROMOTION

STEP 1

Study the Vocabulary list

- | | |
|-----------------------------|--|
| 1. to retain, <i>v</i> | сохранять, поддерживать |
| 2. fringe benefits | льготы, предоставляемые по месту работы помимо заработной платы: напр., оплаченные отпуска; служебный автомобиль и т. п. |
| 3. to cause, <i>v</i> | быть причиной; вызывать |
| 4. to overcome, <i>v</i> | преодолеть |
| 5. bias, <i>n</i> | уклон; пристрастие; предвзятость |
| эд. seasonal bias | сезонные тенденции; сезонность |
| 6. to extend, <i>v</i> | простирается; тянуться; распространять (влияние) |
| 7. to spread, <i>v</i> | распространять; способствовать развитию |
| 8. retail, <i>adj</i> | розничный; розничная продажа |
| 9. to advertise, <i>v</i> | рекламировать; помещать объявление |
| 10. advertising, <i>n</i> | реклама (как вид деятельности) |
| 11. advertisement, <i>n</i> | реклама (как продукт рекламы); рекламное объявление |
| 12. a feature, <i>n</i> | большая газетная статья; сенсационный материал (в статье, сообщении по радио или телевидению) |
| 13. facilities, <i>pl</i> | оборудование, сооружения; средства, возможности, благоприятные условия для осуществления какой-л. деятельности |
| 14. amenities, <i>pl</i> | все, что способствует хорошему настроению, отдыху |

- | | |
|-------------------------------|---|
| 15. familiarization, <i>n</i> | осваивание, ознакомление |
| 16. to generate, <i>v</i> | порождать; вызывать; производить; генерировать |
| 17. income, <i>n</i> | доход |
| 18. brochure, <i>n</i> | брошюра |
| 19. word of mouth | «из уст в уста»; передача информации при личном общении |
| 20. to influence, <i>v</i> | влиять; оказывать воздействие |

STEP 2

Read and translate into Russian

- Promotion is paid advertising and public relations efforts that in case of tourism encourage recreational travel either generally or on specific carriers and to specific places.
- Fringe benefits are other benefits than pay raises. The most important fringe benefit in relation to tourism is the paid vacation.
- In current usage, the term "*media*" refers to the means of spreading information through the print media, like newspapers and magazines, and the broadcast media, like radio and television.
- Brochure is a pamphlet usually put out for promotional purposes.
- In advertising, a *throwaway* usually means a one-page advertisement that can be widely distributed by mail or by hand.
- Direct mailing is a form of promotion that involves mailing brochures or throwaways to a selected list of people.
- The mailing list often includes card holders, previous customers, members of clubs or organizations, and so on.
- Destination advertising stresses a resort area or some other tourist destination.
- Institutional advertising is intended to keep the name of a corporation — such as an airline — in the public eye rather than to give much information about specific services.

STEP 3

Read and translate

TEXT 1. TOURIST PROMOTION

There have been three aims of most tourist promotion in the last few years.

The first has been to retain the established market of people for whom travel is a normal form of recreation.

The second purpose of tourist promotion has been *to increase the size of the market*. In order for tourism to grow, it is necessary to attract people who would not have travelled much until the last few years.

It is significant for tourism that trade unions now fight for fringe benefits for workers such as longer paid holidays and shorter work weeks. A three-day weekend would almost certainly cause an increase at least in domestic tourism.

The third goal of tourist promotion has been *to overcome* what might best be called *its seasonal bias*.

In many countries, summer is the traditional vacation season. In France, for instance, the summer vacation has extended even to the shutting down of many stores and small businesses. Hundreds of thousands of Frenchmen leave Paris in August for the south of France or for destinations outside the country. Winter vacations have been heavily promoted to spread tourism more evenly throughout the year. There has been a big increase in facilities for winter sports.

Ski resorts have sprung up which attract not only the wealthy to resorts in Switzerland, but also the office or factory workers who want to get out on the ski slopes for a winter weekend.

Many different organizations are involved in tourist promotion. They include tourist bureaus, the transportation companies, tour operators, retail travel agents and individual hotels or hotel chains.

Through their tourist offices, governments do a great deal of travel promotion, both in the form of advertising and publicity.

There are two major kinds of promotion — publicity and advertising.

Publicity might well be termed free advertising. It consists of stories placed in newspapers and magazines about travel, accommodations, restaurants, and other parts of the whole tourist industry. Many newspapers and magazines carry such stories regularly as **features**. Professional travel writers journey from resort area to resort area to report on the facilities and amenities that are available.

Another kind of tourist-connected public relations comes under the heading of **familiarization**. People in the industry, especially those involved in sales — travel agents — are frequently provided with free trips to tourist destinations. They will be able to answer questions from their own experience.

Tourist advertising is a large business in itself. Most of the advertising is directed toward the large tourist-generating regions.

Media, the plural of medium, is a term that is used for the different means of spreading information in the form of news and advertising. **Newspapers and magazines** — the print media, and radio and television — the broadcast media — are usually included in the term.

Television reaches the largest market, one that generally cuts across different social and income groups. TV time is also very expensive, so it is used principally by transportation companies and government tourist agencies.

Radio serves a more limited audience since it cannot transmit the beautiful pictures and colours of television. But it is unique because it can reach people driving their cars.

Another form of advertising is **the brochure**. Tour operators distribute brochures in large numbers to travel agents in the market area they are trying to reach. In addition, many of them are sent out by direct mailing to selected lists of customers by tour operators and travel agents.

Perhaps the most effective kind of tourist promotion is the one that cannot be manipulated by the industry.

This is **word of mouth**, what one person says to another about his or her vacation. And this is indeed a major topic of conversation among people who travel.

Like news stories, the results of “word of mouth” can be good or bad. A recommendation of a resort or hotel by one family to another can significantly influence the choice people are likely to make. On the other hand, a bad report spread around by dissatisfied tourists may sharply cut tourism.

Among other things, “word of mouth” guarantees that the tourist industry will provide more or less what it promises. One might say that it is a powerful force in keeping the industry honest.

Task 1. Find in the text answers to these questions.

1. What has been the first aim of most tourist promotion in the last few years? What has been the second purpose of tourist promotion?
2. In what way is the effort by unions to obtain more fringe benefits for workers significant to the tourist industry?
3. What has been the third aim of recent tourist promotion?
4. What has been done to spread tourism more evenly during the year?
5. What kinds of organizations are involved in tourist promotion?
6. What are some types of publicity in tourist promotion?
7. How do professional travel writers provide publicity for tourism?
8. What is another kind of tourist-connected public relations?
9. What does this involve?
10. Where is tourist advertising directed?
11. What kind of market does television reach?
12. Why does radio serve a more limited audience?
13. How are brochures distributed?
14. What is an effective form of tourist promotion that cannot be controlled by the industry?
15. What does word of mouth guarantee concerning the tourist industry?

Task 2. Say what you've learned from the text about:

- a) the major aims of most tourist promotion;
- b) the major kinds of promotion;
- c) various means of tourist promotion; their advantages and disadvantages;
- d) the effect of word of mouth for tourist promotion.

STEP 4

Listen to the tape and read an interview with George Webber who works for a large tour operator. He is talking about “familiarization trips”

I — the Interviewer

G. W. — George Webber

I. George, you’ve been working for one of Europe’s largest tour operators for the past twenty years. Can you tell us what familiarization trips are?

G. W. Well, the familiarization trip or “fam trip,” as it is commonly known, means different things to different people. Basically, for us, it is an opportunity for the people who sell our holidays to get to know our hotels and resorts better. We, as a tour operator, get together with an airline, the relevant national tourist office, and one or more of our hotels to construct a trip for the employees of the travel agencies that we’re dealing with. They will be staying in our hotels, which, we hope, they will then recommend to their customers. Now, in the past this was really often seen as a chance for, basically, a cheap holiday. You stayed in a nice hotel, met a few people and had a good time. Not much work was done. It was considered a kind of freebie.

I. But not any more?

G. W. Well, I think those days have long gone. In the current economic climate, everyone is looking for value for money. No one’s got money to throw around.

Organisations invest in fam trips in the hope of securing extra business. In the past, we simply saw familiarization trips as a kind of reward. These days, that’s still important but we emphasize much more the learning or the “educational” side. Of course, we want people to have fun, but we need to see a return for our money. We want to make sure they go away with a good knowledge of our resorts and hotels. Any agency employee who comes on one of our fam trips is given a questionnaire to fill in while they are staying in the hotel, and we always ask for a report to be written afterwards. In that sense they’re educational.

- I.** You said earlier that fam trips were an opportunity for people to meet each other, but isn't it true that it's always the same kind of company that gets invited on fam trips — by that I mean the big ones?
- G. W.** Well, yes and no. Clearly we cannot send every employee in every agency on a familiarization trip. The important thing is to reward customer loyalty. So then we'll ask a good agency to send along a member of staff who has probably never stayed in one of our hotels before and see exactly what our hotels have to offer.
- Naturally, popular agencies sell more of our holidays, so more of their employees will go on our fam trips.
- I.** Right. So it's a question of how popular a travel agency is?
- G. W.** Yes, but then there are the new-product educational trips. They may be quite different. Maybe our new hotels will appeal to travel agents that we don't do much, or even any, business with. When we have new hotels we wish to promote, we have to calculate which agencies to approach. Then we do deals with smaller agencies. All businesses need to evolve, so we can't just use the same hotels or the same travel agencies year after year.
- I.** So who pays for fam trips?
- G. W.** Well, as I said: tour operators, transportation companies, such as airlines, but also coach companies and ferry operators and the hotels themselves. We actually charge the agencies something for sending people along. That way agencies themselves become more concerned about getting value for money. We don't charge much, mind, or we wouldn't get anyone who was interested.
- I.** Right. Will you be sending people out soon?
- G. W.** Not right now, but we'll be sending people out in May, nearer the high season. Then by June we'll have arranged some more trips for the end of the summer, when we're not so busy. We also try to make sure that we send people who are in more or less the same positions in their firms. We don't usually have junior staff and senior management together, for example. They might feel a bit uncomfortable.
- I.** Right. Well, thanks very much.

Note the following words and expressions from the interview:

- | | |
|--|--|
| 1. relevant | имеющий к чему-л. отношение;
относящийся к делу |
| 2. to construct a trip | организовать поездку |
| 3. to secure, v | доставать; получать; добиваться;
достигать (цели) |
| 4. эд. in the hope of securing
extra business | в надежде получить дополнительный
бизнес |
| 5. a return for money | доход от вложенных денег |
| 6. value for money | выгодно потратить деньги; полу-
чить сполна |
| 7. a questionnaire | вопросник, анкета |
| 8. эд. to fill in a questionnaire | заполнить анкету |
| 9. to reward, v | наградить; воздавать должное |
| 10. to evolve, v | развиваться; развертываться; эво-
люционировать |
| 11. to charge, v | взимать оплату; назначать цену |

Task 1. Read the interview again and answer the questions:

1. What is a familiarization trip?
2. How is it different today from the past?
3. Which travel agencies get invited on most fam trips?
4. Which other agencies might get invited on "new-product" trips?
5. Who pays for fam trips?
6. When will George be sending people on them?

**Task 2. Summarize the interview with George Webber.
Discuss what questions you would put on a fam trip
questionnaire to make sure that travel agency
employees used their time well. Make a list.**

STEP 5

Vocabulary Practice

Task 1. There are three headings: “advertising”; “public relations”; “promotions”. Put the words in the box under the three headings:

advertising	public relations	promotions
stickers	trade fairs	competitions
lobbying	sponsorship	leaflets
receptions	exhibitions	billboards
commercials	press releases	publicity
special offers	promotional videos	discounts
posters	talks and presentations	
brochures		

Task 2. Brochure language.

The brochure is probably one of the most important documents used in the tourist promotion. Brochures **use very descriptive language** to make holiday destinations sound **attractive**.

Read this description of Salou in Spain and pay particular attention to the underlined words.

Salou has all the ingredients for a perfect seaside holiday. Its major attraction is a long, wide beach of soft, gently-shelving sands, backed by a fine, tree-lined promenade.

East of the beach you will find uncrowded streets alongside a picturesque coastline with pretty wooded areas and several smaller bays.

West of Salou is the attractive fishing village of Cambrils. With its marvellous beach, idyllic harbour and many magnificent seafood restaurants it is a resort in its own right. But wherever you stay in the Salou area you'll have access to a whole host of pleasures: superb bathing, every kind of watersport and, by night, plenty of excitement in countless bars and discos. Another impressive attraction is the truly amazing Aquapark and La Pineda, a short ride from Salou itself.

**Task 3. Translate the underlined words into Russian.
Use a dictionary to help you. Retell the text.**

Task 4. Describe the nouns in the box by a set of adjectives below. Use a dictionary to help you.

beach	village	hills	mountains
hotels	views	city	atmosphere

- | | | |
|----------------|----------------|-------------|
| a) rolling | d) relaxed | g) ruined |
| gentle | carefree | medieval |
| undulating | welcoming | bustling |
| b) low-rise | e) spectacular | h) secluded |
| spacious | soaring | safe |
| well-appointed | majestic | uncrowded |
| c) quaint | f) unspoilt | |
| old-world | striking | |
| charming | panoramic | |

Task 5. a) Read this advertisement for Dublin, the capital of Ireland, and fill in the gaps using the words in the box:

1) dramatic	7) interesting	13) quaint	19) amusing
2) unique	8) picturesque	14) friendly	20) intimate
3) old-world	9) impressive	15) bustling	21) elegant
4) busy	10) stern	16) fresh	22) fair
5) best-kept	11) distinct	17) vivid	23) noble
6) lively	12) real	18) animated	24) resident

Tucked away to the west of mainland Europe, Dublin is probably one of the world's (a)_____ secrets. Being less easily accessible than other capital cities in Europe has proved to be a (b)_____ advantage, as it has allowed Dublin to keep its (c)_____ village atmosphere. Dublin is a city of contrasts and contradictions.

Medieval and Georgian architecture provide a (d)_____ backdrop to the (e)_____ and lively streets filled with entertainers of all kinds. The aroma of (f)_____ coffee mixes with the distinct smell of hops from the nearby Guinness brewery, drawing the visitors indoors. Street-side cafes and pubs are always buzzing with (g)_____ conversations and visitors may soon find themselves involved in topics as diverse as sport, politics and literature, or the old favourite — the weather.

In 1988 Dublin celebrated its 1,000th birthday and was designated European City of Culture in 1991. Many visitor attractions throughout the city show its fascinating history.

There are a variety of museums, art galleries and visitor attractions for every taste and age-group. Take a walk along one of the many Heritage trails or follow the City's Rock'n'Stroll trail which tells a myriad of (h)_____ facts about the many famous musicians who have come from this (i)_____ city.

If the hustle and bustle of the city prove too much you can always take a trip along Dublin's (j)_____ coastline or explore the nearby Dublin mountains. Pay a visit to Malahide Castle and you may be lucky enough to see briefly Puck, the (k)_____ ghost.

The choice of entertainment does not lessen as darkness falls and the visitor is faced with the dilemma of choosing whether to visit one of the many theatres, go to a concert at the National Concert Hall, walk through the lively pedestrianised area of Temple Bar or take time over a (l)_____ meal in an (m)_____ restaurant.

b) Replace the underlined words in the advertisement with the words in the box. You may need a dictionary.

- | | | |
|-----------------------|------------------|--------------------|
| 1) attend | 6) have emanated | 11) pay tribute to |
| 2) catch a glimpse of | 7) engrossed | 12) proven |
| 3) descends | 8) linger | 13) relates |
| 4) diminish | 9) mingles | 14) retain |
| 5) stroll | 10) to suit | |

c) Read the text again and retell it using as many descriptive adjective as you can.

STEP 6

Grammar Practice. First and second conditionals

Read through the following sentences and answer the questions:

- a) If there are any seats available, I'll book you a ticket for the 21st.
- b) If there were any seats available, I would book you a ticket for the 21st.

In which sentence is the speaker talking about a real possibility?

In which sentence is the speaker talking about an imaginary situation?

We use the first conditional to talk about future events and their results when the future event is likely to happen.

For example: If I have to stay late this evening, I will give you a ring.

We use the second conditional to talk about the results of imaginary present situations or unlikely future events.

For example: If I had a yacht, I would spend the summer in the West Indies.

Task 1. Complete the sentences using either the first conditional or the second conditional.

1. If the economy _____ (not/be) in such a bad state, it _____ (be) much easier to sell holidays.
2. If I _____ (have) more money I _____ (spend) the summer in the South of France, but unfortunately I have to stay here.
3. Nobody _____ (mind) if the plane _____ (be) a few minutes late.
4. I am expecting the tickets any time now; I _____ (phone) you if they _____ (come) tomorrow.
5. If I _____ (be) you, I _____ (complain) to the tour operator.
6. It's a shame we haven't got anything to spend on promotion. If we _____ (have) a little spare cash, we _____ (be able) to advertise and get a lot of customers.
7. It's a pity I don't speak Turkish. If I _____ (do), I _____ (apply) for that job in Istanbul.
8. If you _____ (have) any problems, our local representative _____ (do) her best to help you and can be contacted at any time.

Task 2. Read the following questions, and write a suitable reply. Choose the first conditional to talk about the suggestion you support, and the second conditional talk about the suggestion you do not support.

Example: We're opening a new chain of hotels for business travellers all over Europe.

Do you think we should promote them by giving out leaflets in the street or by setting up an Internet web site?

Answer:

I think a web site would be better — if we set one up we will be able to reach customers all over the world, but if we just handed out leaflets we wouldn't get the right sort of customers.

Now you do it.

1. We have a lot of late availability flights to sell. Do you think we should put an advertisement in the paper or get some posters put up in the underground?
2. We're trying to get some publicity for our 18-30 adventure holidays. Do you think we should sponsor a sports event or take out advertisements in a theatre programme?
3. We're opening a new branch in West Street. Do you think we should organize a TV campaign or get some leaflets printed to hand out in the street?

Superlatives and ranking

Task 3. Use the following constructions to make the groups of words below into sentences.

The cathedral is	the	oldest	tourist attraction(s) in the state.
	one of the		
	the second		
	the third		
	etc.		
		most popular	

Example: Christ Church / large / college / Oxford.

Christ Church is the largest college in Oxford.

1. St. Petersburg / beautiful / city / Russia.
2. Thomas Cook / one of / famous / travel agencies / world.
3. Chichen Itza / one of / ancient / site / Central America.
4. Birmingham / no. 2 / big / city / England.
5. Kanchenjunga / no. 3 / high / mountain / world.
6. Dhaulagiri / no. 7 / high / peak / Nepal.

Task 4. Using your own ideas, say what you know about the following places and people.

The Taj Mahal

The Grand Canyon

The Eiffel Tower

The Empire State Building /used to be/

Bill Gates

STEP 7

Develop your reading skills

Task 1. Read a passage from the book by Susan Briggs "Successful Tourism Marketing" and answer the questions.

PROMOTIONAL TOOLS

Most promotional activities work through the "AIDA principle," which stands for Attention, Interest, Desire and Action.

To be effective your brochure will need to:

- grab attention;
- appeal to the readers' self-interest;
- arouse the desire to buy;
- urge the reader to take action.

For brochure producers this means that the promotional message will depend on several key factors:

1. the target market.
2. Channel of distribution — for example, different messages may be necessary for tour operators, members of the public and tourist information centers.
3. The type of response you need to evoke — these usually divide into rational and emotional appeals.
4. Promotional method — for example, you need a stronger and shorter message for radio advertisements than you do for a direct sales campaign when a salesperson can explain in more detail.
5. You should always be aware of the reasons why people buy specific products. Sometimes people appear to be buying for reasons different to their real motivations. By understanding the reasons people buy you are more likely to appeal to them.

These are some of the key reasons why we buy particular products:

- **Price:** It may be that something appears to offer value for money. Sometimes we buy more expensive products because we believe they will be better than cheaper ones or we like the image they convey.
- **Health:** Holidays are seen as healthy activities, offering the chance to relax. We buy some products because we think they are good for us.
- **Social:** This may be a chance to be together with friends or family, or simply a desire not to get left out. Some products are purchased because it becomes normal to have them, rather than for rational reasons.
- **Status:** Some products offer a chance to impress. Others are bought because they make a statement about the purchaser or make the purchaser feel good about themselves.

BROCHURES

Brochures demonstrate the benefits which an organization has to offer. Many tourism products are not tangible. By describing them in print, brochures become the only “evidence” of the product so it is important that the feel and quality of the experience are conveyed by the brochure. Destinations and tours are particularly difficult to promote without print material which explains what is on offer.

Why do you need a brochure — what is it for?

For example, it could be to:

- inform people about your facilities;
- encourage them to make a booking;
- encourage them to stay longer in your area or hotel.

In many cases it will be for a combination of purposes — ensure you jot these down as part of your brochure brief.

Consider also where the brochure will be used. Pre- and post-arrival print fulfill differing needs!

Who will be your main target markets?

When writing and designing brochures you will be more successful if you paint a picture of a key reader in your mind.

It is easier to write better copy by imagining you are speaking to one typical reader. Ask yourself:

- What are their ages?
- What are their interests?
- Where do they come from?
- Are they likely to be direct consumers or intermediaries such as travel agents or tour operators?
- Are they potential new clients or existing clients?
- Do you need to persuade them to switch from another product or just that yours is a good one?

MAKING YOUR BROCHURE WORK

Remember the AIDA principle and think about each of the four stages and how they relate to brochures.

1. Attention.

- Catch the reader's attention and get them to pick up the brochure.
- Make the reader open the first page.
- Make the reader keep reading the brochure until all the information is absorbed.

2. Interest.

- The brochure must look interesting to the reader.
- The brochure must be interesting to the reader to keep their attention.
- The brochure should be easy to read and understand.

3. Desire.

- You will need to make sure the reader distinguishes your product from others.
- The brochure should demonstrate why your product is good.
- The brochure should persuade the reader to agree that it is the only one for them.

4. Action.

It should be easy to take action and easy to make a booking or buy.

Copywriting

Of all aspects of brochure production, copywriting can be the most difficult, and yet it is often given little thought.

Vast sums of money are spent on upgrading the quality of print and design. They are both important but what about the words you use?

Most organizations could make a major improvement to their brochures without spending a penny — just by thinking more carefully about the copy. By following a few simple rules you can vastly improve most print material.

What do people want to read? You will be able to write more persuasive and direct copy if you picture one typical reader in your mind. This will help you write as if you were speaking to them. What are they wearing? What sort of words and ideas will they react to?

Put down some of the words you think that reader might like to read.

For example parents will warm to words like 'fun', 'educational' and 'safe'.

Busy couples looking for a weekend away are more likely to react to 'romantic' and 'relaxing'.

Try to identify one key message which you want your brochure to give. For example, it might convey an overall feeling of quality, or portray a sense of serenity and relaxation, or stress value for money.

Make a note of the benefits you want to sell. Think why your typical reader might buy your product or experience. We are all motivated by different things, depending on our social background and personal needs.

YOU!

YOU WILL GRAB YOUR READERS' ATTENTION BY ADDRESSING THEM DIRECTLY

The word “YOU” instantly grabs attention. Readers identify with it and instinctively assume it means them.

Many brochures describe ‘our facilities’ which isolates the reader and focuses on features instead of benefits.

Sentences should be turned round to make them more appealing.

For example: All our bedrooms are individually designed and have en-suite facilities.

Should become:

You'll be able to relax in one of our individually designed bed-rooms with a private bathroom.

The second sentence is immediately more appealing. Using questions also helps to involve and persuade the reader, particularly if the answer is almost certainly ‘Yes’.

For example: Wouldn't you just love to escape the pressures of everyday life and relax in the countryside? Hotel Snooze offers the perfect get-away break.

The benefits of what you have to offer are the real reason why people will buy. If your prospective guest were to read: “You'll feel relaxed and refreshed, enjoying the fresh air and tranquility at Hotel Snooze,” they would be even more likely to make a booking. But remember, you must write something which sounds credible and appeals to your target audience.

SOME COPYWRITING HINTS

— Headlines are useful for attracting attention. Responses will be more positive if you: make a promise (which you can fulfill); offer the solution to a problem; describe a good strong benefit.

- Link headlines to the first sentence of your body copy so readers are enticed to read further.
- It is worth starting with something newsworthy or different, a surprising fact rather than a standard introduction.
- Use specifics, not generalizations: “adventure playground, muddling maze and glorious gardens” works better than “something for everyone.”
- Short everyday words, short sentences and short paragraphs are easier to read. Short sentences have impact.
- Demonstrate the benefits of what you have to offer in the main copy.
- Do not exaggerate — we have all become used to words like ‘amazing’, ‘incredible’ and ‘fantastic offer’. Your copy will be more credible if you give real examples, and show what you mean by good use of illustrations.
- Use trigger words. We have become accustomed to seeing many of these but for some reason we still react to them. Useful trigger words include: free, new, guarantee, opportunity, service, save, love and extra.
- People like stories. Anecdotes and intrigue are more likely to attract than bland descriptions.

Note the following words from the text:

- | | |
|---------------------------|--|
| 1. to appeal, v | зв. привлечь, притягивать, нравиться |
| 2. to jot down | кратко записать; бегло набросать |
| 3. a copy, n | зв. текст рекламы; материал для печати; рукопись |
| 4. a copywriter, n | автор рекламного текста |
| 5. copyright, n | авторское право |
| 6. to persuade, v | склонить; уговорить; убедить
(в необходимости что-л. сделать) |
| 7. persuasive, adj | убедительный |
| 8. trigger words | слова-«побудители» |

Questions on the text.

1. What is the AIDA principle?
2. How does it work for brochures?
3. Why is it essential to understand the motives for buying?
4. What are the key reasons for buying?
5. Why are brochures an important promotional tool?
6. What should be considered when writing a brochure?
7. Why is it a good idea to imagine your key reader?
8. What questions should help you in doing so?
9. What are the ways of making your brochure work?
10. Why is copywriting the most difficult part of brochure production?
11. What are the main rules for copywriting?
12. What language should be used? Why?
13. Why is it important to address your readers directly?
14. Why is it necessary to give credible information?
15. What are the most helpful copywriting hints?

Task 2. Sum up what you've learned from the text about major rules and principles of using brochures as a promotional tool.

Task 3. Think and answer:

1. What do you think is the most effective way of promoting tourism?
2. What other promotional tools do you know?
3. What are the advantages and disadvantages of printed materials?
4. Have you ever tried to write copy? Was it difficult?
5. Can you think of a brochure that impressed you?
6. Why did it impress you?
7. What did it advertise?

**Task 4. Write a copy using the tips from the text.
Choose any tourist destination that appeals to you.**

STEP 8

Speaking

Task 1. Here are some different ways of promoting a tourism product or service. What are the advantages and disadvantages of each? Are any of them particularly suitable for certain products and services?

- a) advertisement in magazine or newspaper;
- b) leaflet given out in the street;
- c) leaflet available in travel shops;
- d) advertisement in theatre programme;
- e) neon sign in city center;
- f) advertisement on billboard by roadside;
- g) poster at railway station or airport;
- h) television advertisement;
- i) cinema advertisement;
- j) press release;
- k) sponsorship of a sporting event;
- l) sales promotion, e. g. early booking discount;
- m) personal selling, face-to-face or tele-sales;
- n) direct mailing / mailshots;
- o) web site on the Internet;
- p) point-of-sale promotion (leaflet, poster);
- q) commission to selling agent.

Task 2. Which type of promotional activity do you think would be best for the following? Give your reasons.

- cheap last-minute flights;
- new caravan and camping site;
- inclusive packages to see the next Olympic Games;

- travel insurance;
- new cut-price transatlantic air service;
- trekking holidays in Nepal;
- new children's theme park.

Task 3. What would you say in these situations?

Discuss in groups and role-play one or more of these situations.

1. A customer is looking at a winter sports brochure.
2. A young couple come in and start arguing about where to go.
3. A young family tell you how much they would like to spend on a two-week holiday. The kind of holiday they want is twice as expensive but they do not know this yet.
4. You are speaking on the phone to an important regular customer. Everyone else is busy. Suddenly someone comes in and starts complaining very loudly about the holiday they have just been on.
5. A customer asks you a detailed question about a particular resort which you are unable to answer.

Task 4. Planning a promotional campaign. Divide into groups.

You are going to plan a campaign to promote tourism in the region where you are studying.

These are your main aims:

- to promote the region in general as a destination for potential tourists;
- to promote a particular annual event, such as a festival, a sporting tournament, or an anniversary of a local building or institution.

You will need to research and plan your campaign very carefully.

Follow the guidelines below.

1. Define exactly what it is that your region offers to tourists and visitors. Decide which annual event you are going to promote in particular (you can invent one if necessary).

2. Identify your target market and describe likely market segments. Who are your potential customers? What are their common characteristics?
3. Set detailed objectives for the campaign. Are you trying to attract new customers, maintain existing ones, raise awareness in general? What areas are you particularly aiming to increase?
4. Identify the best way to reach your target markets. Which promotional activities and methods are you going to use?
5. Identify the resources you will need to carry out your campaign.
6. Set a schedule for the next twelve months for both:
 - a) the general campaign to promote your region, and
 - b) the promotion of the annual event you have chosen.

Prepare your opinions and plans in the form of a report that can be shown to the rest of the class.

STEP 9

Test Yourself

Task 1. What is the English for:

- a) продвижение туристических услуг;
- b) средства рекламы в туризме;
- c) сезонные тенденции; сезонность в туризме;
- d) реклама посредством публикаций в прессе;
- e) реклама туристических мест;
- f) реклама организаций, занятых в сфере туризма;
- g) списки для почтовой рассылки;
- h) попасть на целевой рынок (о рекламе);
- i) реклама посредством устной передачи информации;
- j) метод личного «ознакомления» с рекламируемыми местами отдыха;
- k) общественные связи в сфере туризма;

- l) распределить туристические потоки равномерно по всему году;
- m) «пиковый» сезон в туризме;
- n) заполнить анкету;
- o) «сопутствующие» льготы (связанные со служебным положением);
- p) текст рекламы;
- q) побудительные слова;
- r) потенциальные клиенты.

Task 2. Give definitions for the following words:

- a) a throwaway;
- b) direct mailing;
- c) seasonal bias;
- d) a “fam” trip;
- e) amenities;
- f) word of mouth;
- g) “new-product” trips;
- h) trigger words;
- i) fringe benefits;
- j) target audience;
- k) promotional tools.

Task 3. Complete the following text with correct articles *a, an, the*, or *no article* (—).

What's best advert you've ever seen?

I remember I was reading newspaper in Holiday Inn near Heathrow airport. I had just returned to United Kingdom from marketing trip to New York. I'd been staying in Ritz.

... newspaper, I think it was Financial Times, had article promoting new tourist destinations. I thought it would be interesting to look at what adverts are popular in different cultures. Would advert that was popular in United States also be popular in Africa or Asia? Or in your country?

What do you think?

Task 4. Complete the text with the words in the box:

- | | | |
|--------------|--------------------|------------|
| 1) adding | 4) differentiating | 7) opening |
| 2) capturing | 5) giving | |
| 3) gaining | 6) helping | |

Advertising does not work in the same way as a sales pitch. Very little advertising tries to persuade anyone to buy immediately. Advertising has to motivate customers to take further action, such as making a telephone call or visiting the shops.

Creative advertising offers many benefits and helps businesses to meet their objectives by:

- a) _____ the attention of the audience.
- b) _____ their imagination.
- c) _____ their minds to your sales messages.
- d) _____ your products and services from all others.
- e) _____ them a reason to choose you.
- f) _____ value to your products and services.
- g) _____ the audience to remember your products / services.

Task 5. Find a text of Russian advertisement promoting a tourist destination in Russia and translate it into English.

UNIT V

TOURIST ATTRACTIONS AND ENTERTAINMENT

STEP 1

Study the vocabulary list

- | | |
|--|--|
| 1. to entertain, <i>v</i> | принимать, угощать гостей, развлекать, занимать |
| entertaining, <i>adj</i> | занимательный, развлекательный; забавный |
| entertainment, <i>n</i> | развлечения, увеселения; эстрадный концерт; <i>уст.</i> гостеприимство, угощение |
| 2. to occur, <i>v</i> | случаться, происходить |
| <i>syn.</i> to happen | встречаться, попадаться |
| 3. income, <i>n</i> | доход, заработок |
| income tax | подходный налог |
| 4. access, <i>n</i> | доступ; подход |
| accessible, <i>adj</i> | доступный; достижимый |
| 5. scenery, <i>n</i> | пейзаж |
| 6. gamble, <i>v</i> | играть в азартные игры |
| gamble, <i>n</i> | азартная игра; авантюра |
| 7. scuba diving | подводное плавание |
| scuba → <i>сокр.</i> от
self-contained
underwater
breathing | дыхание под водой с помощью акваланга |

8. handicraft, n	ремесло, ручная работа; искусство ремесленника
handicraft, adj	ремесленный; кустарный
handicraft industry	ремесленное производство
handicraftsman, n	ремесленник
9. float, v	плавать; держаться на поверхности воды
floating, adj	плавающий; плавучий
10. to devise, v	задумывать; придумывать; изобретать
11. to hire, v	нанимать; брать на работу
12. to amuse, v	забавлять, развлекать
amusement, n	развлечение, увеселение; забава, веселье; времяпрепровождение
amusement park	парк с аттракционами
13. a thrill ride	аттракцион со специальными эффектами для катания
14. gourmet, fp.	гурман
gourmet restaurant	ресторан для гурманов
15. package, n	зд. тур, комплексное обслуживание всей туристической поездки
16. merchandise, n	товары, товар
17. to afford, v	позволить себе; быть в состоянии
I can't afford it.	Это мне не по карману.
I cannot afford the time.	Мне некогда.
18. familiar, adj	хорошо знакомый; привычный; обычный
familiarity, n	обыденность; привычность
19. boredom, n	скука
20. survey, n	зд. опрос; обследование; обзор

STEP 2

Read and translate into Russian

1. Tourist attraction is anything that may cause a tourist to visit an area. It may be a beach, a mountain, a historical landmark and so forth.
2. Entertainment includes activities that amuse people, such as going to theatres, night clubs, art exhibitions and so on.
3. Free port is a port where people can buy some types of merchandise without paying customs duties on their purchases.
4. Souvenir shop is a place where people can buy objects that will help them to remember their trip because '*souvenir*' is the French word for "*to remember*".
5. Handicraft is the art or skill of making articles by hand, often pottery or fabrics.
6. Amusement Park is an area that offers different kinds of amusements or entertainments, such as thrill rides, magic shows.
7. Theme Park is a special kind of amusement park that has a unifying concept. Disneyland in California uses the Disney cartoon characters, like Mickey Mouse and Donald Duck as its theme.
8. Sightseeing excursion is a trip of less than a day's duration for the purpose of looking at local attractions.
9. There are also sightseeing tours with overnight stops.

STEP 3

Read and translate

TEXT 1. TOURIST ATTRACTIONS AND ENTERTAINMENT

Major tourist attractions include *large cities* like London, Moscow, Paris, New York; seashore areas in warm climates like the Caribbean and the Mediterranean; and ski resorts like those in Switzerland.

Actualiy, any place can become a tourist destination as long as it is different from the place where the traveller usually lives. Paris may not be a tourist attraction to a Parisian, but for a New Yorker it may have many charms.

People travel for various reasons, and there are numerous attractions that appeal to a wide variety of tastes.

In addition to being major business centers, the large cities offer attractions and entertainment for all kinds of people.

Cultural events occur frequently, including theatrical and opera performances, concerts, ballet, art exhibitions, to name a few.

There is also a wide selection of restaurants and a great variety of night life in urban centers. Shopping is an attraction for many visitors, whether in the great department stores of New York and Tokyo or in the boutiques of Paris and London.

The big cities also offer a unique atmosphere and history. One of the advantages of the big cities is their ability to absorb large numbers of tourists. These cities have an existing infrastructure that is capable of caring for the needs of millions of people; and many of the attractions that tourists visit have been developed primarily for the benefit of the inhabitants. Therefore, tourism is an economic plus for many big cities because it increases income from existing facilities, both public and private.

The large cities of course do not have a monopoly on architectural or historical monuments. Smaller towns and rural areas throughout the world have attractions of this kind that tourists visit.

One excellent example is Machu Picchi, the lost city of the Incas in Peru, which is a remote and difficult to reach area.

The ruins of Machu Picchu, a tourist attraction that has become accessible because of modern means of transportation, are visited by more and more tourists every year.

Natural scenery is also an attraction for tourists. Millions of people have visited wild areas in Africa, Middle East, Nepal and other places where they can see the wonders of nature.

Holiday resorts usually attract tourists because of their sunny beaches, their snow-covered ski-slopes, or their golf courses. In addition, they frequently offer other kinds of entertainment to their guests. At the ski resorts, it is often an atmosphere of informality, at a cosmopolitan resort like Miami Beach, it may be night clubs and stage shows. In San Juan, in addition to legal gambling, there are historical sites in the old city or tropical rain forests only a few miles away. Many of the resorts give instruction in scuba diving combined with visits to coral reefs. And of course most of them have a variety of stores and souvenir shops.

Shopping has been made a tourist magnet by government policy in some countries. Handicrafts appeal to touring shoppers in many places, where the souvenir shop that sells this kind of merchandise is as much a feature of most tourist areas as the hotel. Most people who visit these countries take home at least one sample of the local handicraft.

A cruise ship is a floating hotel, one which the passengers cannot leave outside a port. Most cruises therefore try to keep up a party atmosphere throughout the voyage, with games, dancing, costume parties, gambling and whatever other activities can be devised within a rather limited space. Entertainers are often hired for the entire trip, and they are often hit-name performers.

Throughout history, markets have given performers a chance to entertain. Many people have gone to trade fairs as much for amusement as for buying and selling. Dating from the crystal Palace in London in 1812, many countries exhibit their products at big world's fairs in the midst of a sort of carnival atmosphere. Another modern development is **the amusement park**, a carnival with a variety of games, thrill rides, magic shows, and other kinds of entertainment.

A recent development is the theme park, an amusement park that is designed around a unifying concept. The two huge Disney enterprises, Disneyland in California and Disney world in Florida, are the most successful examples of this kind of created tourist attraction. From a commercial point of view, they have the enormous advantage as they are designed to appeal to entire family groups rather than to any particular age level.

Many tourists don't want to be identified as tourists. These independent travellers try to visit the attractions they want to see on their own rather than a member of a tour group.

The majority of tourists, however, travel in groups, with their entertainment and sightseeing included in the package. Many tour groups are formed around some kind of special purpose, such as eating a series of meals at the leading gourmet restaurants in France.

The tours that are put together for resort holidays rather than special groups often offer some entertainment or sightseeing in the package.

The sightseeing business is another part of the tourist industry that has grown rapidly in recent years. It includes selecting the sights that would appeal to tourists and then providing transportation, meals, opportunities for shopping.

Some of the tours are part of the total travel service that is offered by such companies as Thomas Cook and American Express. A good deal of the excursion business, however, involves local enterprises whose services are sold through representatives in the tourist hotels or travel agents in the area. A large number of sightseeing trips are part-day or one-day excursions to local points of interest. A guide has a prepared talk during which he gives information about the sights that will be visited, but he must also be able to answer questions and to deal with the human problems that may arise. If the tour occupies a full day, meals are prearranged at a hotel or restaurant.

A few tourists do not want to travel in groups. Instead, they prefer the comfort of a guide to show them around and make arrangements for them. For a price, these services are available in many tourist centers. This might be described as a personalized tour for those who can afford it. As with group excursions or tours, arrangements can ordinarily be made through the visitor's hotel or by a local travel agent.

Familiarity and boredom are the enemies of tourism. Surveys show that people who spend two weeks at a resort are generally more satisfied with their holiday than those who remain three weeks or more. This means that the entire range of amusement and entertainment available is an important factor in keeping the customers satisfied. The more variety is offered to tourists, the more pleased they are likely to be.

Task 1. Find in the text answers to these questions.

1. What kind of places can become tourist attractions? Why?
2. What are some of the attractions and kinds of entertainment that make large cities major tourist destinations? Give examples.
3. Why do large cities have the ability to absorb large numbers of tourists?
4. Why is tourism an economic plus for many big cities?
5. What are some of the other places besides the big cities that offer historical or architectural interest? Give examples.
6. Why does natural scenery attract tourists? Where can they find it?
7. Do tourists go only to easy and comfortable places to see natural wonders? Why not?
8. What are the principal attractions of holiday resorts?
9. What other kinds of entertainment do they offer to their guests?

10. Why is shopping an important attraction for tourists?
11. What kind of merchandise is featured in many souvenir shops?
12. Why do most cruise ships try to keep up a party atmosphere throughout the voyage?
13. What forms of entertainment do they offer?
14. In what way can trade fairs and markets become tourist attractions? When did it start?
15. What is the amusement park? What is its modern development?
16. What economic advantage do the theme parks have?
17. How can independent travellers arrange their tour?
18. What kinds of entertainment or sightseeing might be included in packaged tours?
19. What activities are included in the sightseeing business?
20. What companies are known worldwide as leading travelling agencies?
21. What does the sightseeing business deal with?
22. What would usually be included in a sightseeing excursion?
23. How are sightseeing trips arranged? What are examples of more ambitious sightseeing trips?
24. Can an individual tourist employ a guide to show him around and make arrangements for him? How could a tourist do this?
25. Why is it important to offer as much variety as possible to tourists?

Task 2. Say what you've learned from the text about:

- a) major tourist attractions;
- b) different entertainments offered to tourists in big cities;
- c) other places that appeal to travellers;
- d) holiday resorts and their scope of attractions;
- e) other types of attractions for tourists and their economic advantages;
- f) the sightseeing business and excursions;
- g) way of arranging tours for independent travellers.

STEP 4

Listen to the tape and read an interview with Bill Morrison,

the Senior Publicity Officer for the Irish Tourist Board, who is talking about how they market Ireland to the British and German markets

I. — the Interviewer

B. M. — Bill Morrison

B. M. The British, you see, regard Ireland almost as their backyard, but on the other hand as a foreign country. For them we are neither an international nor a domestic destination.

Geographically, we are very close so it's only a short hop to get here. And, as a result, the British often come for weekend breaks or even for the day. We also share a common language, and culture and history. People know the system, they feel confident, so if they come for longer periods of time, they are more likely to choose self-catering holidays or take a self-drive trip. For the most part they are independent travellers. Many come so they can enjoy or follow their favourite hobby. Angling and golfing holidays are very popular, with the number of golfing holidays growing. You know we have some of the finest greens in Europe and they are relatively cheap compared to other places. Cycling is also growing in popularity. It's now considered a very healthy occupation, and of course it's become very upmarket.

Then again, Ireland is becoming a popular destination for the office outing. Previously companies would take a day trip to the seaside now they take a weekend break, more and more often to Ireland.

I. And the Germans?

B. M. They have a very different impression of Ireland. It's a misty, romantic isle on the edge of the world. They come to find a way of life that they believe no longer exists in Germany: the quiet, peaceful village life of 100 years ago or more.

So they come mainly to the West Coast, to the unspoilt landscape. They want to see the way of life, to meet the people. They'll come on coach tours, but unlike the British, who'll take a tour only to appreciate the scenery, they'll come on a study tour, an archaeological tour, an Irish music tour, so that they can learn about the life, the

history, while they see the countryside. Even though there are many direct flights from Germany, they tend to come for an average of ten days — transport costs being the major reason. Like the British, they come for outdoor pursuits: walking, cycling and cruising. Cruising on inland water-ways is very popular. And above all, they enjoy discovering the small villages, the village life around the pub with Irish music.

I. And are they independent travellers or do they come with a group?

B. M. The German travel trade is far more structured than the British. You'll find that even those who come singly, as a family group, have prepaid and prearranged almost everything at home in the travel agents before they left. Many are on — let's call it a tailored holiday package.

I. And so how do you market Ireland?

B. M. Both in Britain and Germany we target the top end of the market. The majority of Germans who come are English speakers. This tends to mean that they belong to the professional classes: A, B and C categories. So all our media publicity is aimed at them. We advertise in those journals and specialist magazines that they are likely to read. We promote Irish holidays at those travel fairs where we feel there is an interest, where we want to develop that interest. So we'll have a stand at the Munich CBR, that's the caravan and boat consumer market, the Hamburg holiday fair, Cologne's Coach Operators' Fair and Dusseldorf's Boat Show for instance, but we won't be represented at the Equestrian fair in Hamburg in April, though we will be at the Badminton Horse Trials as there is a British market for horse-riding holidays at the major golfing tournaments.

We also go to the angling and game fairs as well as attending the major trade fairs such as the World Travel Market fair in London in November. This year there'll be seven travel programme series on British television, and we'll be featured in every one. But we are promoting Ireland to the top sector of the holiday market — to the As and Bs — so again we advertise in the specialist journals, the glossy upmarket magazines, the quality papers. But not all our publicity is paid publicity, for instance the television programmes. We also receive publicity when journalists include Irish holidays in their travel sections. So every year we help journalists to travel around Ireland. This year we'll assist 300 British journalists and about 80 to 90 German journalists.

I. So what aspects of Ireland do you stress in your advertising?

B. M. Both in Germany and England we emphasize those aspects that appeal to the public. To the Germans we market out romantic castles, the misty green landscape, the fairy-tale image. To both we stress the personal side of Ireland, village life, the slow relaxed pace of life, the human interest. We also promote the fashionability of Ireland: the fact that Ireland is a favourite hideaway retreat for film stars; that Ireland is a healthy place to come — fresh air, the simple life, healthy activities. The British are also interested in the Irish film industry. They're also attracted to the golf, to the food — good, fresh ingredients simply cooked, to the good living...

Note the words and expressions from the interview:

- | | |
|--|---|
| 1. it's only a short hop to get here | зд. совсем рядом; рукой подать |
| 2. self-catering holidays | отдых с питанием за свой счет, т. е. «самообеспечение» |
| 3. angling, <i>n</i>
to angle, <i>v</i>
angler, <i>n</i> | рыбная ловля
удить рыбу; «закидывать удочку»
рыболов |
| 4. upmarket, <i>attr.</i>
<i>ant.</i> downmarket | дорогой; для состоятельных людей
дешевый; по низким ценам |
| 5. to target the top end of the market | нацеливаться на богатых, состоятельных туристов |
| 6. office outing | совместный отдых сослуживцев в выходные |
| 7. a tailored holiday package | туристическая поездка, спланированная по индивидуальному заказу |
| 8. the glossy upmarket magazines | глянцевые дорогие журналы |
| 9. the fairy-tale image | сказочный образ |
| 10. hideaway retreat | укромное место, где можно скрыться; убежище; пристанище |

Task 1. Read the interview again and complete the grid.

Questions	British	Germans
How do visitors regard Ireland?		
What type of holidays do they come for?		
Are the majority independent travellers or package holidaymakers?		
What type of client does the Tourist Board target?		
How and where do they publicise and market Ireland?		
What aspects of Irish life do they stress in the marketing?		

Task 2. Using the notes above, write a short report describing the ways Ireland is being promoted and its attractions for different kinds of tourists.

STEP 5

Listening and Grammar Practice

Describing itineraries.

Tour operators, airlines and national tourist boards often run “educationals” (also called “familiarization trips”) for people in the travel trade who are in a position to promote a particular destination.

Task 1. Listen to Helen Lee describing a familiarization trip to China, then read the text and answer the questions.

Helen Lee: Good morning everyone. My name's Helen Lee and I'm going to describe the itinerary to you and tell you a little bit about what you'll be seeing. It's a fifteen-day tour which covers the main tourist spots and also goes down to Hong Kong as well, so it gives you a good introduction to China if you've never been there before.

Easter's quite a good time to go; the weather's getting a bit warmer than in the north of China. It'll be quite pleasant in the south... but really the best times to go are May to June and then in the autumn, but obviously they're the times when there are going to be more people around. But we start our tours going just before Easter.

You'll be flying London to Beijing to start with and staying for three nights and doing the most famous places like the Forbidden City where

the Emperors used to live, the Summer Palace up in the west of the city, the Temple of Heaven, and just time to stroll around, have a look at the streets, go shopping and so on.

You'll have the experience of two guides with you, a national guide who'll stay with you all the way through the tour and a local Chinese guide — both trained, English-speaking guides so you'll have the benefit of their knowledge.

And then from Beijing we go by coach to a smaller city in the north called Chengde which is — or rather was — the summer resort of the Emperors and there's a pretty park there and we visit three temples. One of them is very reminiscent of the Potola Palace in Lhasa. And on the way there we stop at a certain part of the Wall called Jinshanling and have a picnic on the Wall — it's slightly quieter than the other places on the Wall which tend to be packed with tourists, so this is nicer.

And then from Chengde we go back to Beijing and then connect with a flight to Xian which is the beginning of the Silk Road and famous for the Terracotta Warriors that everybody's heard about and we lunch at the Warriors and go on to the Banpo Neolithic Village, the Huaqing Hot Springs and other sightseeing spots. Then we go down to Shanghai for one night, and a couple of hours on a train to Suzhou which is known as the Venice of the East because it's a canal city and it's where a third of the silk is actually produced in China, so it's quite an interesting place. And it's famous for its gardens so we go there too to see the gardens. And there'll be a visit to a silk factory as well.

And then go back to Shanghai, another night there, and the following day go down to Guilin which is a very well-known city — more in the countryside than other places **you'll be visiting** ... for its river, the Lijang River, and its magnificent limestone formations along the river bank. So **there'll be a river trip** all the way down to the small town of Yangshuo where there's an interesting market which sells wild animals, flowers and plants and herbal medicines, and then back up to Guilin afterwards.

There's also an optional excursion you can take in the evening to see cormorant fishermen at work — they have rafts and they have their own private cormorant and the birds dive down and bring the fish up to the surface and it's quite fascinating to see that.

OK, are there any questions so far?

Travel agent: Yes, when do we get to go to Hong Kong?

Helen Lee: Well, we're flying there the following day — it only takes an hour. Your guide will actually leave you in Guilin, and in Hong Kong you're basically left to do your own thing — there's no sightseeing included. You'll be staying at the Metropole Hotel which belongs to our group and you can book onto tours there. And then the final day, we fly back Cathay Pacific. So, by the end of the tour, hopefully you'll have learnt a lot about China.

Which of these places are mentioned as part of the tour?

- | | |
|------------------------|--------------------------------|
| — the Forbidden City | — the Terracota Warriors |
| — the Summer Palace | — the Banpo Village |
| — the Jingshan Park | — Shanghai River Tour by night |
| — the Temple of Heaven | — the Yangshuo Orchid Garden |
| | — the Potola Palace |

Referring to the future.

During her talk Helen Lee used a number of verb forms when referring to the future itinerary.

Task 3. Match each of the verb forms (on the left) with a description (a—d) on the right.

- | | |
|---|--|
| 1. I'm going to describe the itinerary to you. | a) She is referring to a schedule which is programmed in advance and possibly difficult to change. |
| 2. You'll be visiting most of the famous places. | b) She is talking about an event that will be completed at a given future time. |
| 3. From Beijing we go by coach to a smaller city in the North. | c) She is announcing her intention to do something. |
| 4. The guide will take you on a sightseeing tour. | d) She is describing arrangements that have been made. |
| 5. We are flying there the following day. | |
| 6. By the end of the tour hopefully you'll have learnt a lot about China. | |

It is sometimes possible to use more than one future form although there might be a slight change in emphasis.

What is important to remember is that “will” is not the only way of referring to the future.

Task 3. Choose an appropriate form of the verb in each sentence.

1. Could you ring the airport and ask what time the first flight to Brussels shall leave / leaves?
2. We'd better hurry up — it looks as if it's going to rain / will be raining.
3. The Antarctic will certainly become / will certainly be becoming an important tourist destination.
4. You haven't got a car. I'll give / I'm giving you a lift if you like.
5. It's not surprising he won't do / is not to do any work for you — you don't pay him!
6. Don't panic! I'll have finished / I'll be finishing the report by Wednesday afternoon.
7. I won't have / am not having time to see you / I'll have finished / I'll be finishing the report on Wednesday afternoon.
8. Ricardo says he doesn't attend / won't be attending the meeting — he thinks it will be / is to be a waste of time.
9. The Prince of Wales is to open / will have been opening the new theme park of April 1st.
10. We will have / are having an office party on Friday after work for Janet. She will work / will have been working for us for twenty years.
11. I'm fed up with working here. I'm going to try / will try to get a better job somewhere else.
12. On the second night of the programme everyone will be going / will have been going to a cabaret show.

GRAMMAR NOTES

- a) The Present Simple can be used for a programme or regular schedule which is unlikely to change.
- b) The Present Continuous can be used to refer to arrangements.

- c) “will” can be used to make a deduction, or to make a factual prediction.
- d) “will” or “ll” can also be used to make spontaneous offers.
- e) “won’t,” as well as predicting that something will not happen, can also be used to indicate a refusal, or lack of willingness.
- f) “going to” can be used to predict future events based on a present evaluation of circumstances.
- g) “going to” is also used for a personal decision or intention.
- h) “is / are to” refers to events which are of an official nature and which have been scheduled in advance.
- i) The Future Continuous / **will be + verb-ing** / can be used for: arrangements; events which will be in progress at a particular moment in the future;
- j) the Future Perfect / **will have + Past Participle** / can be used for an event that will be completed at a given future time.
- k) The Future Perfect Continuous / **will have been + verb-ing** / can be used to focus on the continuous nature of an event up to a moment in the future.

Task 4. Complete this conversation between Dominic and Lesley, two travel consultants, who are talking about Lesley’s plans for Christmas. It is 15th December.

Put the verbs in brackets into the correct tenses and make any other necessary alterations.

- D.** What (a)_____ you _____ (do) for Christmas?
- L.** I’m really lucky, I’ve been chosen to go on a trip to Jamaica!
- D.** Lucky you! How long (b)_____ you _____ (be) away?
- L.** Ten days in all. I (c)_____ (leave) on 19th December and (d)_____ (arrive) home in time for the New Year.
- D.** What kinds of things (e)_____ you _____ (do) while you are there?
- L.** I (f)_____ (tour) the island. I (g)_____ (stay) in three resorts: Montego Bay, Ocho Rios and Port Antonio.
- D.** Has your itinerary been planned for you or (h)_____ you _____ (be able) to decide what you (i)_____ (do) when you (j)_____ (get) there?

L A bit of both, I suppose. My plane (k)_____ (leave) from Heathrow on 19th December for Montego Bay where I (l)_____ (stay) in the Richmond Hill Hotel. While I (m)_____ (be) there I (n)_____ (have to) complete the questionnaire on what there is to do in the resort, the quality of services, the cost of snacks and drinks for the agency. But I (o)_____ definitely _____ (go) to Chukka Cove while I (p)_____ (be) there to see the polo.

D. _____ (q)_____ you _____ (be) in time to watch the Jam-Am yacht race?

L No, unfortunately it (r)_____ (finish) before I (s)_____ (arrive).

D. That's a shame. But I wish I (t)_____ (go).

Task 4. Check the tense forms and read the dialogue again.

Sum up the information about Lesley's plans for Christmas.

STEP 6

Vocabulary Practice

SYNONYMS: BRITISH AND AMERICAN ENGLISH

Words for the parts of a theatre are different in British and American English.

Task 1. Join the pairs and decide which word in each pair is American English and which is British English.

American

check room

foyer

interval

movie theater

stalls

first balcony

hatcheck girl

dress circle

British

intermission

cinema

orchestra seats

upper circle

cloakroom

lobby

mezzanine

cloakroom attendant

PRICES

Task 2. Study the words in the box and then write them *along a line below, going from the cheapest to the most expensive*.

a bit pricey	economical	exorbitant
at rock-bottom prices	dear	free of charge
reasonable	costly	prohibitive

cheap

expensive

Answer the questions:

1. Where would you consider it economical / reasonable / exorbitant / to go for a holiday?
2. What kind of tourist activities in your area are free of charge?
3. What are the disadvantages of holidays at rock-bottom prices?
4. Which of the holidays in the travel agent's window would appeal to you?
5. What would you consider to be the holiday of a lifetime?

COMPOUND NOUNS

In English we can use nouns as adjectives. *For example:*

water sports adventure holiday caravan park

The first word is an adjective and answers the question: **What kind of?**

The relationship between the two nouns can be of many kinds, Including:

Place — mountain slopes; city center;

Time — summer holiday; weekend break;

Function — golf course; swimming pool;

Material — paper bag; iron bridge.

Sometimes three or more words are combined:

Tourist Information Centre;
business travel expenditure;
air traffic control;
winter sports holiday premium.

Apostrophe 's or s' can be used in expressions of time with numbers:

an hour's drive from the airport;
two days' journey;
a month's holiday in Hungary;
five minutes' walk.

But in expressions beginning with 'a', 'the', or a possessive and followed by a number, the first noun is singular.

For example:

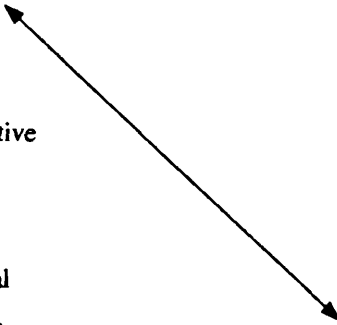
The tour includes a two-day expedition to the caves.

The three-day train journey was boring.

His thirty-mile hike over the mountains left him exhausted.

Task 3. Match the nouns:

theme	city
hotel	book
boat	sports
incentive	resort
guide	travel
water	trip
capital	accommodation
health	park



Use the compound nouns in your sentences.

Task 4. Rewrite the sentences without changing the meaning.

Model: It takes five minutes to walk from the hotel to the beach.

It's a five-minute walk from the hotel to the beach.

A specialist lecturer accompanies each cruise which lasts seventeen days.

A specialist lecturer accompanies each **seventeen-day cruise**.

1. It takes two hours to drive to the airport.
2. The journey to the center of London takes forty-five minutes.
3. The excursion includes a meal with three courses at a gourmet restaurant.
4. You can visit the vineyard, which extends over two hundred hectares.
5. We stayed in a hotel with three stars.
6. From Santiago to San Francisco there's a freeway with four lanes.
7. A guide accompanies all tours scheduled for five days.
8. They have produced a film, which lasts twenty minutes, on the natural wonder of the lake Baikal.
9. Their expedition, which took six months, nearly met with disaster.

STEP 7

Develop year reading skills

Read an article adapted from the American magazine "Newsweek" and discuss the key points. Use a dictionary.

HOW DISNEY DOES IT

A dazzling new theme park, saluting the movie biz, fulfills Walt's wildest dream

Come behind the scenes at Walt Disney World near Orlando, where, at various locales, a Minnie head is getting a last-minute application of eye liner and "mouse-cara" — and Michael Eisner, the chairman and CEO of the whole company, is checking out a part of the park that will be hidden from public view until the opening day.

"You know what would look great over there?" says the surprisingly tall (for those who've seen him introduce the Disney Sunday-night TV show), still boyishly affable 47-year-old executive. As he speaks, he is pointing to a space on the back lot of the Disney-MGM Studios Theme Park, a dazzling-135-acre high-tech playground that will combine rides, shows and exhibits — all "themed", as the Disney folks say, to the world of movies and TV — with a tour of an actual film-production facility.

"...an aircraft carrier!" Eisner says.

"You mean," says a clipboard-carrying aide, conscious that his superior earned \$40 million last year, largely because Eisner seems, like no entertainment executive since Walt Disney himself, to have located the pulse of the American public — "you mean, next to the [replica of a] subway car?"

"Sure, why not?" Eisner says. "Call some naval bases and see if you can get an aircraft carrier and put it right *there*."

"Sixty miles from the nearest ocean?"

"Yeah, it'll be fun to look at, don't you think?"

Others may deal in weightier matters than this always energetic, family-oriented fellow who worked his way up through the programming department at ABC Television, and then moved over to Paramount Pictures, where he was the driving force behind such smashes as "Terms of Endearment" and "Saturday Night Fever." But no one in America has a neater job than Michael Eisner. Besides making the movies he wants for Walt Disney Studios and its somewhat more mature subdivision, Touchstone Pictures, he gets to pass judgment on the latest designs for Mickey Mouse watches *and* lord it over the company's theme parks. These include Disneyland, the southern California original, and Disney World — which may have started out to be the East Coast version of the above, but has become, something much more: a kind of warp zone of warmth and family values, similar to the Thanks-giving-dinner table, where people congregate to assure themselves that the world's a fine place after all.

Tropical sun: Tourists patronize the 28,000-acre plot of central Florida bogland (all but 5,000 acres of which remains in its alligator-and-armadillo-infested natural state) with a passion that cannot be analyzed in terms of warm weather, Mickey Mouse-worship or humankind's intrinsic need to play. Now 25 million people pour through annually and leave behind close to \$2 billion.

Each year, in defiance of all logic, the lines get longer — and the “satisfaction rate” of the customers (as measured by exit polls) gets higher than ever before. People love Disney World so much they voluntarily change their money into “Disney Dollars,” which are good only on the grounds and offer no advantages except the dubious thrill of owning expensive counterfeit currency. It’s a good thing, too. For many more visitors are on the way, lured by the promise of mind-boggling new things to see and do. Indeed, Disney World, which is already the world’s leading consumer of fireworks (\$30,000 worth a night), is about to experience the biggest boom in its history.

Fun machines: Forget the mouse ears, Disney heads, and consider wearing a hard hat. At Eisner’s urging, more than \$1 billion worth of fun machines, multimedia pavilions, fairy-tale hotels and ersatz volcanoes are rising rapidly at a part that was, for goodness sake, *already impossible to explore fully in the course of one human-size vacation*. By the time this spasm of construction subsides, Disney World will have grown by 25 per cent, and the standard three-day admission pass (\$78 for adults; \$63 for kids) will have been replaced by a four-day version — that still will leave folks feeling that they aren’t seeing things as fast as Disney is throwing them up. Which is fine with Eisner. The sense that Disney World is overwhelming, too rich to consume — this is the effect that he strives for. “Subtlety,” says Eisner, “is not one of our goals. We are in the business of exceeding people’s very high expectations.”

Thus has it always been. When Walt himself purchased the land for Disney World in the early ‘60s (for the more-than-reasonable price of about \$200 an acre), he was frustrated by the lack of space at Disneyland, then already filled to overflowing. He envisioned a part that stretched out from Cinderella Castle toward the Orlando city limits and fairly bristled with fun stuff. It was the dream of a hardscrabble Midwestern farmboy. Now, under Eisner, a well-to-do lawyer’s son who grew up in New York City, it’s finally coming true.

Tour wars: Disney isn’t the first company to offer this kind of attraction. Universal Studios has operated a tour of its California production facility since 1964 — and announced that it will open a similar enterprise, about three miles from Disney World.

Eisner resents any implication, however, that Disney isn’t the leader in this field. He has a lot more on his mind than just movies. Soon he’ll

be cutting a ribbon for an attraction meant to entice Disney's toughest audience: teenagers. Typhoon Lagoon will be an elaborate, epic novel of a water slide with eight different flumes, a snorkeling area and a surf-making machine capable of sending out waves of up to seven feet. For those who still have energy to burn after the mechanical tide ebbs, Disney will be opening Pleasure Island, a cluster of "themed" night-clubs for teens and adults. For those who, like most visitors, can barely drag themselves back to their rented Cutlass Cieras each evening, the property will include the elegant (and handy) Swan and Dolphin hotels, both the work of postmodernist architect Michael Graves, who will crown each creation with a striking representation of its namesake.

The rush to see all the new stuff, and revisit old favorites such as the Magic Kingdom's Haunted Mansion and Big Thunder Mountain, is already under way. Each day, several hundred headset-wearing "cast members" (as Disney World's 26,000 employees are called) sit in long rows and take reservations for "on property" hotels, ranging from the (also new) Caribbean Beach, where rooms start at \$69, to the \$205-a-night Grand Floridian. The vast majority of callers are repeat customers planning to travel a great distance, and their voices suggest a giddy anticipation of that morning when they pull into a space marked Goofy 23 or Minnie 4 and then wait (*ah, that first line, like that first scent of salt water on those seaside vacations of yore*) for the parking-lot tram.

Some say it's all for the kids, the roughly \$500-per-person they're spending to see Disney World in style for a week, the perhaps \$800 more for hotels and air fare. And yet adults outnumber children 4 to 1 at what has become, as Niagara weeps, *the world's leading honeymoon destination*.

Big squid: Why? Disney has taken a lush tropical wilderness, paved it over and added flying elephants (Dumbo: average waiting time 20 minutes) and submarine-size squid ("20,000 Leagues Under the Sea": usually a 30-minute wait). Booze and tobacco are hard to come by on the property, and night life is virtually nonexistent, at least until Pleasure Island is completed. "I'd like to say that our show is entirely responsible for our success," says Tom Elrod, Disney World's senior vice president for marketing. But he can't; it's not that simple. Over the years research has shown that the formal "attractions" such as Space Mountain, Pirates of the Caribbean and Journey Into Imagination, beloved as they are for their lavish high-techness and ability to induce fleeting nausea, consistently rank a distant third in the hearts of the customers.

What folks like even more, they say, is the friendliness of the employees and — this is invariably the first thing cited — the cleanliness with which Disney World constantly shines.

Disney World is a zone of almost perfect efficiency and order. In a place of queues curling and winding and switchbacking into Tomorrowland, line jumping becomes the crime that dares not speak its name. Anything worse is not even imaginable.

Line management: Egad, your high-school principal was right: courtesy *is* contagious. Not that the management believes it can sit back and let harmony happen. "There's a real art to line management," says Dick Nunis, head of Walt Disney Attractions. For example, in order to make the experience less psychologically wearing, the waiting times posted by each attraction are generously overestimated, so that one comes away mysteriously *grateful* for having hung around 20 minutes for a 58-second twirl in the Alice in Wonderland teacups. ("I used the same trick when I was trying to sell sitcoms to the networks," says Eisner. "I showed them a 23-minute 'Happy Days' pilot and told them it was a halfhour. They thought it was the fastest-paced show they'd ever seen.")

The lines, moreover, are always moving, even if what looks like the end is actually the start of a second set of switchbacks leading to — oh, no! — a *pre-ride waiting area*. Those little tricks of the theme-park trade mean a lot. Even during the peak periods of Christmas and Easter week — when the parking fields sometimes close at midmorning, causing Winnebagos to sadly turn away like bull elephants rejected by their mates — there are few complaints.

Nor is there much negative press coverage. This is partly due, no doubt, to Disney World's policy of engendering good will by providing free passes to almost any reporter, photographer or TV technician who phones or writes ahead and asks. For some special events, the freebies are laid on even more lavishly. To help publicize the opening of the Disney-MGM Studios, several thousand media members are being offered free plane tickets and hotel rooms.

"Exploiting the Disney mystique," it's called. When an accident occurs on one of the rides or in a restaurant, or if someone gets mowed down by one of the clean-cut zealots constantly vacuuming up invisible litter on Main Street USA, Disney representatives have been known to rush to the scene

with offers of free tickets and air fare in exchange for an on-the-spot settlement. Only a few of the injured elect to file suits.

Disney died in 1966, two years before construction on his World started. He lives on, though, partly through Disney University, a training center where cast members take courses designed, says director Valerie Oberle, "to help people do the hard work of helping other people have fun." Employees, most of whom come from outside the area (Disney, the largest nongovernment employer in Florida, exhausted the local manpower supply long ago), take three days of motivational courses at the start of their careers, and refresher courses later. At least once during his or her career, every Disney World management employee must spend a day prancing around the property in an 80- to 100-pound character costume. Because it looks on its employees as playing showbiz "roles," Disney doesn't hesitate to tell them that they are too overweight, too short, or in some other way not in sync with the theme of a particular attraction. (Those who don't make the grade because of physical characteristics are offered behind-the-scenes jobs.) And a grooming code, even for those deep within the wool and wire of Pluto or Scrooge McDuck, is strictly enforced. Men cannot sport facial hair: women can't wear heavy eye makeup or dangling earrings. It's no secret where the money is coming from for Disney World's growth and expansion. But Eisner isn't just more successful than Walt ever was. He is, by consensus, more *Walt* than Walt. "He's a genuine idea man," says Roy Disney — but, he might have added, one so unprima donna-ish that Eisner often roams the streets of Disney World at dawn, picking up the occasional gum wrapper and chatting with the cast members who work, as costume cleaners or cooks, in the labyrinth of tunnels below the Magic Kingdom. His "secret goal in life" is to someday phase out hamburgers at Disney World and replace them with healthier turkey burgers. About the only thing that upsets him visibly is hearing someone use the term "Mickey Mouse" to mean small-time or chintzy.

Eisner says, "We're basically hardworking family people." The Disney top executives certainly fit that description. Eisner often takes his wife of 21 years, Jane, and their three sons, Breck, Eric and Anders, on business trips — and constantly alludes to them in interviews, speeches and even in the Disney annual report, where he recently discussed company earnings in the span since "Breck started high school."

Eisner knows so much about amusement parks, he says, “because it’s basically the same business [as making movies]. An attraction in one of our parks is like a film story. And I know a good story always has a beginning, middle and end.”

At Disney World, the plot seems to have barely begun to unfold. At times it’s difficult to fathom its direction. “Occasionally I take my kids on canoe trips, down in the south end of the property, where there are still alligators around every turn,” says Eisner. “And I say, «Let’s figure out a way to get people down here so they can see things in this natural state».” Meanwhile, things couldn’t be more civilized on a 433-acre plot, where Disney is building the two Michael Graves hotels. Where are Walt’s heirs taking the Disney dream? Since the park is, basically, a reflection of our desires, perhaps we should all watch carefully as it continues to take shape. Is it headed toward turkey burgers and unspoiled scenery — or fast food and the fake thrills of Catastrophe Canyon?

Task 1. Answer the questions on the text:

1. Who is Michael Eisner and what has he done for further development of Disney World?
2. Why did he start this project?
3. Why is Disney World so popular with customers?
4. What are the major attractions for tourists?
5. What is the main goal of the management?
6. How do they cater for different age groups?
7. What factors promote success of this tourist destination?
8. In what way do Disney traditions continue?
9. How are employees trained?
10. What does Eisner know about amusement parks?

Task 2. Find in the text the most impressive part and retell it (for each student it might be a different one).

Task 3. Think and answer:

1. What do you think of the idea to combine a theme park with film-making industry?
2. Why does it appeal to so many tourists?
3. What features of the theme park do you find most entertaining?
4. What attractions would you like to visit? Why?
5. Are there any features that do not seem very good to you? What are they?
6. Why is the park considered good business?
7. What are the perspectives for the park? Give your reasons.

STEP 8

Develop your speaking skills

Task 1. Planning a theme park.

Epcot at Walt Disney World® in Florida is a theme park which consists of two parts: Future World, which explores the role of communications, transport, agriculture, and energy and also looks at the world of imagination, and World Showcase, which examines the world about us, recreating the sights and smells of such far apart places as Britain and Beijing.

In the World Showcase there are exhibitions on the following countries:

Canada	Italy	Norway
China	Japan	United Kingdom
France	Mexico	USA
Germany	Morocco	

If you were designing your own World Showcase Theme Park what exhibits would you build for each of the countries?

Discuss it in groups. You can add other countries if you want. To help you, here are some of the UK exhibits at the World Showcase:

red telephone boxes warm beer in a traditional pub
half-timbered houses a tea shop in a country cottage

How could be Russia represented at the Show?

Task 2. Disneyland® Paris.

a) Discuss the following questions.

1. Have you ever been to a theme park or amusement park?
2. What kind of attractions and "rides" did you find there?
3. What was your favourite?
4. What are: a ghost train? a big wheel?
 a roller coaster? a white-knuckle ride?
 a haunted house?

b) Like most theme parks, Disneyland® Paris is divided into several different "lands" with a mainly American theme.

— Main Street USA — Discoveryland — Frontierland
— Adventureland — Fantasyland

What would you expect to find in each of these lands?

Which one contains attractions concerned with the following:

- a) distant lands, a jungle, and a mysterious island;
- b) fairy tales and magic castles;
- c) shops and restaurants from America at the turn of the century;
- d) space and technology;
- e) cowboys and Indians.

What do you think happens in each of the following rides and attractions and which land would you find them in?

Space Mountain	Phantom Manor
Pirates of the Caribbean	Indiana Jones and the Temple of Peril
Snow White	Star Tours
Big Thunder Mountain	Sleeping Beauty's Castle

Task 3. Read the text "Disneyland® Theme Park," Paris and check your answers to the questions in Task 2.

**DISNEYLAND THEME PARK
PARIS
MAIN STREET, U.S.A.**

Pass through the gates of the theme Park and enter another world with your first steps on Main Street, U.S.A. Antique automobiles and horse-drawn streetcars move up and down this busy street — and don't miss the spectacular daily parade!

The magic starts as soon as you enter **Main Street, U.S.A.**, every detail of the speciality shops and restaurants reflecting the charm of small-town America at the turn of the century. There's at least one fabulous **parade** every day of the year, with special themes and characters. Stream trains depart **Main Street Station** for a trip around the Park whilst at the far end of the Street is the **Central Plaza**, where all four lands come together. Which one will you explore first?

OPENING HOURS

09.00 — 23.00 (11 Jul—31 Aug)

09.00 — 18.00 (rest of year weekdays)

09.00 — 20.00 (rest of year weekends)

Occasionally certain rides and facilities may not operate due, for example, to routine maintenance, etc. Please note that some rides have a minimum height restriction and certain rides may also be unsuitable for pregnant women, or people with health problems.

FOOD & DRINK IN THE PARK

As well as the restaurants in the theme park (which serve everything from kid's menus at FF28 to full menus for adults from FF140), food stalls and carts on weekends and in school holidays serve snacks such as pizza baguettes from FF22; burgers are available from FF10 and many restaurants have simple set menus from around FF52, with a main course on its own from FF26.

DISCOVERYLAND

A celebration of space and vision! Disney's newest thrill, the incredible journey from the earth to the moon on **Space Mountain** ... followed by a flight through space in the **Star Tours** simulator and a journey through time in **Jules Verne's Visionarium**.

Taking its theme from the **Star Wars** trilogy, the high-tech **Star Tours** intergalactic flight sets the pace for a whirl through space and time. At **Videopolis** you enjoy spectacular live stage shows and **Captain EO**, the extraordinary 3D musical space spectacular starring **Michael Jackson**, **Jules Verne's** extraordinary visions are explored to the full in **The Mysteries of the Nautilus** where his undersea world can be seen from **Captain Nemo's** submarine.

Space Mountain is Disney's £65 million white-knuckle ride which combines **Jules Verne's** imaginary world with a thrilling roller-coaster which catapults you to the moon! During the ride, you'll blast out of the great cannon, and dodge falling meteorites hurling through space in a breathtaking series of inversions — including a 360° sidewinder loop!

ADVENTURELAND

Pack you bags for distant lands and discover the mysterious **Adventure Isle**. Explore the jungle with **Indiana Jones™** and set sail with the **Pirates of the Caribbean!**

Be prepared for a spot of swashbuckling with **Captain Hook** and **Peter Pan** aboard a magnificent pirate galleon. Just up ahead the **Jolly Roger** flies atop a menacing Spanish fortress — it's the **Pirates of the Caribbean!**

Indiana Jones™ & The Temple of Peril is a breathtaking rollercoaster chase. Trains career past ancient temple gods, teetering columns, and hidden perils, before climbing through a full gravity-defying loop! — not for the faint-hearted, this is one of the biggest thrills in the Theme Park!

FANTASYLAND

An enchanting land of fairy tales and make-believe. **Sleeping Beauty's Castle** forms the centerpiece of the Park and here your childhood memories become reality.

Especially popular with younger children, this fantasy land brings to life the stories of **Snow White** and **Alice in Wonderland**. Take a musical cruise around the globe with **It's a small world** and enjoy **The Voyages of Pinocchio**, **Peter Pan's Flight**, **Dumbo the Flying Elephant**, and the whirl of the **Mad Hatter's Tea Cups**. Ride through **Storybook Land** aboard **Casey Junior's Circus Train** or on the **Storybook Cruise** on the canal, taking in the scenes from **Peter and the Wolf**, **the Little Mermaid**, and **Beauty and the Beast**.

FRONTIERLAND

Relive the golden age of the American Frontier with cowboys, Indians, and rugged frontiersmen in this land of romance and excitement.

A chilling experience awaits you at haunted **Phantom Manor**, whilst children of all ages will enjoy the **Pocahontas Indian Village Playground** and live show and the small farm animals in **Critter Corral**. For sheer excitement, don't miss **Big Thunder Mountain**, one of Disney's most famous attractions and one of our favourites.

The runaway train takes you on a perilous plunge from rocky peaks to treacherous mine shafts. An explosive experience — hang on to your hats!

Task 4. Think and answer:

Where in the theme park would you advise these visitors to go — or not to go?

- a) a family with two children aged three and five;
- b) someone interested in space and technology;
- c) two teenage friends;
- d) a person with a heart condition;
- e) the person sitting next to you;
- f) a member of your own family;
- g) your teacher.

Task 5. Act out the conversation between these visitors and the person at the Disneyland® Information Desk.

WORKING IN TOURISM

STEP 1

Study the vocabulary list

- | | |
|-----------------------------------|--|
| 1. in comparison to | по сравнению с... |
| 2. to generate, v | производить, создавать; генерировать |
| 3. tolerant, <i>adj</i> | терпимый |
| <i>ср. patient, adj</i> | терпеливый |
| 4. personnel, <i>n</i> | персонал, личный состав, кадры |
| <i>syn. staff</i> | штат сотрудников |
| <i>w.c. personnel management</i> | руководство кадрами |
| <i>personnel department</i> | отдел кадров |
| 5. to employ, v | нанимать на работу; предоставлять работу |
| <i>employer, n</i> | предприниматель; работодатель |
| <i>employee, n</i> | служащий, работающий по найму |
| <i>employable, adj</i> | трудоспособный |
| 6. to gain experience | приобрести опыт |
| <i>expertise, n</i> | знания и опыт (в данной специальности); компетенция; знание дела |
| 7. to acquire, v | приобретать; достигать чего-л.; овладевать каким-л. навыком |
| <i>напр. to acquire knowledge</i> | приобрести знания |
| 8. "red tape" | бюрократические процедуры |

9. irritation, <i>n</i>	раздражение, гнев
10. to be in charge of smth. <i>syn. to be responsible for</i>	отвечать за что-л.; руководить чем-л.
11. reluctant, <i>adj</i>	делающий (что-л.) с неохотой; неохотный; вынужденный (что-л. делать)
12. to supervise, <i>v</i>	надзирать; заведовать наблюдать (за чем-л.); руководить
13. to keep up with	следить за новейшими достижениями; не отставать от современных тенденций
14. lavish, <i>adj</i> <i>зд. lavish treatment</i>	щедрый; обильный; расточительный щедрое угощение
15. a fee, <i>n</i> <i>on a fee basis</i>	плата; гонорар; вознаграждение на платной основе

STEP 2

Read and translate into Russian

A tour guide (or conductor) is the person in charge of a tour or an excursion. The terms are interchangeable but some people use "guide" to refer to the person who accompanies a sightseeing trip and "conductor" for the person who makes the travel arrangements.

Free-lancers are people who work for themselves. Many free-lance writers specialize in the travel field.

Consultant is a person who offers his experience and knowledge in a particular field to individual customer on a fee basis. There are consultants and consulting firms in the tourist industry.

Social Director is a person at a resort hotel or on a cruise ship who is in charge of the activities to amuse and entertain the customers.

Front-desk employees are hotel personnel who work at the registration, information and cashier's desks.

STEP 3

Read and translate

TEXT 1. CAREERS IN TOURISM

Like most service industries, tourism is labour-intensive; that is, it employs a high proportion of people in comparison to the number that it serves. The range of jobs is also very wide, from unskilled, like a dish washer in a restaurant, to semi-skilled, like a waiter or a chambermaid, to skilled, like a travel agent or a tour operator. In addition, tourism generates many jobs that are not usually considered to be within the industry itself — jobs in construction, manufacturing, and merchandising.

A majority of the jobs in tourism have one common feature: contact with the public, including both the positive and negative aspects of dealing with ordinary human beings. Anyone who has chosen a career in tourism should enjoy working with people and be tolerant, especially since the irritations of travel can bring out the worst qualities in some people.

In many jobs in which it is necessary to deal with the public, *language skill* is necessary or desirable. People who hold jobs of this kind include travel agency employees, ticket and reservations agents, airline flights personnel, front-desk employees in hotels, tour conductors or guides, waiters, barmen and so forth. The degree of language skill may vary from using special terms in catering service jobs to speaking fluently among travel agents and tour guides. The degree of language skill may vary according to the location of the job.

The tourist industry differs from many others as it employs more women than other kinds of business. Indeed, women are found at all levels. Many successful travel agents are women who have established independent enterprises after gaining experience elsewhere in the industry. There are many different ways to acquire the necessary experience. Some agents begin as clerical workers or secretaries in travel agencies or in the transportation companies. Particular jobs that provide useful knowledge include those of *ticket agent* and *reservations agent* for the airlines.

In addition to dealing with the public, *the travel agent* must deal with people who work for the other components in the industry. One of the most important aspects of the job is keeping informed of the highly

complex pricing policies of airlines and the resort hotels. The agent must also keep up with other developments in the industry — new resorts, changing travel regulations, new services. So travel agents who go on familiarization tours are given lavish treatment so as to impress them favourably with the services that are being offered.

The people who write about travel also receive lavish treatment from the tourist industry. There are relatively few travel writers, but they fill an important place in publicizing the industry. Some of them work full-time for magazines or newspapers. Others are free-lancers: they work for themselves and sell their articles to any publication that is interested in them. There is also a small industry involved in writing and publishing travel guidebooks.

The tour operators work much more within the framework of ordinary corporate practice than the small retail agencies do. Companies like Cook and American Express employ people in nearly all phases of tourism, ranging from the jobs that would be found in a retail travel agency to those that deal with packaging tours or establishing overall policy for the companies. They also employ a large staff to work on advertising and publicity.

Official and semi-official tourist bureaus also employ many people who perform different kinds of work. Some of the jobs are related to promotion which is extremely important to the whole industry. Others are involved with research, such as gathering travel statistics and trying to work out systems that increase their accuracy. Others are concerned with planning and development of existing facilities.

Consulting firms also play a part in the tourist industry.

A *consultant* offers the expertise he has acquired through study and experience to individual clients on a fee basis. In tourism, consultants are called in to give advice to government tourist bureaus or private developers.

Perhaps the most distinctive and difficult job in the entire industry belongs to the *tour guide or conductor*.

The term *guide* is used for one in charge of local sightseeing and “*conductor*” is the one accompanying a group throughout its travels and making all the arrangements for the group.

The sightseeing guide must be familiar with the points of interest that he is showing to the visitors. He usually gives a prepared talk that describes the points of interest, but he must also be prepared to answer a lot of

questions. And he has to deal with any problems that occur during the tour or excursion, such as bad weather, sudden illness, an accident. A sightseeing guide needs two qualities above all — an outgoing personality and language skill.

The conductor, or the guide who stays with a group throughout its trip needs the same two qualities. He also needs to have a thorough knowledge of all the regulations and red tape that the tourists will meet when going from one country to another. These are the aspects of travel that are likely to cause the most problems and create the most irritation when they go wrong: handling the luggage of the group, easing them through government formalities, making sure they get the kind of accommodations, food and entertainment they have paid for. Another distinctive job in tourism is that of a *social director*. Many resort hotels and nearly all cruise ships employ a person who is in charge of the activities that are supposed to entertain and amuse the customers. The social director not only has to organize these activities, he must also involve the willing *and* the reluctant guests in the fun and games. A good social director should really *enjoy* the games and parties that are planned for the guests.

In addition to social directors, resorts employ people to supervise activities in which the resorts specialize — *golf and tennis pros*, or swimming, skiing and scuba diving *instructors*.

There are many facilities for training in the tourist industry. Many hotel companies, airlines have training programmes and courses for people who will fill both skilled and semi-skilled positions.

Tourism is an industry that is still growing rapidly. It provides people with a variety of occupations that require different kinds of skills. No matter what aspect of the industry one may work in, the final result of the effort should be a satisfied customer who remembers his trip and his holiday with pleasure.

Task 1. Find in the text answers to these questions:

1. Why is tourism labour-intensive?
2. What is a common feature of all jobs in tourism?
3. Why are language skills necessary in many jobs in tourism?
4. What is the range of language skills required in various jobs in tourism?
5. How can people working in tourism acquire the necessary experience?

6. What are the most important aspects of different jobs?
7. Why do travel writers receive lavish treatment?
8. What is the range of activities of the tour operators?
9. What are the functions of official and semi-official tourist bureaux?
10. What does the job of consultants in tourism involve?
11. What is the difference between a tour guide and a conductor?
12. What does the sightseeing guide have to do in his job?
13. What qualities does the conductor need? Why?
14. What does the job of a social director involve? Why is this job important?
15. What kind of instructors are needed in tourism? Why?
16. What should the final result of any job in tourism be?

Task 2. Say what you've learned from the text about:

- a) the wide range of jobs in tourism;
- b) the common features of all jobs in tourism;
- c) the ways to acquire necessary skills and experience in tourism;
- d) the travel agents and tour operators;
- e) the sightseeing guides and conductors;
- f) consulting firms and social directors;
- g) the main aim of any job in tourism.

STEP 4

Listening.

Listen to six people talking about their jobs

Task 1. Match the people to their job titles.

- a) Product Manager
- b) Trainee hotel Manager
- c) Conference Coordinator
- d) Travel Consultant
- e) Cabin Attendant
- f) Business travel Consultant

1) I've been working in the local office of a major travel agency group in the US for the last three years. I have to try to find corporate clients who will regularly use us when their personnel has to come for a meeting or a conference or a negotiation — something like that. It's a pretty competitive market because when a company is going through a bad patch then travel is often one of the first things that gets cut.

So we try to include a number of incentives, but of course that cuts our own profit margins.

2) I'm on a programme where every month or so I change departments, so I started off in the restaurant and then spent some time in the kitchen and went into the reception and at the moment I'm working in one of the offices and learning accountancy and financial management, and then, at the end of that I hope I'll get a job in a position of responsibility either generally or in a particular department.

3) I basically have to be friendly to passengers, make sure everyone is in the right seat, then show them the safety procedures and serve drinks and a snack.

It's not easy to combine this job with a social life because I'm frequently away from home. This week we're stopping over in Dubai so we won't be back for another couple of days. But I enjoy the contact with people and we're part of a good team.

4) I have a checklist of points which I go over beforehand to make sure that everything is ready. I check that the equipment is in the right place and in working order, that all the catering has been looked after, the hotel reservations have been made and things like that.

Then when people arrive I welcome them and give them their badges and information folders. Next week we're having a big do with about 600 participants so...

5) I have to deal with the public and take their bookings for flights, hotels, tours, car hire and that sort of thing. It's quite hard work and the basic salary isn't brilliant, but I get a performance-related bonus and commission so I don't do too badly.

I'm doing a training course at the moment because I'd like to specialize in incentive travel. In fact I have an interview next week.

6) What I have to do is to plan ahead so that in two or three years time we have another destination or resort to offer in the catalogue. This means that I have to visit and travel around the region, contract with hoteliers and service providers and so on.

Obviously, I have to deal with a lot of money matters and negotiate terms and conditions. At the moment we're thinking of opening up a resort in Albania.

Note the following words from the interviews:

- | | |
|---|---|
| 1. it's a pretty competitive market | это рынок с довольно сильной конкуренцией |
| 2. a company is going through a bad patch | компания переживает трудные времена |
| 3. the first thing that gets cut | первое, что «урезают», т. е. на чем экономят средства |
| 4. an incentive | побуждение, стимул; эд. привлекательные условия контракта |
| 5. incentive travel | мотивационный туризм |
| 6. profit margins | маржа прибыли: показатель прибыли (чистого дохода) в процентах к объему реализованной продукции (услуг) |
| 7. accountancy | бухучет |
| 8. safety procedures | меры безопасности |
| 9. to combine the job with social life | сочетать работу и личную (светскую) жизнь |
| 10. a checklist of points | список дел для самоконтроля; контрольный список того, что нужно сделать |
| 11. a badge | нагрудный знак; табличка с именем |
| 12. information folder | папка с необходимой информацией |
| 13. we're having a big do | мы проводим большое мероприятие |

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| 13. we're having a big do | мы проводим большое мероприятие |

14. a basic salary	основной оклад / базовая заработная плата
15. a performance — related bonus	премия, зависящая от качества выполненной работы
16. commission	эд. комиссионные
17. I don't do too badly.	эд. Я неплохо зарабатываю.
18. to plan ahead	заниматься перспективным планированием
19. to contract with hoteliers	заключать контракты с владельцами гостиниц
20. service providers	фирмы, специализирующиеся в сфере оказания различных услуг
21. money matters	денежные вопросы; финансовые дела
22. to negotiate terms and conditions	вести переговоры по условиям контракта

Task 2. Read the passages again and answer the questions:

1. How long has the business travel consultant been working for the travel agency?
2. What is her main job task?
3. Why is this market highly competitive?
4. Why do they have to cut their own profit margins?
5. What kind of training programme is there for hotel managers?
6. What is he doing at the moment?
7. What job does he hope to get in future?
8. What are the main job duties of a cabin attendant?
9. What qualities does she need for her job?
10. What are the disadvantages of the job?
11. What does she enjoy about her job?
12. What is the conference coordinator responsible for?
13. How does she manage to arrange everything?

14. What does the job of a travel consultant involve?
15. What kind of job is that? Is it well-paid?
16. What does he want to specialize in?
17. What does the job of a product manager involve?
18. What kind of matters does he deal with?
19. What are his plans at the moment?

Task 3. Summarise the job descriptions.

STEP 5

Vocabulary Practice

Task 1. Look up in the dictionary the meanings of the words in the box and match the qualities with these definitions:

- | | | |
|-----------------|----------------------|---------------|
| 1) articulate | 4) diplomatic | 7) optimistic |
| 2) numerate | 5) considerate | 8) dynamic |
| 3) enthusiastic | 6) computer-literate | 9) accurate |
| | | 10) energetic |

- a) is able to use information technology;
- b) thinks of other people's feelings;
- c) is discreet and tactful in delicate situations;
- d) shows a lot of enthusiasm and energy;
- e) is good with figures;
- f) can speak fluently;
- g) is precise, pays attention to detail;
- h) feels confident about the future.

Make a list of qualities you think are most important for anybody working in tourism. Mark the qualities you think you have, make a list of your good points.

Task 2. Words with meaning of remuneration.

Remuneration, n — вознаграждение; оплата; заработная плата, компенсация

Match the words in the box with the definitions.

1) salary	4) commission	7) tip
2) bonus	5) overtime	8) perks
3) wages	6) fee	

- a) the extra things, such as luncheon vouchers or free medical insurance, over and above the basic pay;
- b) a small sum of money given to reward the services of people like waiters or taxi drivers;
- c) money paid every month, but referred to as annual earnings paid to professional and managerial staff;
- d) money paid to a professional person, e. g. a doctor or lawyer for advice given;
- e) money paid to a manual worker, usually calculated hourly and paid weekly;
- f) money added to pay, usually as a reward for good work;
- g) money that is paid for extra hours of work;
- h) money earned as a proportion of the goods or services sold by an individual.

Task 3. Fill in the gaps with a word from the box in task 2.

- 1. She left school without any qualifications then got a factory job, but the _____ weren't very good.
- 2. The basic remuneration isn't high but she earns 15% _____ on every tour she sells.
- 3. The salary is not exceptional but the _____ include the use of a car and subsidized accommodation.
- 4. The consultants charged us a _____ of £ 2,000 for an hour's work.

5. The starting _____ is £ 35,000 per annum rising to £ 40,000 after two years.
6. We gave the guide a good _____ because she made the visit so interesting.
7. The company paid each employee a £ 250 Christmas _____ as profits had never been so high.
8. If they work on a Sunday they get _____ which is double their usual rate of pay.

Task 4. Read the passage in which Mary Bright talks about her job.

I work for a large tour operator, and part of my job is to try out new holiday destinations, cruises and so on. The best thing about my job is that I get the chance to travel abroad, and I also meet new people, which I think is fantastic. I've been on lots of trips, but my favourite one last year was a river cruise down the Nile to Komak — I think ancient Egypt is so fascinating.

Normally I don't really look forward to going on cruises because I get so seasick, but I find flying OK most of the time. The only time I don't is when I have to go on really long flights — and I can tell you, going from Madrid to Australia is terrible!

Write sentences about her likes and dislikes using the verbs in brackets. The first one has been done for you.

e. g. (love) She loves travelling abroad.

- a) (love)
- b) (interested)
- c) (dislike)
- d) (not mind)
- e) (hate)

Now write a short paragraph about your likes and dislikes and a holiday job you would like to take.

STEP 6

Grammar Practice

SIMPLE / CONTINUOUS VERB FORMS

Look at these pairs of sentences and answer the questions:

- | | | |
|---|---|--|
| 1. I work for Exotic Tours. | } | Is this a temporary or a permanent situation? |
| 2. I'm working for Exotic Tours. | | |
| 3. We fly to Dubai on Fridays. | } | Is this a regular event or a plan? |
| 4. We are flying to Dubai on Friday. | | |
| 5. The 4 p.m. shuttle is leaving. | } | What time is it? |
| 6. The next shuttle leaves at 4 p.m. | | |
| 7. She's been working as a hostess. | } | Does she still work as a hostess? |
| 8. She's worked as a hostess. | | |
| 9. When you phoned I was speaking to the manager. | } | Did the phone call interrupt the conversation? |
| 10. When you phoned I spoke to the manager. | | |

Task 1. Read this extract from an interview and put the verbs in brackets into the correct tense.

"I (have) _____ three jobs in my life so far. I (start) _____ as an Overseas Representative in Tunisia, Greece and Austria, and then I (work) _____ as an Assistant Resort Manager for two years in Turkey. I (head) _____ for promotion when I (decide) _____ to leave in order to start a family.

Anyway, now I'm back in work and for the last six months I (work) _____ as a Contracts Executive so usually I (spend) _____ a lot of time with hotel managers and (negotiate) _____ contracts for hotel rooms and services. On top of that I (select) _____ new resorts and locations.

At the moment, I've got a trainee with me who (do) _____ some research into..."

Task 2. Listening.

Peter is being interviewed about his career.

Listen and fill in the gaps, using the prompts below.

I — the Interviewer

P. — Peter

- I.** Peter (a)_____ in various sectors of the trade now for many years. As I understand it, Peter, you (b)_____ in Bahrain, Kuwait and other countries in the Middle East and now you (c)_____ in England?
- P.** Yes, that's right.
- I.** Can you tell us how it all started?
- P.** When I (d)_____ school I joined the army and got my first posting to Bahrain.
- I.** So how was that connected with tourism?
- P.** While I (e)_____ in Bahrain I was asked to set up a youth television service. So I left the army and continued to live in the Middle East. I (f)_____ on very well in the media business but (g)_____ to take up a post at the Hilton Hotel in Kuwait.
- I.** So you had two changes of career. Why move again?
- P.** Well, it was something I (h)_____ to do.
- I.** But then you returned to England and Woburn. Why was that?
- P.** I felt that the time was ripe to return home. There (i)_____ a time when you feel a little homesick.
- I.** So what did you do at Woburn?
- P.** The job at Woburn was demanding but very enjoyable.
- I.** But you've moved again?
- P.** Yes. I couldn't resist the challenge to have a say in the future needs of a heritage site such as Hadrian's Wall. At present I (j)_____ to persuade government to understand the need for the conservation of our culture, but at the same time to allow for maximum visitor satisfaction.

Prompts: *Am working; are working; has been working; have worked; was working; has always wanted; left; was getting; comes; decided.*

Task 3. Read the interview again and tick [✓] the correct boxes.

a) The interviewer says, "Peter has been working in various sectors."

Does this mean:

1. Peter worked in all the sectors at the same time []
2. Peter worked and is still working in the tourism industry? []
3. Peter no longer works in tourism? []

b) The interviewer says, "you have worked in Bahrain."

Does this mean:

1. Peter no longer works in Bahrain? []
2. Peter still works in Bahrain? []
3. Peter is about to return to Bahrain? []

Task 4. Answer the questions:

1. What is your occupation in tourism?
2. What does it involve?
3. Are you working on any particular project at the moment?

STEP 7

Developing reading skills

**Read a passage from the book by V. R. Collins
"Working in Tourism" and discuss it.**

The World Tourism Council estimates that by the end of the XX century the tourism industry will be the world's largest employer. At the moment travel and tourism employ one in every 15 workers worldwide.

Once only the rich travelled, but now the proliferation of hotel and resort accommodation together with the affordability of air transport and the increase in leisure time mean that it is easy for people to travel.

Whenever the topic of international tourism crops up, statistics involving tens of millions are mentioned but it is not always easy to understand how these statistics are compiled.

How can anyone count all these people who move away from their homes in search of novelty and entertainment? Of course, the tens of thousands of Russians who take a package holiday abroad and their counterparts in North America who go south in the winter are tourists. But so are the day trippers in Britain and France who go on a cross-Channel shopping spree, a day trip to the seaside and scientists who regularly attend conferences away from home.

All these people require an army of people to service their needs.

The tourism industry is so sprawling that job definitions are not always precise. The classic tourism job is that of guide or representative (formerly known as couriers), the person who looks after holidaymakers.

Guides work in a town, city or area and usually return to base each evening whereas tour guides (managers) directors travel round with their clients staying in a different place most nights.

A tour operator puts together the components of a holiday package or tour, booking accommodation, travel and services. The people who work in the office in charge of the bookings, budget, etc. are "*destination managers*," most of whom were once reps or guides themselves.

A ground handler is the term for a company which looks after visitors at a destination.

Travel agents (or consultants as they prefer to be called in the US) have the job of selling the packages created by tour operators. Travel agencies are like any high street store rather than designer studios. They are retail outlets which, like high-street stores, are often part of a national chain.

Contrary to popular opinion, working in a travel agency does not lead directly to jobs in other tourism sectors, though it is useful training for other things. Tourist information centers (TICs) employ a vast number of people. Incentive conferences serve as bonuses to the high-achieving staff in big companies, and provide a surprising amount of work within the industry. For example, a multinational electronics company might organize a luxury island holiday for those employees who have been responsible for increasing turnover in the previous financial year.

Arguably, package tourism has been guilty of harming local economies, particularly in developing countries.

From the locals' point of view in the tourist destination, foreign tour operators employ foreign staff to look after foreign holidaymakers who

pay for most of their holiday in foreign currency. There is some trickle down to the local community but not nearly as much as there would be if it provided the services to travellers and tourists.

On the other hand, packaged tourists can be better controlled, and if the company looking after them is sensitive to local concerns, this can be more beneficial than a mass invasion of independent travellers.

Anyone who enjoys looking after people, has stamina and the will to work hard even under pressure has a good chance of finding work in tourism.

There are jobs in tourism for young and old, male and female, school leavers and university graduates, people of all nationalities. And ability to crack jokes and solve practical problems knows no limits of age, nationality, sex or background. It is one of the few industries where sex discrimination is minimal. Many heads of companies are women particularly in conference organizing.

The only jobs which women don't seem to want are those of coach drivers, since lifting their enormous suitcases can be a challenge.

Everyone involved with the travel industry agrees that personality is more important in this sector than in most others, and in many cases even more important than qualifications and experience. Although there are behind-the-scene roles, most travel industry employees deal with public face-to-face and employers are looking for bright, enthusiastic and well-organised individuals to look after their clients.

Knowledge of a foreign language is becoming more valued, though a great many people employed in the industry are still monolingual. People who speak with a pronounced accent (regional, foreign, etc.) are normally at advantage, provided they speak clearly and can be easily understood by other people.

Recent years have seen a welcome and growing awareness of the damage that mass tourism can do. Groups which were once allowed to rampage through tourist destinations with no regard for the feelings of the locals or the preservation of the local environment (both natural and cultural) are being better controlled. Nowadays tourism bosses are beginning to realize that tourism has been destroying the very thing it seeks to promote, though there is still a great deal of scope for progress in this area.

But a more mature and sensible attitude prevails today, and applicants for many posts will be expected to show sensitivity to these issues. Anyone with

a background in conservation or who can demonstrate an ability to interpret sympathetically the culture of foreign countries will have an advantage. For certain jobs a background in conservation, history, architecture or other professional qualification is more useful than general tourism training.

Many attractions need local guides with specialized knowledge, basic emergency aid training, perhaps a health and hygiene certificate, plus any specialist qualifications will get you more interviews and will help you to give a better service to clients.

Task 1. Answer the questions on the text:

1. Why does the tourist industry employ so many people?
2. What people are called “tourists”?
3. What are the basic jobs in tourism?
4. What qualities are needed for these jobs?
5. What is the idea of incentive conferences?
6. In what way can package tourism be harmful to local economies?
7. What is the scope of job opportunities in tourism?
8. Why is personality so vital in any job in tourism?
9. How important is knowledge of a foreign language for those who work in tourism?
10. Why is ecological aspect of tourism becoming so important nowadays?
11. What qualifications are needed for some jobs in tourism?

Task 2. Summarize the key issues of the text.

Task 3. Think and answer:

1. Do many people want to work in tourism? Why (not)?
2. What are the job requirements for those who want to work in tourism in Russia?
3. What tourism jobs are considered highly in Russian tourism?
4. What jobs do not seem very attractive to you? Why?

5. How are jobs in tourism paid in Russia?
6. What tourism-related jobs require high qualifications?
7. What kind of job / would you like to take up? Or: do you hold?
8. What are the advantages and disadvantages of the job?
9. Can you compare the development of tourism in Russia with other countries and parts of the world?
10. What are the latest trends in tourism development in Russia?

STEP 8

Developing writing and speaking skills.

Applying for Jobs in Tourism

Task 1. Discuss the questions.

1. How do you find out about job vacancies?
2. How do you apply for a job?
3. Have you ever applied for a job? What did you have to do?

Task 2. In order to apply for a job you usually have to send a curriculum vitae (CV) (in the USA called a resume) and a covering letter.

These documents are very important because they are the first impression you give.

Read the statements about CVs and covering letters. On the basis of your knowledge and experience, decide if you *agree* with them *or not*. Give your reasons.

1. A curriculum vitae is more acceptable if it is hand-written.
2. A covering letter should be hand-written.
3. The longer a CV is the better.
4. You should always include a photograph.
5. A CV should list experience in chronological order.

6. It's best to explain foreign qualifications and give an approximate equivalent in the country to which you are applying.
7. There is no point in mentioning outside activities, hobbies, etc.
8. Each CV should be customized for the job you are applying for.
9. Perfect prose isn't expected; note form is perfectly acceptable.
10. Use space constructively; don't mention failures or irrelevant experience.
11. Don't include your previous salary or salary expectations, unless requested.
12. You can lie on a CV: they'll never find out anyway.
13. Any gaps in the dates should be explained.
14. It's best not to send the CV by fax unless requested to do so.
15. Always make a follow-up phone call a few days after sending off your CV.

Task 3. Now read an article and compare your ideas with recommendations in the article.

How to Write a CV.

When applying for a job you'll be in competition with a number of other candidates. So your CV is important — interviewers will decide whether or not to see you on the strength of what you have written.

Don't just think of it as a list of facts; it should sum up your personal, educational and career history, as well as being an indication of your strengths and weaknesses.

Here are a few suggestions:

Presentation.

- Always type your CV. Use a good typewriter or word-processor. If a CV is hand-written, it goes into the wastepaper basket.
- Use good quality paper. Don't give the impression this is just another photocopy.

- Never send a CV without a covering letter explaining which vacancy you're applying for.
- Don't fax a CV unless you're asked to. It's a confidential document.

CONTENT

Write a list of important headings. These should include your name, date of birth, your address (and your e-mail address, if you have one), phone number (at work and at home), your work record and so on.

Start with your most recent job and work backwards.

Don't leave out any vital information. If you spend a year or two travelling, say so. Years that are unaccounted for will seem suspicious.

Don't include any negative information, such as exam failures or lost jobs. Be positive about yourself, but don't lie or you will undermine yourself from the start.

Don't ask for your CV to be returned; many companies keep CVs on file for future reference.

Task 4. Summarize the recommendations in the article about:

- a) personal information and experience;
- b) layout, language and style.

Task 5. Type, word process or write your CV and show it to your teacher.

Task 6. Read an article in "The Times" and discuss the recommendations made in it.

Pay special attention to the heading!

The Write Way to find a Job.

Answering advertisements is one way of finding a job. But there is a big gap between the number of vacancies filled and those advertised. So writing *on spec** to employers can often be a good idea.

The object is to get the employer to see you — no more, because the best you can hope for from such an approach is an interview. Asking straight out for a job is fatal because it invites a "yes" or "no" response. As no one will offer a post to an unknown quantity the answer will always be negative.

There are a number of golden rules:

- Try to research the name (spelt correctly!) of a specific person to write to.
- Put yourself in the employer's shoes. Think of what you have to offer.
- Try to keep your CV brief — one page is enough; perfect prose isn't expected — note form is acceptable.
- Gear your CV to the job and organization. No two CVs should be exactly alike.
- If you've been in work, explain your duties and how your work has evolved. Demonstrate on paper that you are a potential asset.
- List your outside interests and skills. Don't forget your language abilities. Participation in sports can show your capacity for team work.

If your covering letter is in English, it should be checked by a native speaker. You should state at the beginning why you are writing and then try to keep the reader interested. You must establish that you would like an interview. Edit ruthlessly. Go over your letter as many times as necessary. Search out and get rid of all unnecessary words and sentences.

**Note: to write on sec. — написать наудачу; с расчетом на выгоду.*

Task 7. Using the above recommendations write a covering letter to your CV. Show it to your teacher.

Task 8. A Job Interview.

Paula is the Area Sales Manager for “Funtours Ltd.,” a firm of travel agents. Look at the information on her career to help you to complete the dialogue.

- a) I travel a lot, and meet lots of new people. At the moment I'm working on the sales figures.
- b) Yes. I become manager of the Newtown branch of Global Travel Agency.
- c) After a year I went to work as a tour guide in India.
- d) I've been working here since 3 March 1996.
- e) My first job was as an office junior at “Let's Go Holidays.”
- f) After three years I decided to come home

THE DIALOGUE

I — the Interviewer

P. — Paula

I. What do you do?

P. 1) _____

I. I understand that you've had a varied career. How did you start?

P. 2) _____

I. And what did you do after that?

P. 3) _____

I. What then?

P. 4) _____

I. Back to the travel trade business?

P. 5) _____

I. And when did you move here, to Funtours?

P. 6) _____

I. And what does your job involve?

P. 7) _____

I. Thank you, Paula. I've enjoyed talking to you.

Task 9. Writing CVs.

Find three job advertisements and imagine you are a candidate for one of the posts.

Make a list of the qualifications and personal qualities that are required to do the job.

Write your CV and a covering letter.

Task 10. A Role Play.

You are going to be interviewed for one of the jobs advertised previously (see task 9)

Make a list of the qualities you think the successful candidate should have. Then 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 interviewer.

Divide your class into interviewers and applicants for the jobs. Perform the interviews.

STEP 9

Test yourself

Task 1. What is the English for:

- a) нанимать на работу;
- b) приобрести необходимый опыт работы;
- c) следить за событиями в области туризма;
- d) в рамках обычной корпоративной практики;
- e) бюрократические процедуры;
- f) отвечать за работу какого-л. подразделения;
- g) на платной основе;
- h) выполнять различные виды работ;
- i) разрабатывать системы;
- j) сопровождать группы;
- k) быть осведомленным о чем-л. / хорошо что-л. знать;
- l) аспекты путешествия, создающие nervoznost и разные проблемы, если что-то идет не так;
- m) необходимые условия для обучения.

Task 2. Give the definitions for the following terms:

- a) a tour guide;
- b) free-lancers;
- c) front-desk employees;
- d) a conductor;
- e) social director;
- f) a supervisor;
- g) a consultant;
- h) expertise.

Task 3. Say it in English:

Туризм относится к тем сферам деятельности, где соотношение клиентов и обслуживающего персонала очень высоко. Диапазон профессий, нужных в индустрии туризма, тоже очень велик. Однако, основной чертой всех, кто работает в сфере туризма, является постоянное общение с людьми, со всеми его положительными и отрицательными аспектами. Поэтому тот, кто хочет работать в сфере туризма, должен обладать такими качествами, как терпение, общительность, доброжелательность, терпимость, выносливость и многими другими. Во многих профессиях, связанных с туризмом, необходимо знание иностранных языков. Уровень владения иностранными языками может варьироваться в зависимости от профессии и местонахождения работы, но то, что языковые навыки являются неотъемлемой частью любой работы в туризме, не вызывает сомнений. В туризме работает много женщин, которые приобрели необходимый опыт, начиная работать в качестве агентов туристических фирм.

Существуют консультанты, которые на платной основе дают необходимые рекомендации по развитию туристического бизнеса. Очень трудна, но интересна работа гидов, которые должны хорошо знать не только историю страны, но и все достопримечательности и уметь интересно о них рассказать.

Сопровождающий группу тоже сталкивается с массой проблем. Он должен быть готов к любым проблемам, возникающим во время путешествия, и уметь хорошо и быстро с ними справляться.

Таковы некоторые аспекты профессий в туризме. Но на самом деле, туризм создает огромное количество рабочих мест, особенно во время сезона. Он считается одним из самых прибыльных и эффективных путей развития национальной экономики.

TRAVEL AGENTS

STEP 1

Study the vocabulary list

- | | |
|--|---|
| 1. unlike , <i>adv</i> | в отличие от... |
| 2. storage , <i>n</i> | хранение, склад, хранилище; накопление; аккумулярование |
| 3. merchandise , <i>n</i> | товары |
| 4. to establish , <i>v</i>
<i>syn. to set up</i> | основывать; создавать; учреждать
устанавливать; создавать, устраивать |
| 5. clientele , <i>фр.</i>
[.kli:ɑ:n'tel]
<i>англ. clientage</i> | постоянные покупатели; заказчики;
постоянные посетители |
| 6. retail , <i>adj</i>
wholesale | розничный; розничная торговля
оптовый |
| 7. to absorb , <i>v</i> | поглощать |
| 8. inducement , <i>n</i> | побуждение; побуждающий мотив;
стимул |
| 9. route , <i>n</i>
route , <i>v</i>

en route | маршрут, курс, путь, дорога
направлять по определенному маршруту

по пути; по дороге; в пути |
| 10. confirmation , <i>n</i>
to confirm , <i>v</i> | подтверждение
подтвердить |
| 11. branch , <i>n</i>
to branch out | отрасль, филиал
зд. открывать филиалы |

12. emphasis , <i>n</i> [ˈemfəsis] to emphasise , <i>v</i> [ˈemfəsaɪz]	акцент; ударение; выразительность; сила основное внимание уделять особое внимание; акцентиро- вать; делать акцент на...; придавать особое значение; подчеркивать
13. outlet , <i>n</i> retail outlet	торговая точка; рынок сбыта розничная торговая точка
14. alert , <i>n</i> to be on the alert alert , <i>adj</i>	тревога, состояние боевой готовности быть наготове; настороже бдительный; настороженный
15. recreational , <i>adj</i> recreational facilities	развлекательный; относящийся к сфере развлечений места отдыха и развлечений

STEP 2

Read and translate into Russian

Retail outlet is a place where products are sold to the general public. In the case of travel, the product is a service rather than tangible merchandise.

Leg is a segment or a part of a journey. A passenger going from Moscow to Paris to London to New York with stops at Paris and London would be making a trip with three legs:

Moscow — Paris, Paris — London, London — New York

Family Plan is a basis for calculating fares on some airlines. Members of a family travelling with the head of the family get reduced fares.

Commission is a per centage of the price of a sale that is paid to the seller. Travel agents work on a commission basis for most of their business.

Most airlines in the more highly developed resort areas now have computerized reservations systems. Many of the hotel chains have also started to use computers to keep better control of their bookings. In fact, many of the hotel chains are really *computer referral systems*, which means that independently owned hotels have joined together to computerize their reservations.

STEP 3

Read and translate into Russian

TEXT 1. THE RETAIL TRAVEL AGENT

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

Retail travel services are similar to clothing stores, and agency offices are often found in the same shopping areas as expensive stores.

A good location is an important factor in the success of an agency, and so office space may be expensive. Another factor in success involves establishing a steady clientele. The best customer for a travel agent may be a corporation whose executives make a large number of business trips every year.

For customers who come in off the streets, so to speak, satisfying their travel needs is the best way to assure repeated business.

The retail travel agent sells all kinds of tourist products — transportation, accommodations, sightseeing and the like to the general public. The term “*retail*” distinguishes him from the *tour operator* or *packager*, who can be considered the manufacturer or *wholesaler* of the tourist industry.

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

Nowadays, the growth of the airlines has led to a corresponding growth in the number of retail travel agents.

The agent offers the customer one-stop convenience. The traveller can make all the arrangements for his trip without having to go to separate places for his airplane seat, his hotel reservation, his rental car, and whatever

else he may want for his trip. The airlines offer inducements to travel agents to handle reservations for them.

In return for the customers who are brought in by the agencies, the airlines give special care and attention to the agents. They may set aside seats on some popular flights just for the agencies. They also give assistance to the travel agents in working out fares.

Airline fares have become very complex in recent years, with a great variety of special categories — *high season* and *low season* fares, for example, or 21-day excursions, family plans and many others besides the customary price difference between first-class and economy.

The problem becomes even more complicated when the trip has several *legs* — different segments of the trip on different flights, often on different airlines. The routing of a particular trip also frequently makes a difference in the total fare.

Computerization has caused great changes in the travel agency business and will continue to cause additional changes in the future. Many travel agencies are equipped with computer terminals that permit access to the information stored in the computer. This makes possible the immediate confirmation of reservations for airline seats, hotel rooms, or rental cars.

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

There is some difference in emphasis in the kind of business handled by travel agents in the major tourist markets and those in the major tourist destinations.

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

many places are both tourist and market areas that offer the entire range of travel services.

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

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

NOTES TO THE TEXT:

* *the agent offers the customer one-stop convenience* — турагент предоставляет клиенту все виды услуг в одном месте, что является большим удобством.

Task 1. Find in the text answers to these questions:

1. How does retail travel business differ from other kinds of businesses?
2. What factors are important for the success of a travel agency?
3. What kind of services does a travel agency offer?
4. In what way is a travel agent different from a tour operator?
5. What kind of promotion do travel agents offer?
6. What makes travel agencies very attractive to customers?
7. How are the relations between travel agents and airlines built up?

8. Why are airline fares so complicated?
9. In what way have computers changed travel agency business?
10. What other recent trends does the text mention?
11. How does travel business differ in the market areas and in the tourist destinations?
12. What does any retail business involve?
13. What do customers expect from travel agents?
14. What is one of the primary necessities for recreational travellers?
15. What rewards do travel agents get for their job?

Task 2. Read the text again and sum up what you've learned about:

- a) important factors for success in travel business;
- b) the difference between travel agents and tour operators;
- c) advertising policy of travel agencies;
- d) the relations between travel agents and airline companies;
- e) the recent trends in travel agency business;
- f) the emphasis on selling travel services in the market areas and in the tourist destinations;
- g) the ways to make travel agency business successful;
- h) the rewards for travel agents.

Task 3. Think and answer:

1. Why is travel agency business attractive to very many people?
2. Are there many people in this business? Why? or Why not?
3. What qualities are needed for those who want to work as a travel agent?
4. Is travel agent business in Russia similar to that in other countries? Give examples.
5. Is this business well developed in Russia?
6. Does it have good prospects for further development? Give your reasons.
7. Would you like to be a travel agent? Why (not)?

STEP 4

TEXT 2. SELLING TECHNIQUES

Listen to a sales executive talking at a training session for travel agents on selling techniques.

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

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

Why do we need to question the client?

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

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

There are two types of questions: open and closed questions. The *closed question* is the one that invites a "no" or "yes" response. An *open question* is one that cannot be answered with "no" or "yes." For instance: "Do you want a single room?" is a closed question, whereas "What kind of room would you like?" is an open question.

There are times when you will need to use closed questions, especially when you are checking information, but in the beginning you will find open questions much more effective. *It forces the respondent to give more information*, to explain more fully what they require. In this way you are able to elicit what they really want to buy. An open question always begins

with one of the seven “W” words, so called because they all contain the letter “W”: *when, where, who, how, which, what* and *why*.

So what do you need to know in order to be able to sell your product? Well, you need to be able to establish what their material and human needs are.

You'll discover the material needs by asking such questions as “who will be travelling?” “How long for?” “When do you want to go?”

Human needs are catered for with “what” questions:

“What sort of holiday do you want?”

“What are your hobbies?”

Human needs as well as material needs must be part of your investigation before you suggest a holiday.

Otherwise you will not have the whole picture and will not be able to make a sensible suggestion.

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

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

Note the following words from text 2:

- | | |
|---------------------------------|---|
| 1. an objective, <i>n</i> | цель |
| syn. an aim | |
| 2. rapport, <i>n</i> <i>фр.</i> | связь, взаимоотношения; взаимопонимание; согласие |
| 3. commitment, <i>n</i> | обязательство; долг (моральный) |

4. in an appropriate manner	подобающим образом; как следует
5. to maintain, v	поддерживать
6. subsequent, <i>adj</i>	последующий; являющийся результатом чего-л.
7. to volunteer information	добровольно поделиться информацией
8. clients will volunteer this information themselves	клиенты сами предоставят необходимую информацию
9. it forces the respondent to give more information	это вынуждает того, кто отвечает, предоставить больше информации
10. to elicit, v	добиваться ответа; допытываться; извлекать; выявлять
11. to make a sensible suggestion	сделать разумное предложение; дать разумный совет
12. to establish the client's priorities	установить приоритеты вашего клиента; определить, <i>что</i> для клиента имеет первостепенное значение
13. to govern the choice	определять выбор
14. to feel that they are getting value for money	осознавать, что это стоит затраченных денег; быть довольным качеством обслуживания
15. it's unwise	не следует; не имеет смысла
16. to persuade, v	убеждать; побуждать что-л. сделать; склонить; уговорить
17. suitability, <i>n</i>	соответствие требованиям; стандартам; годность; подходящее качество; подходящая характеристика; черта

Task 1. Read text 2 again and fill in the gaps:

The sales conversation is different from an ordinary conversation because it has an (a)_____ which is to (b)_____ the product. There are (c)_____ stages or elements in a sales conversation, which are: rapport, questioning, presentation and (d) _____.

Report is the (e)_____ which is built up between the sales assistant and the client. It needs to be established before (f)_____ can take place.

We question the client in order to find the type of (g)_____ he or she requires. There are (h)_____ types of questions which are (i)_____ and (j)_____ questions.

An open question begins with a (k)_____ word. With these kinds of questions you can learn what the (l)_____ and (m)_____ needs of your client are. You will discover the (n)_____ needs by asking questions such as "Who will be travelling?" "When do you want to travel?" (o)_____ needs are catered for with (p)_____ questions such as "(q)_____ are your interests?" When you have discovered your client's needs you must then establish his or her (r)_____; these fall into four main bands. The first is (s)_____ and deals with their special (t)_____. The second is the (u)_____ or (v)_____. Thirdly, there's the question of (w)_____ and fourthly is the (x)_____ or (y)_____ when they can travel.

Task 2. Taking a booking.

A customer is ringing a travel agent to book a flight.

Number the dialogue in the correct order.

J. — Jane A. — Alan

- | | | |
|-----------|--|-----|
| <i>J.</i> | That's right. How can I help you, sir? | [] |
| <i>J.</i> | Good morning. This is Star Travel. Jane speaking. | [] |
| <i>J.</i> | Goodbye. | [] |
| <i>J.</i> | Certainly. I'll just give you the booking reference number.
It's LF 2254G. | [] |
| <i>J.</i> | It leaves at 6.30 and arrives at 8.00. Would that suit you? | [] |
| <i>J.</i> | I'm not sure. I'll check availability for you. Do you have
a preference for any particular airline? | [] |
| <i>J.</i> | Do you want to confirm it? | [] |
| <i>J.</i> | OK. Now, let me see... there's availability on the 18 th
on an early morning flight with Lufthansa | [] |
| <i>A.</i> | Yes, that would be fine. | [] |

- A. I'd prefer British Airways or Lufthansa. []
- A. Yes, please, and could you charge it to our account? []
- A. How early? []
- A. Hello, this is Alan March from GKC. We have an account with you. []
- A. I'd like to book a flight to Munich on the 18th of November. Do you think there will be any seats left? []
- A. LF 2254 G. OK, thanks very much. Goodbye. []

Task 3. Complete this conversation using the prompts below:

A. — Agent

B. — Tourist

- A. Good morning. (a)_____ some help or are you just (b)_____?
- B. Good morning. Well, I was considering taking a short skiing trip. You don't happen to have any bargain packages, (c)_____?
- A. Ah well. As it so happens, yes. But could you first give me some idea of where and when (d)_____?
- B. Anytime between now and mid-March really, but the sooner the better.
- A. Would (e) _____ ski in Europe or America?
- B. I was thinking of Switzerland or Austria but it's more a question of cost and good skiing. Could you suggest where (f)_____ good intermediate to advanced ski runs?
- A. We have a seven-night self-catering deal to Verbier in Switzerland and that's £ 259, and one to Alpach in Austria for £ 169. Both leave this Saturday. That's not too short notice, (g)_____?
- B. No, that's fine. My partner prefers Switzerland so I guess I'll take that one. Could (h)_____ airport (i)_____?
- A. Yes, Gatwick.
- B. And the plane comes back to Gatwick, (j)_____?
- A. That's right.
- B. Fine.

- A. Right, well, let me take a few particulars. Could you (k)_____ name (e)_____?
- B. Yes, Barry Dalton.
- A. Would you mind spelling that for me?

Prompts:

- | | | |
|----------|--------------|---------------------------------------|
| do you?; | looking; | tell me what; |
| prefer; | does it; | would you like?; |
| is it?; | you tell me; | you'd like to go; |
| is; | we can find; | which airport the flight leaves from. |

Task 4. Act out the both dialogues.

STEP 5

Vocabulary Practice

TWO-PART VERBS

Task 1. The verbs in the box are often used when making telephone calls. Use them to fill in the gaps.

- | | | |
|------------------------|----------------|------------------------|
| 1) hold on | 4) hang up | 6) put someone through |
| 2) cut off | 5) get through | 7) ring up |
| 3) get back to someone | | |

- Sorry, I don't know what happened. We got _____.
- I'll _____ you _____ to her extension.
- The line is constantly busy — I never seem to be able to _____.
- Could you _____ a minute and I'll see if she's in her office.
- Would you _____ Sky Air and ask if they have any seats on this Saturday's flight to Delhi?
- I'll make some enquiries and _____ to you by eleven.
- Don't _____ yet; the call may be diverted to another number.

Task 2. What would you say in these situations?

USE THE TWO-PART VERBS FROM THE PREVIOUS EXERCISE.

1. Someone phones but the call is for a colleague who works on the second floor.
2. The line went dead. The person you were speaking to rings back.
3. You're on the phone but need to get a file from the office next door.
4. You're on the phone but haven't got all the information to hand. You need about an hour to get it together.
5. The number is constantly engaged.
6. You want someone else to call Global Tours for you.

Task 3. Talking on the Phone.

- a) Study carefully the expressions that you may find useful when making a phone call:**

May I speak to / with...

I'm returning your call.

Sorry, could you repeat that?

I'm afraid he / she's not in at the moment.

I'm afraid she's not answering her phone.

I'm sorry, there's no reply.

Can I take a message?

Shall I get him / her to call you back?

Mr. N will get back to you.

Hold on a moment, please.

I'll just put you on hold.

I'm sorry, you've got the wrong number.

Sorry to keep you waiting.

- b) Perform several short dialogues using these expressions.**

Model.

Agent: Funtours, can I help you?

Customer: Could I speak to Mr. N, please?

Agent: No, I'm sorry, he is in a meeting at the moment.

Can I take a message for him?

Customer: No, thanks. I'll get back to him later.

Task 4. a) Read another extract from the training session talk and complete the gaps with a suitable word or words from the box:

1) commitment	6) holiday / hotel / bedroom	11) product
2) features	7) all / unnecessary	12) check
3) presentation	8) brochure	13) product
4) facilities (2)	9) summarise	14) needs
5) feature	10) benefit	15) close

Before beginning the (a)_____ stage you should always (b)_____ the information and (c)_____ the facts. Then present the holiday you wish to sell. Remember that when presenting the (d)_____, the particular holiday, that the client is not buying the (e)_____ but what it can do for them. For instance, the client who buys a two-week holiday in a hotel in Ibiza is not buying the hotel bedroom so they can admire the wallpaper but because it is near the beach, it has the (f)_____ they needed to help them relax for two weeks.

So match the client's needs with the holiday on offer, and concentrate on the (g)_____, the facilities which the client requires. You may choose to show the client a hotel which has a whole host of (h)_____ but do not draw their attention to all of them. It will only confuse. Instead, concentrate on those that will appeal to the client, those that you know they want or would like. In order to make the product sound attractive and appealing, ideally suited to their (i)_____, *be selective*.

If you include (j)_____ information they may feel that this holiday is not suitable for them after all.

So present the features in the brochure as benefits. A (k)_____ of a hotel is that it is only 200 metres from the beach.

While a (l)_____ to the client is the fact that they can get to the beach easily as it is only 200 metres away. By personalizing the product in this way you create a desire in the client to buy the product. It is not sufficient just to read out the facilities that a client requires out of the (m)_____.

However it should be referred to. But do not read it out to the client; rather talk about the benefits to them as you point to photos of the hotel, the price charts, the temperature grids. Use it as an aid.

Then once the client shows signs of (n)_____, of desiring to buy, you should stop selling and (o)_____ the sale. Remember that once the client agrees to the sale they are showing commitment.

b) Sum up the information in the text about selling techniques.

STEP 6

Grammar Practice

a) Asking questions.

In formal situations it is more polite to ask questions indirectly, especially at the beginning of a conversation. For example, when asking a customer for information, it can be better to use an indirect form such as "Could you tell me when you were born?" rather than "When were you born?"

Direct questions

How far is it?

How much does it cost?

How long does the journey take?

Indirect questions

Can you tell me how far it is?

Could you tell me how much it costs?

Do you know how long the journey takes?

What do you notice about the way indirect questions are formed?

In direct questions, "how," "what," "which," "where," "why" and "who" are interrogative pronouns.

They can introduce simple questions, e. g. **Who is that man? What do you do?**

Or they can introduce **an interrogative clause**, e. g. **Can you please tell me who that man is?**

In indirect questions these words are relative pronouns. The clause they introduce has the same word order as an affirmative or negative sentence.

The question: "Could you tell me" is followed by a statement: "How I get to the station?"

b) Study the way these tag questions are made.

1. A visa is compulsory, *isn't it*?
2. You're not leaving until next month, *are you*?
3. They haven't confirmed the booking yet, *have they*?
4. You won't forget to fax me the details, *will you*?
5. Tanya, pass me the brochure, *will you*?
6. Let's have a look at the schedule, *shall we*?
7. You had a single room last year, *didn't you*?

What are the rules for the formation of tag questions?

Tag questions contain an auxiliary followed by *a subject pronoun*:

A visa is compulsory, *isn't it*?

If the statement is in the affirmative *the tag* is usually in *the negative*:

You *want* a room with a bath, *don't you*?

If the statement is in the negative *the tag* is in *the affirmative*:

You *won't forget* to fax me the details, *will you*?

The Tag uses the same auxiliary as the main statement. If there is no auxiliary or a form of the verb "to be" in the statement, we use a form of *do* or a form of "be" in the tag:

You *had* a single room last year, *didn't you*?

The exceptions are: "Let's" and "shall we."

Here "*shall*" is used in the affirmative with "let's." It is a suggestion and the tag is used to check that the listener agrees:

Let's look at the schedule, shall we?

***Pass me the brochure, will you?* → is not a question, but a request or order.**

The use of "*will you*" makes the instruction sound less aggressive.

When "*nobody*" or "*nothing*" is used in the main clause, the question tag is in the affirmative: ***Nobody had booked in yet, have they?***

Nothing is missing from the room, is it?

Tag questions have two main purposes: the first is to *require the listener to provide confirmation*;

the second is to *request clarification*. Tag questions can be used to *express surprise or interest*.

In this case *both the main verb and the question tag are in the affirmative*.

**Task 1. The following questions have been jumbled.
Put them in the right order.**

For example: Spell you could me for Linares

Could you spell Linares for me?

- a) details if the you I mind do check?
- b) sharing mind twin you a would bedroom?
- c) me you is can what tell fax your number?
- d) for I necessary shall the make arrangements you?
- e) you in mind filling would this me form for?
- f) want many you how could you me to tell with go people?
- g) you like would to me hold put you on?
- h) you won't sharing be twin a bedded room you will? (2)
- i) requirements your entry draw the I may attention to?
- j) again on they are aren't strike the traffic controllers air?
- k) you me is where can tell the station?
- l) to Florida you do any know are there cheap if flights?
- m) please this form you in fill could?
- n) ask mind do some you if I you questions?
- o) a clerk you would mind is free until waiting?
- p) you me the brochures are show where winter-sun can?
- q) when leaves the train next to know would I like.
- r) tell me you spend to could much how you wish?

Task 2. Make these questions more polite as in the model.

Model: How old are you?

Would you mind telling me your age?

1. When do you want to go?
2. How many people are there in the group?
3. How are you paying?
4. Repeat that!
5. I must check the details.
6. Spell that for me.
7. Give me a deposit.
8. Fill this form in.

Task 3. Complete this conversation between a client (C.) and a travel consultant (T.).

C. I'd like to spend a few days in Rome.

T. Can you _____ when _____ ?

C. Next month, sometime after the 15th.

T. Fine. And could _____ how long _____ ?

C. It depends on the price but preferably for four nights.

T. Well, we have some very good offers at the moment. Will _____ alone?

C. No, with my partner.

T. Well, if you take this three-night package to the Flora Hotel it's only £ 345 per person, for two people sharing a double-room with shower. Let _____ the brochure.

Task 4. Put the words in the dialogue into the correct order and act out the dialogue:

A. Good morning. Help you like some would or you are looking just?

B. Yes, please, if had you any wondering I brochures Italy for was holiday?

A. Certainly, where going you considering were? A seaside or cultural do holiday prefer you?

- B.** Well, a little of both really. Where can suggest you be somewhere possible it would to short excursions to take places of interest?
- A.** With pleasure. Any preference you to the do as area in have Italy?
- B.** Well, we had heard that there are some good beaches near Rome.
- A.** Yes. Well, we have two excellent hotels in Rome which...

STEP 7

Developing reading skills

Read an article from the “Financial Times” and be ready to discuss it.

TRAVEL AGENTS TRY NOT TO MISS INTERNET BOAT

ONLINE BOOKINGS POSE THREAT TO TRADITIONAL HIGH STREET OUTLETS

Agent for change: Thomas Cook, the first package holiday organizer, and some early state-of-the-art promotions

In 1841, Thomas Cook, pioneer of the package holiday, organized an outing by train from Leicester to Loughborough for supporters of temperance in Victorian England. He advertised the trip, dispatched invitations and sold the tickets.

Today Thomas Cook, the UK-based, German-owned travel agency that bears his name, faces a technological revolution that threatens to sweep it and many other agents away. Wider use of the internet through interactive television is expected to lead to rapid growth of online bookings. This, at least theoretically, could eliminate the role of the travel agent altogether.

“Users can bypass the travel agent and book direct from suppliers,” says Barrie Barnes of Philips Electronics, manufacturing set-top boxes, allowing access to the internet via television.

Unlike banking and insurance services, direct sales of holidays have been slow to take off. But, although few family holidays are booked over the phone or through the internet, agents acknowledge this is likely to change swiftly once interactive television is fully developed.

Customers will be able to see film footage of destinations, ask questions and make bookings using remote controls.

Data monitor, the management consultancy, forecasts that the value of travel booked online in the UK will increase to more than £ 1bn within five years. New technology, once established, could quickly drive a fifth of travel agents out of business, according to the Geneva-based International Labour Organization.

Like all middlemen, travel agents are vulnerable to being squeezed out once direct contact is established between suppliers — such as airlines and hotels — and the customer.

Airlines in particular are looking to cut distribution costs. In the US, they have moved to reduce the commission they pay to travel agents — a trend that is spreading to Europe.

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

They cannot, however, rely on holidaymakers continuing to go to their shops to book holidays. Thomas Cook says that customers are demanding more convenient ways of booking. Like other agents, it is hedging its bets by selling holidays in its shops and by telephone. It also plans to sell holidays and flights on the Internet next month — the first UK travel agent to do so.

Providing a variety of distribution channels is expensive in the short term but agents say they cannot afford to do otherwise.

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

“The vast majority of customers [only] want to search [on the Internet],” says Mark McCafferty, managing director of Thomas Cook travel. “And as soon as you are searching, there is potential for the travel agent to provide added-value services.”

Airtours, the UK’s second largest package holiday group, agrees. The Internet will be used by holidaymakers as an electronic brochure and is likely to replace holiday brochures altogether. But when it comes to booking a holiday, customers will still want to talk directly to an agent, it argues.

The Internet will spur an explosion of telephone sales says Going Places, the travel agency arm of Airtours. It has recently doubled its telesales division in preparation for the change.

Thomas, the UK's largest package holiday company, has aggressive expansion plans for Portland, its direct sales arm, which is the largest direct sales holiday operation with 2 per cent of the market. Thomas Cook says its direct sales have come out of nowhere to account for 10 per cent of its sales in three years.

Ian Reynolds, chief executive of the Association of British Travel Agents, believes new technology could put a premium on specialized advice and tailor-made holidays, enabling agents to charge for these services.

Charging for advice would not necessarily push up the overall cost to the holidaymaker as long as airlines used the savings made from reducing distribution costs to cut airfares.

"The way holidays are sold will change more in the next five years than in the past 15," says Richard Carrick, marketing director of Airtours. "The industry is in a state of enormous flux."

Notes on the text:

- | | |
|---|---|
| 1. an outing | поездка |
| <i>syn. a trip</i> | |
| 2. online bookings | заказ турпоездки через сеть Интернета при помощи компьютера |
| 3. set-top boxes | компьютерная приставка к телевизору |
| 4. middlemen | посредники |
| 5. to be vulnerable to | быть уязвимым перед... |
| 6. to make (smb., smth.) redundant | сделать (кого-л. / что-л.) излишним; ненужным; сократить (за ненадобностью) |
| 7. to hedge, v | защищать от риска, ограждать от чего-л. |
| 8. to spur an explosion of telephone sales | зд. привести к огромному скачку продаж по телефону |
| 9. tailor-made holidays | тур, сделанный по индивидуальному заказу |

Task 1. Find in the article answers to these questions:

1. How did Thomas Cook, one of the biggest travel agencies today, start?
2. What kind of revolution does it face? Why?
3. What are the forecasts for the growth of online bookings?

4. Why are travel agents vulnerable to these changes?
5. How are travel agents responding to such a situation?
6. What is their view of the technological revolution?
7. What economic measures are they planning to introduce to cope with the situation?

Task 2. Summarize the information you've learned from the article about the new trends in travel agency business.

Task 3. Think and answer:

1. In what way is modern technology influencing tourist business in Russia?
2. Are online bookings developing fast in this country? Why (not)?
3. What is your attitude to modern technologies?
4. How do you view the future prospects for tourist business in Russia?
5. What is the best way to use computers in travel agencies?
6. What are the advantages and disadvantages of modern technologies in tourist business?
7. What new developments would you like to be introduced in tourism?

STEP 8

Developing speaking and writing skills

ROLE-PLAY 1

You are a trainee travel agent.

Today you are attending a training session. You are learning about the amenities and facilities at a new resort.

Task 1. Find a brochure about a new resort and answer the questions:

1. Where is the resort?
2. How long is each holiday?
3. At what time of year can you go?

Task 2. Note the important facts about the resort and the hotel under these headings:

The resort

location
amenities
climate
transport
activities
souvenirs

The hotel

facilities
cuisine
rates
discounts

What type of clients would be attracted to this type of holiday?

**Task 3. A travel consultant contacts you by phone.
Use your notes to answer the caller's enquiries.
Act out telephone discussion of the new resort.**

ROLE PLAY 2

Now you are an independent travel consultant.

You have recently received advance information about a package holiday in a skiing resort. Ring up the agent and find out about the hotel and the resort.

In particular, you want to find out about:

The hotel / Package

— the precise location
— its size
— hotel amenities
— facilities
— rates and discounts
— cuisine

The resort

— transport to and from the resort;
— skiing and equipment hire
— eating out
— shopping
— climate

It is important to find out whether the children will be catered for as well as the adults in the party.

After your telephone talk discuss with your colleagues your impressions.
On the basis of what you have heard, **will you want to recommend this hotel and the resort?**

Discuss your recommendations with your colleagues.

What will you want to tell your client?

Task 4. Write to your client to give your opinion of the hotel and the resort.

STEP 9

Test Yourself

Task 1. What is the English for:

- a) постоянные клиенты; клиентура;
- b) оптовый поставщик;
- c) хорошее месторасположение;
- d) необходимые стимулы;
- e) придавать особое значение уровню обслуживания;
- f) заниматься организацией всего тура;
- g) быть в курсе всех изменений в этой области;
- h) обеспечивать личную безопасность туристов;
- i) финансовое вознаграждение;
- j) традиционная разница в стоимости авиабилетов;
- k) проблема становится все более сложной;
- l) компьютеры сделали возможным немедленное подтверждение заказов.

Task 2. Give the definitions for the following:

- a) computer referral systems;
- b) retail outlet;
- c) wholesaler;

- d) clientele;
- e) commission;
- f) leg recreational facilities.

Task 3. Say it in English:

Турагентства являются неотъемлемой частью туристического бизнеса. Это те «розничные точки», где клиенты могут получить все виды туристических услуг в одном месте. Это удобство и определяет популярность этого вида бизнеса. Для успешной работы турагентства существенными являются такие факторы, как его месторасположение, наличие постоянной клиентуры и правильные методы рекламной кампании. Еще одним важным звеном в работе турагентств является их взаимодействие с транспортными компаниями. Особенно авиакомпаниями.

За последние годы в работе турагентств произошли значительные изменения, вызванные внедрением компьютеров в этот бизнес. Компьютеры позволили настолько упростить доступ клиентов ко всем видам туристических услуг, что возникла проблема жесткой конкуренции с заказами через Интернет. Однако, несмотря на это, люди все же предпочитают лично обсудить проблемы своего отдыха с опытным экспертом.

UNIT VIII

TOUR OPERATORS

STEP 1

Study the vocabulary list

- | | |
|-------------------------------------|---|
| 1. to gain acceptance | получить признание; быть принятым |
| to gain, <i>v</i> | добиваться; получать; приобретать; зарабатывать; извлекать выгоду; выгадывать |
| 2. ownership, <i>n</i> | собственность; право собственности |
| to own, <i>v</i> | владеть |
| 3. emergence, <i>n</i> | выход; появление |
| to emerge, <i>v</i> | появляться; выходить; возникать; выясняться |
| 4. to encourage, <i>v</i> | ободра́ть; поощря́ть; поддержа́ть; подстрека́ть |
| <i>ant.</i> to discourage, <i>v</i> | обескураживать; расхолаживать; отбивать охоту; отговаривать |
| 5. sound, <i>adj</i> | здоровый; крепкий; прочный; правильный; здравый; логичный |
| 6. to strand, <i>v</i> | сесть на мель (<i>перен.</i>); посадить на мель |
| stranded, <i>adj</i> | сидящий на мели; выброшенный на берег; без средств; в затруднительном положении |
| 7. sufficient, <i>adj</i> | достаточный; достаточное количество |
| 8. a spouse, <i>n</i> | супруг; супруга; <i>мн. ч.</i> spouses > супружеская чета |
| 9. principal, <i>adj</i> | главный; основной; ведущий |
| principal staff | ответственные сотрудники |
| <i>syn.</i> main | |

10. variety, <i>n</i>	разнообразие; многосторонность; ряд, множество
for a variety of reasons	по целому ряду причин
11. fatigue, <i>n</i>	усталость; утомление; утомительная работа
12. to be available	быть доступным; иметь в наличии, в распоряжении
13. to secure, <i>v</i>	охранять; гарантировать; обеспечивать; страховать; доставать; получать
14. access, <i>n</i> accessibility, <i>n</i>	доступ; проход; подход доступность; легкость осмотра; удобство подхода
15. countless, <i>adj</i>	бесчисленные

Step 2

Read and translate into Russian

Tour operators are the people who package or put together tours. They can be large travel companies like Thomas Cook or American Express, the airline and shipping companies or independent operators. They are in effect the wholesalers of the tourist industry who sell to the general public through retail travel agents. Transfer is transportation to and from airports, including luggage. Chartering means renting an aircraft, usually from nonscheduled airline.

Guided tour is a tour for sightseeing purposes, that is accompanied by a guide.

Independent traveller is a traveller or tourist who is travelling on his own rather than as a member of a group. Most businessmen, for example, are independent travellers.

Both Cook and American Express operate as tour packagers as well as retail travel agents, that is, they sell the tours which they package directly to the public through their own travel offices and through other agents.

American Express is involved in many other kinds of business. It was the first company to issue traveller's checks: it owns one of the major credit card services, and it also engages in international banking and insurance.

STEP 3

Read and translate into Russian

TEXT 1. TOUR OPERATORS

Tour operators can be considered the wholesalers of the industry. Their product, which is a service, is the packaged tour.

Packaged tours offer transportation, hotel accommodations and transfer to and from the airport. The tourist pays a lower price for this package than if he were trying to make all the arrangements on his own.

In addition to the basic features, the tour package may also offer meals, entertainment, sightseeing, a rental car and many other extras.

The first tour in the modern sense was put together by Thomas Cook in 1841. Cook was soon 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 firm of Thomas Cook and Sons has remained a major force in the travel industry, despite the number of changes in ownership. The great increase in tourism that took place in the 1960s, especially in Europe, was in part the result of the emergence of a number of firms whose chief business was packaging and operating tours.

The typical package that the European tour operators put together consisted of the least expensive two-week holiday tour. It was primarily intended for northern Europeans who wanted a Mediterranean vacation. As the competition among the operators brought prices down, many people who had never travelled before were encouraged to try a trip abroad. Both tourism in general and the tour operating companies themselves expanded very quickly.

The rapid expansion, however, has also resulted in many changes in management and methods of operation for the firms in the business. A sounder financial base became necessary, since tour groups were sometimes left stranded because tour operators did not have sufficient cash to pay the price of the aircraft charter.

Tours are also arranged for employees and their spouses by corporations. The corporations typically offer these vacation trips as a reward for superior sales effort or as an incentive to improve performance. This type of tour is not open to the general public, but it is welcomed by the airlines and by

hotel operators in the established resorts that frequently attract business of this kind.

It is possible to distinguish between two general types of tours. One is the **holiday package** that has a resort hotel as its destination. While local sightseeing or entertainment may be included in the package, the tours are generally of the “no frills” variety — in other words, without expensive extras. The major attractions usually include sun, sea and activities such as golf or tennis that are offered by the resort itself. Local colour is not important — many holiday-makers are hardly aware of what country their hotel is in.

The second is the **guided tour** that features sightseeing or some other special attraction. These tours are accompanied by a guide who is in charge of travel arrangement and activities. The activity offered by the tour is its principal attraction. The tour may combine travel with education. Most of these tours include several different destinations and a good deal of local travel within one region. Thus, they require careful arrangement and coordination of accommodations, local transportation, luggage handling, and all the other details that accompany any kind of travel.

The person who leads such tours is the **tour guide**. He is multilingual, he relates well to other people, and he deals with the variety of problems that arise not only in making travel arrangements, but also in carrying them out.

He deals with the problems of lost luggage and unsatisfactory hotel accommodations, with rainy days and fatigue, with sudden illness, and with interpersonal problems that arise among the members of the group.

There are many advantages in the packaged tours, the most obvious being the price. When airplane tickets and hotel rooms are reserved in blocks by the tour operators, considerable savings are passed on to the customers. Many people would never travel at all without the price inducements offered by packaged tours.

A second advantage is the opportunity for tourist to make all his travel arrangements in one place at one time.

The independent traveller — one who does not travel as a member of a group — often has to go to considerable trouble to put the different pieces of his trip together. Airline seats may not be available when he wants them, or he may not be able to secure the hotel accommodations that he wants.

Even when a travel agent makes the arrangements, these difficulties still exist. The tour offers convenience as one of its inducements.

A third advantage can be summed up in the term **accessibility**. Tours make it possible for people to visit many remote areas that would otherwise be too difficult for them to try to see on their own. Tour operators have made countless places throughout the world accessible to the general public.

Task 1. Find in the text answers to these questions:

1. Why are tour operators considered wholesalers of the tourist industry?
2. What do packaged tours offer?
3. When was the first packaged tour put together?
4. How did the emergence of a great number of tourist firms influence tourism in general?
5. What was the result of the competition among the tour operators?
6. What did the rapid expansion of tourism lead to?
7. What types of tours does the text mention?
8. What is the difference between a holiday package and a guided tour?
9. What qualities does a tour guide need? Why?
10. What are the advantages of a packaged tour?

Task 2. Sum up what you've learned from the text about:

- a) the services offered by packaged tours;
- b) the history of development of this kind of tourism;
- c) different types of packaged tours;
- d) the job of a tour guide;
- e) the advantages of packaged tours.

Task 3. Think and answer:

1. What do you think are the disadvantages of packaged tours?
2. Why are tours less expensive than individual / independent travelling?
3. How are packaged tours developing in Russia?

4. What do you know about the services offered by packaged tours in Russia?
5. Are customers satisfied with the quality of tourist service? Why (not)?
6. Is there a tough competition among tour operators in Russia?
7. If so, what is the result of such competition?
8. What is the best known tour operator in Russia?

Step 4

Listen to the conversation between a reporter for the financial pages of a British daily newspaper, and Mike Butler, a financial consultant

R. — Reporter

M. — Mike Butler

R. Can we begin by talking a little about the market in general?

Can you explain what is really happening?

M. Yes, of course. There's been a lot of speculation this season and that's because the British public's holiday-buying patterns have changed. They are more sophisticated in their choices, they make them later and later. So tour operators have to decide whether to stick to their brochure prices or to discount.

R. So what are they doing this year? In May we heard that there was likely to be a price war and that we should wait before buying our holidays as prices plummet. However, this doesn't seem to have happened yet and we are already into July.

M. True. In May and June there were a couple of weeks of highly selective discounting to try to boost sales at a time when there was talk that about 3 million package holidays were going to be sold off at half price. At the time, the early indications showed there was unlikely to be the 5 per cent capacity growth predicted at the beginning of the year. But now, there are some who privately admit that sales may well be 2 per cent below last year's 9,5 million figure. However in the main, the operators are refusing to panic and are hoping that heavy discounting won't be necessary.

Now that we're into July it's easier to see how sales will fare. You see it's more or less agreed that an estimated 2.2 million package holidays remain unsold for the remainder of the season. Almost all of them will be sold, but operators may have to squeeze margins to cut prices well below the brochure rates. How far depends on how keen we Britons are to part with our money. An estimated 35 per cent of families now buy package holidays and since the price wars of ten years ago many families have become used to late booking.

So the operators have a choice between sitting tight, discounting or reducing capacity. The last is difficult at this late stage so I do think we will see some discounting, but none of the operators want to get into cutting prices down to silly rates. They're also reluctant to admit that there are still a lot of holidays for sale, because that would encourage the public to hang on as long as possible.

R. Then we should wait as long as possible before buying our foreign holidays. What about holding on to our shares?

M. Well I wouldn't sell at present, nor would I buy. I'd wait and see. Before we talk about the stock market let me outline some longer term considerations.

First, you must remember that last year the City considered the early launch of brochures a mistake, as it meant that travel agents were trying to sell this year's holidays to people who hadn't yet taken last's.

Secondly, the industry is also worried that overseas hoteliers may push up next year's prices. At present, the cost of accommodation is rising **at three times** the level of our inflation.

Soon the industry is going to be forced to pass on this increase to the consumer.

So, it would appear that the first priority is going to be cost and not service; that the market leaders next year will be those who can produce the cheapest holidays.

R. And who is this likely to be?

M. Well, as I said, I'd hold on for the moment. We must take into account that about 70 per cent of this market belongs to the three big operators. If we look at how their shares are faring at the moment on the open market...

Note the following words and expressions from the interview:

- | | |
|---|--|
| 1. speculation, <i>n</i> | размышление; предположение; теория наудачу |
| on speculation =
on spec | с расчетом на выгоду |
| 2. sophisticated, <i>adj</i> | изошренный; искушенный в житейских делах, опытный |
| 3. to plummet, <i>v</i> | резко пойти вниз; упасть (о ценах) |
| 4. to boost sales | способствовать росту, увеличению продаж |
| to boost, <i>v</i> | поднимать; помогать подняться; повышать; способствовать росту |
| 5. early indication | первоначальные показатели |
| 6. capacity, <i>n</i> | вместимость; емкость; возможность; мощность; производительность |
| 7. to estimate, <i>v</i> | оценивать; давать оценку; составлять смету, подсчитывать приблизительно; прикидывать по предварительным расчетам |
| estimated, <i>adj</i> | предполагаемый; расчетный |
| 8. to remain, <i>v</i> | оставаться; пребывать в прежнем состоянии |
| remainder, <i>n</i> | остаток; остальные |
| 9. to squeeze margins to cut prices well below the brochure rates | им придется урезать прибыли и снизить цены намного по сравнению с теми, что указаны в брошюрах |
| 10. to part with | расставаться (с деньгами); платить |
| 11. reluctant, <i>adj</i> | делающий что-л. с неохотой; вынужденный, сопротивляющийся чему-л. |
| 12. a share, <i>n</i> | акция |
| the stock market | рынок ценных бумаг |
| 13. to outline, <i>v</i> | обрисовать; наметить в общих чертах; кратко описать |

14. early launch of brochures ранний выпуск рекламных брошюр
to launch, v спускать судно на воду; начинать; пускать
в ход; предпринимать; запускать

Task 1. Read and translate the interview.

Decide if these statements are true or false.

1. Holiday prices fell in May.
2. Three million holidays were sold at half price.
3. Last year tour operators sold 9.5 million holidays.
4. This year more holidays will be sold.
5. Over a third of British families go on package holidays.
6. Travel agents only sold this year's holidays to people who hadn't had a holiday in the previous year.
7. Accommodation prices are rising faster than inflation.
8. Each of the big tour operators has 17 per cent of the market.

Task 2. Listen again to the interview and speak on the following topics:

- a) Patterns of sales;
- b) Number of sales;
- c) Unsold holidays;
- d) The industry's concerns;
- e) Likely outcomes.

Task 3. Write down a report using the information from the interview.

USE THE PROMPTS BELOW:

PATTERNS OF SALES OF PACKAGE HOLIDAYS

It is estimated that approximately _____

However, their buying patterns have changed _____

This results in _____

Number of sales

Early predictions forecast _____

At the present time, it is _____

Unsold holidays

There are _____

In order to sell _____

Concerns

There is a fear that _____

The cost of accommodation _____

Likely outcomes _____

STEP 5

Vocabulary Practice

Task 1. In the interview Mike Butler used several expressions to describe the profitability of the market.

Match the expressions on the left with their meaning on the right.

- | | |
|---------------------------|--|
| 1) to stick to prices | a) to ask the customer to pay for your increased costs |
| 2) to discount (fares) | b) to fall sharply and suddenly |
| 3) to plummet (of prices) | c) to force an increase (in smth) |
| 4) to boost sales | d) to force an increase (in sales) |
| 5) to cut (prices) | e) to lower prices |
| 6) to sit tight | f) to maintain prices, not to change them |
| 7) to push up | g) to take a per centage off prices |
| 8) to pass on | (e.g. 5 per cent) |
| | h) to wait without doing anything |

Task 2. Fill in the gaps with the words from the box:

- | | |
|------------------------|------------------------|
| 1) a 12 per cent share | 5) to offload |
| 2) unsold | 6) foreign competitors |
| 3) local hoteliers | 7) self-catering |
| 4) recovered | 8) to reduce prices |

It's all very well — we might have (a)_____ of all summer packages sold but we are down 2 per cent on last year. You see we have been hit by hikes in hotel rates.

I think (b)_____ have got greedy after last year's record season. But British tourists haven't any more money in their pockets this year than they had last year.

And when you realise that the peseta has (c)_____ against the pound, you can't be surprised that many prefer to go to Florida or Turkey where their pound will still buy more.

We've tried (d)_____ some of our (e)_____ accomodation onto our (f)_____ but they are not interested in (g)_____ accommodation. So we are going to be forced (h)_____ in August. We have also had to cancel two flights.

Now listen to the tape and check your version.

Task 3. In these sentences, underline all the auxiliaries, the forms of "be" and "have," and the negatives. Practise saying them, then listen to the tape to check.

1. The south of the island has really suffered from the high-rise building boom of 60 s.
2. Now there are plans in the pipeline to improve these properties.
3. In the north we have insisted on more sympathetic development, and there you will find the exclusive hide-away villas
4. But in the south we must develop a programme of refurbishment and improvements.
5. In particular we have to insist that tour operators do not organise pub

Task 4. Read the article below and check you know the words in the box. Use a dictionary if necessary.

crucial	a hike (prices)	to bargain
to feature (in a brochure)	to barter	a shortfall
to bluff	(room) allocation	
to brief	an upgrade	

HOTEL CONTRACTING

Hotel contracting is one of the most crucial activities of any holiday company's business — it is also one of the most demanding with an endless round of resorts and hotels and the inevitable negotiations of next season's rates.

"We need hoteliers as much as they need us," said Cadogan Travel's tour operations general manager Gary David, who has made thirty-four visits to nine destinations featured in the winter brochure. "But they play games; there's a lot of bluffing going on." He claims this year to have toured 170 hotel and sell-catering properties, viewed 500 bedrooms and visited sixty-five handling agents. This is in addition to briefing couriers, inspecting hotel noticeboards to make sure material is well displayed (it often isn't), visiting the tourist offices for each destination and dealing with forty airlines that serve the resorts.

"There are all sorts of politics," said Mr. David. "It is a question of attitude as well because some hoteliers like bigger operators while others do not."

At Gibraltar's Rock Hotel, the manager agreed to contributions for advertising and brochures, whereas in Tangier, the Rif Hotel manager refused to move from his 20 per cent hike in rates. However, bartering for room rates is only one aspect Gary David's work. Others cover increases in room allocations, upgrades, added extras such as wine, fruit or flowers, afternoon tea, improved child reductions, long-stay deals and contributions towards advertising, which are all used to improve the overall deal.

Another way of getting a better deal from hoteliers is to introduce a new section to the brochure which promotes a top hotel in each resort, and use this as a bargaining tool, or give out awards to tempt them to give better discounts.

"In Gibraltar I've had to drop two hotels because of poor standards so I've got a shortfall in capacity. I've got now to push for increased room allocation, but I'm dealing with hoteliers who don't need me because most cater for business traffic."

(adapted from "Travel Trade Gazette")

Write out the sentences containing the words in the box and paraphrase them.

Answer these questions:

1. Who is Cary David?
2. What does his job involve?
3. What kind of problems does he have to handle? Why?
4. In his opinion, how cooperative are the hoteliers he has been working with?

Task 5. Read the article below and check you know the words in the box. Use a dictionary if necessary.

frosty	to be out of pocket	sluggish (business)
ailing	to hold down (prices)	a brand name
outstanding	to settle up	to go bust
	to cover (overheads)	

WHEN THE WELCOME IS FROSTY

If holidaymakers get a cool reception in some holiday destinations it may have more to do with the practices of some tour operators in the UK than with the hospitality of the local hoteliers.

Many hotel owners and local agents feel badly treated by British tour operators. Some of them have lost a small fortune when unsecured trade creditors have gone bust.

They feel especially bitter when an ailing competitor is taken over: the new owners may continue to do business under the same brand name, and yet are under no legal obligation to settle any outstanding debts. As a result,

hoteliers may be out of pocket when a tour operator ceases trading, even though the same company, now under new ownership, is sending its customers to the same destinations. So it comes as no surprise if hoteliers accuse tour operators of sharp practice. For example, allegations have been made that tour operators use their position to force down the rates which hotel rooms were originally contracted. Sales may be booming but the tour operators will tell the hotelier that business is sluggish and that the rooms can only be filled if they discount their prices.

Another tactic is to claim that competitors are holding down their prices and that the only way to remain in business is to do likewise. The hotelier can do nothing to prove the contrary.

Hoteliers also suffer from cash flow problems through delays in payment. Although most settle up within a couple of months, some operators have been known to request a fresh allocation of bed-nights when they still have not paid for the previous season.

So if you're going on a package don't be surprised if the welcome you receive is less than enthusiastic — the chances are that the room was contracted at a rate that will barely cover overheads. But you would still be in a better position compared to some unfortunate holiday makers in Spain. One British operator had forced a reluctant hotelier to accept a greatly reduced rate with the result that when the tourists arrived their rooms had been re-allocated to a foreign operator offering a better deal.

Answer these questions:

1. To what extent can a hotelier trust a tour operator?
2. How do tour operators attempt to persuade hoteliers to take less money?
3. How did a hotelier in Spain react?

Task 6. Sum up both articles and speak about the things you have learned from the stories. Think and answer:

1. What do you think a foreign tour operator wants from a hotelier?
2. What do you think a local hotelier wants from a foreign tour operator?
3. Who is in a better position to negotiate?
4. What problems do you think there might be?

STEP 6

Grammar Practice. The Passive

Task 1. Read these sentences and decide which are in the active and which are in the passive. Translate them into Russian.

1. We've been approached by Sky Air.
2. Sky Air has approached us.
3. I'm told by the marketing people that we'll probably be working on load factors of about 80 per cent.
4. The marketing people tell me that we will probably be working on load factors of about 80 per cent.
5. The brochures should be sent to the travel agents in October.
6. They should send the brochures to the travel agents in October.
7. All expenses must be authorized in advance.
8. You must get authorisation for all expenses in advance.
9. The managing director was given the information.
10. The information was given to the managing director.
11. He gave the managing director the information.
12. It was stipulated that the agreement would allow for increases in the cost of aviation fuel.
13. Sky Air stipulated that the agreement would allow for increases in the cost of aviation fuel.
14. It is said that an influx of tourists will destroy the plant life.
15. Environmentalists say that an influx of tourists will destroy the plant life.
16. She was paid \$2000.
17. The tour operators paid her \$2000.

Task 2. Match the following statements about the passive to the above sentences.

1. Sometimes it is appropriate to say who carried out the action.
2. Modal verbs can be used.
3. Verbs with two objects can be made passive in two ways.
4. Passive constructions beginning with "it" are used to make a statement more formal or impersonal.

We use the passive when:

- a) it is obvious who the doer of the action is:

Your luggage will be sent straight to Athens

- b) we don't know who the doer is:

My plane was delayed.

- c) we are more interested in the action than who did it:

The managing director was given the information.

- d) we wish to disclaim responsibility for the action:

Our room rates have been increased.

- e) we are describing processes and agreements:

It was stipulated that fifty rooms would be reserved for clients of Exotic Destinations.

The passive is formed using the different tenses of “to be,” followed by a past participle.

Task 3. Rewrite the following statements using the passive:

Example: Four reps will meet the flight.

The flight will be met by four reps.

1. They will escort you to your hotels.
2. They spend three days a week meeting arrivals.
3. The hoteliers have created overbooking problems.
4. The fall in the value of the rouble shouldn't affect the number of holidays sold.
5. They did not offer us a welcome drink.
6. The police arrest all lager louts.

Task 4. Complete this letter by filling in the gaps with the appropriate verb forms.

Imagine that you work in the personnel department of Global Tours Inc. in Tahiti, and Sally is a new rep who is about to join your team.

Dear Sally,

I would like to welcome you to our team here in Tahiti and to outline what (a)_____ (happen) during your first week with us.

On arrival at the airport you (b)_____ (meet) by John Grand, our area manager, and (c)_____ (drive) to the Pacific Hotel where you (d)_____ (live) during the season.

There (e)_____ (follow) a five-day training programme where you (f)_____ (introduce) to your colleagues and (g)_____ (brief). Then you (h)_____ (show) how to check in plane-loads of holidaymakers, make short presentations and deal with complaints.

Also you (i)_____ (take) around the island to visit the places you (j)_____ (take) our guests. There (k)_____ (be) a short test to complete the programme, after which you (l)_____ (give) a certificate.

Here we (m)_____ all _____ (look forward) to meeting you on 1 st May and working with you over the summer season.

Yours sincerely...

Read out the letter and answer these questions:

1. Why is it necessary to do a special training programme?
2. What do you think of the programme?
3. Does the job seem attractive to you? Why (not)?

Task 5. Simple Past active or passive.

**Read the following passage about the Panama Canal.
Put the verbs into the simple past active or passive.**

The Panama Canal is one of the most significant engineering achievements of the twentieth century, but it was a project that took over 500 years to finally complete.

The first proposal to build a canal (a)_____ (put) forward in 1523. Charles V of Spain (b)_____ (order) a survey of the area but no

action (c)_____ (take). More than three centuries (d)_____
(pass) before a new attempt (e)_____ (make).

A French company, under the leadership of Ferdinand de Lesseps, who (f)_____ (build) the Suez Canal, (g)_____ (work) on the project for twenty years. They (h)_____ (begin) in 1880, but (i)_____ (defeat) by disease and financial problems.

In 1906, President Roosevelt (j)_____ (order) the US Army Corps of Engineers to begin construction, and the project (k)_____ (control) by Colonel Goethals. During the project, about 143 million cubic metres of earth (l)_____ (remove), and the entire area, which (m)_____ (infest) with malaria-carrying mosquitoes, had to be sanitized. It (n)_____ (estimate) that the project would take ten years, but in fact the work (o)_____ (complete) in the summer of 1914 at a cost of about \$ 336 million.

The canal, which links the Pacific and Atlantic ocean, is just over sixty-four kilometres long. The minimum depth is 12.5 m, and the minimum width is 91.5 m.

Read out the story again and retell it.

STEP 7

Develop your reading skills

**Read a passage from the book by V.Reilly Collins
"Working in Tourism" and be ready to discuss it.**

TOUR OPERATORS

Tour operators vary in size from the local coach company selling a dozen short tours a year, up to the giants such as the German company TUI and the Swiss company Kuoni which send millions of clients to all corners of the world. Many jobs exist in the Outgoing Tour market, e. g. a British tour operator sells tours to British people who fly off to holiday in Greece, Spain, Italy or a hundred other countries. For the general market they will employ staff selected in Britain principally because package tourists often

prefer to be looked after by a compatriot and also the selection process is so long and involved that it is just not practicable to employ nationals of the destination countries.

Most tour operators interview in their country and send the selected staff out at the beginning of the season to stay in the resort for the duration of the season. Although this means that the majority of staff do not speak the language fluently, most tour operators do not consider this a priority. As one major operator says, perhaps a trifle optimistically, "Anyone who speaks one foreign language will find it easy to learn another; and anyway most locals in a resort speak English."

Because of price wars, the mass-market operators make little or no money on selling holidays. Instead their profits derive from selling excursions and, to a lesser extent, duty-free goods on their chartered aircraft.

If you don't feel comfortable with this emphasis on selling, you will have to try to find work with a more up-market operator who does not rely on excursion sales.

Some tour operators advertise a training course for which you have to pay. To ensure that applicants are serious about the work, these companies insist that they put their money where their mouths are. Normally this training fee will be refunded after you have worked for the company for a certain length of time.

In many cases the recruiting departments of tour operators are open only during recruitment period. Then when they have chosen the required number of staff close the department down and go to work in the reservations departments or wherever needed.

Large companies like **Thomson Tour Operations** and **Airtours** employ so many people to service their estimated three million customers that they publish a large-format brochure about their requirements, which can be requested from the Overseas Personnel Office. As is the case with most of the major companies, Thomson and Airtours employ reps, entertainers and ski resort staff. Their reps must have all the usual qualities (flexibility, diplomacy, etc.) and preferably knowledge of French, Spanish, Italian, Greek, German. There may be an assumption that you have a commitment to make tourism a career, though this is not essential.

REPS

Acting as a company rep in a foreign country gives you a unique chance to meet locals and become part of the local scene. The most important thing a company needs to know about new reps is whether or not they will fit in with the profile of a team. Knowledge of a European language is always requested. But even if the language requirements are not very rigorous, candidates should show that they are at least interested in learning about foreign cultures including the language. As you progress up the company ladder and are offered jobs as a senior rep or manager, then you will need to speak the local language.

A tour operator needs staff who can be flexible. No company wants their staff to have outside interests which might interfere with their work. Once trained in the company ways, e.g. to send in correct company paperwork, sell the company excursions and work the way the company wants, a rep can be transferred from one resort to another, sometimes one country to another, at short notice. Once you have a season or two of experience you should be given a say in where you go. Reps are expected to work six or seven days a week between seven and fourteen hours every day depending on whether transfers, hotels check-ins, welcome meetings, excursions, client visits, etc. are scheduled. Time off is seldom enough to do much independent travelling. Most reps spend their day off catching up on a beach. The industry demands total dedication.

If there is a strike and 40 clients are suddenly rerouted to another airport you will just have to miss the party to which you had been looking forward. If there is a crisis, you could end up working up to 36 hours at a stretch, and are expected to be smiling at the end of it.

Considering the rigours and pressures of the job of package tour company representative, wages are low, though of course accommodation, travel and some other perks are provided. It is self-evident that reps look after holiday-makers, remaining aware of the consequences of giving bad advice. Obviously medical emergencies are the most serious problem which reps may face. For instance, if an elderly client has a heart attack or a young tearaway has a serious accident on a hired moped. The situation becomes even more difficult if your employers have told you to do anything apart from summon help for fear that relatives may later sue if the rep had taken the wrong steps.

For your peace of mind, try to take a reputable lifesaving course before taking on a rep's responsibilities.

TOUR GUIDES

The person who accompanies a group of holiday makers on a packaged tour is variously known as tour guide, leader, manager, director or (US only) escort.

The tour leader may be an employee of the tour operator, a freelancer or (less usually) someone who is operating (i. e. designing, marketing and leading) his or her own tour.

Company employees are expected to project the company image. Officially the job of tour guide consists of representing the company, meeting and/or accompanying a group (usually on a coach), providing commentary, reconfirming accommodation and activity arrangements (which should have been put in place by the employing tour operator), helping with luggage, sorting out problems and generally creating an enjoyable atmosphere for the clients. This is quite a tall order, but first it is necessary to understand the range of possibilities in the world of tour leading and guiding.

The rewards are those which attract most people into the tourism business in the first place: the chance to travel, a desire to work with people and the chance to take responsibility. Many prominent members of tourist industry started out as guides or reps as their first step on the career ladder.

Task 1. Answer these questions:

1. Which of the above jobs seems most attractive to you? Why?
2. What are the advantages and disadvantages of each job?
3. Why are tour operators so particular about selecting their employees?
4. Why do they offer training for their employees?
5. What qualities are required for a job of a rep?
6. What makes it a difficult job?
7. What does a job of a tour guide involve?
8. What rewards are offered to those who become committed to their careers in tourism?

Task 2. Say what you've learned from the text about:

- a) tour operators;
- b) reps;
- c) tour guides.

STEP 8

Develop your speaking and writing skills

Task 1. Listen to Gordon Wright of Supertravel explaining the difference between a travel agent and a tour operator.

The difference between a tour operator and a travel agent?

Well it's quite simple, really. Obviously there is a lot of overlap between the two roles, but basically, a tour operator buys the separate elements of transport, accommodation, and other services, and combines them into a package.

A travel agent sells this product and other services to the public, and provides a convenient location, such as a shop or office for the purchase of travel.

If you imagine how a car is made and sold, the tour operator is like the factory where the different pieces of the car are assembled. The travel agent is like the car showroom which sells the finished product. So a tour operator will have to do things like decide what tours and holidays to organize — it might be inclusive tours, or independent holidays. They'll probably investigate and research new markets to find out what people actually want. Then, when they're putting together a tour, they'll have to negotiate with the various airline companies and hotels and other principals, as we call them, in order to get good bulk purchase deals. They'll probably charter aircraft, and later on they'll need to recruit and train staff to be resort representatives, guides and so on.

When that's all sorted out and they've signed contracts with the principals, they'll be able to concentrate more on promotion — designing and printing a brochure, and planning an advertising campaign. Once the tours are being sold, the tour operator deals more directly with the agent in accepting bookings. They have to continue work with the principals — sending room list, flight manifests, that sort of thing.

So a tour operator doesn't usually have so much direct contact with the customer.

The travel agent, on the other hand, is in direct contact with the customer, advising on resorts, carriers, and travel facilities in general, helping to plan itineraries for customers, arranging corporate travel.

Then, when they're actually selling holidays, inclusive tours, air tickets or whatever, they'll be involved in recording and confirming reservations, sending invoices to customers, and issuing tickets and vouchers. They're also involved in ancillary services like arranging car hire or selling insurance. And plenty of other things as well, from ordering stocks of brochures for rack display to making sure the windows are clean!

Explain the roles of tour operators and travel agents to each other. What is the difference between a travel agent and a tour operator?

Task 2. Look at the different functions in the lefthand column and match the underlined words with the definitions in the right-hand column.

Functions	Definitions
a) sell air tickets and other transport tickets	1) hire for a special purpose
b) design <u>a brochure</u>	2) agreement to pay money as compensation for loss or accident
c) give advice on resorts, <u>carriers</u> , and travel facilities	3) person or company, such as a hotel or an airline, which is represented by an agent
d) order stocks of brochures for <u>rack display</u>	4) take someone on as an employee
e) negotiate with <u>principals</u> for <u>bulk purchase</u> of airline seats, hotel rooms, etc.	5) equipment (in a shop) to hold things such as brochures
f) record and confirm reservations, send invoices to customers	6) legal agreements between two companies
g) issue tickets and <u>vouchers</u>	7) paper or ticket which is given instead of money
h) <u>charter</u> aircraft	8) buying large amounts of goods or services in order to get a lower price
i) send <u>flight manifest</u> to airline	9) tour including travel, accommodation, and meals (like a package)
j) send <u>rooming list</u> to hotels	10) relating to a business or company
k) provide <u>travel insurance</u>	11) planned method of work
l) sign <u>contracts</u> with hotels, airlines, etc.	
m) plan <u>itineraries</u> for customers	
n) arrange <u>corporate</u> travel	

Functions	Definitions
o) investigate and research new markets	12) company which transports passengers (such as an airline)
p) plan advertising and promotion strategy	13) list of passengers on a ship or plane
q) <u>recruit</u> and train, e.g. resort representatives and guides	14) list of guests in a hotel, with their room number
r) arrange car hire	15) lists of places to be visited on a journey
s) organize <u>inclusive tours</u>	16) publicity booklet giving details of holidays, etc.
t) sell inclusive tours	

Decide which function is performed by a travel agent and which is performed by a tour operator

Task 3. Preliminary negotiations.

Read the following situations.

Using your own ideas, write down what you might say.

- 1) You are on the phone with a client whose hotels you use for your tours. He has just suggested meeting next Wednesday, but you would prefer to meet on Friday at 11.00.

Client: What about meeting next week — say Wednesday at 2.30?

You: _____

- 2) Your client asks if there is anything in particular you want to talk about. You want to discuss how many rooms you will need for next season. You also want a price reduction, but don't want to go into details now.

Client: Is there anything in particular that you'd like to bring up?

You: _____

- 3) Your client wants to discuss the complaints you had last year. You think this is a good idea, and suggest bringing along some of the letters you have received from dissatisfied customers.

Client: Perhaps we could look at any complaints you had last year and see if there are any problems we can sort out.

You: _____

- 4) Your client suggests that he may have to raise prices; this is absolutely unacceptable. Say you understand his point, but might consider booking more rooms instead.

Client: Now, as I am sure you know, the changes in the exchange rate mean that there will have to be a modest increase in our charges, or we'll end up losing money.

You: _____

- 5) Your client asks if there is anything else to discuss; your directors have insisted that you talk about the high cancellation charges, which they felt were unreasonable.

Client: Is there anything else that you'd like on the agenda?

You: _____

- 6) You have decided to bring the phone call to a close. Finish by confirming the time of your meeting.

Client: I'll make sure that the meeting room is free, and I'll bring along the documents I mentioned.

You: _____

Task 4. Role-Play. Negotiations with a hotel.

You are going to role-play the preliminary negotiations between a tour operator and the representative of a hotel chain.

There will be three stages to the role-play:

I	II	III
arrange meeting	set agenda	the actual negotiations

Divide into three groups: tour operators, secretaries, hotel representatives.

TOUR OPERATORS

You would prefer a meeting at the hotel next week in the early morning. Friday is best for you.

Your objectives are:

- a) a larger allocation of rooms — 50 per night in high season;
- b) a range of types of accommodation (e. g. self-catering, family rooms, half-board, etc.);
- c) shorter release dates (so you have more chance of selling your allocation at the last minute);
- d) a contribution to advertising costs;
- e) hotel to provide some better photographs;
- f) extras in the rooms (e. g. bottle of wine, basket of fruit);
- g) clearer idea of the hotel's recreational and leisure facilities (there was some confusion last year).

1. Which of these objectives do you want to set as agenda items?
2. Which objectives will be more difficult to achieve?
3. Think carefully about your tactics in the meeting.

HOTEL REPRESENTATIVES

You would like a meeting at your hotel next week.

Midweek and late morning is best for you (maybe over lunch?)

Your objectives are:

- a) set allocation — 60 rooms per night in high season;
- b) promote new self-catering villa complex;
- c) limited credit period (account was settled very late last year);
- d) tell tour operator about new recreational facilities;
- e) a more prominent display in the operator's brochure;
- f) introduce a sell-on clause (sell the unsold rooms weeks before date).

1. Which of these objectives do you want to set as agenda items?
2. Which objectives will be more difficult to achieve?
3. Think carefully about your tactics in the meeting.

Your role will be to monitor and record the meeting.

To do this you will need to:

1. Take notes, and in particular record any decisions that are made.
2. Make sure that both sides understand each other and don't get angry or unreasonable. How will you do this?
3. Look for areas where the two sides agree — or where a compromise can be made.

What do you think each side will want from the negotiations?

STEP 9

Test yourself

Task 1. What is the English for:

основные черты (характеристики):

- a) быстрый рост индустрии туризма;
- b) более основательная финансовая база;
- c) оставить без средств, в трудном финансовом положении;
- d) возникновение «пакетных» туров;
- e) стимул для улучшения показателей работы;
- f) без дополнительных льгот;
- g) основное развлечение / главная привлекательная черта;
- h) говорящий на нескольких иностранных языках;
- i) усталость;
- j) значительная экономия средств;
- k) доступность;
- l) труднодоступные места;
- m) турист-одиночка («дикарь»);
- n) ценовые льготы.

Task 2. Give the definitions for the following:

- a) to be left stranded;
- b) transfer;
- c) independent traveller;
- d) chartering;
- e) self-catering facilities;
- f) a carrier;
- g) a packaged tour;
- h) room allocation;
- i) a rep;
- j) a tour guide;
- k) a hotelier;
- l) itinerary;
- m) bulk purchase.

Task 3. Complete this letter to Mrs Marinelli by expanding the following notes.

Dear Mrs Marinelli

This is to confirm our recent discussions. At the meeting / hold / 25 January / it / agree that:

1. 500 rooms with sea view / make available/ Grand Canyon hotel / 30 March — 25 November / weekly basis.
2. We / require / inform the hotelier / 4 weeks advance / if we wish our allocation / cancel. The account settle / 1 month after close / of the holiday period i. e. by or before 25 December.
3. It bring / attention / tour information / not display / last year.

Therefore suitable space / must provide / for our company leaflets and notices / display.

We trust we are in agreement on all these points.

I remain / disposal / raise / further points.

It has also come notice / your copy of the contract / never return. / I grateful / complete / without delay / return to our Head office.

It note / this agreement / valid / 2 years. / 6 months / notice / require in writing / in order it / terminate.

Yours sincerely ...

Task 4. Say it in English:

Туроператоры — это фирмы, которые занимаются организацией туров, включая транспорт, проживание, программы развлечений и отдыха туристов.

Они являются «оптовыми» продавцами туристического бизнеса, в то время как агенты продают создаваемые ими услуги.

Развитие туристического бизнеса привело к тому, что фирмы-операторы вынуждены были совершенствовать методы управления и ведения дел.

Им приходится иметь дело с огромным диапазоном потребностей туристов и оказывать широкий спектр услуг.

Преимущества «пакетных» туров стали очевидны с момента их возникновения. Туризм стал массовым именно потому, что подобные туры позволяли туристам экономить, и тем самым сделали отдых доступным широким слоям населения.

Удобно заказывать поездку со всеми удобствами в одном месте и по сходной цене, они доверяют все хлопоты, связанные с организацией отдыха, туристическим фирмам.

Поэтому на туристические фирмы ложится огромная ответственность оправдания надежд их клиентов и обеспечения им здорового, безопасного и увлекательного отдыха.

TOURISM AND TRANSPORTATION

STEP 1

Study the vocabulary list:

1. <i>tiny, adj</i>	очень маленький; крошечный
2. <i>freight, n</i>	фрахт; груз; стоимость перевозки; наем судна для перевозки грузов
3. <i>to cope (with), v</i>	справиться с чем-л.; совладать
4. <i>to confront</i>	стоять лицом к лицу; противостоять; <i>перен.</i> столкнуться (с проблемами)
5. <i>carrier, n</i>	перевозчик; транспортное агентство/контора; носильщик; возчик
6. <i>a ferry, n</i>	переправа; паром
7. <i>to ply, v</i>	курсировать
<i>to ply across</i>	курсировать; пересекая какое-л. пространство
8. <i>schedule, n</i>	расписание, график; план
<i>to be behind schedule</i>	запаздывать
<i>to be on schedule</i>	точно, вовремя
<i>schedule, v</i>	включать в расписание; назначать; намечать; планировать
<i>the journey is scheduled for five days</i>	путешествие рассчитано на пять дней
9. <i>to aim at, v</i>	стремиться; нацеливаться на...; иметь в виду
10. <i>affinity, n</i>	родственность; близость; свойство
11. <i>substantially, adv</i>	в значительной степени; прочно; основательно
<i>syn. considerably</i>	

12. a convention, n	собрание; съезд
13. subject, adj	подлежащий чему-л.; подчиненный; подвластный
subject to	при условии; допуская, если
14. bilateral, adj	двусторонний
15. overcome, v	преодолеть; превозмочь; одолеть; победить

STEP 2

Read and translate into Russian

Affinity group is a group of people with the same purpose or interests travelling to the same destination. An example can be a garden club making a tour of English gardens.

Jumbo jet is a large aircraft with a seating capacity of about 400 passengers. The term most often refers to Boeing 747. **Load factor** means the number of seats that have been sold on an aircraft. The term also refers to the percentage of seats that must be sold before a flight is profitable.

Car rental agency (or car hire in England) is a service for renting automobiles for short periods of time.

Cruise is a pleasure voyage by ship. It is not part of a regularly scheduled service.

Scheduled airline operates its aircraft on fixed routes at fixed times. In other words, it operates according to a time-table.

Charter plane is an aircraft that has been rented to fly when and where the service is desired.

IT means **inclusive tour**, a packaged tour, that offers transportation, accommodations, and often other inducements.

Transportation on most inclusive tours is on the scheduled airlines, although some is by bus and by rail.

ITX fares are tour-basing fares. They are special lower fares offered for sale by the scheduled airlines through tour operators and travel agents.

STEP 3

Read and translate

TEXT 1. TOURISM AND TRANSPORTATION

Transportation is a vital aspect in the total tourist industry because being in a different place from where you live is an essential feature of tourism.

Without the modern high-speed forms of transportation that are available to large numbers of people, tourism would be possible only for a tiny fraction of population. During the 19th century railroads spread across Europe, North America and many other parts of the world. They formed the first successful system of mass transportation, carrying crowds of people to such English seaside resorts as Brighton, Margate and Blackpool.

The tourists on Thomas Cook's first organised tour in 1841 travelled by railroad.

Steamships were developed at about the same time as railroads, but they were used for the most part on inland waterways. By 1900, they were developed so that they were carrying passengers and freight on all the oceans of the world.

Unfortunately for those people who prefer leisurely travel, both railroads and steamships have lost much of their business in the second half of the 20th century. The automobile has replaced the railroad for most local travel. It offers convenience.

The traveller can depart from his own home and arrive at his destination without transferring luggage or having to cope with any of the other difficulties that would ordinarily confront him. The apparent costs of a trip by automobile are also lower, especially for family groups.

A very large per centage of domestic tourism now takes advantage of the automobile for transportation. In Europe, where the distance from one national board to another may be very short, automobiles are also used extensively for international journeys.

For long-distance travel, the airplane has replaced the railroad and the ship as the principal carrier. The airplane has become so commonplace that we often fail to realize what a recent development in transportation it really is!

The railroads have suffered on short-distance routes as well as on long-distance routes. Motor buses, or coaches as they are called in England, have replaced railroad passenger service on many local routes.

Ships still play an important part in tourism for the purpose of cruising. A cruise is a voyage by ship that is made for pleasure rather than to arrive quickly at a fixed destination. The cruise ship acts as the hotel for the passengers as well as their means of transportation. When the tourists reach a port, they are usually conducted on one-day excursions, but return to the ship to eat and to sleep.

Ships play another part in modern tourism as car ferries. Particularly in Europe, the tourist who wants to have his car with him on a trip can take advantage of car ferries across the English Channel or the Strait of Gibraltar. Car ferries even ply across large bodies of water such as the North Sea between England or Scotland and Scandinavia. The city of Dover on the English Channel handles the largest volume of passenger traffic of any port in the UK primarily because of car ferries services.

The airlines are now very prominent in the tourist industry and it is important to remember that there are two kinds of airline operations, scheduled and nonscheduled.

A scheduled airline operates on fixed routes at fixed times according to a timetable that is available to the public.

A nonscheduled airline operates on routes and at times when there is a demand for the service. The nonscheduled airline is, in other words, a charter operation that rents its aircraft. The competition between the two has been very intense.

The scheduled airlines aim their services primarily at business travellers, at people visiting friends and relatives, and at others who travel alone or in small group. A scheduled airline flight is usually filled with strangers going to the same destination.

As seating capacity increased with the introduction of newer, larger and faster planes, the airlines were able to offer a per centage of their seats for sale through travel agents or tour operators. They introduced special fares and by means of these special fares, they were able to increase their business substantially. The greatest growth in tourism began with the introduction of these ITX fares, as they are called, in the 1950's and 1960's.

IT stands for inclusive tour, a travel package that offers both transportation and accommodations, and often entertainment as well.

ITX stands for tour-basing fares. They are offered by scheduled airlines to travel agents or tour operators who sell the package to the general public.

Still another important abbreviation in tourism is CIT, charter inclusive tour, one that uses a charter plane for transportation.

The nonscheduled airlines got a start largely as a result of government business. In addition to transporting supplies or military personnel, the nonscheduled airlines chartered (rented) entire flights to groups that were travelling to the same destination — businessmen and their wives attending a convention, for example, members of a music society attending the Festival.

Groups travelling to the same place for a similar purpose are called **affinity groups**.

Charter inclusive tours were sold at even lower fares than the inclusive tours on the scheduled airlines.

All transportation is subject to regulation by government, but the airlines are among the most completely regulated of all carriers. The routes they can fly, the number of flights and many other matters are controlled by means of bilateral agreements between different countries in the case of international airlines.

The airlines, both scheduled and nonscheduled, must overcome many problems in the future. They need to reduce their operating costs to a level where they can continue to offer fares that will make holiday travel attractive to as many people as possible.

And they have not solved the problem of attracting new passengers. As important as air transportation is for the tourist industry, it is estimated that only about 2 per cent of the world's population has ever travelled by plane.

Task 1. Find in the text answers to these questions:

1. Why is transportation a vital aspect in the tourist industry?
2. How did means of transportation develop?
3. Why have railroads and ships lost much of their business?
4. What makes car a very convenient means of transportation?
5. What mode of transportation has become principal carrier for long-distance travel? Why?

6. Why do ships play an important part in tourism?
7. What is “cruise?”
8. What is “car ferry?”
9. What kinds of airline operations does the text describe?
10. What is the difference between a scheduled and nonscheduled airlines?
11. Why did airlines introduce special fares?
12. How did this influence their business?
13. What does IT stand for?
14. What does ITX mean?
15. How did nonscheduled airlines start?
16. What is “an affinity group?”
17. How is all transportation regulated?
18. What problems do the airlines have to solve in future?

Task 2. Sum up what you've learned from the text about:

- a) the history of transportation development;
- b) the most popular means of transportation today;
- c) the role of airlines for development of tourism;
- d) different kinds of airline operations;
- e) sea transportation in tourism;
- f) special air fares;
- g) government regulation of all transportation;
- h) the problems to be solved in future.

Task 3. Think and answer:

1. What do you know about the problems of transportation for tourists in Russia?
2. Do you think there is improvement in the transportation service in this country? Why (not)?
3. Are there special fares for tourists in Russia? What do you know about them?

4. What problems are vital for Russian transport companies?
5. What are the ways of solving these problems?
6. How is Russian transportation regulated?
7. Does it confront similar difficulties in attracting new passengers?
Why (not)?
8. What is your view of the further development of means of transportation in Russia?

STEP 4

Listening

TEXT 2. AIR TRAVEL

Terry Lee, Britannia's Advance Planning Manager, is talking about how he plans and executes the company's summer flight programme. Britannia is a large British air charter carrier. Thomson is a large British tour operator.

R. — Reporter

T. — Terry

- R.* How do you plan the summer programme for the world's largest charter airline?
- T.* We get going on the programme eighteen months in advance. The initial parameters are first set in discussions between us, the airline and Thomson, who are both our owners and principal customer. These parameters lay down the amount of flying time Thomson requires, the size of our fleet for the season and its level of use. Once we have them we can get on with organising the details.
- R.* So you begin with a blank piece of paper?
- T.* No, not at all. Ideally we would repeat last season's programmes, making a few changes where we had come across problems. But of course it's not that easy. There are many issues that influence our decisions.
- R.* What do you mean?
- T.* Well, for a start I have to talk to my counterpart at Thomson several times a day to check on their commercial needs — such as changes in demand from different airports, the timing of the summer brochure

launches. I also have to take into account our profitability targets, maintenance requirements, and the efficient use of the aircraft and their crews. Then there are the constraints imposed from outside. We have to negotiate slots at each airport across the world — some 24,000 slots in a twenty-six week summer programme — and we have to contend with airport operating hours and noise restrictions.

R. So how do you do all this?

T. Well, we record all this information on what we call our core computer system.

R. So when you've done all that, you're ready for the brochure launch?

T. Far from it. First we run a feasibility study — to make sure that the aircraft is not being used twice and that it's flying to an airport where we have slots. At the same time management is running a profitability study. We'll have several alternative plans which have all been looked at in this way before the run-up to the brochure launch.

R. How do you choose which plan to use?

T. Of course a decision has to be made, but even after we've made up our minds we have to be prepared to make changes right up to the last minute, because in order to put this plan into practice we have to have lengthy negotiations with airports and other airlines via the international SITA aviation network. We have a certain number of historic slots at airports. If we need more than we ask for whatever we require.

R. So that's it then?

T. No, by no means. We go to the International Slots Allocation conference where there is a week of frenetic horse trading. Naturally we take our core system work-station with us so we can work out any changes. And we take a systems person with us, just in case the computer crashes. So after that we have our schedules for the summer and the tour operator's brochures can go to print.

R. It all seems very complicated.

T. Yes, but the computer has simplified and speeded up the process greatly. It's not only more efficient in our direct costs, but also in overall costs to the airline. And it allows us to see what the key factors are that affect the plan.

Note the following words and expressions from the interview:

- | | |
|--|--|
| 1. to lay down | устанавливать; утверждать |
| 2. fleet, <i>n</i> | флотилия; парк (самолетов, автомобилей и т. д.) |
| 3. counterpart, <i>n</i> | противная сторона; лицо, занимающее равноценное положение в другой организации |
| 4. maintenance, <i>n</i> | эксплуатация; эксплуатационные расходы; техническое обслуживание |
| 5. to impose, <i>v</i>
зд. to impose constraints | налагать (обязательства); навязать
вводить ограничения |
| 6. slots, <i>n</i> | зд. временные «щели», позволяющие аэропорту принимать дополнительные рейсы; промежутки в расписании рейсов |
| 7. to contend with | зд. принимать во внимание; считаться; бороться; соперничать; состязаться |
| 8. core, <i>n</i>
core computer system | сердцевина; ядро; суть; центр (чего-л.)
центральная компьютерная система |
| 9. feasibility, <i>n</i>
to run a feasibility study | возможность; вероятность
проводить научно-техническое обоснование, исследование |
| 10. run-up, <i>n</i> | разбег |
| 11. via <i>лат.</i> | через |
| 12. SITA — Students International Travel Association | Международная студенческая ассоциация путешествий |
| 13. frenetic
(или phrenetic) | исступленный; неистовый; безумный |
| 14. horse-trade | обсуждение условий сделки; сопровождаемое взаимными уступками |
| 15. direct costs
overall costs | прямые затраты
общие затраты |

Task 1. Listen to the interview again and decide if these statements are true or false. Correct the false statements.

1. Britannia and Thomson decide how many planes will be in use.
2. They have to fill 26,000 slots in a twenty-four week programme.
3. They don't expect to change their flight plans.
4. The computer system can help the user to predict potential flight disasters.
5. The computer system is fast but has not yet led to direct savings in expenditure.

**Task 2. In the interview you heard about the stages in planning a flight programme.
Read the interview and complete the chart.**

FLIGHT SCHEDULING:

Stage 1.

- a) Discussions are held between us and _____ to set objectives.

Stage 2.

- b) Use last year's programme as a base.
- c) Ask counterpart about commercial requirements, e.g. demand from airports and timing of _____.
- d) Take into account profitability targets, maintenance requirements and efficient use of aircraft and their _____.
- e) Negotiate slots at airports. Check airport's _____ and noise restrictions.

Stage 3.

- f) _____ on the core systems computer.

Stage 4.

- g) Run _____ study.
- h) Run _____ study.

Stage 5.

- i) Decide on plan.

Stage 6.

- j) Negotiate with airports and other airlines through _____ aviation network.

Stage 7.

- k) Go to the International _____ conference to negotiate.

Stage 8.

- l) Make final adjustments.

Stage 9.

- m) Send brochures to the printers.

Task 3. Sum up the information you've learned from the interview.

STEP 5

Types of water holiday

Task 1. Answer these questions:

1. What are the advantages and disadvantages of a holiday on the sea or on a river? Think about accommodation, activities, sights, and costs.
2. Have you ever been on a cruise, or spent a holiday on a ship or boat? What was it like?
3. Look at the list of sea and river trips.

Put them in two different orders:

- a) from most expensive to least expensive;
- b) the order in which you would like to go on them.

SEA AND RIVER TRIPS

- a) Caribbean cruise;
- b) Mediterranean cruise;
- c) round-the-world cruise;
- d) speed boat ride off the south coast of France;
- e) sightseeing trip down the River Moskva;
- f) gondola ride in Venice;
- g) canal holiday in the UK;
- h) hovercraft trip across the English Channel;
- i) rowing boat on a mountain lake in the Caucasus;
- j) transatlantic voyage to New York;
- k) white-water rafting trip in the Carpathians;
- l) River Nile cruise;
- m) 24-hour Baltic “booze-cruise”;
- n) to buy duty-free goods, especially alcohol.

Give reasons for your opinions.

Task 2. Listening.

International etiquette.

You are going to listen to part of a welcome talk to a group of passengers on a round-the-world cruise. Among the countries they will be visiting are Spain, Egypt and the Middle East, India, Singapore, Thailand and Japan.

As you listen, make notes of appropriate ways to behave in those countries.

...OK everyone. On a round-the-world cruise you're obviously going to visit a lot of different countries and experience a lot of different cultures, and I just wanted to say a few words about what we call international etiquette being aware of the appropriate way to behave socially, in public. We'll

give you specific advice when you're going on particular shore excursions, but I thought a few general words of advice now wouldn't go amiss.

Really, it's all about respect. I'm sure a lot of you already know about visiting churches, mosques, and other religious buildings. It's important to wear appropriate clothes and cover up bare skin. Men should always wear shirts. Shorts are not a good idea for women — women should in general avoid showing bare shoulders, arms, or legs, and in mosques and temples you'll need to cover your head too. In fact, when we're in Egypt, the Middle East, and Asia you'll also need to take off your shoes before you enter any religious building — outdoor shoes are seen as carrying all the impurities of the world.

I wonder if any of you know about some other customs.

For example, when we get to the Far East, from Singapore onwards, you should be particularly careful about your posture. The soles of your feet, for example, are considered to be the dirtiest part of your body, and you should never point your foot at someone — so crossing your legs in public is not a good idea when we're in Singapore and Thailand. Also, avoid pointing, certainly at people, but also at objects. In Japan and other Far Eastern countries, blowing your nose in public is also not really acceptable.

When it comes to greeting people in different countries there are a lot of differences. You'll find Egyptian and Middle Eastern men kissing each other. The Spanish and many southern Europeans also kiss each other on the cheeks — though not normally the men. In Japan they'll bow — and the extent of the bow depends on the respect due to that person. But for you, probably the safest way to greet someone, certainly outside Asia, is just with a firm handshake. Although you must make sure it's your right hand: in a lot of countries, particularly African and Middle Eastern countries, the left hand is regarded as unclean, so you shouldn't give things to people, pass food and so on, with your left hand.

Food and eating habits is probably the most interesting area of international etiquette, but you'll be eating in international restaurants most of the time — although I hope you can all handle chopsticks! You probably won't get invited to anyone's home on this trip but if you ever do, make sure you check out the way to behave first. There's lots of potential for unintentionally causing offence. For example, in Singapore you should always say no to

a second helping of food (you'll probably get some any way!), and it's polite to leave some food on your plate at the end, whereas in somewhere like Russia that would probably offend your host!

Well, perhaps that's enough on international etiquette for the moment. You'll find a lot more information in your welcome packs, and I'd like to suggest you have a good look at the section on tipping and bargaining in particular. Now I'll hand over to Julia who's going to tell you about the entertainment programme on board.

Note the words and expressions from the talk.

- | | |
|---------------------------------|--|
| 1. to experience, <i>v</i> | узнать; испытать на себе; приобрести опыт (в чем-л.) |
| 2. to be aware of (smth.) | знать; сознавать; отдавать себе полный отчет в том, что... |
| 3. etiquette, <i>n</i> | этикет |
| 4. to go amiss | не получится; получится не так, как надо; неправильно; неверно |
| 5. mosque, <i>n</i> | мечеть |
| 6. temple, <i>n</i> | храм |
| 7. impurity | загрязнение; грязь |
| 8. posture, <i>n</i> | поза; положение; осанка |
| 9. to blow nose | сморкаться |
| 10. to bow, <i>v</i> | кланяться |
| 11. chopsticks, <i>n</i> | палочки для еды (у китайцев, корейцев, японцев) |
| 12. unintentionally, <i>adv</i> | непреднамеренно |
| 13. to offend, <i>v</i> | обижать, оскорблять; задевать |
| offence, <i>n</i> | обида, оскорбление |
| 14. to cause offence (to) | оскорбить; нанести обиду |

Task 1. Different countries and cultures have different ways of behaving. How much do you know about “international etiquette”? Use the information from the text.

Which of these things would be socially unacceptable in Russia?

- a) wearing shorts in a religious building;
- b) wearing outdoor shoes in a religious building;
- c) topless bathing;
- d) crossing your legs in public;
- e) pointing with your forefinger;
- f) blowing your nose in public;
- g) kissing someone you're introduced to for the first time (man-man);
- h) kissing someone you're introduced to for the first time (woman-woman);
- i) using your left hand to eat with;
- j) asking for more food at a dinner party if you're still hungry;
- k) leaving food on your plate at a dinner party.

Task 2. Prepare a list of recommendations for appropriate behaviour for those foreign tourists who are planning to make a tour of Russia for the first time.

STEP 6

Vocabulary Practice

Susan recently went to the USA for three weeks. On her trip she had to understand some of the words and expressions which are used in the USA but not in the UK.

The words in the box below are all to do with travel.

Task 1. Find the pairs of synonyms and put them under the correct headings.

Model:	British English	American English
	driving licence	driver's license

puncture	hood	driving licence	pavement
city centre	sidewalk	flat	underground
line	car park	motor way	downtown
queue	gas	estate car	subway
freeway	petrol	station wagon	bonnet
parking lot	driver's license		

Do you know any other words that are different in British and American English? Make a list of them.

Task 2. Each blank in the text below contains one missing word which is strongly associated with another word nearby. The missing words are in the box.

Use the words in the box to fill the gaps in the text.

- | | | | | |
|---------|----------|-----------|------------|-------------------|
| 1) cry | 4) spare | 7) far | 10) time | 13) hand/hands |
| 2) soak | 5) stuff | 8) effort | 11) images | 14) entertainment |
| 3) dine | 6) style | 9) good | 12) walk | |

SAIL AWAY

Ask anyone to name the ultimate luxury holiday and the chances are that they'll say "a cruise."

It conjures up (a)_____ of elegantly-dressed couples promenading on a moonlit deck. Of rich, elderly people with time on their (b)_____ and a desire to see the world in (c)_____. But although the romance of the golden age of cruising remains, the average age of today's passengers is 37 — a far (d)_____ from the be-shawled, blanketed image of yesteryear.

The superb range of leisure activities and wealth of (e)_____ has made cruising a godsend for families. Parents can relax and enjoy themselves in the sure knowledge that their children are in (f)_____ hands in the "kid's centre."

But for young and old alike the appeal of a cruising holiday is the ability to move effortlessly from one place to another. To this end cruise lines have put a lot of time and (g)_____ into developing their shore excursion programmes.

Nowadays they can include such activities as trucking in the Malaysian jungle, catching fish in the fjords, landing on a mighty glacier or clambering over Greek ruins. That is, if you've got time to (h)_____ with so many exciting on-board activities to choose from. Passengers can try their (i)_____ at anything from aerobics to scuba diving. Evening entertainment continues (j)_____ into the night with casinos, cinemas, and discos just a short (k)_____ away from their cabin.

Another major advantage of cruising is the superb standard of food. You can wine and (l)_____ through to the early hours. If none of this appeals and you wish only to while away the (m)_____ as you (n)_____ up the sun, why not consider one of cruising's unusual destinations and take a trip to Alaska? Sailing through the dazzling blue whiteness, spotting a whale or a bear in the (o)_____ of which memories are made.

Sum up the information in the text.

Answer the questions:

Have you ever been on a cruising holiday? If so, describe it.

Task 3. Connections.

All these words are connected with transport.

Put them into logical sets:

Sea	Rail	Air	Road	Phrasal verbs
cruise	platform	steward	highway	break down

liner	sail	long-haul	platform
toll	runway	compartment	make
registration number	see off	jet bag	run out of
break down	crossing	roundabout	ticket collector
station wagon	drop off	highway	starboard
set off	guard	harbour	gangway
cruise	stopover	stand-by	track
press on	self-drive		

a) Check if you know all the meanings of the words.
Use your dictionary, if necessary.

b) Imagine that you recently accompanied a group of travellers on a trip involving several means of transport.
Write a short account of the trip using as many of the words in the box above as you can.

Task 4. Phrasal verbs (two-part verbs).

Study the following information:

1. Two-part verbs are formed by combining a verb with a preposition (or particle) to change its meaning:

I get up at six o'clock

The plane takes off at 7.30.

2. A verb can be used in the same sentence as a preposition without changing its meaning: I took the book off the table. In this case, 'take' and 'off' do not make a two-part verb.

3. The same combination of verb and particle can have more than one meaning:

The plane took off (leave the ground).

He took off his jacket (remove).

I can take 5 per cent off the price of a ticket (discount).

4. Phrasal verbs can be separable. The object can be placed between the verb and the particle:

The travel agent sorted out her itinerary (sort out — organise).

The travel agent sorted her itinerary out.

5. The object always goes at the end if the verb is inseparable:

A tour guide will look after the group.

A tour guide will look after them.

6. Phrasal / prepositional verbs.

Some verbs have three parts:

The holiday didn't live up to our expectations.

Practice.

Put the words in the right order to make correct sentence.

- a) around / London / looked / she
- b) there are new airline safety regulations: cant / get / tour / operators / them / around.
- c) For / made / nearest / taxi / the / we.
- d) The / chance / she / at / jumped / to visit the Himalayas.
- e) Old / an / he / into / ran / friend / at the airport.
- f) Checked in / before the flight / forty-five minutes / we.
- g) In Dubai / flights to Hong Kong / stop over.
- h) Fell through / their trip / at the last minute.
- i) Backed out / but / we had a deal / the hotel chain / we thought.
- j) After / broke even / finally / the hotel / three years of losses.

Task 5. Put the underlined words into the correct order:

- a) it's easy around to New York get on the subway;
- b) the chance at jumped she to work as a tour guide;
- c) down bus the broke in the middle of the high street;
- d) the bill the cashier worked out;
- e) it's a tour rep's responsibility the guests after to look;
- f) at the airport the guests up tour reps pick;
- g) the itinerary up she drew;
- h) her uncle her up put for a few nights.

Check the meaning of the two-part verbs in the above sentences.

Task 6. Join the verbs and prepositions and make phrasal verbs to replace the words underlined in the sentences below.

Verbs	Prepositions
call (2)	around
cut (2)	down
make	off (4)
hang (2)	out (4)
miss	up (5)
pick	on (2)
put (2)	
set	
look	
sort	
work	

1. I'll write the bill for you.
2. That hotel needs to reduce the number of staff it employs.
3. She calculated the answer
4. The Italian group leaves for London at 9.15 p.m. today.
5. Pierre lost the chance of working on Concorde.
6. Due to bad weather they cancelled the boat trip.
7. They postponed their trip to the Seychelles when John became redundant.
8. Their train was late and so they had to wait at the station for two hours.
9. The hotel manager promised to collect Sally at the airport when she arrived to start her new job.
10. One of the nice things about being an air steward is that you can visit your friends unexpectedly.
11. Students often rely on friends and relatives to give them accommodation when they travel.
12. When Sandra finished the phone call, she remembered that she had not told her boss about the new guests.
13. When you need to read a file on the computer, you must access the file.
14. She tidied and organised her papers.
15. The telephone company disconnected their phone.

Task 7. Use the two-part verbs from the previous task to fill the gaps in the text.

When Susan was in the High Street she (a)_____ the travel agency to book her ticket to the States. Before she left home she had (b)_____ where she wanted to go. As she didn't want to (c)_____ seeing Niagara Falls, she had decided to (d)_____ her expenses by asking her uncle to (e)_____ her while she was in New York. She was also going to (f)_____ some old friends she hadn't seen for a long time when she was in San Francisco.

The travel consultant (g)_____ the information about flights on the computer screen Susan was (h)_____ from London on 1st September. The travel consultant tried to persuade Susan to book the shuttle service to the centre of New York but Susan said she did not need transport as her uncle would be (i)_____ her _____. Hopefully the plane would not be delayed and he would not have to (j)_____ the airport too long! When the travel consultant had all the details she promised to (k)_____ the itinerary and to ring Susan as soon as it was ready.

That night Susan (l)_____ all her papers and holiday brochures before she rang her uncle to tell him when she would be arriving in the States. They were (m)_____ twice, but thankfully they were eventually able to speak. At the end of the call when she (n)_____ she knew that he was (o)_____ to seeing her.

Retell the text using as many two-part verbs as possible.

Task 8. Replace the underlined words with a suitable phrasal verb. Do as many as you can, then listen to the tape to check or complete your answers.

1. I've pretty well planned and formulated what I'll be able to do while I'm there..
2. So I'll be departing on 1st September...
3. My uncle will be collecting me from the airport and accommodating me for a few days...
4. You can travel quite easily on the subway and if you want to sightsee...
5. Are you sure your budget will cover that?

6. I've been economising for this and I really don't want to lose the opportunity of seeing the Niagara Falls...
7. Wait a minute...
8. The only problem is that you'll have to wait with nothing to do in Chicago...
9. I really need to reduce costs so I'm hoping to be able to locate and see again some old friends...
10. I'll write the itinerary for you...

Listen again to Susan making the final arrangements for her trip and answer these questions:

1. What is an open-jaw ticket?
2. Why doesn't Susan want to use the Greyhound bus?
3. Why doesn't she want accommodation booked in Las Vegas or LA?

Task 9. Read out the conversation between Susan and the travel consultant and check your answers in the previous exercise.

As you read, follow Susan's route.

Write the dates, times and means of transport.

T.C. — Travel Consultant

S. — Susan

T.C. Good morning. Can I help you? Oh, sorry, I didn't recognise you. You came in the other day about a trip to the States, didn't you?

S. That's right and if it is OK by you I'd like to sort out the final itinerary. I've rung up some of my friends and relatives over there and so I've pretty well worked out what I'll be able to do while I'm there.

T.C. Good. Do you still plan to start off in New York and come back via San Francisco?

S. Yes. Last time you mentioned something about an open-jaw ticket. Could you tell me what...?

T.C. Oh, an open-jaw... yeah, you'll fly out from Heathrow to Newark International and come back to London from San Francisco. That means you pay half the return fares on both routes added together.

S. And do I get my student discounts on those flights?

T.C. Yes, no problem.

S. OK. So I'll set off on 1st September and fly to Newark, and return on the 21st from San Francisco.

T.C. Fine. Do you need accommodation in New York?

S. No, thanks. My uncle will be picking me up from the airport and putting me up for a few days in Manhattan. I was thinking of visiting Ellis Island and of course the Empire State Building and... I guess it's pretty easy to travel around New York.

T.C. Well, there are guided tours of the city but you can get around quite easily on the subway, and if you want to look around Ellis Island and Liberty Island there are regular ferries. You don't need to take the guided tours if you want to go around on your own.

S. Right. And... about my trip to Niagara. I've looked at what's available and I've decided to take the Grayline one-day tour.

T.C. Yes, it's a bit pricey you know. Are you sure your budget will run to that?

S. Well, I know it's expensive but, well, I've been saving up for this and I really don't want to miss out on seeing the Niagara Falls.

T.C. OK, fine. Well that's \$290 and for that you have to pay in advance. They pick you up at the Sheraton and you go by coach to Newark International Airport, fly to Buffalo and then on to the Niagara Falls by coach. There's a guided boat tour and then you drive over to the Canadian side, then back to Buffalo and the plane to New York, to arrive back at about 6.30 p.m.

S. Right, and the next day I was planning to go to Washington.

T.C. By Greyhound bus or by rail?

S. Well, I was told that the bus can be dangerous for young women travelling alone so I thought well, could you get me an Amtrak fifteen-day travel pass?

T.C. Sure. But I need to know your times and routes before I can book everything.

S. Right. So on the 5-th I'll take the day trip to Niagara and on the 6-th I'll take the train to Washington... spend some time there before going on to Las Vegas. And then on the...

T.C. Hang on a minute. Here we are, New York to Washington on the Capitol Ltd.

S. Sorry?

T.C. The Capitol Ltd. All Amtrak trains have names. So that leaves at 07.23 and arrives at 11.05 on 6th September.

S. Fine.

T.C. And then your best route would be to take the Capitol Ltd. On to Chicago and then get on the Desert Wind for Las Vegas. The only problem is that you'll have to hang around in Chicago for a few hours.

S. Well, that doesn't matter.

T.C. So if you took the 16.40 from Washington on the 7th you'd arrive in Chicago at 09.10 on the morning of the 8th and have until 15.05 to have a look around Chicago.

S. OK

T.C. So I'll book you on the Desert Wind to Las Vegas via Denver and Salt Lake City, arriving in Las Vegas at 07.45 on the morning of the 10th.

S. Then I want to leave Las Vegas on the 12th for Los Angeles. I'll want to spend a few days there.

T.C. OK, so that's the Desert Wind again for Los Angeles.

S. And then I'll need to reserve a seat from LA to San Francisco on the 17th.

T.C. Will you be wanting accommodation in Las Vegas or Los Angeles?

S. No, I really need to cut down on costs so I'm hoping to be able to look up some old friends and ask them if they can put me up.

T.C. OK. So we'll book those trains for you, the excursion to Niagara and of course the international flights. I'll draw up the itinerary for you, make a note of the check-in times for the flights and so on and make out the tickets for you.

S. Great. And just one more thing. While I'm in Los Angeles I want to see Disneyland, Hollywood, and so on and so I'd like to hire a car while I'm there. Can I do this through you?

T.C. Yes, I've got a brochure here in fact. You have a choice of...

Task 10. At the Airport.


A travel agent is explaining what to do at the airport to a customer who has not travelled by plane before.

Complete the sentences with one word from column A and one word from column B.

Make sure you know the meanings of the words.

The first one has been done for you.

A	B
conveyor	desk
departure	card
terminal	class
hand	lounge
check-in	baggage
economy	building
departure	control
excess	luggage
boarding	belt
passport	gate



Most taxi drivers know the airport quite well, so if you tell him where you are going, he'll drop you off at the right (a) **terminal building**. When you get inside, go to the (b) _____ and have your ticket and passport ready. As you're travelling (c) _____, the queues can be quite long, so make sure you get there in good time. You'll be given your (d) _____ with your seat number, and they'll weigh your bags, which will then get taken away on a (e) _____. You can carry one item of (f) _____ with you onto the plane, but if your cases weigh more than 20 kgs, you'll have to pay (g) _____, you'll have to go through (h) _____ or a final check, and then listen out for the announcement to tell you which (i) _____ you need to go to in order to board the plane.

STEP 7

Grammar Practice

The Passive Voice for giving information

The passive voice is commonly used in more formal written information, as in the brochures.

Look at these examples from the brochure extract.
All of them are in the passive voice.

1. "An embarkation notice will be sent with your tickets.
2. Excursions can only be booked on board.
3. Worldwide traveller's checks may be exchanged.
4. This account is normally settled on the last evening.
5. Eurochecks are not accepted on board.
6. A service charge is added to all accounts."

If the information is in spoken form, it is more common to use the active voice — the passive voice is only used in formal or official situations.

Task 1. Complete these sentences using either the active or passive form of the verbs in brackets.
They are all in the present simple tense.

1. Breakfast _____ (include) in the price.
2. Cabaret _____ (take place) every evening in the cocktail lounge.
3. Bed linen _____ (change) twice a week.
4. Passengers _____ (receive) a welcome basket of fruit in their room.
5. Cocktails _____ (serve) before dinner.
6. English _____ (speak) by all crew members.
7. The duty-free shop _____ (accept) credit cards.
8. The sofa _____ (convert into) bunk beds at night.

Task 2. You have been asked to write the "welcome aboard" notice for passengers at the beginning of a cruise on the Ramada Diamond.

Complete the paragraphs below using the notes and tenses indicated. The first one has been done for you.

a) Present Perfect (active or passive)

Ship/completely modernize.

The ship has been completely modernized.

The restaurants/extensively redecorate.

Fitness centre/open/Deck C.

We/also/build/new pool/upper deck.

b) Simple Present (active or passive)

Breakfast/serve daily/from 7-11.

Breakfast is served daily from 7-11.

The main restaurants/open/at midday/close/12.30.

We/offer/24-hour room service.

Please note/small charge/make/for this.

c) "will" Future (active or passive)

You/have me chance/go ashore/shopping or sightseeing.

You will have the chance to go ashore for shopping or sightseeing.

Passengers/take/to the port/by speedboat.

You/collect/6.30 p.m.

We/set sail again at 9.00 p.m.

d) Simple Past (active or passive)

One of the passengers/get/hold up/ during a shore visit.

One of the passengers got held up during a shore visit.

As a result/he/leave behind.

We/have to/set sail/without him.

Fortunately/he/pick up/next port of call.

Task 3. Writing.

Now use the paragraphs you have written above to complete the text of the "Welcome Aboard" notice.

WELCOME ABOARD

1. Ladies and gentlemen, welcome aboard the "Ramada Diamond" and to our cruise of the Caribbean. If you have sailed with us before, you will notice that the ship has been completely modernized.
2. We sincerely hope that you will enjoy the gourmet food we provide and would like to remind you of mealtimes in the main restaurants...
3. Our first port of call will be S.Lucia on Wednesday.
4. Please note: may we remind you of the importance of pick-up times, as there was an unfortunate incident on one of our recent cruises.

We trust that this will not happen to you and hope you have an enjoyable cruise.

Task 4. A tour operator is talking to a colleague about a disastrous cruise. Read what he says and write the information using the passive in the appropriate tense.

"It's been terrible. Apparently, yesterday at the start of the cruise they were still redecorating the ship — and have only opened one of the restaurants. Everyone is furious with the company, but you can't blame them — they couldn't delay the start of the cruise because the contractors hadn't told them about the problems. I think our clients will be OK because they usually compensate passengers for this sort of thing, but they'll definitely fine the company."

Model: The ship / redecorate.

The ship was still being redecorated.

1. The cabins / still / paint.
2. Only one of the restaurants / open.
3. The start of the cruise / not delay.
4. They / tell / about the problems.
5. Passengers / compensate / this sort of thing.
6. The company / definitely / fine.

STEP 8

Developing reading skills

AIR TRANSPORT AND TOURISM

The different modes of transport are significant to the growth of international tourism. The cost of transport often determines the total cost of tourism products and directly influences the choice of tourism destination. Air transport has contributed to the creation of new tourism markets far from tourist-generating countries which are not accessible either by road or by sea. The air transport industry occupies an important part of the tourism industry and the world economy. In recent years, air transport contributed \$700 billion to the world economy and the industry employed 21 mln. people worldwide. Despite a very rapid growth rate, higher than the world's GNP growth rate, international air transport is a different industry to manage, and both business and leisure traffic are susceptible to economic crises. Three conditions characterised air transport in the 1990s: an exceptional growth, increasingly competitive market and extreme vulnerability to international economic and political crises.

1. Exceptional growth.

The growth of the air transport sector has been more than 6 per cent annually since the 1970s. However, this growth has been geographically concentrated in the industrialised regions and in the nearly industrialised countries. Third World countries, particularly the least advanced ones, are not included in the main international air transport routes.

2. Intense competition.

The intense competition in the air transport industry causes difficulties in the management of active companies, even during periods of high demand. The worldwide policy of deregulation, following the experience of the USA, has transformed the market by creating competition between the carriers. This development has proved beneficial to the consumer and has resulted in a restricting of airlines.

3. Vulnerability.

Vulnerability to economic and international political shifts is the third feature of the air transport industry. The Gulf crisis and the economic recession at the beginning of the 1990s resulted in a decline in air traffic.

In fact, according to statistics compiled by the ICAO (International Civil Aviation Organisation), world airline traffic fell by 3.5 per cent. The industry was particularly unstable throughout the 1980s; consequently, several major airline companies have disappeared, including the American companies Pan Am and Eastern.

The demand for air transport increased considerably with the introduction of the first jet aircraft. Since 1950, passenger receipts from commercial aviation have multiplied 60 times, a much greater growth rate than that of other modes of transport. This also implies a change in the travel pattern of tourists.

The economic analysis of passenger traffic and freight traffic reveals that their exceptional growth can be attributed to the elasticity of demand with respect to price. The fare structures adopted by airline companies prove that there is a strong price elasticity for leisure travel demand and weak price elasticity for business, and, to a lesser extent, personal travel demand.

Cost structures of airline companies.

The total operating cost of airline companies is made up of direct operating costs and indirect operating costs. Scheduled and charter airlines have different cost structures. The growth of non-scheduled air transport (or charter) is a result of the low prices charged for its services.

The main difficulty for scheduled airlines competing on routes used by charter airlines is determining the price levels which will satisfy tourism demand while ensuring a high enough load factor to guarantee the profitability which will allow the company to develop.

They must also take into account a number of variables: competition, differences in inflation rates with competing destinations, fluctuations in the exchange rate, costs, political risks, the success of promotional and marketing efforts, client satisfaction with the tourism product, the destinations and so on.

The difference between the pricing policies of charter and scheduled airlines show that, for the same overall cost, the charter airline can offer lower fares as long as they achieve a high load factor and enough flight-hours.

Direct operating costs.

There are two categories of direct cost.

The direct cost of the flight, which includes the cost of flight crews, fuel and oil, insurance and airport costs.

The variable cost of material, for instance, maintenance and overall costs, depreciation and amortisation, and rental of equipment.

These costs constitute approximately half the total cost. Fluctuations will come from changes in the price of fuel which is dependent on the price of oil and the type of airplane and engine used. The latest technologically advanced aircraft are economical in fuel.

Indirect operating cost.

These are mainly marketing and administrative costs, which for the larger companies can be very high. Their spending on marketing and public relations includes promotional and publicity campaigns, points of sale at major commercial outlets in large cities around the world and rental and maintenance of exclusive areas at airports. There are four types of indirect operating costs.

Stopover costs which include station and ground costs, handling fees and airport taxes.

Passenger service cost which includes in-flight catering, cabin crew salaries and expenses; overnight accommodation costs for cabin crew and transit passengers and the cost of insurance.

Reservation cost which includes ticketing, the cost of retail shops and offices and commissions paid to travel agencies.

General and administration costs.

Gradually, the stopover cost and the marketing cost have increased significantly while airline companies have been following a policy of reducing general and administration costs.

The cost structure of airline companies is heavily dependent on the price of fuel. Fuel is the largest expenditure incurred in operating an airline, followed by the stopover cost.

Labour costs.

Labour is an increasing cost for the airline companies. This is partly a result of the high wages paid to flight crews, particularly pilots, but also due to the restructuring of companies which has increased the number of administrative staff.

PROBLEMS OF EQUIPMENT AND INFRASTRUCTURE ASSOCIATED WITH INTERNATIONAL TOURISM DEVELOPMENT

Aircraft, equipment and infrastructure have to be constantly updated to cope with the growth of the international tourism industry.

As a result, many problems arise:

Adapting the fleet to the strong demand for tourism during the high season.

Adding jumbo jets to the fleet does not solve the difficulties caused by too rigid a supply and a very elastic demand. One solution to this problem is to hire and use aircraft from companies in other countries, even in other regions of the world. This is, however, a very expensive option and can raise survival problems. For instance, the welcome and the in-flight service are not always consistent with what the tourist expect from the company he had bought the services from. For example, you can imagine a German airline hiring an aircraft from a French or Spanish company which provides a non-German-speaking cabin crew for the flight.

Ground and station equipment and hospitality services.

Many Third World countries cannot accept night flights because they lack ground and station equipment or staff.

Aircraft maintenance and insufficient infrastructure.

Certain airline companies and certain airports are not able to provide adequate guarantees of security to satisfy insurance companies and, consequently, they are not insured. In these circumstances, they are not used by tourism organisations and do not contribute to international tourism development.

Air fare tariffs.

The fares charged by airline companies directly influence international tourism flows. International tourism development is hampered because airlines in some areas in the world (Africa, for instance) suffer from high operating costs resulting from their low productivity. In contrast, South East Asian airline companies have very high productivity and succeed in keeping their prices low.

While some countries and regions apply protectionist policies which keep the prices high, others have an Open Skies policy to encourage competition and keep prices low. Several countries allow a certain amount of competition but still regulate the industry to ensure that prices remain relatively high. This is normally to prevent the arrival of too many tourists, particularly if their presence is resented by the local population.

Available and efficient transport structures are key conditions for the development of international tourism. Air transport is vital to countries far from generating markets, the medium — and long-haul destinations. Restrictive regulation of the market has in many cases impeded tourism development.

The deregulation of the air transport industry has created considerable upheaval, first in the United States and on routes to North America, then on all international routes. By focusing the process of deregulation on free access to the market, the industry has become very competitive with many new companies entering the market. As a result, prices have substantially fallen and many countries now have the opportunity of becoming important tourism destinations. It is important to find ways of encouraging cooperation between the tourism sector and the air transport sector. In particular, issues associated with the commercialization and the computerised distribution of tourism products and flights must be studied in detail.

For instance, will the development of global distribution systems (GDS) bring opportunities for the tourism sector or will hotel and tourism companies become dependent on the strategic aim of the airline companies?

These concerns determine the sales and marketing strategies of companies selling tourism products.

(adapted from "International Tourism")

Task 1. Answer the questions.

1. Why is transport significant to the growth of international tourism?
2. What makes air transport so vital for the creation of new tourism markets?
3. What are the three conditions which characterised air transport in the 1990s?
4. What are the main features of each of them?
5. What does the economic analysis of air transport reveal?

6. Why are cost structures different for scheduled and nonscheduled airlines?
7. What do direct operating costs include?
8. What costs are considered indirect operating costs?
9. What kinds of indirect operating costs does the text mention?
10. Why are labour costs increasing?
11. What problems of air transport are associated with international tourism development?
12. What are the ways of solving them?

Task 2. Sum up the information you've learned from the text.

Task 3. Think and answer:

1. What do you know about cooperation of air transport and tourism sector in Russia?
2. What are the advantages and disadvantages of travelling by air in Russia?
3. Is there any competition between Russian and Western airlines? What do you know about it?
4. Does Russia participate in any international agreements on air transport? What do you know about such agreements?
5. What are the main problems facing Russian airlines?
6. What are the ways of solving these problems?

STEP 9

Developing speaking skills

Task 1. Listening. Cabin accommodation.

Listen to this conversation between a travel agent and someone enquiring about a cruise. There are some notes made by the customer about the questions he wanted to ask.

As you listen, make a note of the answers.

1. Small cabins?
2. Share toilet and bathroom?
3. Room for three?
4. Facilities in the room?
5. Which cabin?

C. — Customer

T.A. — Travel agent

C. We're interested in going on a Caribbean cruise, but we're a little worried about the accommodation. I know the ships are luxurious, but I've heard the cabins can be very small you know, cramped and stuffy. I want a bit of space and fresh air.

T.A. Yes, it's true most cabins are not quite like hotel rooms, but most companies do offer deluxe cabin as well. Let me see, I've got a brochure here. This company says they have the largest cabins in the Caribbean — for example, a lot of them have got their own private verandah.

C. What about toilets and bathroom? We don't have to share, do we?

T.A. No, all the cabins have en suite facility. They also say there's a lot of space for clothes and things — plenty of ward-robe and drawer space.

C. And there'll be three of us.

T.A. OK, some cabins can take three people—you'd have to get a stateroom, though, because they're designed for three or four people. I think you'll find that even if you don't have as much space as a hotel room they make up for it in other ways. You get a bathrobe, for example, and a chocolate on your pillow every night, and so on.

C. Yes, I see what you mean. What about the facilities in the room?

T.A. Well, you can watch films and other programmes on the TV, listen to music on the multi—channel radio. There's a telephone if you want to speak to friends back home, a personal safe for money and valuables, and a fridge for drinks as well.

C. OK, so what cabin would you recommend for us?

- T.A.** Well, you definitely want an outside cabin so that you can see daylight.
So there are three possibilities. If there are three of you I think you'll have to have a suite, which means you'll also get a verandah.
- C.** That sounds nice, but it's probably going to be a bit expensive, isn't it?
- T.A.** Well, it's not cheap, but if you go for the smaller one without the separate shower and dressing room you'll save a little bit.
- C.** OK, and is that still available?
- T.A.** I'll just check for you.

Task 2. Practice.

Design two cabins for your own imaginary cruise ship. One should be an economy cabin, the other a luxury cabin. Think carefully about the facilities and furniture you will include in each cabin. When you have completed your plans, discuss with your group mates which are the best designs.

Task 3. Cruise Itinerary.

You are going to plan a cruise trip of approximately seven to ten days. Choose an area of the world you know quite well.

a) Plan the details of your cruise:

Decide the approximate route your cruise will take, and note down possible ports of call and excursions.

Make a list of the main on-board facilities you will provide.

Plan an entertainment programme.

b) Produce a leaflet or brochure.

Write a general description of the cruise company, the area. Where you are cruising, and the places you will be visiting.

Describe the on-board facilities and entertainments.

c) Write a detailed itinerary.

Present your itinerary to the rest of the class, illustrating the talk with pictures if possible.

STEP 10

Test Yourself

Task 1. What is the English for:

- a) группа по интересам (делегации);
- b) регулярные рейсы;
- c) чартерные авиалинии (2 варианта);
- d) паромная переправа;
- e) перевозчик;
- f) прибыть на место назначения;
- g) путешествие на дальние расстояния;
- h) маршрут следования;
- i) курсировать по определенным маршрутам;
- j) количество посадочных мест;
- k) двустороннее соглашение;
- l) специальные тарифы (со скидкой);
- m) воспользоваться (каким-л. преимуществом или удобством);
- n) остановки в пути;
- o) коллективный тур (включающий проживание и транспорт).

Task 2. Give the definition for the following:

- a) car rental agency;
- b) cruise;
- c) charter plane;
- d) affinity group;
- e) inclusive tour;
- f) load factor;
- g) jumbo jet;
- h) non-scheduled airline.

Task 3. These sentences describe a journey by air. Put them in the correct order by numbering them from one to ten.

- ☐ Take off
- ☐ Land and disembark
- ☐ Buy some duty free goods before leaving
- ☐ Have a meal and watch an in-flight movie
- ☐ Fasten your seat belt
- ☐ Go through passport control
- ☐ Get on the plane and find your seat
- ☐ Go to the departure lounge for your gate
- ☐ Pick up your luggage and leave the airport
- ☐ Arrive at the airport and check in

Task 4. In this conversation a traveller is making a reservation by phone. Put the sentences in the correct order.

THE FIRST SENTENCE HAS BEEN NUMBERED FOR YOU

Travel Agency	Traveller
<input type="checkbox"/> G-O-M-E-Z. And your credit card?	<input type="checkbox"/> G-O-M-E-Z.
<input type="checkbox"/> Thank you. I'll put your tickets in the mail today.	<input type="checkbox"/> November next year.
<input type="checkbox"/> Liteways Travel. Can I help you?	<input type="checkbox"/> Marcus Gomez, and...
<input type="checkbox"/> Sorry. Could you spell that?	<input type="checkbox"/> That sounds fine. Can you reserve a seat in business class for me?
<input type="checkbox"/> Certainly. Could I have your name and details of your credit card?	<input type="checkbox"/> On the 25th, next Wednesday.
<input type="checkbox"/> What's the expiry date?	<input type="checkbox"/> In the morning, please. As early as possible.
<input type="checkbox"/> Certainly. When would you like to travel?	<input type="checkbox"/> Yes. I'd like to book a flight to Berlin.
<input type="checkbox"/> In the morning, afternoon or evening?	<input type="checkbox"/> Thank you. Good bye.
<input type="checkbox"/> Just a moment... There's a flight at 7.55 a.m.	<input type="checkbox"/> VISA, 2985 0988 9456 4521
<input type="checkbox"/> Good bye.	

ЗЕЛЕНЫЙ ПОЕЗД (THE LITTLE GREEN TRAIN)

«Зеленый поезд» — это название туристического маршрута в Сардинию. Железная дорога Сардинии организовала туристическую поездку в вагонах, которые тянет паровоз. Но это название, в более широком смысле, относится ко всем железнодорожным турам, включая и те, которые проводятся на обычных поездах.

Целый ряд проектов было осуществлено в поддержку тура «Зеленый поезд». В этих проектах участвовал Совет по туризму Сардинии (Sardinian Tourist Board > E.S.I.T), а также Европейский Союз, который внес значительные финансовые средства в реставрацию вокзалов и станций для остановок вдоль всего маршрута, восстановление железнодорожных восток и железнодорожного музея в Мэнаррато.

Были открыты туристические бюро, предоставляющие необходимую информацию и занимающиеся размещением туристов в гостиницах, а также восстановлением парка старых локомотивов, в результате чего были реставрированы шесть паровозов и четыре автобуса, которые были сделаны в начале века.

Поездка на этих поездах является, пожалуй, лучшим способом открыть для себя самые прекрасные места в Сардинии. Умеренная скорость позволяет путешественникам лучше увидеть, оценить и понять красоту ландшафта, особенно то, как он меняется на протяжении маршрута. На самом деле, вы не просто едете по местности, а как бы исследуете эту территорию, которая местами выглядит такой дикой и труднодоступной, что добраться до этих мест можно было бы только пешком, да и то затратив массу усилий.

Существуют и другие приятные аспекты путешествия на «Зеленом поезде». Он движется с такой размеренной и успокаивающей скоростью, и за окнами вы наблюдаете такой спокойный, очаровательный пейзаж, что это подчас превращается в нечто, подобное мечте, и наше желание уйти от безумного режима городской жизни полностью осуществляется.

UNIT X

ACCOMMODATIONS AND CATERING

STEP 1

Study the vocabulary list

- | | |
|--|---|
| 1. to vary, <i>v</i> | меняться, разниться, разнообразить, варьировать |
| 2. luxury, <i>n</i>
[ˈlʌkʃəri] | роскошь, предмет роскоши |
| luxurious, <i>adj</i>
[ˈlʌgˈzjuəriəs] | роскошный; расточительный; любящий роскошь |
| 3. vicinity, <i>n</i> | соседство, близость (расстояния), окрестности, округа, район |
| in the vicinity of | поблизости; около; приблизительно |
| in close vicinity | близко, по соседству |
| 4. impact, <i>n</i> | удар; толчок; импульс; влияние; воздействие |
| 5. pension, <i>n</i> [ˈpɜːnsiən] | пансион |
| Note: pension, <i>n</i> | пенсия; пособие |
| 6. heritage, <i>n</i> | наследство, наследие |
| 7. franchise, <i>n</i> | право голоса; привилегия
коммерч. франшиза (лицензия): право на производство или продажу продукции другой компании |
| 8. to lease, <i>v</i> | сдавать в аренду |
| lease, <i>n</i> | аренда: контракт, дающий право владеть и распоряжаться недвижимостью на оговоренный срок и за фиксированную плату |

9. lounge, <i>n</i>	холл или комната для отдыха; праздное времяпрепровождение
lounge suit	пиджачный костюм
10. condominium, <i>n</i>	кондоминиум, совладение
11. joint owners	совладельцы
12. marina	морской пейзаж; марина; специальный причал для частных лодок и яхт
13. gourmet, <i>фр.</i>	гурман, гастроном
14. delicatessen, <i>n нем.</i>	деликатесы, кулинария, гастрономический магазин
15. liquor store, <i>n</i> ['likə] (<i>AmE</i>)	магазин ликероводочных напитков
off-licence (<i>BrE</i>)	магазин, где продают крепкие алкогольные напитки
16. furthermore, <i>adv</i>	к тому же, кроме того; более того

STEP 2

Read and translate into Russian

An **inn** is a place that offers shelter and food to travellers, often in rural areas. It was more common before railroads and modern hotels came into existence. The word 'inn' now has a quaint old-fashioned sound.

Guest house or a **tourist home** means a small establishment that accommodates travellers. They usually have relatively few rooms.

Motel is a hotel with special facilities for motor vehicles. The word "motel" is made by combining "motor" and "hotel." **Condominium** is a building or group of buildings in which a unit can be bought by an individual. The public spaces are owned jointly by all the purchasers of the individual units.

Pension, which is pronounced in French, is another type of accommodation for travellers, especially in Europe. Nowadays, it usually offers bed and

breakfast at low prices. In Britain it is traditionally called "B and B" and means a boarding house which offers breakfast.

Caravaning or camping means travelling with one's own facilities for shelter and often for eating. A caravan or van is a type of vehicle with sleeping space. In camping, the traveller carries a tent or other equipment with him. **Marina** is a place at which boats can dock. The marina usually offers electricity, telephones, water, etc so that people can use their boats for accommodations.

Occupancy rate is the per centage of rooms or beds in a hotel that are occupied in a particular period of time. **Franchise** means a business operated according to guidelines and standards set down by whoever sells or leases the franchise.

Room Service is a catering service in which food and drink are brought to a guest's room in a hotel.

Gourmet is a lover of good food. The word is also used as an adjective to describe food of special, very delicious taste, as in the phrase "gourmet meal."

Snack bar means a quick food service.

Casino is a place for gambling. Where gambling is legal, some hotels and motels include casinos. In Las Vegas, for instance, the hotels are really secondary to gambling. They feed, house and entertain the guests, but the real profits come from the casinos.

A few resorts that contain a mixture of several different kinds of accommodations have been built in recent years. Probably the most spectacular example is the Costa Smeralda development, constructed on the Italian Island of Sardinia. It contains hotels of varying price ranges, residential areas, marinas, elaborate recreational facilities, and even some light industry. The syndicate's own airline flies passengers to the island from Nice and Rome. The Costa Smeralda is the largest and most expensive example in the world of developing not just a resort but an entire resort area. Careful planning included not only the mixture of facilities, but also the architecture and the preservation of the natural landscape.

STEP 3

Read and translate

TEXT 1. ACCOMMODATIONS AND CATERING

A wide variety of accommodations is available to the modern tourist. They vary from the guest house or tourist home with one or two rooms to grand luxury hotels with hundreds of rooms.

Before the age of railroads, travellers stayed at inns in the country or in small hotels — most of them family-owned — in the towns and cities. The first big hotels with hundreds of rooms were built in the vicinity of railroad terminals to serve the flood of new passengers. These new hotels were more impersonal than the old-fashioned family-style inn or hotel.

A feature of Europe is the pension, a small establishment with perhaps ten to twenty guest rooms. Originally, pensions offered not only lodging but also full board, all of the day's meals for the guest. Nowadays, however, most of them offer only a bed, usually at an inexpensive rate, and a "continental breakfast" of coffee and rolls.

Many people travel to Europe because of its rich historical and cultural heritage. As a result, many old homes and castles have been converted into small hotels. Many old inns have also been restored to serve people with similar romantic tastes. The major trend in the hotel industry today, however, is toward the large corporate-operated hotel. Many of these hotels might be described as "packaged."

Some of the hotel corporations operate on a franchise basis; that is, the hotel and its operation are designed by the corporation, but the right to run it is sold or leased. The operator then pays a per centage to the parent corporation. His franchise can be withdrawn, however, if he does not maintain the standards that have been established. Large, modern hotels contain not only guest rooms, but many other facilities as well. They usually contain restaurants and cocktail lounges, shops and recreational facilities such as swimming pools or health clubs. Many hotels also have facilities for social functions, conventions and conferences — bathrooms, auditoriums, meeting rooms of different sizes, exhibit areas and the like.

Nowadays, convention facilities are very often included in resort hotels so that people who attend conventions there can combine business with pleasure.

Another development in the hotel business is the motel, a word made up from "motor" and "hotel." The motel might be described as a place that has accommodations both for automobiles and people. The typical motel is a low structure around which is built a parking lot to enable the guests to park their cars as close as possible to their rooms.

Another trend in resort accommodations is condominium construction. The condominium is a building or group of buildings in which individuals purchase separate units. At the same time they become joint owners of the public facilities of the structure and its grounds and recreational areas. The condominium has become popular because of the desire of many people to own a second home for holidays.

Caravaning and camping reflect another trend in modern tourism, thanks to the automobile. Cars variously called caravans, vans or campers come equipped with sleeping quarters and even stores and refrigerators. They are in effect small mobile homes, or at least hotel rooms. Many people also carry tents and other equipment with which they can set up a temporary home. Facilities are now offered in many resort areas for camping. The operator may rent only space, but he may also provide electricity and telephone service.

A similar kind of arrangement exists for boat owners who wish to use their boats for accommodation while they are travelling in them. This involves the marina, a common feature of resort areas on waterways.

The hotel business has its own load factor in the form of the occupancy rate. This is the per centage of rooms or beds that are occupied at a certain point in time or over a period of time. One of the main problems of the hotel business is a high occupancy rate during one season and a very low one during another.

Catering, providing food and drink for guests, has always gone together with accommodations. Food services are a feature of hotels. The typical modern "packaged hotel" includes a restaurant, a cafe shop for quicker and less expensive meals, and a bar or cocktail lounge. Many larger hotels have several restaurants, often featuring different kinds of foods, as well as different prices. Hotels also normally provide room service — food and drink that are brought to the guest's room. In addition, catering service is

usually provided in the hotel's recreational areas. The poolside bar and snack bar for quick food are normal part of the service at a resort hotel.

Restaurants, bars and nightclubs outside the hotels are a standard feature of the resort scene. Indeed, many resorts could not really operate without them. They provide not only catering, but also some kind of entertainment for the tourist who is bored with the limits of hotel life.

Food, in fact, may be one of the reasons why people travel. Many people go out of their way to visit France, for example, because of the gourmet meals that are served there. Similarly, the excellent restaurants of Hong Kong constitute one of its principal tourist attractions. It should also be pointed out that many grocery stores, delicatessens, and liquor stores make money from tourism.

The accommodations and catering service industries employ large numbers of people. At a luxury hotel, there may be as many as two or three employees for every guest room. At a large commercial hotel, there are usually about eight employees for every ten guest rooms. This intensive use of labour is one of the reasons why tourism is so attractive to developing countries. Furthermore, many of the hotel and restaurant jobs are semiskilled work, so only a small amount of training is necessary to fill them.

Task 1. Find in the text answers to these questions.

1. What kinds of accommodations are available to modern tourists?
2. Which of them date back to old times?
3. What features are typical for European hotels? Why?
4. What is the major trend of development in the hotel industry today?
5. What does franchise basis mean?
6. What facilities do modern hotels contain?
7. What is a motel?
8. Why has the condominium become so popular?
9. What are the attractions of caravanning or camping?
10. What are arrangements for boat owners?
11. What is the occupancy rate?

12. What does the typical "packaged hotel" include?
13. Why is catering closely connected with hotel business?
14. What does catering involve?
15. What are the attractions of food service?
16. Why is hotel business and catering important for development of national economy?

Task 2. Sum up what you've learned from the text about:

- a) different types of accommodations;
- b) the main trends in development of hotel business;
- c) the problems of occupancy rate;
- d) catering as an important part of tourism service;
- e) the employment opportunities hotels and catering provide.

Task 3. Think and answer:

1. How well is hotel business developed in Russia?
2. What kinds of accommodations do Russian tourist companies offer?
What do you know about the quality of this service?
3. What is a typical "packaged hotel" in Russia?
4. Can you give examples of high class hotels in Russia?
5. Does the price of accommodation in Russia reflect the quality of the service? Why (not)?
6. What do you know about catering service in Russia hotels?
7. Is it similar to that in international hotels?
8. Do foreign tourists like Russian food?
9. What Russian food is most popular with tourists?
10. What problems do hotels in Russia face?
11. How do they cope with these problems?

STEP 4

An Interview

Listen to Nick Patterson, who is Manager of a large London hotel.

R. — Reporter

N. — Nick

R. How do you actually cost the rooms in your hotel?

N. Well, we have the commercial sector and the leisure sector. Within the commercial sector there are various subsections — there are those that come in and will pay the published tariff, the rack tariff and there are no discounts involved. There are those people who, because they say “we’ve got 100 people a week in the area who will stay with you for, say, forty-eight weeks a year,” they will come in and negotiate a price — a corporate rate and most hoteliers will try to hold that to a 10 per cent discount, but clearly, depending upon the importance of the contract to the hotel, the rate can be either 8 per cent or up to 15 per cent.

R. And what other rates are there?

N. Well, we have a conference rate and there’s a standard retail travel agency rate, because sometimes the retail agent will book direct — we’re giving them a straight 10 per cent and we subdivide that into special scheme as well, because someone might come along and say, “if you wish I can take 20 per cent of your total occupancy every night, can I have a special deal?” But as a hotel manager I have to be careful because I might say to my boss, “I’m full,” and he might say, “Why are you full at this rate? It’s appalling,” and so I have to do a balancing act and try to eradicate the cheaper business and slowly build it back up to the more realistic room rate.

R. What sort of contacts do you have with foreign travel agents?

N. Well, that’s interesting because wholesale operators working out of this country and going to a place like Spain or elsewhere will contract a number of bedrooms — say 5,000 rooms for this summer — and they’ll bargain very hard with the hotelier who will have to work out his own break-even point and decide whether there is enough demand for his rooms to hold out for a bigger price. It’s the usual situation — if there are six wholesalers from Germany, Scandinavia,

Britain and so on competing for this same block of rooms then the overseas hotelier can hold out for a higher price — it's a question of supply and demand.

- R.** So there the rooms are contracted for and the operator will pay for them whether or not they are actually filled?
- N.** That's right. But the foreign travel agents sending visitors to London and the UK rarely, very rarely, contract in the same way. In other words, we will agree to hold a block of rooms and give the foreign agent, say, thirty every night, but normally there is a cancellation or release date so you will sell your thirty rooms. And so a party of four might book and they will notify us that Senor and Senora Gonzales and two kids are coming and they will be entered into our reservation system, and we will know they still have twenty-six to sell. But three weeks out or four weeks out — and that's subject to negotiation — I will cancel the rooms that he has not sold and he will be under no obligation to pay for those rooms. And that's a totally different way of contracting than the other way round, where, if you took thirty rooms, you'd have to pay for the whole lot whether you'd filled them or not. So you see incoming tour operators to Britain have a much easier deal.
- R.** Why that?
- N.** Well, that's just the way it has developed. But there's another trick of the trade in Britain because we will then overbook; so if I've got 100 rooms to sell I'll give each agent fifty a night because I know they won't fill them. But, I mean some operators are so small that they only have a free sale facility for two or four or six, and so a hotel with 300 bedrooms in London works with 100 people with two or three or four rooms on free sale, and so they can sell them without reference to the hotel and simply post-notify us that Mr. And Mrs. Gonzales are coming. But there comes a cut-off point when those rooms are no longer available and so the hotelier is at the same time selling into other markets, into other segments, so we allocate some rooms on a free sale basis to the in-coming tour operators but retain rooms for our rack-paying business sector, other rooms for the 10 per cent business people, the 15 per cent discount people, the conference allocation, and the weekend traffic for short break programmes, and so on. You really have to invent ways of balancing all the balls in the air at the same time.

Note the following words and expressions from the interview.

- | | |
|---------------------------|---|
| 1. the rack tariff | непомерно высокие расценки, тарифы |
| to rack tenants | брать с жильцов непомерно высокую плату |
| rack, <i>n</i> | разорение |
| rack and ruin | полное разорение |
| 2. scheme, <i>n</i> | схема; план; проект |
| 3. appalling, <i>a</i> | ужасный; потрясающий; отталкивающий |
| to appall, <i>v</i> | пугать; устрашать |
| 4. to eradicate, <i>v</i> | искоренять; уничтожать |
| 5. break-even point | точка «при своих»: т. е. цена сделки, при которой нет ни прибыли, ни убытков; цена, при которой продажи равны издержкам |
| 6. supply and demand | спрос и предложение (на рынке) |
| 7. to notify, <i>v</i> | извещать; уведомлять; объявлять; доводить до сведения |
| 8. freesale | свободная продажа; без предварительного резервирования |
| 9. to retain, <i>v</i> | сохранять |

Task 1. Read and translate the interview and answer the questions:

1. Nick mentions four different rates. What are they?
2. Under what circumstances will he allow a discount?
3. How do British tour operators do business with overseas hoteliers?
4. If overseas tour operators cannot fill their allocation, what does Nick do?
5. What do British hoteliers do to maximise sales?

Task 2. Sum up what you've learned from the interview about the pricing policies of big hotels.

Task 3. There are many fixed expressions in English which have two words linked by "and." These fixed expressions are called "collocations."

Match the words in column A with those in column B to make collocations with "and."

A	B
black	tie
bread	dine
bride	breadth
jacket	white
milk	span
wine	groom
hard	soda
length	sound
male	butter
whisky	fast
spick	female
safe	sugar

Task 4. Use the above collocations to complete these sentences.

1. The ____ and ____ had decided to spend their honeymoon in the Alps.
2. The guest ordered a ____ and ____ without ice.
3. The dress code in the restaurant is informal but gentlemen are requested to wear a ____ and ____.
4. ____ and ____ in the Aspects Restaurant on the twenty-fifth floor from 8 p.m. till midnight.
5. Both ____ and ____ staff are obliged to wear a uniform.
6. They searched the ____ and ____ of the hotel for the missing earring.

7. Would you like some _____ and _____ with your meal, sir?
8. We have to make _____ and _____ rules for the safety of all concerned.
9. Please make sure that your uniform is _____ and _____, so that you will make a good impression.
10. If you look carefully at your contract you will see that all the points are there in _____ and _____.
11. They searched everywhere for the missing child and eventually found him _____ and _____ in the games room.
12. Would you like _____ and _____ in your tea, madam?

Task 5. Read these sentences and decide if the collocations with "and" are in the right order. Correct the wrong ones.

1. It takes us three months to negotiate all the **terms and conditions**.
2. The contract hadn't been signed so it was **void and null**.
3. The carpet in the lobby has to be of good quality to stand up to the **wear and tear** of continual use.
4. A whisky, please, and a **tonic and gin**.
5. There are **no hard and fast** rules on discounts; they vary according to the type of clientele.
6. It's not easy to open a hotel; there are so many **regulations and rules** to comply with.
7. I don't have all the **figures and facts** with me but we had an occupancy rate of about 90 per cent last June.
8. I have to get out of the city from time to time to get some **quiet and peace**.
9. We have to keep the reception area looking **neat and tidy** or it creates a bad impression.
10. Every year the auditors check out **profit and loss** accounts.
11. Our reservation system isn't scientific. It works more **by error and trial** than by anything else.

STEP 5

Food Service

Read and translate the text. Make sure you know the meanings of all words.

The range of food service found in hotels and restaurants today is extensive. In the first category, there are restaurants offering the highest grade of service with a full a la carte menu.

This includes dishes served by the waiter from a trolley in the dining room, and is known as **gueridon service**.

The gueridon waiter must always be skilled, for he has to carry out procedures such as filleting, carving, and cooking speciality dishes at the table.

A second, less complicated, type of service is silver service where the menu can be either a **la carte** or **table d'hôte**. In this system, the food is prepared in the kitchen and then put on to silver flats and presented to the guests in the dining room.

A third form of table service, used mainly with a **table d'hôte** menu, is **plate service**. Here, the waiter receives the meal already plated from the service hotplate and only has to place it in front of the guest and make sure that the correct cover is laid and the necessary accompaniments are on the table.

Plate service is often offered where there is a rapid turnover and speedy service is necessary. It also demands less equipment for the service of the meal and is, therefore, labour-saving in such tasks as washing-up. In a fourth type of service, called **self-service**, a customer collects a tray from the service counter, chooses his dishes and selects the appropriate cutlery for the meal.

Today, with ever-increasing needs for economy, many establishments usually prefer a variety of types of service. Tourist hotels, for example, frequently offer a combination of self-service and plate service for breakfast and another combination of self-service and silver service for luncheon.

Please, note: many terms related to restaurant business and meals are of French origin!

- | | |
|-------------------------------------|--|
| 1. a la carte menu | ресторанное меню с указанием цены каждого блюда |
| 2. gueridon service | обслуживание у столика; приготовление блюд непосредственно на виду у посетителей |
| gueridon, <i>фр.</i> | круглый столик на одной ножке |
| 3. table d'hote, <i>фр.</i> | общий обеденный стол; табльдот; комплексный обед |
| 4. hors-d'oeuvre, <i>фр.</i> | закуска; добавочное блюдо |

Task 1. Explain the meaning of the following words and expressions from the text:

- a) extensive range of food service;
- b) dishes served from a trolley;
- c) filleting and carving;
- d) the meal plated from the service hotplate;
- e) the necessary accompaniments;
- f) a rapid turnover;
- g) labour-saving;
- h) washing-up;
- i) to select the appropriate cutlery;
- j) ever-increasing needs.

Task 2. Answer the questions:

- 1. What kinds of skills does a waiter require for gueridon service?
- 2. Why is plate service labour-saving?
- 3. What kinds of service are used with a table d'hote menu?
- 4. What is the difference between silver service and plate service?
- 5. Why is self-service often used by hotels?

Task 3. Listening.

Mary Burton, a tour group leader, is discussing the eating arrangements for her tour party with Hassan Labidi, an Assistant-Manager at the Sousse Palace Hotel.

While you are listening to their conversation, complete the table below.

meal times	1. Breakfast 2. Lunch 3. Dinner
special diets	4. 5.
contents of picnic lunch	6.

L. — H. Labidi

B. — Mary Burton

- L.* Hello again, Mary. Was the journey over with the tour group all right?
- B.* Fine. There weren't too many problems. Just the usual things to take care of.
- L.* Well, the weather looks very good, so I think you'll have a quiet week.
- B.* I hope so. And how about you? Are you busy?
- L.* Very. The hotel is nearly full. This has meant a slight change in the times of meals.
- B.* Ah. Let me have them now.
- L.* It's mainly the dinner arrangements. We haven't enough staff for everybody so there are two sittings, one from seven o'clock till half past eight and another from half past eight till ten.
- B.* Which sitting are we?
- L.* The first.
- B.* Good. I'm sure they'll prefer eating earlier. What about the times for lunch and breakfast?
- L.* Breakfast is at the same time as usual, eight o'clock until nine thirty, but we have altered the lunch time a little. We've made it a self-service meal and it's now rather longer, from twelve thirty till two o'clock.

- B.** Right. I've got that. I'll make sure that my party know what time they're supposed to eat.
- L.** Thank you, Mary. That would be a great help.
- B.** There is another thing, too. A few members of the group will need special diets.
- L.** What exactly?
- B.** There are three vegetarians.
- L.** That's no problem at all. There are plenty of non-meat dishes on the self-service counter at breakfast and lunch. And for dinner there are a number of vegetarian alternatives provided.
- B.** Good. And there's one diabetic in the group: Mrs. Lomax.
- L.** In her case, could you ask her to come and see me? I'll find out her exact requirements and make sure that the chef prepares a special menu for her.
- B.** Thank you, Hassan. I think that's nearly everything I wanted to see you about.
- L.** What about day trips? Will you need any picnic lunches?
- B.** Ah yes. I nearly forgot: We'll require a picnic lunch on Thursday. Are you providing a choice?
- L.** Yes, there's quite a wide choice of sandwiches and snacks. Then there's a selection of soft drinks and fruit. I'll give you the picnic lunch menu cards for your group and I would like them back on Tuesday. Perhaps you could put a note on the cards for the vegetarians and the diabetic.
- B.** I'll do that. Well, thank you, Hassan. I think that really is everything now.
- L.** Good. I hope you have a pleasant week.
- B.** So do I. But, as you say, if the weather continues like this I'm sure everyone will be content.
- L.** Right. Goodbye for now.
- B.** Bye.

Task 4. Practice reading the dialogue and then act it out in pairs.

STEP 6

Vocabulary Practice

ADJECTIVES AND WORD ORDER

Adjectives can be divided into a number of categories:

1. **Qualitative:** these adjectives identify a quality that someone or something possesses, **for instance:**

an attractive area a famous hotel a cheap room
a pleasant stay

2. **Classifying:** these adjectives are used to classify the following noun —
a double bed, a separate entrance, a single room, a bridal suite

3. **The normal order for adjectives is:** 1 — qualitative; 2 — classifying

<i>a small furnished apartment</i>	<i>a special free offer</i>
1 2	1 2
<i>a pleasant rural setting</i>	<i>a large double bed</i>
1 2	1 2

4. **If there are more than two adjectives in a phrase, the order is:**

- | | |
|---------------------------------|-----------------------------|
| 1) subjective opinion | 5) what the noun is made of |
| 2) qualifier (size, shape, age) | 6) what kind? what for? |
| 3) colour | 7) head noun |
| 4) origin | |

a beautiful antique china rose bowl

5. **Compound adjectives** are formed by joining two (or more) words with a hyphen:

<i>an up-market hotel</i>	<i>self-contained accommodation</i>
<i>well-appointed rooms</i>	<i>an out-of-the way resort</i>

Task 1. Join the two parts of the compound adjectives from columns 1 and 2 in the grid. Match them to a suitable noun in column 3.

1	2	3
self- ←	board	shoes
old- →	<i>service</i>	charm
direct-	made	room
centrally-	in	accommodation
hand-	dial	woman
well-	world	party
low-	heated	<i>restaurant</i>
half-	only	cupboard
built-	season	telephone
invitation-	dressed	rates

Task 2. Match the words below to make compound adjectives. Then add a suitable noun of your choice to each one.

air-	season	_____
well-	<i>minute</i>	_____
self-	time	_____
audio-	new	_____
cut-	equipped	_____
<i>last-</i>	built	<i>last-minute cancellation</i>
part-	contained	_____
off-	visual	_____
purpose-	conditioned	_____
brand-	price	_____

Task 3. Put the words on the right into the correct order to complete these sentences.

- a) We ate some _____ local excellent dishes seafood
- b) One of the guests stole our _____ pot antique silver pepper

- | | |
|-----------------------------|---|
| c) In the lobby there was a | writing Flemish heavy sixteen-century desk |
| d) The cook's looking for a | bowl large red salad plastic |
| e) Each room has a | red-and-white enormous superb bedside Japanese lamp |

Task 4. Put the jumbled adjective phrases in the correct order to complete these sentences.

1. Visit Colmar with its (medieval / numerous / half-timbered / houses)
2. Stay at this (country-house / outstanding / luxury / hotel)
3. The chalet is in a / an (village, Suiss, unspoiled / resort)
4. The restaurant offers a / an (international / table d'hote / varied / menu)
5. On arrival all guests are given a (star-shaped / dark / Belgian / chocolate)
6. At the Majestic they have (junior / luxurious / four / suites)
7. All staff will be issued with (cotton / new / blue-and-white / uniforms)
8. In the dining-room there is a (fifteen-century / Venetian / priceless / chandelier)

Task 5. Write a short description of a deluxe hotel using as many compound adjectives as possible.

Which of these facilities would you expect to find in a deluxe hotel?

You can add any other facilities in your description.

- | | |
|------------------------------|---------------------------------|
| trouser press | air conditioning |
| cable television in room | DD telephone |
| ornamental gardens | outdoor or indoor swimming pool |
| live entertainment | disco |
| lift | floodlit tennis court |
| free garage space | sauna + Jacuzzi |
| beauty salon | gift shop |
| tea/coffee-making facilities | newspapers |

STEP 7

Grammar Practice. Conjunctions

Task 1. Read this extract from the study concerning the construction of a new hotel in London.

Note the way in which the underlined words are used.

In recent years, hotel development in central London has been hindered by restrictive planning policies, lack of suitable sites and high building costs.

However, there is now growing pressure from hotel chains wishing to develop, and several sites have been earmarked for consideration. Furthermore, the British Tourist Authority has forecast a shortfall in hotel accommodation by the end of the decade.

As a result, it is our opinion that the time is ripe to invest in the construction of a 300 bedroom, three-star hotel to meet what is forecast to be a significant shortage of bed space.

However introduces a contrasting point of view.

As a result shows a consequence.

Furthermore introduces a new piece of information.

Now group the following words into the above three categories.

despite this

hence

on the other hand

nevertheless

besides

therefore

what is more

in addition

yet

consequently

thus

Task 2. Which conjunction would you use to link these pairs sentences? Choose from the ones in brackets.

- a) The hotel benefits from high annual occupancy rates throughout the year.
There was a sudden drop in occupancy rates during January.
(although, besides, in addition)
- b) Earlier research had determined that the clientele were mainly women aged between 20 and 45.
A campaign was devised to encourage this sector of the market to come in greater numbers.
(therefore, despite, because)
- c) Many attractions appeal to visitors because they are very old and historical.
Theme parks are a comparatively new type of attraction.
(consequently, despite, whereas)
- d) Theme parks stretch over vast areas of land, often the size of small towns.
Most are situated in the countryside.
(although, thus, yet)
- e) Theme parks attract large numbers of visitors.
They are expensive to build.
(thus, however, in spite of)

Task 3. Complete the text using the words in the box.

secondly	furthermore	yet
while	as a result	however
first of all	on the contrary	

What enables budget hotels to offer extremely competitive tariffs and (a)_____ make a profit? There are a number of answers. (b)_____, such hotels, all built on the same prefabricated model, can make savings in construction costs, (c)_____, by keeping staffing to a minimum, using automatic check-in and providing self-service breakfasts, there are economies to be made in operating costs. (d)_____, budget hotels have standardised furniture and fittings which can be bought cheaply in bulk.

(e)_____, the market for budget hotels includes many people with limited financial means such as low-income families, retired people or touring sports teams.

The growth of budget hotels has been the cause of some concern in the hotel market as many traditional one-and two-star establishments are unable to compete. (f)_____, this concern is probably unjustified. Budget hotels have an educational role to play in introducing new sections of the population to the habit of staying in a hotel. And (g)_____ budget hotels will continue to influence the market place and possibly take some custom away, quality hotels offering a high level of service should not see these "competitors" as a threat but, (h)_____, as an opportunity to expand the hotel-staying public.

Task 4. Complete this passage about a theme park near London using suitable conjunctions.

Lego builds on England investment.

"It's nice to see England come out on top — we looked at places all over the world, (a)_____ the truth is that England offered everything we wanted," according to Clive Nicholls, Managing Director of Lego UK.

Lego began looking at building a second site in the autumn of 1990 and considered "hundreds of sites" before narrowing the field down to a shortlist of six — including three sites in the USA. (b)_____ it was the unique character of the 142 acre Windsor Safari Park Site that persuaded the company to invest in England.

"For Lego there were four determining factors in our choice:

(c)_____, the site itself was just too beautiful to miss; (d)_____, its size also made the park the ideal venue to buy.

These two factors coupled with its access to the motorway network and the large catchment area that surrounds Windsor made the site perfect for use.

(e)_____, Windsor is a truly international destination, which means we should be able to attract many visitors from outside the UK."

(from "Tourism Enterprise")

Read the text again and sum up the reasons for a new development in England.

STEP 8

Developing reading skills

THE HOTEL TRADE IN THE WORLD

The accommodation sector is central to international tourism. Tourism flows are directly influenced by the size of this sector, by the way it adapts to demand and by the quality of the accommodation on offer. Three characteristics are associated with accommodation:

- **Seasonality.** Its economic activities are seasonal which implies a great flexibility in structures.
- **Manpower planning.** The industry is labour-intensive, which further compounds the problems caused by seasonality. It requires accurate forward planning of temporary employment.
- **Perishability.** Accommodation production cannot be stocked. As with transport, accommodation products that are not consumed cannot be stored for use at a future date. Non-utilization is expensive.

The quality of the accommodation, the hospitality and customer service provided by staff and the efficiency of the operation all contribute to the success of international tourism.

Since the advent of mass tourism, many forms of accommodation have been developed. These can be classified according to different criteria:

- **Built accommodation or alternative accommodation** — hotels, second homes and holiday centres or campsites, caravans and cruise liners;
- **Individual or collective accommodation:** second homes or holiday villages;
- **Profit-and non-profit-making accommodation:** hotels or holiday camps for children and social tourism.

The hotel is the traditional form of tourist accommodation. As a major economic activity, it creates direct and indirect employment and provides an important source of foreign currency.

The growth of the hotel trade has come about as a result of the traditional industry adapting to current conditions and modernising.

Accommodation supply is determined by the specific nature of the tourism industry. The hotel trade displays features associated with both heavy and labour-intensive industries.

Investments in hotel construction tie up large amounts of capital for medium-to long-term periods, a typical feature of heavy industries;

The activities connected with running a hotel are those of a service industry which is labour-intensive.

Industrialised countries have a competitive advantage, since sources of finance for investments are generally more easily available to them. Although developing countries have plenty of manpower, they often lack the necessary resources to develop tourism adequately and to manage their services in a competitive manner.

In the economic analysis of international tourism, a hotel must be differentiated from other forms of lodgings used by tourists. Thus, a hotel is a commercial establishment offering rooms or furnished apartments to a market which is either passing through the area or staying for several nights.

It may offer a catering service, bar and complementary services. It can operate all year round or seasonally.

The hotel trade constitutes the principal accommodation capacity in industrialised countries.

However, there is a relative decline in its importance with respect to other types of accommodation and the whole structure of the hotel trade is undergoing profound change. The number of small independent and family-run hotels is falling, while the number of hotel chains is growing rapidly.

There are two main kinds of hotel chains: **hotel consortia** which group together independent hotels, and **integrated chains**, which are made up of homogenous units.

Hotel consortia.

Independent hotels are grouped together by hotel consortia, in order to compete with integrated and franchised chains. They promote an image of quality and aim at providing comparable standards of service, buildings and furnishings in order to build up customer loyalty from a domestic and international clientele.

Hotel consortia benefit from economies of scale when it comes to purchasing and marketing. The main benefits of joining a consortium are:

- joint production of guides and brochures, which advertise all the hotels in the chain and are distributed at each hotel through tour operators and travel agencies;
- joint national and international publicity campaigns;
- links into computer reservation systems (CRS) which allow agents to book directly from a screen;
- centralised purchasing of hotel equipment to achieve economy of scale;
- technical assistance and management consultancy.

This enables the small hotel to be represented on the international market while still keeping its managerial independence.

The concept of the hotel consortium has become very popular and their numbers have expanded considerably.

INTEGRATED HOTEL CHAINS

Integrated chains develop and commercialise hotel products that are consistent and homogenous. They exert their control either directly, by complete ownership of the hotel, or indirectly, through a franchise system or a management contract. All hotels in the chain carry the name and insignia of the chain.

The main integrated hotels originate from the United States, although the French group Accor is ranked fifth in the world in terms of size.

HOTEL FRANCHISING

Hotel franchising is largely responsible for the expansion of the integrated hotel chain sector. This system benefits both the franchiser and the franchisee.

The franchiser brings his standards, his brand name, his experience and his reputation. The franchise company is a commercial enterprise (generally a public limited company) and the hotelier is both a client and an associate. The company contributes its technical expertise and financial help to set up the investment and it assists the franchisee's management by putting the marketing service and computerised central reservation system at its

disposal. The franchise company will give support in publicity campaigns and provide advice on management matters and equipment-purchasing.

The franchisee contributes personal funds normally amounting to around 30 per cent of the investment. He also undertakes the whole financial risk of the hotel investment. He benefits from the standardisation and the profitability of the group and from the commercial and promotional advantages brought by belonging to a group. Franchisees are charged 3—4 per cent of turnover depending on the franchise company. Furthermore, a membership fee, amounting to approximately 10 per cent of the investment, is charged to cover feasibility studies and financial packages.

TOURISM LODGINGS

These are second homes, rented furnished apartments, timeshares, campsites, holiday villages, holiday centres and holiday camps.

Second homes include homes wholly owned by the tourist, apartments in a co-owned block with shared collective services (condominiums) and timeshare properties.

Second homes wholly owned by tourists.

These are lodgings in addition to their main residence which they use for tourism purpose. They help maintain and sometimes boost the economic activities of different industrial sectors such as the handicrafts trade, security services, the retail trade, and the construction industry in rural, mountain and seaside areas which previously had poorly developed manufacturing industries. Furthermore, the purchase of second homes by foreigners brings in currency, which affects the balance of payments. Finally, the growth in the second homes in an area increases accommodation capacity, particularly if these are rented to other tourists when the owners are not using them.

Second homes with shared collective services.

They are usually apartments in blocks which are serviced by a management company. These services include: maintenance of the apartments, laundry and linen hire, management of common equipment such as swimming pool, tennis courts and sports complexes and sometimes entertainment. Owners usually use the apartment themselves or put them in the hands of the management company for rental.

Timeshare.

Timeshare can be defined as the purchase of a holiday accommodation divided into one- or two-week periods. Each period is sold separately. This system is very cost-effective as the cost is shared between several proprietors (up to 52) although the purchase value of the apartment is higher in peak season. There are many economic benefits in the timeshare industry as the system increases the utilisation of a property considerably and the management of timeshare blocks creates many permanent jobs.

Furnished rented accommodation.

Furnished accommodation rented on a seasonal basis has become an important type of tourism lodging particularly in countries where “bed and breakfast” is common, like the UK. This sector brings the advantage of elasticity to the tourism supply. Indeed, furnished rented accommodation (furnished apartments, guest houses and rural cottages) do not bear the high fixed costs of the hotel trade. They constitute complementary lodging in the high season and, more importantly, generate supplementary income for the local population.

Seasonally rented furnished accommodation.

These are self-catering apartments, studios and villas rented to tourists for periods ranging from one week to three months. The rapid growth of this sector has persuaded tour operators to develop new tourism products (transport + accommodation) at a lower cost than those using hotels. These products are better adapted to mass tourism.

Cottages and farmhouse accommodation.

Rural cottages (or “gites”) divert tourism flows toward rural areas by providing new and inexpensive accommodation. They provide additional income for the population of rural communities and help to maintain country buildings.

Rural cottages and guest houses have seen rapid growth recently, particularly in France. The official body, the Federation Nationale des Gîtes Ruraux de France, deals in promoting this kind of tourism. These are houses or rooms in guest houses for rent on a seasonal basis in a country setting.

Guest lodgings.

This form of lodging is particularly well-developed in Great Britain (bed and breakfast), Austria, Ireland, Portugal (estalagem), Italy (pensione) and Greece. Rooms are rented in private houses with breakfast provided. As with the rural cottages and farmhouses, the bed and breakfast sector does not benefit from incentive to encourage its development. Besides, quality is difficult to control in these types of lodgings. This is why quality charters have been established in many countries to guarantee the quality level of equipment, facilities and services in this sector.

Social accommodation.

Social accommodation includes holiday villages, holiday centres and family holiday camps, youth hostels and accommodation provided by associations and staff clubs in firms. The accommodation is provided on a non-profit basis.

Camping can be either on designated sites or in the wilderness (with the permission of the landowner).

Restaurant chains.

There has been a remarkable increase in the number and size of restaurant chains. A modern variation on the lunch counter is the fast food operation. Fast foods are those which can be prepared, served, and eaten quickly; probably the most typical fast food is the hamburger and pizza. Burger and pizza chains have been the fastest growing type of restaurant chain, particularly in the United States.

Hamburger chains are the largest segment in the market, followed by pizza chains. Competition is particularly intense in the sandwich market which accounts for more than 40 per cent of sales by restaurant chains.

It appears that large restaurant chains are following two commercial strategies: on the one hand, the short-term strategy is to bring down prices by reducing margins in order to maintain and capture market share; on the other, the long-term strategy concentrates on offering services in the evening with a greater added value. Furthermore, restaurant chains are diversifying into the pizza sector which has grown considerably since 1990.

Large hotel chains not only possess the know-how, they have also established vast marketing networks throughout the world. By developing high-quality tourism in the area, the international tourism chains have created conditions for local chains to develop and also to become international.

(adapted from "International Tourism")

Notes to the text:

- | | |
|--|--|
| 1. perishability | утрата качества и других товарных свойств |
| perishable, <i>adj</i> | скоропортящийся товар или груз |
| 2. complementary, <i>adj</i> | дополнительный; добавочный |
| Do not confuse with complimentary (!) | поздравительный; лестный |
| e. g. complimentary ticket | пригласительный билет |
| 3. homogeneous, <i>adj</i> | однородный, обладающий сходными свойствами |
| 4. economies of scale | экономия на масштабах: снижение накладных и организационных расходов при значительных размерах предприятия |
| 5. franchiser, <i>n</i> | компания, которая выдает лицензию на производство или продажу своей продукции |
| franchisee, <i>n</i> | компания, которая получает франшизу, т. е. право на производство или продажу продукции другой компании |
| 6. to exert control | осуществлять контроль |
| 7. insignia, <i>lat. pl</i> | знаки отличия; знаки различия, эмблема |
| 8. a membership fee | членские взносы |

Task 1. Answer the questions.

1. What characteristics are associated with accommodation?
2. What contributes to the success of international tourism?
3. How are forms of accommodation classified?
4. Why is the accommodation market so competitive?
5. How does a hotel differ from other forms of lodgings?
6. What are the advantages of hotel consortia?

7. In what way do hotel chains differ from independent hotels?
8. What is hotel franchising?
9. How does hotel franchising benefit the franchiser?
10. What are the benefits of the franchisee?
11. What other tourism lodgings does the text mention?
12. What does it say about second homes?
13. What are their economic benefits?
14. What is timeshare?
15. Why is the system very cost-effective?
16. What do you know about furnished rented accommodation?
17. Why are rural cottages becoming more and more popular?
18. What forms of lodgings are very popular in Great Britain?
19. What does social accommodation include?
20. What kind of catering service has become widely spread all over the world? Why?

Task 2. Sum up the key issues in the text.

Task 3. Think and answer.

1. What kinds of accommodation for tourists are there in Russia?
2. What sectors of accommodation facilities are developing very fast in Russia? Why?
3. What are the economic benefits of tourist accommodation sector for the Russian people?
4. Do you know what kinds of problems there are in the hotel industry?
5. What do you know about the quality of hotel and catering service in Russia? What are the ways of dealing with these problems?

STEP 9

Developing speaking skills

ROLE-PLAY

You want to book rooms at a hotel for a company meeting and trade presentation involving a number of executives from your overseas subsidiaries.

The trade presentation on 11—12 July is very important as you wish to show potential customers from all over the world that the company is successful and knows how to treat clients well.

You have recently seen an advertisement for the International Hotel and are going to phone the hotel to make a booking, *provided that the facilities meet your expectations.*

Task 1. Study the list of facilities offered by the International Hotel.

Room facilities.

Colour TV, in-room movies, DD telephones, mini-bar, soundproofing, hairdryer, all rooms en suite.

Business Center.

The International has a fully-equipped business centre with six private meeting rooms and three offices, offering its guests a comprehensive range of services, including 24-hour facsimile and telex, photocopying, word processing, e-mail, interpretation and translation.

Conventions and meetings.

Meeting rooms, classrooms, conference rooms.

Lecterns, flip charts, slide projectors, OHPs, white boards and stationery supplied at no extra charge. Audio-visual assistance available.

Daily delegate rate.

Includes morning tea and coffee, hot and cold buffet lunch, afternoon tea, main meeting room hire, \$32 per delegate.

24-hour residential delegate rate.

Includes above, plus three-course table d'hôte evening meal, overnight accommodation, full Continental breakfast.

\$110 per delegate single occupancy and \$90 per delegate double occupancy.

Clients must be able to guarantee at least fifteen delegates per day to be able to benefit from the daily or residential delegate rates.

Restaurant.

A la carte three-course menu from approx. \$35 per person.

Task 2. Phone the hotel and discuss your requirements with a clerk in Reservations at the International.

Your requirements: in all, seven members of staff will need accommodation for five nights from Monday 10 July. Three of them will be accompanied by their wives.

You will also need to book a conference room, including lunch, for twenty-five people for 11 and 12 July.

Your basic requirements are that:

- the hotel should be close to public transport;

- the rooms should be of a good standard with private bath and so on;

- the staff should be able to relax in pleasant surroundings;

- the business facilities should be spacious, professional and hi-tech.

You want to know the price of rooms, group discounts, the charge for the hire of business meeting facilities and the method of payment.

Give your address and the telephone number.

Make up a telephone conversation with a partner.

Act it out in class. Discuss different variants.

Task 3. Write a memo to your boss outlining what has been agreed with the International.

Task 4. Writing a letter.

You are the Reservations Manager at a large hotel in Moscow.

You have received the letter below.

Read the letter and reply using the information below.

School of European Studies
5, Rolfe Street
London WC2 12X
2 December

Dear Sir/Madam,

The above-named institute is intending to hold its forthcoming conference on "Environmental Protection in Tourism," in Moscow from 27—30 November next year.

I would be grateful if you would let me know whether your hotel would be in a position to host this conference and provide me with a description of your facilities and tariffs for approximately 100 delegates.

I look forward to hearing from you.

Signature / Conference Coordinator

THE PRESIDENT HOTEL

BANQUETING AND CONFERENCE FACILITIES

17 air-conditioned conference rooms (1400m)

simultaneous translating/interpreters' booths

7 seminar rooms

single and double rooms and suites, all air-conditioned with en-suite facilities

views over gardens/historic sites

swimming pool, sauna

4 restaurants and bars

multi-storey car park (240 cars)

price for 100 delegates (full board and conference facilities) =

STEP 10

Test Yourself

Task 1. What is the English for:

- a) номер люкс в гостинице;
- b) пансионат;
- c) поблизости, в окрестностях;
- d) культурное наследие;
- e) условия для отдыха;
- f) совладельцы;
- g) степень заселенности гостиницы;
- h) необходимые приправы;
- i) обслуживание у столика;
- j) еда для гурманов;
- k) комната для отдыха.

Task 2. Give one word for every definition.

Model: *cutting meat = carving*

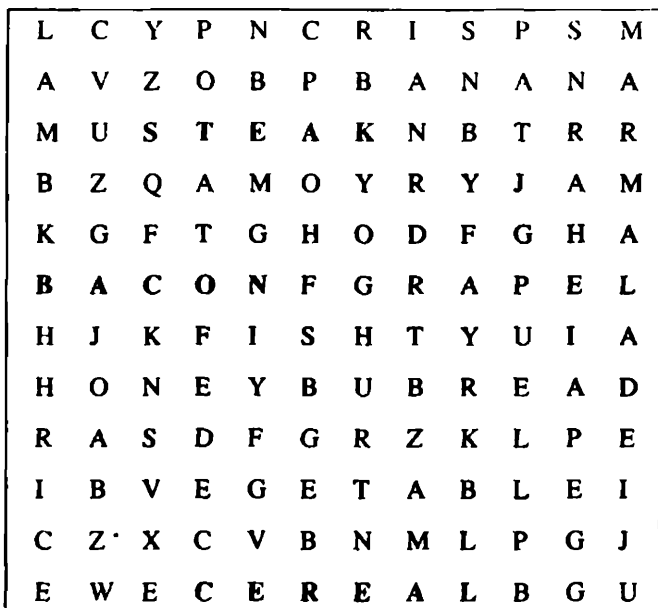
- a) knives, forks, spoons, etc. =
- b) restricted eating programmes =
- c) the equipment on a dining-table laid for each customer =
- d) removing the bones from fish, meat, etc. =
- e) restricted choice of dishes =
- f) large serving plates =
- g) cleaning the plates, cutlery, etc. =
- h) number of customers arriving and leaving =
- i) people who don't eat meat and other animal products =
- j) non-alcoholic cold drinks =

Task 3. Food. Look at the word search below. There are seventeen words connected with food.

They go across → and down ↓.

Find them and write them here. The words begin with these letters.

M	BACON	CEREAL
C	R_____	F_____
B	V_____	Y_____
P_____	E_____	G_____
STEAK	B_____	H_____
J_____	L_____	



Task 4. Render into English.

Добро пожаловать на Кипр, в апартаменты «Марианна».

Апартаменты «Марианна» расположены в туристической зоне Лимасола в непосредственной близости от магазинов, ресторанов и баров и всего в 300 метрах от моря.

Размещение.

К вашим услугам апартаменты либо однокомнатные квартиры с небольшой кухней, холодильником, ванной.

Имются радио и телевизор, кондиционер, центральное отопление и индивидуальный сейф (по желанию).

Устройство комплекса.

Регистрация круглосуточно, мини-маркет, прачечная самообслуживания, ресторан, бар, бассейн, телегостиная, детская игровая комната, гимнастический зал, сауна, теннисный корт, возможен присмотр за ребенком.

Развлечения.

Красочные зрелища организуются практически каждый вечер: традиционные фольклорные шоу, дискотеки, караоке, барбекю, бинго.

Апартаменты разработаны с учетом современных требований комфорта, большинство имеют балконы и прекрасно обустроены. Полное самообслуживание исключает вторжение в частную жизнь клиентов и обеспечивает им абсолютную независимость.

Мягкие, прозрачные воды Средиземного моря, голубое небо, золотистые пляжи, экзотическая растительность, приветливый народ, а самое главное — удобные и со вкусом обставленные апартаменты сделают «Марианну» настоящим раем, а отпуск незабываемым для Вас, Вашей семьи или друзей.

Task 5. Write a similar description of a hotel or a restaurant to advertise its attractions for tourists.

UNIT XI

BUSINESS TRAVEL

STEP 1

Study the vocabulary list:

- | | |
|---------------------------------------|---|
| 1. executive , <i>n</i> | руководитель высшего звена |
| 2. squall , <i>n</i> | воплъ, пронзительный крик, визг |
| squall , <i>v</i> | вопить, пронзительно кричать, визжать (о детях) |
| 3. pamper , <i>v</i> | баловать, изнеживать |
| 4. to jet-set , <i>v</i> | элитно путешествовать; быть «сливками общества» |
| 5. mundane , <i>adj</i> | светский; мирской; земной |
| 6. virtually , <i>adv</i> | фактически, в сущности; поистине |
| 7. relinquish , <i>v</i> | отказываться от права; уступать; передавать кому-л. |
| 8. mishap , <i>n</i> | неудача, несчастье |
| 9. reconciliation of the costs | урегулирование расходов; приведение учета всех расходов в соответствие с учетом компании; согласование расходов |
| 10. expense containment | содержание расходов на поездку |
| 11. paramount , <i>adj</i> | первостепенный, преобладающий |
| of paramount importance | первостепенной важности |
| his influence became paramount | его влияние стало преобладающим |
| 12. to woo , <i>v</i> | добиваться; уговаривать; докучать просьбами |

- | | |
|---------------------------------------|--|
| 13. anxious, <i>adj</i> | сильно желающий; стремящийся к чему-л. |
| to be anxious for success | стремиться к успеху |
| I am anxious to see the place. | Мне очень хочется увидеть эти места. |
| 14. glamorous, <i>adj</i> | обаятельный; очаровательный; эффектный |

STEP 2

Read and translate into Russian

British businessmen spend an estimated 20 bn — the equivalent of 5 per cent of gross national product — each year on travel and entertainment. Travel and entertainment costs outstrip the national bill for corporation tax and rates.

Keeping travel costs under control is a never-ending struggle for many corporations.

Companies want to be able to keep management control over expenses as tight as possible, monitor and understand expenditure patterns and identify opportunities for cost savings.

Finding ways to make more accurate budget forecasts is a prime objective.

Twenty years ago, the travelling business executive was hardly given a second thought by the airlines — having to put up with cramped seats, screaming children and poor food. Now business travellers are the most wooed market, courted by airlines not only because demand by executives for airline seats remains steady but also because they tend to pay close to the full fare.

British Airways spent 25 m up-grading its business class services.

The BA revamp, which created two distinct products — Club World and Club Europe — was the most significant development in business class travel.

The new service galvanised most of BA's competitors into radically upgrading their business class services — so much that virtually every week sees some improvement announced by a main airline as each seeks to gain competitive advantage.

The main benefit for passengers of the Club World service was significantly increased leg-room and seat recline, as well as new contour-shaped seats replacing the previous rather uncomfortable seats. Club World also offers a fixed cabin space to divide passengers paying a higher fare from economy, as well as significantly improved food and wines.

Airlines are also looking closely at the question of in-flight catering and whether executives actually want ever more elaborate food. Some believe the trend will be towards more snacking arrangements for business class passengers, which they eat when they wish.

STEP 3

Read and translate into Russian

TEXT 1. BUSINESS TRAVEL

Travelling on business has been one of the growth sectors of the travel industry in the past decade. Yet a decade ago many business travellers were still being forced to share aircraft cabins with squalling children and laid-back tourists.

Now the trend is to pamper the executive not only with his or her own compartment away from tourists but to give business travellers greater control over their environment — eating when they want to, for example — as well as acknowledging the demands of work.

Being able to make international telephone calls from the cabin of a Jumbo jet at 30,000 feet, for example, will increasingly be seen as an essential part of international business travel.

Yet the business travel industry is not simply about those executives who jet-set to New York and back in a day on Concorde.

The bulk of business travel is carried out on a more mundane level: virtually all employees at a managerial or executive level within companies travel at some time on company business.

Most often this will be via a train or company car and the type of hotel used will be more modest than Claridges or the Savoy. In fact, fastest growth is seen in the mid-price sector — such as Marriott's Courtyard hotels or Holiday Inn's Garden Court. Both these budget-value chains have proved

a success in the US and are being introduced into the UK and continental Europe.

Leading international hotel chains now find that business travellers account for over 60 per cent of their occupancy, a significant rise on a decade ago when business travellers accounted for under 50 per cent of average international hotel occupancy.

But while business travel of any type seems glamorous to those back in the office or at home, most surveys of frequent travellers on business show that stress is common.

The Hyatt hotel chain, for example, surveyed 700 international travelling executives and found that while many found travel stimulating, at least in part, most were of the belief that the only certainty about business travel was that "something will go wrong." The survey found that most travellers became stressed as a result of losing their individual corporate status. "Travellers relinquish office status for anonymity among the mass of other business travellers," the survey reports.

"Stress is seen as a reaction to separate, isolated circumstances such as airport crowds, airline or hotel mishaps, or the separation from home or family," it adds.

The report pointed out that the only way to overcome such loss of individuality when travelling was to take on the trappings of importance, such as flying first class, having a personal limousine, and staying in expensive hotel suites.

Surprisingly, however, that frequent business travellers were no better at coping with the stress of travel than infrequent travellers. Another thing is that majority of executives felt their companies were not doing enough about travel management to relieve stress.

"The travel agent had booked me on the wrong flight, leaving me stranded in Jamaica when I should have been in Puerto Rico," commented one executive.

Improved travel management is one of the areas of most corporate interest as the benefits of controlling business travel costs become more apparent.

American Express points out that business travel costs are part of a cycle of activity: this starts with planning travel, physical arrangements of the trip and the travel itself; payment; reviewing the cost; and reconciliation of the costs.

Thomas Cook's corporate travel division suggests companies should continue to focus on expense containment.

The introduction of computer reservation systems to book airline seats means that they offer the best travel arrangements for individual travellers without favouring one airline over another.

The new computer systems offer a real prospect of improving further the efficiency of business travel booking and the service they provide truly meets the customers' needs.

The benefits of an international chain of business hotels is part of the reason for the move to buy world-wide hotel chains.

The importance of computer technology in both the airline and hotel industries is paramount.

Although the state of the world's economy is clearly a large determinant for business travel, there are also other factors that influence its development. The creation of the European single market, the opening up of eastern Europe has led to a considerable increase in business travel. A number of leading hotel chains are developing business hotels in Poland, Hungary and Moscow to meet the demand.

As the world's economies become ever more integrated, and the ability to travel becomes both cheaper and easier, business travellers are increasingly wooed by a travel industry anxious to win their custom.

(adapted from the "Financial Times")

Task 1. Find in the text answers to these questions.

1. How has the attitude to business travellers changed in the past few years? Why has it changed?
2. What sectors of business travel are developing especially fast?
3. Why is business travel stressful?
4. What are the results of surveys concerning the dissatisfaction factors of business travel?
5. What are the ways to overcome this dissatisfaction?
6. Why is travel management important?
7. What new benefits do computer reservation systems offer?

8. Why is computer technology of paramount importance for travel industry?
9. What factors influence further development of business travel?
10. In what way?

Task 2. Sum up what you've learned from the text about:

- a) the latest developments in business travel;
- b) the stress of business travel;
- c) the costs of business travel;
- d) the importance of computer technology for business travel;
- e) the factors that influence further development of business travel.

Task 3. Think and answer:

1. What do you know about the conditions of business travel in Russia?
2. Are there any special conveniences for business travellers in Russia?
3. If so, what are they?
4. How are expenses on business travel calculated?
5. Who are they paid by?
6. Do Russian airlines compete successfully on the world market?
Why (not)?
7. What do you think are the ways of improving and upgrading services for business travellers in Russia?

STEP 4

Listening

Fiona Stanton works as a travel consultant for a conference venue agency. She is giving a talk to a group of company secretaries on choosing a conference venue. Here she is outlining some of the major considerations they should take into account.

As you listen to Fiona Stanton, complete her checklist.

1. Number of _____
2. Type of conference
 - board meeting
 - sales _____
 - training _____
3. _____ of stay
4. _____ of year
5. Transport requirements
 - air connections
 - rail connections
 - road connections: _____ facilities
6. _____
7. The conference room layout
 - _____ style
 - with _____
 - _____ rooms
8. Refreshments in /outside _____
9. _____ - requirements
 - private dining
 - _____
 - public restaurant
 - buffet service
 - formal dinner
 - _____
10. Accommodation
 - VIPs
 - _____
11. _____
 - sightseeing
 - sports
 - pub visit
 - disco/casino

Fiona Stanton: Once you've been asked to find a venue and organise a conference, there are certain key points you will need to know and decisions that will have to be taken before you can actually make the booking.

The first, most important point, is the number of delegates attending. Is it a big conference — say for fifty or 100 people — or a small board meeting for just six, because it makes a big difference to the size of room and all the arrangements. So number one is number of delegates.

The next thing to decide is what you actually want to achieve with your conference; is it a training session or are you having a sales launch? You may get all your sales people together and you show them a new product. This is very different from a training session. So you obviously want to know what you want to achieve at the end of the day.

Then you must decide how long your conference is to last, how many days you anticipate you're going to need and what time of year you want to hold it. The type of activities and functions can be dependent on the weather, for instance if you intend to hold an evening garden party.

Another point is where the conference is going to take place. Before you can decide on this, you must know where the people that you are expecting to attend will be coming from. Will it need to be reasonably central — near to an airport, near to good railway connections, or easy to get to by road? Are there adequate car parking facilities?

And of course you need to know who is actually paying for the conference. Are the delegates paying for themselves or is the company paying? Usually the company pays for the main part of the conference and the delegates pay for their drinks and telephone calls and other peripherals.

Once you've decided on all that and you've found your venue, you'll have to think about the things that you'll require while you are there: things like conference room size, how you're going to want the room laid out. If it's very informal you won't need a very big room, but if you need everybody with desks you'll need a larger room. If you have a very large meeting in the ballroom you may need people sitting in rows like in a lecture theatre. You'll also have to decide whether you need syndicate rooms — that's small rooms for fifteen to twenty people, and if you're going to use syndicate rooms, how many rooms you'll need. You then come onto your conference equipment. If someone is giving a presentation, will they need overhead projectors, flip charts, slide projectors?

You also need to know what refreshments your delegates will require. If you've got your delegates sitting in a conference all morning, by the time they get to lunch time they're going to be very thirsty, so you need to break in the middle for a cup of coffee and a chance to stretch their

legs. So do you want that served in the conference room or out of it? And at what time?

You need to find out the dining requirements — will they be privately dined or is it okay for them to sit at small tables in the main dining room? Perhaps you want a gala dinner on the last evening to make it more of an occasion.

Then you can get down to the menu arrangements — what are you actually going to eat? This is very much determined by how much time you've got for lunch. At lunch time delegates often only have forty-five minutes to an hour, and so they'll want a fast buffet service where they can have as much or as little as they want. In the evening you are more relaxed, so you can spend a couple of hours over the meal and can have a more formal one.

Another thing you can do is, if the delegates need to work through lunch, you can have a finger buffet brought in.

Another thing to consider is accommodation and how many of the delegates will be staying. If you've got a conference of twenty, perhaps only ten require accommodation. Perhaps some of these guests are very important people, so you'll want to put them into better rooms than the ordinary delegates. So you must work out a rooming list. And finally, if this is a residential conference, are the delegates going to have any leisure time? For instance, they're here for two days. On the first afternoon there's a free period — they haven't got any work to do in the conference. The delegates might want some activities organised. Perhaps they want to go out and see the local sights, perhaps they want an organised sporting activity. If the delegates are here for a long time they might want to go to a local pub. Will they want a disco or a casino set up, or will they want a party?

So when you have all this information you can go about booking...

Note the following words and expressions from the text:

- | | |
|-------------------|--|
| 1. a venue, n | место сбора; встречи; место проведения
какого-л.; мероприятия; выставки |
| 2. board meeting | совещание совета директоров |
| 3. a sales launch | начало распродаж; выпуск нового товара
на рынок |

- | | |
|----------------------------|--|
| 4. to anticipate, <i>v</i> | ожидать; предвидеть; предчувствовать |
| 5. peripheral, <i>a</i> | периферийный; окружной; частный; второстепенный |
| 6. <i>эд. peripherals</i> | частности; детали |
| 7. to lay out the room | оформить комнату; расположить мебель |
| 8. refreshment, <i>n</i> | подкрепление, восстановление сил; отдых; что-л. освежающее, восстанавливающее силы |
| refreshment, <i>pl</i> | закуска; освежающий напиток |
| 9. to stretch one's legs | размяться; подвигаться |
| 10. a gala dinner | торжественный обед |
| 11. finger buffet | буфет («шведский стол») |

Task 1. Read out Fiona Stanton's instructions and write a set of similar instructions for a new trainee.

Task 2. Complete the gaps in this extract using the words from the box.

However	Although	Secondly
For example	In addition/thirdly/then	Besides
Also	For instance	First
But		

There are many advantages to staging an event such as this year's cultural capital of Europe exhibition in Copenhagen. (a)_____ it is a relatively small city, so that many of the cultural events will take place within a striking distance of the Radhuspladsen (town hall square), now a pedestrianised area.

(b)_____ in Denmark, bus and train services are efficient and clean

(c)_____ the Copenhagen card, which is very reasonably priced, gives unlimited travel throughout the city and a large area around it (d)_____ permitting access to more than sixty sights and museums.

(e)_____ Copenhagen is a pretty city with an abundance of eighteenth-century buildings, canals and the occasional cobbled street. (f)_____

not all Copenhagen is steeped in history. Half an hour from the centre of the town by train and bus the view swings into the twentieth century. Beside the sea on reclaimed land is the new 19 million museum of modern art. Nearby, culture is permeating the unlikely places. (g)_____ at the harbour ninety-six containers from ninety-six countries, linked by walkways and stairs, are being turned into an unusual venue for a huge international contemporary art show.

(h)_____ if you have children who do not fancy going around exhibitions you will be able to leave them with carers in an area equipped with computers, crayons, paper, a dining room, and a just-for-fun upside-down room where furniture is fixed on the ceiling. One thing you will notice as you visit the museums and galleries is the high quality of food, drink and service, a reflection of standards generally found in Denmark. They are expensive.

(i)_____ two cups of coffee and two cakes in cafeterias usually cost the equivalent of £5—6, (j)_____ they are even more expensive in the domed conservatory of the Ny Carlsberg Glyptotek, one of Copenhagen's most famous art galleries.

Read the text again and sum up the reasons why Copenhagen is an ideal venue for holding an art exhibition.

STEP 5

Vocabulary Practice

Task 1. You are in the meeting room in a hotel. You want to see the facilities you need for a conference.

Study the list of facilities below and explain what they are for.

flip chart	podium	socket
lectern	plug	slide projector
OHP	pointer	lecture theatre
PC	remote control	copier
marker pens	screen	

Task 2. Conferences and meetings.

Where are these people going?

Match the sentences with the words in the box:

- | | | |
|-------------|---------------|------------------|
| 1) lecture | 3) workshop | 5) board meeting |
| 2) congress | 4) trade fair | |

1. A group of hoteliers who want to listen to a formal talk on management techniques from a specialist speaker.
2. Travel agents going to see promotions from tour operators and tourist boards in order to find new packages and venues for their clients.
3. An international group of tour operators meeting to discuss global problems.
4. Hotel staff needing practical know-how to improve their work techniques.
5. The directors of a company going to their monthly decision-making meeting.

Task 3. Use the words in the box to complete the gaps in this brochure extract:

- | | | |
|------------------|-----------------|-------------------|
| 1) sound-proofed | 4) audio-visual | 7) closed-circuit |
| 2) acoustics | 5) exhibition | 8) delegates |
| 3) auditorium | 6) syndicate | |

The Regent Conference Centre can accommodate 700 (a)_____.

The main (b)_____ has seating for 500, although it can be divided into smaller areas by using specially designed (c)_____ partitions.

There is a 100-seat lecture theatre, which has excellent (d)_____.

It can be linked via (e)_____ televisions to the ten (f)_____ rooms (ideal for smaller meetings), all of which have high-quality (g)_____ equipment. Finally, there is an (h)_____ hall to display advertising material, products, plans and models.

Task 4. Meetings.

- a) Match the verbs in A with the noun phrases in B to make expressions which are often used in meetings.**

A

find

face

put

invite

reach

second

raise

go

come

B

round in circles

comments

to a decision

agreement

the proposal

facts

(something) to the vote

the subject

common ground

- b) Match the adjectives in A with the nouns in B. Use a dictionary if necessary.**

A

a foregone

a fruitful

a heated

a key

a stumbling

a vested

a workable

B

argument

arrangement

block

collaboration

conclusion

interest

issue

- c) Use the expressions from b) (above) in these sentence:**

1. Perhaps the main _____ to responsible tourism is the profit motive.
2. There's been a very _____ between local pressure groups and the Ministry of Tourism and most of the problems have been resolved.
3. There's no point in holding the meeting — the result's a _____.

4. He owns a number of hotels in the area so he has a _____ promoting the growth of tourism.
5. It's not the best solution but it's a _____ for the time being.
6. There was a _____ on the proposal to build a new motorway and some people got very angry.
7. Although the effect of tourism on the environment is a _____ some people still don't want to measure the effects.

This is an extract from a meeting about tourism in Goa.

Fill in the gaps with expressions from a).

The chairman (a)_____ from the audience.

Mr. S. — I would like to (b)_____ of cost — who is going to pay to clean up the beach?

Mrs. P. — Mr.Chairman, we've already debated these issues — we must now (c)_____. I know we hold opposing views but perhaps we can (d)_____. But if you want my opinion, we must (e)_____ either we encourage tourism or we remain poor.

Mr. D. — But look, we're (f)_____; if we don't (g)_____ now we'll be here all night.

Mrs. D. — I think we have discussed the matter enough. We must now (h)_____.

Mrs. P. — I (i)_____; it's an excellent idea.

Task 5. Business collocations.

- a) Match the words on the left to the words on the right to make noun collocations and use these collocations in the sentences:**

commodity	costs
labour	prices
maintenance	rates
tourist	receipts
occupancy	

1. _____ = the amount of money a country receives from tourism.
2. _____ = the amount of money that is required to keep a building in good repair.
3. _____ = what you have to pay for food and other basic materials on the world market.
4. _____ = the amount of money a hotel must pay its staff.
5. _____ = the per centage of hotel rooms that are full throughout the year.

b) Link the adjectives with the nouns to complete the definitions below:

Adjectives

economic

foreign

metropolitan

competitive

global

indigenous

Nouns

countries

fares

communities

economy

opportunities

ownership

1. belonging to somebody who does not live in your country: _____
2. local people native to the area: _____
3. all the goods and services produced and traded in the world: _____
4. cheap flights: _____
5. nations with large cities: _____
6. chances for a country to become wealthy: _____

STEP 6

Grammar Practice. Possibility and certainty

There are many ways of indicating how sure we feel about an event.

For example, we use modals to make predictions of varying degrees of certainty.

Read these sentences and match them with the descriptions:

- | | |
|-------------------------------------|----------------|
| a) He'll have got there by now. | a possibility |
| b) He must have got there by now. | a certainty |
| c) He should have got there by now. | an expectation |
| d) He could have got there by now. | |
| e) He might have got there by now. | |
| f) He can't have got there by now. | |
| g) He won't have got there by now. | |

Task 1. Complete the sentences using the words in the box:

will	won't	must	can't	might	could	should
------	-------	------	-------	-------	-------	--------

1. We _____ have full occupancy on the 15th June.
2. The conference organiser promised to ring us around 2 p. m. this afternoon. That _____ be him now.
3. Where's Pierre? He _____ have returned from the station by now! It's only a five-minute walk and he left at three! (now it's four-thirty)
4. I'm afraid that Mr. Dunn, the manager, _____ be back on duty till 8 p. m.
5. The delegates only left an hour ago. I suppose they _____ have arrived by now.
6. If the weather holds, they _____ decide to host the presentation on the terrace. It all depends on which general manager is on duty.

7. The delegates left an hour ago. Surely, they _____ have arrived by now.
8. The guest speaker _____ bring his wife to the conference.
9. We _____ break-even by the end of the year.
10. The hotel _____ re-open till the New Year.

Task 2. We also use phrases to express degrees of probability and certainty. Most of the sentences contain "will" but the degree of certainty is determined by the underlined words. How certain do you think these statements are? Give each sentence a % score. 0% = impossible; 100% = certain.

1. The results of the inquiry are a foregone conclusion. They'll refuse all planning permission. 100%
2. There's no way they'll agree to build a new airport so near to the city.
3. I doubt very much whether the company will pay the supplement for Concorde.
4. In all likelihood, you'll get an upgrade if you book through a business travel agent.
5. It's just possible that we'll make a profit next year.
6. It's a safe bet that they'll try to force us out of the market.
7. The chances are that you'll be able to get a better seat provided that you're smartly dressed.
8. In all probability, share prices will continue to rise.
9. There's a slight chance that the project will attract more foreign investment.
10. There's a distinct possibility that the air traffic controllers' dispute will be settled soon.
11. There's little likelihood of their allowing us to hire extra coaches.
12. They're bound to increase their prices next year to allow for inflation at the very least.

Task 3. For each of the sentences below, write two sentences which keep the original meaning. Use the words in brackets in each sentence.

Model. In all probability we'll be able to catch the 1.15 train.

(chances) The chances are we'll be able to catch the 10.15 train.

(should) We should be able to catch the 10.15 train.

1. I hardly think she'll want to hang around for a stand-by flight.
(doubt)
(likelihood)
2. I'm sure they've left by now otherwise they'd have answered the phone.
(must)
(bound)
3. It's impossible for them to have arrived — they only left an hour ago and it takes at least two hours, if there's no traffic!
(can't)
(way)
4. If we're lucky, we may will be able to charter an aircraft for an early morning flight.
(possibility)
(just)

Task 4. Rewrite these sentences using the words in brackets.

1. The price of business hotel accommodation is sure to rise. (definitely)
2. I doubt if they will hold the convention in Alaska. (likelihood)
3. It's a safe bet they'll ask for a gala dinner on the last night. (probability)
4. The chances are the businesswomen will require rooms near to the lifts.
(certain)
5. There's little likelihood of finding a guest speaker at such short notice.
(hardly)
6. It is impossible to provide a full table d'hôte dinner at that price. (no way)
7. If we're lucky we'll make a profit on our catering this week. (possible)
8. I'm sure there'll be 300 delegates at the convention . (bound)

STEP 7

Listening

You will hear Agnes Johnson talking about how they promote The Manor Hotel as a business venue and conference centre.

I. — Interviewer

A. — Agnes

I. So how do you go about selling this particular venue?

A. Basically, the way that we sell this venue here at The Manor is we contact conference agents; in England there are a number of agencies who will book conferences on behalf of companies — in England there's about 500 agencies operating, and they usually have a computer base so they have a good knowledge of all the venues — some specialise in country house hotels like us, some specialise in chain hotels but, by and large, most of them will book any sort of hotel and what happens is, we pay them commission because they've gone to all the trouble of finding the business for us — we don't have to go out and get it, but we need to offer them incentives to use us... something that's going to attract people to use us, whether it be an additional commission or a special rate for the conference delegates.

I. How much is the commission?

A. We normally give them 8 per cent, so 8 per cent of the charge goes to them for finding the conference. If a client is looking for a conference centre they'll actually pick three hotels from the computer that match what the client wants, then they'll come out and visit each hotel, then they may bring the client out to visit the hotels and then the client will make a decision based upon what he knows about them — so it's a lot of work, but, on the whole, what we try and do is get in there and try and be friends with most of the conference agents — the better we get on with them the easier it is to sell to them. And that's what you find in selling any product. If you can make your clients your friends you're going to be able to do business a lot better.

I. Can you ever sell direct?

A. Well, on the one side we've got the conference agents we talk to and on the other side we go direct to the corporate clients, and there's a lot of companies out there who have requirements for meetings, for conferences, for dinners perhaps, and what we need to do is to find out who they are and if they would use us. It's a long and complicated, well not a complicated — it's a quite honestly tedious process of telesales, of cold calling, going out knocking on doors of companies, giving them our conference brochure, talking with them, asking them, you know, would they consider using us for a conference. It can take a long time. You may have talked to a corporate client six months ago and they may have said, "we could use you," and then you may find two years down the track they'll remember us and use us, so it's not the kind of thing that happens overnight.

I. And what about advertising? Or do you rely just on direct sales?

A. No, we also have to participate in advertising. We can't just have sales people out and about because they can't cover the huge mass that advertising through the printed word can cover.. Within our advertising we use books like these, the green book and the blue book. They're bibles for people who organise conferences — most large companies will have a copy so it's vital that we be in there. There's information about the hotel and a picture so they can go through and find you and give you a call. We also advertise in a lot of smaller publications and in the Yellow Pages — the phone book. We also often attend exhibitions where we'll put ourselves forward, make a display and tell people who come to the exhibitions about the hotel. A fair amount of our business also comes from telephone inquiries, so down in our sales office we need to have people that can answer the telephone and know exactly what the capabilities of each room are and how we can negotiate our prices.

I. What else can you do to attract potential clients?

A. Well, we also have a lot of special events — the major one we do is a Shakespeare festival which has been running for forty-five years and we often do a thousand people a night. With all our guests it seems to go down like a house on fire, and so it does a lot of our hospitality and our advertising for us. And other people might come and see a play and think, "oh I need to book a conference next year."

Task 1. Decide if these statements are true or false.

1. The Manor uses the services of over 500 conference agencies.
2. The standard rate of commission is 8 per cent.
3. The agency always takes the client to visit the hotel.
4. Making company contacts is a complicated process.
5. Corporate clients tend to make rapid decisions on their choice of conference venue.
6. The Manor relies far more on direct sales prospecting than on printed advertising.
7. The sales staff are authorised to negotiate conference rates.
8. The local Shakespeare festival is popular with delegates.

Task 2. Sum up the information you've learned from the interview about the hotel's policy of attracting business customers.

STEP 8

Develop Your Reading Skills

Read an article from the "Financial Times" about different experiences of frequent business travellers, who give some very useful tips.

TRAVELLERS' TIPS

Mr. Patterson, who travels widely each year providing the consultancy service for overseas companies that want to operate in the UK, has developed a list of do's and don'ts when travelling on business. His advice is for business people always to travel in as relaxed way as possible. "People say British businessmen are shabby but I don't think that's true. When you're travelling, all you need is slacks and a sweater to feel comfortable. You don't want to worry about your suit being creased. It's better to change at the other end, especially if you are travelling any distance."

He always considers the possibility of jet lag and tries to sleep when his body tells him he should be sleeping.

He eats only when he feels hungry and always has a drink at the beginning of the flight to relax him. He enjoys long-haul flights because they offer the chance to relax. He says there should be no telephones on such flights so that the business traveller can relax ahead of what is usually a heavy schedule.

He greatly dislikes airports. "I don't like it when we are treated like sardines at airports, especially at Terminal Two at Heathrow. I prefer Terminal Four and Gatwick Airport. I think airports ought to cater more for the business traveller — maybe get rid of the duty-free area and have a separate lounge for business travellers. There also has to be a solution to the endless queues for checking in baggage."

For Mr. John Mitchell, head of ICI's eastern Europe operations, who has 25 years of business travel experience, airports present no particular problems but some of the ground staff certainly do. He said, "They are pompous, officious and uninterested, especially those at Heathrow."

He finds it difficult to cope with jet lag. "When it goes beyond seven hours that has an effect on me and if I'm going to work straight after, work suffers a bit." He prefers short-haul flights, which he uses to catch up on paper work. However, long-haul flights have one advantage. "I can relax and please myself. I like the idea of isolation on such flights, with no demands on me. I also enjoy being pampered on long-haul flights." When travelling to eastern Europe, Mr. Mitchell prefers to go by western airlines because: "The Eastern airlines are like crammed cattle-trucks, poorly staffed and difficult to get on." Airlines from the west are not, however, blameless and he says they "could improve their service by putting on better planes."

As for hotels in eastern Europe, he says many were "pretty sub-standard, the curtains hardly ever meet and are almost never lined. In Moscow and Warsaw, amorous ladies keep ringing you up. It is strait-forward soliciting and extremely irritating. In 25 years of travelling on business for ICI, Mr. Mitchell said he had visited 88 countries and seen the insides of some 230 airports. As for his favourite trip, "I shall never forget a trip from Griffith, in New South Wales, where I had gone to visit one of our research stations. A man carried my bag from the car. He then checked me in, loaded my luggage on to the small airplane and then got into the pilot's seat and

flew me to Wogga." Mr. Mitchell admits to a love of Australia and its people and said, "They have no respect for authority unless it is earned. I can associate myself with that." "I regard Asia airlines and hotels as the best. I think it is something to do with their culture and general expectations of giving and receiving."

No airline beats British Airways as far as Mr. Nigel Massey, marketing director of Aldersgate Developments, is concerned. He says, "Some years ago, I wouldn't have put my worst enemy on British Airways. But now I can honestly say, day and night, British Airways is the best and where possible I try to fly with them. "A businessman wants an airline with people who understand. He doesn't want duty-free, he just wants to get on, have good food and go to sleep, and BA epitomises all look for in an airline." As for US airlines, "I find the average service on US airlines indifferent and resentful and sometimes downright scandalous."

For London-based Mr. Barry Toogood, general manager, European agencies of the large US newspaper group, constant delays have meant a change to his working schedules. "Two or three years ago I could fly to many European cities and have a full day on business. But today, you are lucky to get three or four hours, so now I find I have to allow an extra day," he says.

He also feels conditions for business people travelling in western Europe are very poor. "When travelling in Europe, one feels shunted around as if on a bus." He prefers long-haul flights. "Singapore Airlines sticks in the mind for its all-round quality of service. They just seem to get more things right," he says.

He avoids US airlines. "They all seem to be so run-down."

(adapted from the "Financial Times")

Task 1. Read the article and explain the meaning of the following:

- a) a list of do's and don'ts;
- b) jet lag;
- c) long-haul and short-haul flights;
- d) duty-free area;
- e) a separate lounge;

- f) the ground staff;
- g) to catch up on paper work;
- h) to be pampered;
- i) to be crammed like cattle-trucks;
- j) to be poorly staffed;
- k) to allow an extra day;
- l) all-round quality of service;
- m) to get things right;
- n) to be run-down.

Task 2. Answer the questions.

1. How does Mr. Patterson advise businessmen to travel? Why?
2. How does he try to avoid jet lag?
3. Why does he dislike airports?
4. Why does John Mitchell have problems with the ground staff in the airports?
5. How does jet lag affect his work?
6. What advantages do long-haul flights have?
7. What does Mitchell think of the eastern airlines?
8. How does he describe his favourite trip?
9. What does he think of hotels in eastern Europe?
10. Why does Nigel Massey fly only by British Airways?
11. What does he expect from a good airline?
12. What do businessmen think of the US airlines? Why?

Task 3. Sum up the information from the article and say whether you agree with everything the businessmen advise.

Task 4. Women Business Travellers.

Unfortunately, not all business travellers are satisfied with the services they receive.

Read the article below about women business travellers.

a) Choose a title for the article from the box:

Rooms for Improvement Travelling Alone Problems in Hotels

b) Sentences A — E have been removed from the text. Match them to the correct boxes.

- A** Yet while security is considered important by women business travellers, few actually appear to be so concerned as to do anything about it.
- B** Vanessa Cotton, another frequent business traveller who is managing director of the Event Organisation conference company, says the secret is to take control, especially when entertaining business guests.
- C** Probably the biggest irritation women executives find when travelling on business is the hotel restaurant.
- D** The Forte Crest chain has for some years adopted a high-profile approach, with a proportion of each hotel's rooms fitted out as Lady Crest rooms.
- E** Every time business traveller Fiona Driscoll stays in a hotel from now on, she will have the opportunity to get her own back for any lapses of service and, especially, any bias against her as a woman guest, as she is one of the first to sign up for a new scheme aimed at giving a better deal for women business travellers.

Box 1

Woman Aware has been launched by hotel reservations agency Expotel to find out which are the best and worst hotels for women travellers. Expotel claims that women executives already account for some 35 per cent of all business travellers. In America, some estimates suggest that the level of 50 % has already been reached. British airlines, however, put the figure much lower — about one in every five business-class passengers is a woman traveller, they report.

The Woman Aware scheme — which involves filling out an appraisal form of each hotel — grew out of a survey of 600 frequent women travellers, aiming to discover how they felt they were treated in hotels. It concluded that about three-quarters were unhappy with the security awareness of hotel staff, and, in particular, thought more could be done to conceal room numbers when checking in. About 57 per cent preferred to have room service delivered by a woman, especially late at night.

Box 2

A recent Hyatt International hotels survey of about 300 women business guests found that few requested a room near a lift or inquired whether the rooms had a chain or spyhole. None saw the need for women-only parking areas, and few apparently noticed if their room key had the number on it.

Hotels, in fact, have a rather ambivalent attitude towards women executives and how they should be treated. Some, such as the Hilton National and Sheraton chains, believe there is no need for positive discrimination in favour of women other than ensuring that staff are trained to take security precautions. Their policy is to treat all guests — men and women — the same. To do otherwise, they argue, would be patronising. “The key issue is security rather than pink frills and gimmicks,” says Hilton.

Box 3

These typically have an iron and ironing board, spyhole and deadlock on the door, special clothes hangers, women’s magazines and a basket of fresh fruit. Decor is lighter than that found in a standard room. Men are not excluded from booking these rooms and, in fact, often request them because of their additional facilities and lighter atmosphere.

Holiday Inn is somewhere between the two extremes: it does not have special room facilities for women, but has developed its Ten Absolute Standards aimed at making women more welcome. These include always offering assistance with luggage, serving women promptly in bars and restaurants, providing a choice of tables, and offering a choice of room location.

Box 4

A survey by Ramada hotels found that about 60 per cent of solo women travellers prefer to call room service rather than eat alone in a restaurant. Hyatt acknowledges this by trying to provide more imaginative and lighter

meals on its room service menus. “We also recognise the need for two tables in the room — one for eating and one for working, as businesswomen spend more time in the room,” says John Walls, Hyatt’s vice-president for marketing.

However, not all women find restaurants intimidating. Pamela Carvell, a former director of the Periquito hotels group and now a hotel consultant, says that “the more experienced you are with staying in hotels, the easier it becomes knowing how to deal with hotel restaurants.” She says that gradually she has learned to spend more time eating in hotel restaurants rather than in her room.

Box 5

“I plan my campaign in advance,” she says. “I get to the restaurant early to check out the table and set up a tab from the bar and make sure the maitre d’ and staff know that I am the host and not hostess. Then I make sure I’m sitting comfortably, with a drink, before my guests arrive.”

Some hotels have tried introducing the American concept of a “captain’s table,” where single women guests (and men, too) dine together, although there seems little enthusiasm for this. Similarly, women-only hotels in London aimed at the woman business traveller have failed to make much impression.

Part of the problem women executives find in hotels may be owing to the relatively few women general managers.

(adapted from the “Sunday Times”)

Task 5. Answer these questions about the article:

1. Who are dissatisfied?
2. What are their main concerns?
3. How do the different hotel chains respond to them?
4. What aspect of hotel hospitality do they find most annoying?
5. How does Vanessa Cotton cope with entertaining male guests?
6. What new ventures have proved unpopular?

STEP 9

Developing Speaking Skills

ROLE-PLAY

Task 1

Student A.

You work for Electrical Engineering company and have been asked to find a suitable local venue for a full-day seminar. Professor Brown will be giving a lecture on new techniques in electrical engineering in the morning, and this will be followed by your annual general meeting in the afternoon. You require a lecture theatre for fifty people.

Ring the Manor Hotel and find out what they have to offer.

Student B. You work in the venues department of The Manor Hotel.

You receive a telephone call from Electrical Engineering.

Find out what equipment the client requires. All equipment is provided free of charge if you have prior notice.

Task 2

Student A.

You work for The Manor Hotel in London in the venues department. You receive a phone call from Tangerine Computers of New York. Below there is information on day and 24-hour conference rates. You will not need to pay agency commission so you can be flexible in pricing.

Day delegate rate: £57 / includes coffee, lunch, afternoon tea, cordials, conference equipment and room hire — minimum 25 people.

24-hour residential rate: £169 / inclusive of mid-morning coffee, lunch, teas, cordials, room hire, conference equipment, dinner, deluxe bedroom and country house breakfast.

Student B.

You work for Tangerine Computers of New York. You are interested in holding a three-day business seminar in the UK for local businesses on the benefits of your new software packages. You will be sending a team of eight senior employees who will require accommodation for four nights. You expect there to be some thirty local people attending on each of the three days. They will not require accommodation.

Ring The Manor Hotel and find out what they can offer.

Will they provide OHPs, flip charts and so on?

Do they have a local area network you can demonstrate your software on?

STEP 10

Test Yourself

Task 1. For each of the sentences below, write two more sentences which both keep the original meaning. Use the words in brackets.

1. In all probability, most hotels will soon have installed irons in their rooms. (safe / Likelihood)
2. There's no way they'll allow him to travel without a ticket. (can't / impossible)
3. It's just possible we may be able to arrange the meeting for tomorrow. (lucky / possibility)
4. The chances are that the waiter will hand the woman the bill. (should / possibility)
5. I doubt they'll want the large conference room with only six guests. (hardly / Little)
6. The plane must have landed by now. (bound / sure)

Task 2. Business travel.

A travel agent is talking to a client about business travel. Fill in the blanks using a word from **A** and a word from **B**.

A

express corporate
incentive fax
Limousine meeting
automatic mini
extra modem
conference

B

service rooms
check-in machine
leg-room bar
upgrade pall
scheme discount
point

"I would certainly recommend East American Airlines if you're going to be doing a lot of travelling in the States — they like to make things easy. For a start, they offer a free chauffeur-driven (a) limousine service to take you to the airport and to pick you up the other end, and they have an (b) _____ solely for the use of passengers in Business Class, so you only have to get there ten minutes before the flight. What's more, you also have the chance of an (c) _____ to First Class if there are any free seats. The planes are very comfortable — the seats have lots of (d) _____ so you don't feel cramped, and they offer a good range of meals on the menu. On top of that there is an air miles (e) _____, so that if you fly with them regularly, you can quickly earn enough points for a free flight.

In Georgia, they have an arrangement with the Eastern Traveller's Inn, which has been specially built to meet the need of the business traveller. It's in a good area of town, and the rooms are very nice. They all have a (f) _____ with snacks as well as drinks, and they come with a (g) _____ so that you can get your e-mail from a portable PC, and they also have a (h) _____ so that you can send and receive other documents. If you want to give a small presentation, you can hire one of the (i) _____ which can hold up to twenty people, but if you're planning something big, like a product launch for example, you can hire the (j) _____, which can seat over 1,000. It's very good value, but for regular guests they also offer a (k) _____ of about thirty per cent."

Task 3. Writing. International executive lounge club.

You are in charge of membership of the International Executive Lounge Club. You have received a message on the answer phone from Mr Robert

Klein, Manager of TKL Enterprises, 86 March Street, London SW1, inquiring about your services and charges. He travels extensively, and recently heard about the club from a colleague, but does not have any of the details. Read through the leaflet and write a suitable reply.

THE INTERNATIONAL EXECUTIVE LOUNGE CLUB

Now operating at over 80 major international airports worldwide.

Recently opened, the International Executive Lounge Club provides international business travellers with private surroundings at over eighty airports world-wide. Becoming a member will provide you with a space where you can relax or catch up with work before boarding your flight or when you are in transit.

Members of the club are entitled to the following benefits in any of our Lounges:

- complimentary tea and coffee
- bar, snack bar and restaurant

(restrictions apply to the sale of alcohol in certain countries)

In addition, we provide a full range of facilities to meet the needs of business travellers:

- secretariat/dictating services
- fax machines and photocopiers
- personal computers and Internet connections
- meeting rooms and small offices (Cost: US \$20 per hour, subject to availability)

Other facilities include:

- local and international TV
- full range of newspapers and magazines
- comfortable seating area
- complimentary shower and toilet facilities

Annual membership of the Executive Club Lounge International costs just US \$180, and members are entitled to make unlimited use of the facilities in any country.

For instant membership using your credit card, please contact us on
(UK) 0181 232 8833:

Visa/American Express/Mastercard/Diners Club

Notes on answering a letter of enquiry.

1. Layout.

Make sure that you lay out your letter correctly. You will be using headed writing paper, so you do not need to write your address. You should write Mr Klein's address (86 March Street, London SW1) and the date in the correct position.

2. Beginning.

Begin your letter with a reference to his enquiry. Useful phrases:
I am writing in response to ... Thank you for your enquiry about ...
I would like to tell you about...

3. Facilities.

Give the customer an idea of the main facilities that you offer. You can divide this up into three sections: facilities related to relaxing, facilities related to carrying out business, facilities related to washing and cleaning.

4. Prices.

Give the customer an indication of prices. In this section give information about some of the prices. Give details of the cost of the lounge area and what it includes and give details of the cost of work stations.

Useful phrases:

Our prices are extremely competitive.

In addition...

Not only does this include... but it also includes...

5. Ending.

Finish your letter with a suitable ending. For example:

Should you require any further information please do not hesitate to contact me.

I look forward to hearing from you.

CUSTOMER RELATIONS IN TOURISM

STEP 1

Study the vocabulary list

- | | |
|-----------------------------------|--|
| 1. subjective, <i>n</i> | субъективный |
| 2. outlay, <i>n</i> | издержки, расходы |
| to outlay, <i>v</i> | тратить |
| 3. a legally binding contract | юридически обязывающий контракт |
| 4. to be under a legal obligation | быть связанным юридическим обязательством |
| <i>syn.</i> to be legally obliged | |
| 5. to crop up | неожиданно обнаружиться; возникать |
| 6. to be entitled to smth. | иметь право на что-л. |
| 7. entitlement, <i>n</i> | право |
| 8. to be covered | быть защищенным от риска страховкой; быть застрахованным |
| 9. to seek compensation | требовать компенсации |
| 10. persistent, <i>adj</i> | настойчивый |
| 11. surcharges, <i>n</i> | дополнительная оплата; приплата; доплата; перерасход, издержки сверх сметы |
| 12. to go bust | разориться |
| 13. to ensure, <i>v</i> | обеспечивать; гарантировать |
| 14. bonding schemes | схемы долговых обязательства; виды туристического страхования |
| 15. to go to court | обращаться в суд; подавать иск |
| 16. to incur, <i>v</i> | подвергаться, навлечь на себя |
| to incur losses | потерпеть убытки |

17. to incur debts	влезть в долги
to incur taxi fares	быть вынужденным платить за такси
18. hassle, <i>n</i>	спор, неприятность
19. frustration, <i>n</i>	разочарование; расстройство (планов), крушение надежд
20. breach of contract	нарушение контракта
21. lukewarm, <i>adj</i>	тепловатый; едва теплый
22. an implied term	подразумевающееся условие
23. to reimburse, <i>v</i>	возвращать, возмещать
reimbursement, <i>n</i>	компенсация, возмещение
24. evidence, <i>n</i>	доказательства
25. liable, <i>adj</i>	обязанный; ответственный (за — for)
to be liable to compensate	обязан возместить

STEP 2

Read and translate into Russian

However much or little you paid for your holiday, you are entitled to reasonable standards of cleanliness and adequate facilities. Your expectations of a holiday should be related to the type and price of package, and the brochure descriptions.

Make sure you keep receipts for any expenses to support your claim.

If your tour operator changes your flight, or any other aspect of your holiday arrangements, check the booking conditions in the brochure: unless the conditions allow such changes, the tour operator is not entitled to make them.

Any attempt by the tour operator to limit your right to complain, or to make changes to your holiday arrangements after booking is to be investigated.

Even though you do not have a contract with the travel agents, they are legally obliged to perform their job competently. If they fail in this duty, and you suffer loss as a direct result of their negligence, you can claim compensation from them.

STEP 3

Read and translate

TEXT 1. CUSTOMER RELATIONS IN TOURISM

Holidays are meant to be enjoyed but enjoyment is an extremely subjective concept. A noisy, sleepless night for one person is a lively evening in the hotel disco for someone else. Similarly, a pleasant, quiet hotel for some guests will seem deadly boring to others.

The same can be said of most of the facilities provided by a typical tour operator; it all depends on your personal tastes and, most important, your expectations.

But wherever we take our holidays and whatever their duration, holidays are something we look forward to, and often involve considerable outlay, so we do not want anything to spoil them.

When your booking is accepted by the hotel, tour operator or airline, a legally binding contract is made between you and the company providing the accommodation, holiday package, air transportation or indeed any other travel arrangements. For most package holidays abroad, your contract is with the tour operator. The contract is not with the travel agent, although travel agents are under a legal obligation to do their job with reasonable skill and care, and you will have a claim if they do not.

However, things can and do go wrong. The descriptions in the holiday brochure may not be accurate, the accommodation may not be of the standard you expected, you may not get the room with the view you requested, the flight may be delayed or your luggage may not turn up.

You will find below answers to the questions most frequently asked by consumers (holiday-makers or travellers).

Question 1.

What can I do to protect myself against problems arising when I book a holiday with a tour operator?

Answer.

You cannot guarantee that problems won't crop up, but to reduce the risks as far as possible, follow these tips:

make sure that any special requirements which you consider important (such as disabled access or en suite facilities) are noted on the confirmation invoice. If all it says that these items are a "special request" the tour operator may say you have no entitlement to such facilities;

always take out a good travel insurance policy at the time you book, so that if you or someone close to you becomes ill before the holiday, you are covered in the event of cancellation);

make sure the policy provides adequate medical cover, especially if you are visiting a country where medical bills can be very high, such as the USA;

if something goes wrong on your holiday, complain to the tour operator's rep as soon as possible. Ask to be moved if your accommodation is unacceptable;

when you get home, write to the company's head office without delay, quoting your holiday reference number, and seek compensation;

be polite but firm in your dealings with the tour operator. Do not be deterred by its first letter, which is likely to refuse you compensation. If you have a good legal case, it is worth being persistent;

take legal advice if you feel unsure of your legal position.

Question 2.

I recently booked a holiday, but the tour operator is now demanding another \$100. Can he do this?

Answer.

Check the tour operator's booking conditions to see if they mention surcharges. Some brochures boast 'no-surcharge guarantees', which they must honour. Operators must explain what the surcharge is for (usually the reason is changes in exchange rates or increases in fuel prices), and may not impose one less than 30 days before your departure.

The tour operator should absorb increases up to two per cent of your holiday cost, but may pass on amounts above this.

If the surcharge represents a “significant” change in price (over 10 per cent according to “standards on surcharges”) you are entitled to cancel, and are entitled to a full and prompt refund.

Question 3. When a holiday company goes bust what sort of protection do its customers have?

Answer.

The protection you get when a tour operator or airline goes bust depends on the type of travel arrangements you made and with which company you booked. Bonding schemes are financial guarantees intended to prevent you losing your money, or being stranded abroad, in the event of a travel agent, tour operator or airline going out of business.

Question. 4. I asked for a hotel room with a sea view. When I arrived I found the room overlooked the car park. What can I do?

Answer.

It is not generally enough to fill in the “special request” box on the booking form because the tour operator will only be agreeing to try to provide you with a room with a view.

But if the operator knew of your requirement and guaranteed it before you booked, it will be part of the contract. So you must ensure that it was shown on your confirmation invoice. If it was guaranteed but was not provided, and things were not put right when you complained, claim compensation.

Question 5. We’ve just returned from a dreadful package holiday abroad. The first few days were a nightmare, but after complaining to the representative we enjoyed the rest. Our letter to the tour operator produced an offer of \$50. But the holiday cost us \$1,400. How do we assess the amount of compensation?

Answer.

A tour operator is legally obliged to provide the type and quality of holiday booked, taking account of the price paid, the description in the brochure and any specific requirements. However, the booking conditions may allow for changes of hotel or resort. The amount of compensation you can expect to receive following holiday dissatisfaction depends largely on how much the problems affected your enjoyment.

Assessing disappointment is not an exact science, however, and if your claim has to go to court you may not be able to recover what you consider a reasonable sum.

None the less, there are three basic components of holiday compensation:

- a) **loss of value** — the difference between the value of the holiday you got and the one you paid for. If, for example, you were put into a cheaper hotel for the first week because the one you booked was full, work out what a week in the cheaper hotel would have cost: you must also take account of the cost of those parts of the holiday that were not affected by the problem, such as flights and sightseeing tours which were included in the price. If it was only the room that was unsatisfactory, and you were on the beach or out exploring most of the day, the effect will not have been so great. So, if three days out of a total of seven were totally ruined, or if there was a continuing problem which partially spoiled the whole of the holiday, the amount in this instance might be about two-thirds of the cost of the accommodation;
- b) **out-of-pocket expenses** — the refund of any reasonable expenses you incurred as a result of the tour operator's breach of contract, such as taxi fares incurred because the replacement hotel was farther away from the resort attractions;
- c) **loss of enjoyment** — to compensate you for the disappointment and frustration of your holiday going wrong, and for the hassle involved in trying to sort it out.

You must ask yourself whether the holiday was a complete disaster as a result of the tour operator's breach of contract, or OK apart from the unpleasantness of the room, plus the inconvenience of moving to the new hotel. This is the hardest part to assess in any claim as it is highly subjective.

You must complain to the representative when the problems arise, and write as soon as you return. If you do not get a satisfactory result, you can take the tour operator to court.

Question 6.

The food at our hotel in Spain was very disappointing — lukewarm, burnt or tasteless. After the first week, we decided to eat out every night. Can we claim this cost from the tour operator?

Answer.

In a package tour which includes meals, there may be a specific promise about food standards in the tour operator's brochure. If so, the tour operator will be in breach of contract if this promise is not kept. And even if no specific promises are made, there is an implied term in your contract with the tour operator that food should be of a reasonable standard, in accordance with the type and price of the holiday.

Question 7.

When I arrived at the hotel where I'd booked a weekend break, I was told that they had made a mistake and the hotel was full. The only other hotel in the area that had room for me was a more expensive one in the next town, so I'm out of pocket.

What are my rights?

Answer.

The hotel accepted your booking and was obliged to keep a room available for you. It is in breach of contract and liable to compensate you for the additional expenses arising out of that breach — the difference in cost between what you were expecting to pay and what you ended up having to pay in the more expensive hotel, plus any extra travelling costs. You should write first to the hotel manager explaining what happened, and enclosing copies of receipts for your additional expenditure.

Task 1. Find in the text answers to these questions:

1. Why is enjoyment a subjective concept?
2. What happens when your booking is accepted?
3. Why do things go wrong during holidays?
4. How can people protect themselves against problems arising during their holidays?
5. Who should they complain to about their dissatisfaction and when?
6. How can you avoid surcharges?
7. How are travellers protected against bankruptcy of a holiday company?
8. In what case are you entitled to compensation if your 'special request' was ignored?
9. How is amount of compensation assessed?

10. What are the three basic components of holiday compensation?
11. Are you likely to be compensated for food of poor quality? Why not?
12. How can you get compensation for the additional expenses arising out of the breach of the contract by the hotel?

Task 2. Say what you've learned from the text about different cases of travellers' dissatisfaction.

Task 3. Think and answer:

1. How often are holiday-makers dissatisfied with their holidays?
2. What are the most common complaints in Russia?
3. In what way are holiday-makers' complaints settled?
4. Are there special laws and regulations to satisfy the claims of the travellers? What are they?
5. Are travel agents liable to compensate dissatisfied holiday makers if the breach of contract hasn't been proved?
6. What evidence is necessary for proving that the contract was in breach?
7. What are your recommendations to travellers as to the best ways of ensuring compensation for a spoiled holiday?

STEP 4

Listening and discussion

TEXT 2. HANDLING A DIFFICULT SITUATION

You will hear Melanie Flowers talking to her friend about a flight she made from London to Dallas.

M. — Melanie F. — Friend

- M.* Well, it was three or four years ago when the boys were still very young. Oliver — that's our youngest — was only three and a half. Anyway, we'd arrived at Heathrow in good time for our scheduled flight for Dallas, only to find that they weren't willing to give us our seat

5. to shuttle back	отвезти обратно
to shuttle	ездить туда и обратно
shuttle train	пригородный поезд
6. to kick up a fuss (col.)	поднимать шум; скандалить
7. to cope with	справиться с чем-л.
8. to allocate, v	размещать; распределять; резервировать; бронировать
9. seat allocation	распределение мест на рейс
10. to show up	появиться; прибыть к рейсу
11. to get preferential treatment	обслуживаться в первую очередь; быть в привилегированном положении
12. assertive, adj	чрезмерно настойчивый; напористый; самоуверенный

Task 1. Listen to the dialogue again and decide if these statements are true or false. Correct any false statements.

1. They were late checking in.
2. The airline staff tried to hide from the passengers.
3. The couple were given preferential treatment because of their children.
4. They were content to be able to go to Houston.
5. The hotel in Houston turned out to be much better than they had expected.
6. In San Francisco the airline staff were extremely rude.
7. Melanie has learnt to be firm without being rude.

Task 2. Practice reading out the dialogue and sum up the story told by Melanie.

Have you heard any stories about unfortunate travelling incidents? Tell the class how they were dealt with.

Task 3. Read the legal regulations concerning seat reservations on the flights. Give your viewpoint on the situation.

Question.

I've booked three places on a flight to Spain but I've been told that I can't pre-book the actual seats. I know that other customers have specific seat reservations on the same flight. What is the legal position?

Answer. There is hardly ever a guarantee that you will get specific seats and you certainly have no legal right to insist on a particular seat unless your specific demand is accepted or if you have paid for the service. Some airlines and tour operators will pre-book seat allocations on payment, allowing you and your companions at least to sit together.

Only if you do manage to get a specific guarantee of particular seats will a promise have been made that you can enforce. But in most cases your 'request' will be just that — request which the airline or operator will honour if it can. If it cannot there are no grounds for complaint. At present much depends on the policy of the tour operator, airline and agent.

Task 4. Contrastive stress.

We often place the stress on a particular word in order to compare or contrast it with another word.

For example, Melanie stressed:

The plane would leave in two hours and, instead of flying direct to Dallas, would take us to Houston.

- a) Listen to Melanie again and find other examples of contrastive stress.
- b) Read the sentences aloud and stress the words that you find contrastive.
 1. Did you want to travel by charter flight or scheduled?
 2. It wasn't so much the lack of comfort as the level of noise in the hotel.
 3. You can't go on a visitor's passport. You need a full British passport.
 4. She said she wanted a room at the front of the hotel not at the back.

5. The flight wasn't delayed — it didn't even exist.
6. Was it you who booked the holiday or your wife?
7. I wanted to know where they were travelling from not where they were travelling to.

c) Listen to Chris talking to David about his holiday problems. As you listen, write notes in the grid.

Chris	Expected/required	Happened/received

Chris: Well, we booked a holiday in an apartment in Sa Punta that was described as ideal for those seeking a quieter relaxing holiday. But it was anything but quiet.

The noise was deafening. We'd asked for an apartment with a sea view but were given one with a view of the courtyard, overlooking the swimming pool and bar. The children needed to sleep at night but they were kept awake by the noise. It was dreadful.

David: Did you write and ask for compensation?

Chris: Of course we did. We asked for £600 but they only offered a mere £100.

d) Listen again and underline the stress in these sentences:

1. We'd asked for an apartment with a sea but were given one with a view of the courtyard.
2. The children needed to sleep at night but they were kept awake by the noise.
3. We asked for £600 but they only offered a mere £100.

e) Practice saying these sentences:

1. Did you ask for two cold drinks or three?
2. On this flight there is a stopover in Dubai not in Singapore.
3. I asked for sparkling not still water.
4. The brochure advertised accommodation on a quiet beach not in the city centre.
5. It's not head office that pays compensation, it's the individual shop.

STEP 5

Vocabulary Practice

Task 1. Look at the adjectives in the box. Tick (v) those which, in your opinion, describe the personal qualities that people working with the public should possess.

ambitious	helpless	sensitive	trustworthy
clever	honest	shrewd	zealous
disorganised	motivated	thoughtful	
efficient	sensible	timid	

Task 2. What sort of person are you?

tidy	capable	responsible	polite
sympathetic	organised	friendly	patient
experienced	professional	efficient	motivated

Unfortunately, some people are not like that.

Use these prefixes to describe people who behave in the opposite way:

un-	im-	ir-	in-	dis-
-----	-----	-----	-----	------

Use other prefixes to form the opposite of all these verbs:

behave	direct	treat
interpret	quote	calculate
manage	hear	understand

Task 3. Someone who knows a lot about a subject is *well-informed*:

Add "*well-*" or "*self-*" as a prefix to the following adjectives to show a positive quality.

... — behaved	... — mannered	... — organised
... — confident	... — possessed	... — intentioned
... — assured	... — reliant	

Task 4. Read the text and find the words that mean:

- a) not enough or not good enough;
- b) uninterested;
- c) new to the job;
- d) not polite.

AN UNFORTUNATE INCIDENT AT RIDGEWAY TOURS

Ridgeway Tours has always had a reputation for having well-trained staff but, following the expansion of the company's main tour programme, they had taken on a number of very inexperienced staff, not all of whom had been properly inducted into the company's operations. One of the new sales staff, Jane, took on a telesales job as a temporary measure, and had no intention of staying more than two months — just long enough to save enough money to go off on a summer holiday. Jane's attitude to the job reflected in her work. She failed to record details of bookings, was sometimes rude to customers phoning in and, for most of the time, adopted an attitude of take-it-or-leave-it. Unfortunately for Ridgeway Tours, their rather inadequate staff training programme meant that the effects of Jane's indifferent attitude to the job were not immediately recognised.

ABC Travel had dealt with Ridgeway Tours for a number of years, and most of the counter sales staff were on very good speaking terms with all of the tour operations staff. When the assistant manager telephoned through with a booking and got Jane on the end of the line, she very quickly realised that the level of service was not up to Ridgeway's usual standard. The good standing between the two firms, however, meant that the matter was easily resolved at supervisor level.

Inter-World Travel had never used Ridgeway Tours before but, due to a number of difficulties in finding a suitable holiday for a large group, the manager telephoned Ridgeway to make a reservation on their new programme.

Unfortunately for the tour operator, the very person who answered the call was Jane and, true to form, she treated the agent in her usual manner, failing to show any real interest in the booking and ringing off before the agent had properly finished the call. The agent was neither pleased with Jane's attitude, nor the service he had received but, unlike ABC travel, the agency had had no previous dealings with Ridgeway Tours and did

not realise that Jane's attitude was in no way typical of the attitude of the whole company.

Although the manager of Inter-World urgently needed to find a suitable holiday for his clients he felt that it was vital to entrust the booking to a reliable tour operator. He thought over his conversation with Jane and decided that he couldn't afford to take a chance with his booking. He then walked out of his office into the agency and spoke to his staff, "Can I just have your attention for a minute... Ridgeway Tours — no one is to make a booking with them under any circumstances. OK?"

Find in the text the idiomatic expressions that mean:

- a) apathetic or careless attitude;
- b) a reprimand.

Answer the questions:

1. Why did Jane go to work at Ridgeway Tours?
2. Why wasn't Jane's behaviour to customers noticed sooner?
3. What did the assistant manager of ABC Travel do when she wasn't satisfied with the service she received?
4. How did Ridgeway Tours react?
5. Why wasn't the manager of Inter-World satisfied with the service he received?
6. What conclusion did he come to?
7. What did this mean for Ridgeway Tours?

Task 5. Use the expressions with HAND to complete the sentences:

in hand	on hand	offhand	by hand	to hand	underhand
---------	---------	---------	---------	---------	-----------

1. I'm afraid I don't know _____ how many people have booked for the Skyways trip to Madagascar. I'll ring you in an hour when I've looked it up.
2. He wouldn't have minded so much if they had told him to his face that they wanted to dismiss him. It was the _____ way in which they did it that upset him.

3. Instead of posting the letter, he decided to deliver it _____.
4. She always kept a pencil and notepad _____ on the desk so she could take notes when people phoned her.
5. Don't worry, everything's _____. The paperwork will be completed on time.
6. Should a guest be taken ill there is always a doctor _____.

STEP 6

Grammar Practice

INFINITIVE (TO) OR GERUND (-ING)?

Examples: I wish to claim compensation.

I suggest writing to the manager.

Verbs followed by an infinitive				Verbs followed by the Gerund			
afford	decide	arrange	demand	admit	anticipate	avoid	involve
choose	expect	claim	fail	deny	delay	consider	justify
hope	manage	offer	plan	mind	suggest	postpone	miss
promise	refuse	undertake		risk	recommend	save	

Some verbs can take both the infinitive and the gerund but with a change of meaning.

Examples:

- a) They stopped to take extra passengers on board = the reason for stopping was to take on extra passengers on board. They stopped taking extra passengers on board = here stopped means ceased.

They decided not to take any more extra passengers.

- b) You must remember to write to them. You must not forget to write to them.

You must remember writing to them. You must have some memory of when you write to them.

- c) **I'll try to phone her when the meeting finishes:** implies some kind of difficulty. It may, for example, be difficult to find the time to make the call.

I'll try phoning her when the meeting finishes.

try + verb + ing means to experiment, to do smth. to see what will happen. There will be no difficulty in phoning her but the result of the phone call is not known.

- d) **If you want any compensation it will mean taking them to court.**
Here 'means' is a synonym of involves.

Sorry, I didn't mean to take your seat here 'mean' is a synonym of 'intend'.

- e) **He went on complaining about his holiday for at least half an hour.**
He complained without interruption for half an hour.

After describing the terrible journey he went on to complain about the state of accommodation.

Here 'went on' introduces a subsequent event. First, he described the journey, then he complained about the accommodation.

Task 1. Rewrite the following sentences without changing their meaning.

For example: She hasn't got enough money to travel first class.
She can't afford to travel first class.

- a) If you don't pay the invoice there may be a 10 % penalty charge. If you delay paying the invoice there may be a 10 per cent penalty charge.
- b) I think it would be a good idea to write to the tour operator. I suggest...
- c) Would it be convenient for you to wait a little longer? Would you mind...
- d) OK, yes, I made a mistake about the time but not the date. I admit...
- e) I'll do my best to have an answer within a week. I promise...
- f) If I were you, I would make a strongly-worded complaint. I recommend...
- g) The guide said she certainly did not turn up late. The guide denied...
- h) It would require us to make a change in the schedule. It would mean...

Task 2. Read the article and fill in the gaps using either the infinitive with "to" or the gerund (-ing form) of the verbs in brackets.

HOLIDAYMAKERS DESERVE BETTER SERVICE

Although tourism earns a fortune from (a)_____ (make) people's fantasies come true, the industry has a great deal (b)_____ (learn) about customer relations.

The peak season has not yet begun and already reports of long delays and passenger frustration are starting (c)_____ (appear).

Last month, holiday makers in Milan complained about (d)_____ (wait) for hours for their baggage, while in Spain a reputable carrier decided (e)_____ (bus) British passengers into France so they wouldn't be forced (f)_____ (lose) an important time slot.

Over the years, the general public has become tired of (g)_____ (listen) to excuses. What is achieved by (h)_____ (blame) delays on (i)_____ (need) spare parts or by not (j)_____ (bother) (k)_____ (reply) when passengers complain?

Instead of (l)_____ (blame) circumstances beyond their control or (m)_____ (accuse) passengers of (n)_____ (not care) how the industry works, operators, airlines and seat brokers must realise that the fault lies with those who are proud of (o)_____ (increase) passenger numbers each year, yet obtain these increases by (p)_____ (urge) customers (q)_____ (take) holidays at ridiculously low prices.

Of course, it is very tempting (r)_____ (ask) how customers can expect a high standard of service when they have only paid \$199 for two weeks in Turkey.

However, this summer's problems are already threatening (s)_____ (spoil) the image created by the majority of the industry.

It is time the responsible operators and airlines joined forces (t)_____ (protest) for the good of the industry as a whole.

Unless they do so, the package holiday industry is likely (u)_____ (remain) the poor relation. However cheap their ticket, holiday makers do not deserve (v)_____ (be treated) in the way some frequently are.

STEP 7

Developing reading skill

HANDLING A COMPLAINT

TEXT 1. WHEN IT PAYS TO COMPLAIN

A dissatisfied customer who complains is just as likely to remain loyal as a completely satisfied customer. This surprising state of affairs has been observed by British Airways, which has turned the handling of complaints into something of a science.

Charles Weiser, BA's head of customer relations, calculates that about 13 per cent of customers who are completely satisfied with BA's service may not fly with the airline again.

"Perhaps they changed jobs, found a frequent flyer programme which better suited their needs, or maybe they felt it was time for a change of airline," he says, writing in the July issue "Consumer Policy Review," the journal published by the UK's Consumers' Association.

Half of all customers who experience problems but do not complain, do not intend to use the airline again. This contrast with the customers who are dissatisfied but do complain — just 13 per cent of this group will defect, the identical rate of defection as the 'satisfied' group, says Weiser.

Clearly, it pays to encourage customers to complain, and to encourage complaints departments to turn themselves from "Blame" to "customer retention" departments, he says. Weiser's guide to satisfying complaints includes the following points:

Apologise and "own" the problem. Customers do not care whose fault it was — they want someone to say sorry and champion their cause.

Do it quickly — customer satisfaction with the handling of a complaint dips after five days.

Assure customers the problem is being fixed. Complaints departments need to know their company inside out and work with front-line departments.

Do it by phone. Many departments are frightened of the emotion customers often show when things go wrong, but customers appreciate a personal apology and reassurance the problem will be solved.

(from "The Financial Times")

Task 1. Read the article and decide if these statements are true or false.

1. A dissatisfied customer who makes a complaint will usually fly again with British Airways.
2. About one sixth of BA's satisfied customers defect to other airlines.
3. Both satisfied and dissatisfied customers will fly with BA again in about the same proportions.
4. BA gives money to customers if they complain.
5. Customers are anxious to find out who was responsible for things going wrong.
6. It is not a good idea to admit to being in the wrong.

Task 2. Sum up the information you've learned from the article.

Task 3. Think and answer:

1. Have you ever complained about a problem while travelling?
2. How did the person you spoke to react to your comments?
3. What action was taken to solve your problem?
4. How satisfied were you with the result?

TEXT 2. DEAR TRAVEL AGENT, PLEASE STOP THE COWS STARING AT ME ...

I. Read the text and answer the questions:

Where did the story about the cows happen?

What is the story an example of?

For the next few weeks, tour operators will be sorting through the annual deluge of complaints. Ron Wheel, head of customer relations for Britain's biggest holiday company which took more than a million abroad this summer, says, "Holiday makers are complaining about petty, silly little things." Such as? "The fact that their hotel is next to a road. How do they expect to get to their hotel if it's not next to a road?"

Perhaps one of the most common complaints is that the holiday fails to live up to the brochure promises. A family from Berkshire with two young children were attracted by a two-week package in a three-star hotel that was described as “friendly” and “particularly suitable for families with children.” It offered “cots, baby minding, high chairs and early suppers.” When they arrived, the hotel was not up to three star standard, the staff were rude and the promised facilities for children were practically non-existent.

An initial complaint which had been sent to the holiday company by the family was answered with an “exgratia” payment of £30. With the help of a consumer magazine, the family issued a summons claiming £500 — which the holiday company eventually met in full.

One of the big travel successes of recent years has been the “gite” holiday; a gite is self-catering accommodation in France, often on a farm. The director of the Gite de France’s London office recently received a telephone call from one client furious about the cows that passed in front of her gite. Was she complaining about the mess? “No, she was angry because the cows used to stop and look in at her as they went past the window.”

Britain’s biggest seller of long-distance holidays says that the majority of its complaints come from people who have chosen the wrong sort of holiday. People who fail to do their research could find themselves in the Caribbean during the hurricane season.

Mr. Wheal says that if someone really wants action over a spoilt holiday, “they should try to sort it out with a holiday company representative there and then.” Those who complain to the tour operator on their return and are unhappy with the response, can take their case to the Association of British Travel Agents (BTA) which will provide conciliation facilities free of charge.

II. Now read the article again and mark the following statements as either true or false.

Underline the word or phrase which gives you your answer.

- a) Ron Wheal thinks that most of the complaints his company receives are reasonable.
- b) The most frequent complaint is that a holiday is of a lower standard than expected.

- c) The family from Berkshire expected that someone would be available to look after their young children.
- d) The first thing they did was to write a letter of complaint to the company.
- e) The company paid £500 as soon as they received the letter.
- f) If you stay at a gite, you have to prepare your own meals.
- g) The gite client complained because she was afraid of cows.
- h) The long-distance holiday company suggests that holiday makers should find out about the area they intend to visit.
- i) Mr Wheal advises people to deal with problems as soon as they occur.
- j) He suggests that people with complaints should contact ABRA as soon as they return home.

III. Find the word or phrase in the text which means the same as following:

- a) large quantity (usually of water);
- b) unimportant;
- c) holiday including travel and accommodation;
- d) beds for small children;
- e) almost unavailable;
- f) sent out an order to appear in court;
- g) paid completely;
- h) very angry;
- i) storm with strong wind;
- j) a service which helps to bring agreement between two people or groups of people.

Task 6. Say what you have learned from the text about:

different reasons for complaints;
best ways of handling complaints.

STEP 8

Developing speaking skills

Task 1. In pairs, make a complaint and deal with it in four different situations below.

SITUATION 1

Student A.

You have just checked into a hotel and you have noticed that there are no towels in the bathroom. You go down to reception.

Student B.

You are a hotel receptionist. A customer has just come into the lobby and wants to speak to you.

SITUATION 2

Student A.

You are the manager of a hotel and feeling pleased with yourself because you have a 100 per cent occupancy rate for this week. A customer has just asked to speak to you.

Student B.

You are staying at a beach resort. The hotel room is fine, but outside at certain times of day there is an unpleasant smell coming from the local municipal rubbish dump (мусорная свалка) down the road. You ask to speak to the manager.

SITUATION 3

Student A.

You arrived at the resort yesterday on a fifteen-day package but the courier failed to turn up in the morning. You are angry because you feel you have lost half a day you had paid for.

Student B.

You are a resort representative. Someone has asked to speak to you.

SITUATION 4

Student A.

You work in a travel agency. A customer has just come through the door and is looking angry.

Student B.

You bought a return airline ticket from a travel agency but the wrong time was written on the return ticket and you missed your flight. You had to purchase another ticket for a later flight (which, to make matters even worse, was delayed), and as a result you missed a very important business meeting. You want to know what the agency is going to do about it.

Task 2. Agree or disagree with the following statements. Give your reasons.

1. You should thank the person for having made the complaint.
2. You should avoid making an apology unless it is requested.
3. You should never say anything was your fault.
4. You should never blame a member of staff who works in the same organisation as yourself.
5. You should always explain the cause of the problem.
6. You should say that the error was exceptional.
7. You should say what action is being / has been taken.
8. You should make some sort of special offer as compensation.

Task 3. Letters of apology.

You are the General Manager of a catering firm which has been subcontracted to provide food, drinks and table service to a famous museum. You have received this letter of complaint.

Dear Sir,

14 June...

I am writing to complain about the appalling standard of service I received yesterday at the Heritage Museum Coffee Shop.

On entering the self-service restaurant my friend and I found a very long queue. We had to reject two trays before finding a clean one. Once at the counter we found most of the food had gone except for three, tired man-

handled open sandwiches and the odd cake. There was no one to serve us — a girl rushed up only when a man started to help himself to soup.

The girl obviously had no training; she knew neither what the soup was made of nor whether there were any more sandwiches available.

The two girls at the drinks counter were also slow and sloppy. I had a ten-minute wait for a coffee half spilled across my tray and there was a further wait for the one cash till in operation.

I was disgusted to find the cutlery covered with dried blobs of food and grease. The table we occupied was dirty, and finally the soup I bought was greasy, heavy and over-spiced. None of this is an exaggeration. I cannot believe that such atrocious service could exist in a world-famous institution.

I was embarrassed and furious not only for myself but on behalf of all the visitors who come to this otherwise beautiful country.

I am a regular visitor and, as an employee in the travel industry, in a position to recommend that visitors boycott this restaurant unless I receive a letter indicating what measures you intend to take to improve the level of service.

Yours faithfully
Marina Valova

a) Answer the questions:

1. What is your reaction to the letter?
2. How do you explain the poor services she accuses you of?
3. What would you do?

b) Write a reply to this letter.

You want to apologize to Ms Valova and explain the reasons for inadequate service.

Use the following notes and expressions:

thank you + sorry

I was sorry to hear that ...

Please accept my sincere apologies for ...

I have thoroughly investigated your complaint ...

Main reasons — shortage of staff / holidays & sickness of some people)

I apologize for the inconvenience.

... due to circumstances beyond our control.

very busy period

action taken (specify what)

I will personally make sure... (enclose voucher — free meal and wine)

hope for improvement — (can assure you this will not happen again)

STEP 9

Test Yourself

Task 1. Tick the correct sentence in each pair.

1. The guest remembers to lose his wallet last night.
The guest remembers losing his wallet last night.
2. The manager stopped to work when the visitor arrived.
The manager stopped working when the visitor arrived.
3. I regret to inform all clients that the restaurant will be closed for refurbishment until further notice.
I regret informing all clients that the restaurant will be closed for refurbishment until further notice.
4. The tour guide warned everyone in the party to take care on the cliffs.
The tour guide warned everyone in the party taking care on the cliffs.
5. The chambermaid admitted to take the necklace from the room.
The chambermaid admitted taking the necklace from the room.

Task 2. Complete the text using the correct forms of the verbs in brackets.

A group of holiday makers won a legal battle when the journey along the ancient Silk Route failed (a)_____ (live up) to the brochure's promises. This comes at a time when consumers' associations have been warning tour operators against (b)_____ (offer) derisory compensation to disgruntled clients. The company had refused (c)_____ (admit) liability but twenty of the party decided to take the matter to court. The tour operators denied (d)_____ (try) to deceive the holiday makers but lost the case and they have now undertaken (e)_____ (pay) compensation of £250 per person plus costs.

ТУРФИРМА С ГРЯЗНЫМИ РУКАМИ

Близится отпуск, и очень хочется моря, солнца и сосен. Но, судя по редакционной почте, неприятные неожиданности в турпоездках, увы, не редкость.

Приехав в Анталию, Анна Иволгина обнаружила, что кондиционер в номере работает лишь 3 часа в сутки. Москвичей Самсоновых в Хургаде не встретили, целый день они оставались совершенно «бесхозными». Их поселили в номер лишь на следующий день, причем в 2-звездный отель вместо оплаченного 5-звездного.

ЛЕНИВОГО «КИНУТЬ» ЛЕГКО

Почему же турфирмы не боятся «кидать» клиента? Ведь за последние годы вышло несколько законов, регулирующих эту сферу услуг, есть на них соответствующие ГОСТы.

Турфирмы научились выходить из положения с помощью «умно» составленного договора. Так, чтобы вывести себя из-под ответственности за конкретные вещи: уровень отеля, кондиционер с круглосуточной работоспособностью, за то, как вас встретят и проводят, какие и сколько оплаченных экскурсий и т. д. Здесь расчет на нашу усталость, лень — кому охота крючкотворствовать перед отдыхом? Так, может, стоит все продумать заранее и поднапрячься? Ведь договор — не типовый документ. Это договор двух сторон. И вы вправе вписать в него все свои требования, которые согласуете с турфирмой. Возможно, что-то она не сможет гарантировать. Но тогда у вас есть выбор — отказаться от поездки или найти другую фирму. Или пойти на риск.

Итак, читаем предложенный турфирмой текст договора. Первое, на что нужно обратить внимание, — какие услуги будут оказаны вам по этому договору. Причем то, что фирма берет на себя обязательства за эти услуги, должно быть четко прописано. В том числе — кто обеспечивает билеты, визы, трансферт. Хорошо, когда в договоре есть и название отеля. Лучше всего — получить ваучер на заказанный вами отель и копию факса принимающей стороны о том, что она выполнила условия резервирования. В договор вписываются

и ваши требования, продиктованные пристрастиями или состоянием здоровья. Например, вполне можно оговорить, что автостоянка должна быть не ближе чем в 500 метрах от отеля.

Подписывать договор может только руководитель фирмы (если его нет, то к подписи другого ответственного лица должна прилагаться копия доверенности на право такой подписи).

ГОТОВЬТЕ КОМПРОМАТ

Конечно, всем нам (за небольшим исключением) хочется отдыхать, а не заниматься сбором компромата для судебного разбирательства. Но иногда приходится делать и это. Раз уж отдых испорчен, пусть хоть деньги вернут. Если что-то не так — готовьте доказательства. Например, грязный номер или ту же автостоянку под окнами можно снять на фото или видео. Но не забудьте проставить дату.

Поменяли отель? Возьмите проспекты того, куда вас поселили. Но как подтвердить, например, хамство со стороны персонала? В отеле «Монтепала» работница столовой обыскала сумку одной из посетительниц. Ничего криминального не нашла, но даже не извинилась. Отдых был испорчен.

Юристы советуют в подобных случаях послать факс с жалобой в свою турфирму или в ту, что принимает туристов в стране. Если не поможет, то по возвращении этот факс становится документом, подтверждающим, что имел место моральный ущерб.

И если уж поездка не удалась, помните: претензию фирме нужно предъявить в течение 20 дней после возвращения. 10 дней дается фирме на то, чтобы ответить вам. А дальше — или полюбовное разрешение конфликта, или суд. Не нужно видеть в каждой турфирме потенциальную обманщицу. Но и проявлять свою беспечность и халатное отношение к оформлению поездки не стоит. Тогда у вас будет больше шансов на то, что отпуск станет настоящим праздником.

(по материалам газеты «Аргументы и факты»)