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**TEXTBOOK**  
**FOR STUDYING OF FOREIGN LANGUAGE**  
**(ENGLISH)**

for preparation of the specialists of higher education of degree «bachelor»  
area of knowledge 24 «Service area»  
specialty 242 «Tourism»

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Textbook must be followed during lectures, practical classes and independent student's work of the disciplines «Foreign language», «Business foreign language», «Theory of translation» and «Foreign language for professional purposes (English)».

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## INTRODUCTION

Textbooks are developed for mastering of the four courses: «Foreign language», «Business foreign language», «Theory of translation» and «Foreign language for professional purposes (English)». They are worked out for students on specialty «Tourism» and aimed to develop the students' ability to the proper translation.

Textbooks acquaint students with the most important issues related to international tourism and the peculiarities of the world tourism industry.

The purpose of studying of these disciplines is to master students' vocabulary, phonetics, grammar of modern business English, skills writing and speaking based on the acquired language knowledge of the students; study specialized economic terminology, familiarization of specifics of economic translation literature; formation of skills and abilities of communication on professional issues, drawing up of contracts, business letters, bank documents, ability to work with the English-language press and professional literature.

The main task of studying of these disciplines are the formation of communicative competence, which has several components: linguistic, sociolinguistic, sociocultural, social and discursive. Familiarization of this knowledge promotes the professional development competence of the future specialists, which means the ability to act successfully on the basis of practical experience, skills and knowledge in solving of professional tasks.

Tasks have been made on the basis of modern requirements taking into account development communicative competence. Methodical recommendations correspond to modern requirements to the educational literature.

Textbooks have been designed for tourism industry professionals who need English for their job and wish to increase their professional competence via English and develop their speaking skills in tourism business.

## PART I. FOREIGN LANGUAGE

### I. METHODOLOGICAL RECOMMENDATIONS FOR SEMINAR (PRACTICAL) CLASSES

#### UNIT 1. Professional Issues in Tourism

##### Task 1. Learn the verbs used in the professional and scientific texts:

1) **achieve;**

- *He achieved best results in his career.*

- *Everybody tries to achieve his purposes.*

2) **comprise;**

*Culture comprises numerous elements. It comprises such elements as art, ethics, information, religion, tradition and rules of behaviour.*

3) **consider;**

*We consider communication as a part of culture. We suggest you should consider three levels of culture.*

4) **consist of;**

*The first level of culture consists of communication, customs and traditions. It also consists of fashion, laws and lifestyle.*

5) **involve;**

*The second level of culture involves the problems of relationships in the society and world outlook. It also involves selfperception of the individuals.*

6) **obtain;**

*People obtain components of culture as part of the society. Through constituents they obtain their own culture.*

7) **present;**

*Present your new information. Present the report.*

8) **process;**

*My friend can easily process information in mathematics. Another friend of mine usually processes much information in biology.*

9) **process information;**

*It is very important to learn how to process information. Processing of information is a key factor in achieving knowledge.*

10) **represent;**

*Students represent their university at a conference. The teacher represented the results of his research.*

11) **way of life;**

*Each ethnicity determines its own way of life. Way of life differs in each ethnic group.*

12) There is the difference between the use of the words **present** and **represent**. Present means a) to show directly b) introduce. Represent denotes a) means for something b) to present anew c) act on the behalf of somebody.

**Task 2. Read the text «Culture» and find the answers to the questions:**

1. How can we consider culture?
2. What does culture comprise?
3. What does the first level of culture consist of ?
4. Why is the second level of understanding culture more difficult?
5. What components do we determine on the third level?
6. Are there any characteristics we should take into account studying the notion of culture?
7. What do we identify as an inseparable part of culture?

## **Culture**

We can consider culture from different points of view including history, behaviour, symbolism, structure.

Culture comprises art, ethics, information, religion, tradition and rules of behaviour, which people obtain as a part of the society. In the process of reflection for each person exist three levels of culture.

Almost everyone is familiar with the first level of culture comprising communication, customs and traditions, fashion laws, and way of life.

The second cultural level, the level of understanding is more complicated. It involves the problems of relationships in the society, self-perception, standards, and world outlook. On the third level we determine the social rank, love and friendship, problem-solving, management, elements of communication.

Studying the notion of culture, one should take into account psychological characteristics, senses, manners of individuals, their relationships with the society and the environment, kinds of activities, time and space focus. In our studies it is important that communication is an inseparable part of culture.

**Task 3. Read the professional talk of tour guides and name the epithets describing the preferable way of talk in the speech of tour guide. Find information about professional skills of tour guide and name them.**

## **Professional Skills of Tour Guide**

**Characters:** Daisy Smith and Thomas Anderson

**Daisy:** Hello, Thomas. Nice to meet you.

**Thomas:** Nice to meet you too, Daisy. I haven't seen you in a while.

**Daisy:** I've become a tour guide in Europe.

**Thomas:** Ah, tell me about it! That's must have been interesting!

**Daisy:** It's great, but not easy. Tour guiding or, rather, conducting tours, requires a lot of professional skills of being a tour leader, public speaking, accurateness, necessity of knowing your topic and audience. You have to keep your talk light and positive, personalise information.

**Thomas:** And it's also the way how you say it all. The presented information doesn't have to be too serious, boring, but it does have to be witty and humorous. By the way, had you practiced before conducting your first tour?

**Daisy:** Yes, very much. I had learned everything by heart. During the walking tour I never read notes, although I always carry a clipboard. There are also some other tips about conducting tours.

**Thomas:** Perhaps, we'll discuss them next time, if you're in a hurry?

**Daisy:** All right.

## UNIT 2. Travel

### Task 1. Learn the words used in the professional and scientific texts:

1) **communication;**

*The process of communication is impossible without interaction. Communication is not only the exchange of information, but it is also its transmission and comprehension.*

2) **communicator;**

*Partners in the process of communication are communicators. Communicators are active participants of communication.*

3) **cultural background;**

*Realisation of communication process depends on the cultural background of its participants. Cultural background determines the ways of communication.*

4) **decoding;**

*The receiver of information does its decoding. Decoding is more successful if the cultural background of the communicators is similar.*

5) **differ;**

*The ways of communication differ if the cultural background of communicators is dissimilar. Decoding differs in accordance with diverse cultures.*

6) **encoding;**

*Encoding is a complicated process. Encoding is the transformation of thoughts.*

7) **include;**

*Encoding includes language, conversation and media. The third stage of communication includes a message.*

8) **knowledge;**

*Knowledge of theory of communication helps to learn better English for Specific Purposes. Background knowledge helps to better understanding of thoughts and ideas in the text.*

9) **speaker;**

*The speaker must learn to deliver speeches in public. The speaker's talk in tourism must be witty, humorous, confident.*

10) **stage;**

*There are seven stages of communication. All the stages are sequential.*

11) **succeed;**

*It is important to succeed at all the stages of communication. If the cultural background of the communicators is alike, they succeed more in communication.*

**12) transmission;**

*Transmission of information is an inseparable part of communication. The process of communication begins with the transmission of information.*

**Task 2. Read the professional talk of tour guides about travelling. Retell it in your own words.**

## **Exchange of Views about Travel**

**Characters:** Daisy Smith and Thomas Anderson

**Thomas:** Hello, Jane, when did you return from Italy?

**Daisy:** A week ago. I stayed at the Artemide hotel in Rome, on the fourth floor. It's the hotel most popular for couples, though I travelled solo.

**Thomas:** Did you like the staff?

**Daisy:** Yes, they all were welcoming professionals, ready to help and friendly.

**Thomas:** Why did you choose Rome for travel?

**Daisy:** It's so romantic and fascinating.

**Thomas:** What sights did you see?

**Daisy:** The Colosseum and Pantheon impressed me mostly with their greatness and splendour. And when did you come back from Thailand?

**Thomas:** Three weeks ago. I stayed at the Siam Kempinski Hotel in Bangkok. Its amenities are restaurants, outdoor swimming-pools, full-service spa, airport shuttle, and business center. I had a room with the ocean view. Ocean, clean sand beaches, bathing, yachting.

**Daisy:** Did you meet local people?

**Thomas:** Yes. At the market. They sell exotic fruit and vegetables, fish and sea products, best silk, umbrellas, pottery. And I went to the local restaurant to eat.

**Daisy:** How's food?

**Thomas:** It depends on one's taste. At the Thai restaurant there can be chicken in coconut soup, fried basil and fork, fried rice, green chicken curry, spicy beef salad, spicy green papaya salad, red curry, spicy shrimp soup, and Thai style fried noodles. Some people say it's delicious and others prefer European food.

**Daisy:** What did you like best?

**Thomas:** Spicy beef salad. It's a tender beef with a lot of different spices.

**Daisy:** What impressed you mostly?

**Thomas:** Exotic culture. My advice is: start your travel in Bangkok, visit a lot of temples, an open-air market. It can be a great trip.

**Daisy:** I see that it's amazing. May be, I'll go there myself.



**Task 3. Read the text «Communication» and make questions to it. Let your colleagues answer them.**

## **Communication**

Communication is an interactive process including perception and exchange of information, its transmission and comprehension. We achieve communication at the levels of practical aspects, subjects, and relations. In the case if the cultural background is similar or the same, communication is achieved without any difficulties. Problems arise if the cultural backgrounds of communicators differ.

Communication comprises several stages. At the first stage one of the speakers initializes the process of communication.

The second stage means spoken language or transmitted information. We call it encoding. At the third stage the communicator produces the physical product such as, for example, writing the letter. At the fourth stage we can differentiate standardised products, e. g.: books, journals; partially standardised products, e. g.: letters; and non-standardised products, e. g.: telephone conversations. The fifth stage is decoding information. At the sixth stage the receiver gets and interprets information in accordance with its group in the society, including cultural group and individuality. Feedback is succeeded at the seventh stage.

**Task 4. Study the list of the evaluative adjectives. Find or guess the meaning of the words. Analyse their derivation.**

*Adjectives of evaluation:* comprehensive, detailed, different, extensive, external, favourable, final, formal, formative, future, good, independent, individual, initial, internal negative objective, periodic, personal, poor, positive, previous, psychological, qualitative, quantitative, recent, regular, retrospective, scientific, separate, specific, statistical, subjective, subsequent, such, summative, systematic.

**Task 5. Arrange the words to make the sentence.**

1. Summer, France, travelled, in, last, I, solo.
2. Me, singing, greatly, and, music, impressed, Thai.
3. Glorious, Ancient, the, saw, friend, of, my, Rome, sights.
4. Stayed, hotel, Thailand, I, 4-star, in, the, at, modern.
5. Amenities, airport, hotel, at, an, among, there, shuttle, the, was.

## **UNIT 3. Purchase of Ticket**

**Task 1. Read the words denoting the levels of communication and pronounce them.**

1) **be aware of;**

*I am aware of four levels of communication. I am also aware of their content.*

2) **break;**

*Paraverbal communication deals with problems of breaks during the talk. In some cultures, the breaks are long, but in others they are extremely short.*

**3) frequency;**

*Frequency is referred to the fourth level of communication. This level also includes frequency of transmission.*

**4) language;**

*Body of language is the first level of communication. There is a variety of languages in the world.*

**5) level;**

*Some scientists consider that there are three levels of communication. All these levels are closely connected.*

**6) mode;**

*Mode of transmission is also a part of the fourth level of communication. There can be simplex, half-duplex and full-duplex data transmission or data communication modes.*

**7) reveal;**

*Nonverbal communication clearly reveals itself. It reveals itself at the third level.*

**8) sound;**

*Sounds include vowels and consonants. We study sounds at the level of paraverbal communication.*

**9) stress;**

*Stress is important in words. Stress makes an impact on the meaning of the words.*

**10) syllable;**

*Prosody studies such elements of speech as, for example, syllables. Syllables are units of speech.*

**11) utterance;**

*My friend's utterances are experienced. My other friend's utterances are knowledgeable.*

**12) volume;**

*Volume of sounds is significant in paraverbal communication. Volume is vital in sound waves.*

**Task 2. Read the information about the airports. Discuss it with your colleagues.**

1. **Airport Heathrow** is the second airport in the world by traffic of passengers, situated fourteen miles west of London city centre, United Kingdom. The airport serves over eighty airlines worldwide, carrying annually more than seventy million passengers and one and a half tons of cargo. It has five terminals and three runways and makes available facilities for different categories of passengers including children, disabled passengers and businessmen. It also provides full range first class airport services.

2. **Airport Berlin Tegel** is situated north-west of Berlin city centre, carrying more than twenty million passengers. It has four terminals, providing flights to different countries of the world.

3. **Foreign currency:** GBP is the British pound of sterling (£) or pound, the official British currency (£1, £2 – coins; £5, £10, £20, £50 – euro banknotes in circulation). Pound of sterling is subdivided into 100 pence. Pence is the plural form; penny (p) is the singular form for the coin (1p, 2p, 10p, 20p, 25p, 50p – coins). The currency of the European Union is called EUR – euro (€) - €5, €10, €20, €50, €100, €200, €500 – banknotes. Euro consists of 100 euro cents I. The coins are issued as €1, €2; 50 c, 20 c, 10 c, 5 c, 2 c, 1 c.

**Task 3. Read the dialogue about booking tickets. Retell it in your own words.**

### **Booking Tickets**

**Characters:** ticket employee and Thomas Anderson

**Ticket employee:** Good morning. Heathrow Ticket Air Service.

**Thomas Anderson:** Good morning. I'd like to book the ticket to Berlin.

**Ticket employee:** Which airport?

**Thomas Anderson:** Berlin Tegel, two tickets, please.

**Ticket employee:** First class or business class?

**Thomas Anderson:** First class tickets.

**Ticket employee:** Single or return?

**Thomas Anderson:** Single.

**Ticket employee:** What's the date?

**Thomas Anderson:** January 25th.

**Ticket employee:** And the time? There are three flights a day.

**Thomas Anderson:** Have you a flight in the morning?

**Ticket employee:** Yes, at 9.10 a.m.

**Thomas Anderson:** All right. When is the arrival?

**Ticket employee:** In 2 hours 14 minutes.

**Thomas Anderson:** And what's the price?

**Ticket employee:** From 44.98 to 115.66 GBP or from 49.83 euros to 128.14 EUR. Your name, please.

**Thomas Anderson:** Thomas Anderson.

**Ticket employee:** Well, two tickets from London Heathrow to Berlin Tegel, first class, single, January 25th, 9.10 a.m., for the name Thomas Anderson. Check-in is not later than two hours before the flight, sir.

**Thomas Anderson:** Thank you.

**Note:** GBP is the British pound of sterling and EUR means euro.

**Task 4. Arrange the words to make the sentence.**

1. Reserve, would, an, like, airline, to, I, ticket.

2. Airlines, the, serves, airport, fifty.
3. Plane, to, Terminal, have, the, you, at, 4, board.
4. Disabled, the, provides, Heathrow, passengers, for, airport, amenities.
5. Germany, will, with, he, to, Lufthansa, fly.

**Note:** Lufthansa is the biggest and the most well-known German air company.

**Task 5. Read the dialogue «Purchase of Ticket at the Ticket Office». Think of your own situation of purchasing the ticket and present it aloud.**

### **Purchase of Ticket at the Ticket Office**

**Characters:** ticket employee and Thomas Anderson

**Thomas Anderson:** I would like two tickets, please.

**Ticket employee:** Where to, sir?

**Thomas Anderson:** Berlin Tegel, Germany by British Airways.

**Ticket employee:** First class or business class?

**Thomas Anderson:** First class, please. February 27th, afternoon flight.

**Ticket employee:** First class ticket is 115.66 GBP. British Airways. Direct flight. Afternoon flight is at 14.15. Terminal 1.

**Thomas Anderson:** Here you are. Thank you.

**Task 6. Read the text «Splendour of the Greek Islands» and make questions to it. Let your colleagues answer them.**

### **Splendour of the Greek Islands**

Greece is one of the countries attractive for tourists from Europe and the United States. There exist more than six thousand Greek Islands, islets, peninsulas, but only a small amount of them is inhabited and even less serve as the main holiday destinations.

Among the most popular islands are Crete, Corfu, Mykonos, Paros, Rhodes, Santorini, and Samos. Ferries carry people from one island to another. During ferry trips one can enjoy the beauty of the Greek coast and the sea. Holidays in Greece are accessible for most of people and in summer the Greek Islands are overcrowded.

What makes Greece a famous world resort? One of the factors is the splendour of nature, mountains, sea, waterfalls, sand beaches with pebbles. Scuba diving is very popular. Another factor is a cultural one. Greek islands are a paradise for the devotees of antiquity. Castles, early cities, fortresses, monasteries, caves.

Among the top Greek attractions are Acropolis; canyon the Samariá Gorge; Delphi Theatre; medieval village Lindos; Myrto Beach; Mystras, an antique capital of the Peloponnesus; Parthenon; volcanic island Santorini.

If you choose Athens, the Greek capital, as the travel destination, first see the ancient city of Acropolis with its memorable historical buildings and its new museum. Visit Parthenon, watch the Temple of Athena Nike, tour the National

Archeological Museum. Take a walk in the National Garden among flowers and millennial statues.

**Note:** Splendour is the spelling of the British variant (with the letter u); splendor is the spelling of the American variant (without the letter u).

**Task 7. Find information about tourist trip to Greece on the Internet or in books and define specific features of the travel. Present this information to the professor.**

## **UNIT 4. Insurance in Tourism**

**Task 1. Learn the verbs used in the professional and scientific texts:**

1) **appreciate;**

*Modern society highly appreciates the ability to communicate. This ability is appreciated in various cultures.*

2) **determine;**

*In the process of communication, we determine and take into account social status of communicators. We also have to determine time and space, that is, when and where the process of communication occurs.*

3) **effect;**

*Culture effects communication. It effects its development.*

4) **evolve;**

*Means of communication are constantly evolving. Mediated communication evolves every year.*

5) **interrelate;**

*Culture and communication interrelate. They interrelate on the levels of the speaker, receiver and environment.*

6) **make an impact;**

*Communication makes an impact on culture. Intention of the speaker makes an impact on communication.*

7) **motivate;**

*The result of communication is better when it is motivated. It is motivated by needs and interests of the parties, which are the participants of communication.*

8) **stimulate;**

*The process of communication is stimulated by mutual agreement of communicators. It is also driven by communication purposes.*

**Task 2. Read the dialogue. What kind of insurance would you choose and why? Give reasons.**

### **Flight Insurance**

**Characters:** Travel Insurance Company manager and Thomas Anderson

**Thomas Anderson:** Good morning. I'd like to discuss the terms of flight insurance. Is there anything special about this insurance?

**Manager:** It's a form of travel insurance which offers financial protection for flights. Flight accident insurance is considered separately. If someone misses or cancels his or her air travel in case of emergency, with travel insurance they can get adequate refund for their losses and later purchase the other ticket. In some cases, insurance coverage is provided for the delay of flights. There also exists the recovery for loss of luggage, but it is less than the real value.

**Thomas Anderson:** What type of coverage does your company provide?

**Manager:** We usually meet the requirements of every passenger, providing efficient advice, emergency assistance, and claim service. Would you like to purchase flight coverage or obtain a flight-only insurance policy?

**Thomas Anderson:** Flight coverage, please. Here are my passport and travel documents.

**Manager:** Thank you, sir.

### **Task 3. Arrange the words to make the sentence.**

1. Purchase, delay, for, reason, of, the, insurance, is, flight, travel.
2. Reason, of, travel, loss, another, purchase, insurance, for, luggage, is.
3. Occurs, weather, breakdown, cancellation, the, or, of, mechanical, to, flight, due.
4. Hotel, and, insurance, accommodation, covers, meals.
5. Transportation, costs, during, insurance, delays, airline, covers.

**Task 4. Read about the nature of Switzerland. Find additional information. Choose the landscapes you like best. Say whom you would advise to visit these places and why. Give your opinion.**

## **Mountainous Nature of Switzerland**

Switzerland is one of the countries of Central Europe loved and visited by thousands of tourists every year.

What attracts tourists from the whole world? Does Switzerland have a rich culture with its famous museums, music and watches? Landscapes or sport and leisure? We'll have a look at Switzerland's mountainous nature. What place shall we begin with? If you are fond of roaring water and its splashes, you can choose the Rhine Falls, which had been formed in the Ice Age. From the height of 150 metres the water rushes with the speed of twenty-three metres per second. It's an unforgettable sight!

Or one can choose Simme Falls with the height of 200 metres. Several springs feed the river Simme and they create the cascade over rocks. It's well worth seeing it. The Trümmelbach Falls, the only one among the glacier waterfalls, always carries the melted glacier's water to the valley of seventy-two waterfalls. Enormous rock Creux du Van was shaped by glaciers and brooks. There's an unusual flora both arctic and alpine and there are animals of mountains. Areuse Gorge is also destined for hiking.

There are also other gorges with rare orchids and numerous species of birds. Welcome to the mountainous world of Switzerland with its pristine rivers, glaciers, waterfalls, unique flora and fauna!

**Task 5. Imagine you are a travel insurance manager. How would you persuade your customers to purchase the insurance policies? Write and present the dialogue between your customer and you as the travel insurance manager.**

## UNIT 5. Project Work

**Task 1. Read the words. Analyze the morphology of the words before reading the text. Classify the words according to the parts of speech and verbals.**

*Archeological, comparative, considering, consumer, developer, development, declared, enhancing, existing, execution, expectation, historical, improvement, initiative, integrated, management, natural, offered, paleontological, participation, potential, expecting, presented, recommendation, sacred, satisfaction, situational, social, socio-demographic, spiritual, sustainable, visiting.*

**Task 2. Read the words referring to diversity of cultures and learn them.**

1) **ability;**

*My friend's ability to cultural communication is known to everyone. She is especially successful at paraverbal communication.*

2) **boundary;**

*Each culture exists within its boundaries. It can also exist outside the boundaries.*

3) **community;**

*In the USA a lot of people live within the communities. They have similar ways of communication within their community.*

4) **consequence;**

*The consequence of the world integration is the development of the global culture. The integrity itself is the consequence of the events in the modern informative industrial world.*

5) **capacity, capacity for culture;**

*The capacity for culture is connected with the community. The capacity for similar culture is determined by the homogeneous sets of behaviour within the community.*

6) **diversity;**

*Diversity of cultures is provided by the ways of forming culture. It is also ensured by the capacity for culture.*

7) **due to;**

*Each culture lives due to reproduction of generations. Inclusive education of children can be realised due to the use of computers in learning.*

8) **fission;**

*Fission of cultures occurs due to flexibility of boundaries between the communities. This fission leads to the diversity of cultures.*

**9) set of behavioural traits and rules;**

*Set of behavioural traits and rules is determined by culture of the community. Sets of behavioural traits and rules are transmitted through generations.*

**10) species;**

*Not all living species acquire their culture. Species of apes differ from each other.*

**Task 3. Study the method of creating the tourist project. Write out the essence of method using the development order.**

### **Key Factors for Development of Tourist Project**

In development of project in tourism, at first it is necessary to take account of the cultural heritage of the country, work out and implement national strategy on heritage and cultural tourism.

The cultural heritage includes so many things, such as:

- historical buildings and places;
- oral history and traditions;
- declared heritage sites;
- cultural objects and collections;
- rituals and cultural performances;
- artefacts and crafts;
- art performances and creative arts;
- skills and techniques of fine arts;
- natural and cultural aspects of the environment;
- archeological artefacts;
- cultural values and respect of culture and heritage;
- cultural festivals;
- paleontological remains;
- sacred and spiritual sites.

Next to it, project developers, to make tourism sustainable, have to consider social cohesion, public participation of the local communities and private participation in tourist activities and initiatives. They make the analysis of the demand for cultural tourism, considering socio-demographic characteristics of consumers of Heritage products: age, gender, race, education, and social status.

By the means of situational analysis and comparative studies the specialists in the sphere of tourism make the analysis of current situation and project future developments in this sphere, its monitoring and evaluation with periodic reports, presenting information on current trends and best practices by means of integrated management.

The specialists also determine:

- the approach for execution of strategies;
- purposes and activities;



- development of medium and long-term action plan;
- level of knowledge of existing and potential tourist products;
- expectations of customers for visiting the product;
- services offered, customers' needs and their satisfaction with the products and recommendations for their improvement;
- enhancing the customers' experience in cultural heritage.

**Task 4. Read the dialogue on how to make a tourism project and retell it.**

**Discussion of the Project on Tourism**

**Characters:** Daisy Smith and Thomas Anderson

**Thomas:** Daisy, let's go to the café tonight.

**Daisy:** Sorry, Tom, I've no time at all. I have to make the project on tourism and it seems so hard to me.

**Thomas:** Well, it's not so difficult as it seems to be. What's the country you're going to make the project on?

**Daisy:** It's France.

**Thomas:** A wonderful country! First, you have to take account of cultural heritage of the country.

**Daisy:** What does it include?

**Thomas:** Everything that refers to the culture. For example, historical buildings and places, oral history and traditions, cultural objects and collections, rituals and cultural performances, artefacts and crafts, art performances and creative arts natural and cultural aspects of the environment, archeological artefacts, cultural festivals, sacred and spiritual sites. Then you have to make the analysis of the population of the country, their ability to support the sustainable tourism, current situation, needs of the customers, strategies of work, determine methods of work, its monitoring and evaluation. Think of the action plan and the ways of its realisation.

**Daisy:** Will you help me in my work?

**Thomas:** It's better you do everything yourselves, but in the case of necessity I'll surely help.

**Daisy:** Thank you very much.

**Task 5. Make the sentences with the words below.**

1. France, make, on, project, will, Jane, a, in, tourism.
2. Paris, of, project, the, sights, includes.
3. Exciting, tour, is, sightseeing, Paris, to.
4. Fascinating, in, performances, art, of, France, are, creative.
5. Cultural, attention, of, collections, attract, French, tourists', objects.

**Task 6. Compare information about Nordic countries. Name similar and different features.**

### **Similar and Different Features of Nordic Countries**

Under the name Nordic countries, we understand Denmark, Finland, Iceland, Norway and Sweden. They have a lot in common, but, at the same time, there are properties that are unique to a particular country.

These countries have the range of characteristics in common:

- geographical situation (Northern Europe, North Atlantic);
- Lutheran Christianity as a belief;
- cooperation in Nordic Council;
- unicameral parliament (all the states) and the monarchy (Denmark, Norway, Sweden);
- developed welfare state apparatus;
- respect of behavioural rules;
- high level of trust, punctuality;
- social cohesion;
- flat hierarchy, dislike of obvious signs of status and frequent use of informal address;
- low level of crime, corruption and conflict;
- rather low population density;
- direct communication, saying what the person thinks, respect of being modest;
- high respect for women.

## **UNIT 6. Reaching the Destination**

**Task 1. Learn the verbs used in the professional and scientific texts:**

1) **acquire;**

*Children in the society acquire sets of behaviour through transmission of information. Small children find it easier to acquire the culture of another community.*

2) **advance;**

*Each nation advances its own culture. State helps to advance native culture.*

3) **constitute;**

*People of the same nation constitute the community. Culture constitutes the way of life, traditions, beliefs, languages of the nation.*

4) **divide;**

*Art can be divided into branches. Nations are divided into branches as well.*

5) **form;**

*New cultures are being formed due to the division of cultures. The speed of this division is various.*

6) **have an impact on somebody;**

*Roman culture had an impact on culture of Celts. Danish culture also had an impact on culture of Celts and Saxons.*

7) **influence;**

*Spanish influence on Latin American countries is significant. This influence manifests itself in Latin American culture.*

8) **overcome difficulties;**

*It's very important to find the ways of overcoming cultural differences. We need to develop empathy skills to overcome the difficulties.*

9) **previously;**

*To overcome cultural differences, you must previously study another culture. It is better to compare the cultures previously.*

10) **perceive;**

*You ought to perceive another culture with respect. And watch how the people of another ethnic group perceive your culture.*

**Task 2. Read the text and find the ways of overcoming cultural differences. Say if you know any other ways of overcoming them.**

### **Ways of Overcoming Cultural Differences**

In everyday life and in business it is important to learn to overcome difficulties due to cultural differences. Because of cultural diversity people of different cultures can view the same things unequally.

To overcome these difficulties, it's important to develop the skills of empathy. Do thorough analysis of another culture using different sources and imagine how people belonging to this culture will perceive the values of your culture and the behaviour of the people caused by it. Take into account the individuality of each person in the boundaries of his or her culture. Learn the right variant of spelling of their names and the way you'll appeal to them. See who usually makes the decisions in the country: people of the top (France, Greece, Spain, Italy) or of the middle rank (Nordic countries), the individuals (the USA) or the groups of people (Japan).

Use different approaches in a masculine or a feminine culture: the decisions are more assertive in the masculine culture, e. g., in Great Britain or the USA. And be especially careful with the attitude towards the women in the countries of Asia, Africa and the Middle East. The type of culture also makes an impact on the duration in making business decisions. It can be a short-term period in the western countries and a long-term period in the eastern countries to resolve the problem.

Consider implicit style of communication in the countries of Asia, more direct style in the countries of Europe, Australia and the USA and the difference in the discourse if the talk is started with the topic of the conversation or the pre-talk.

You can learn more about the culture and communication style of the country living for some time in the local community of this country or ask for advice from people who had previously lived in the country and are well aware of its culture, traditions and customs.

**Task 3. Choose any country with the culture which differs from the culture of your nationality and think over how you will act to succeed in overcoming cultural differences.**

**Task 4. Read the dialogues «Trip to the Airport» and tell how you will go to the airport if you are in a hurry. Discuss the problem with the colleagues. Exchange opinions.**

### **A Trip to the Airport**

1) **Characters:** Daisy Smith and Thomas Anderson

**Thomas:** Daisy, have you packed the luggage? We have to hurry up, or we can miss the plane. We have to be at the airport at least in two hours before the check-in. By the way, where's the minibuses' time-table?

**Daisy:** It's over there, on the table. The minibus is in half an hour.

**Thomas:** Yes, we have to arrive at terminal building at 5:40 p. m. But if we go to the airport by minibus, we'll surely be late. Let's go by taxi.

**Daisy:** Well, will you call up a taxi?

**Thomas:** Where's the number for a taxi service? Ah, here it is.

2) **Characters:** Thomas Anderson and the clerk at the taxi company

**Clerk at the taxi company:** Good morning. White Taxi service. How can I help you?

**Thomas:** Can I call a taxi at the moment?

**Clerk at the taxi company:** Certainly, sir, where is your pick-up location?

**Thomas:** Lillie Road, 10.

**Clerk at the taxi company:** Is it near Prince of Wales?

**Thomas:** That's it.

**Clerk at the taxi company:** Your name, please, sir.

**Thomas:** Michael Brown.

**Clerk at the taxi company:** The taxi we'll be there in ten minutes, sir.

**Michael:** Thank you.

3) **Characters:** Daisy Smith, Thomas Anderson and the taxi driver

**Taxi driver:** Where are you headed? What's your drop-off location?

**Thomas:** Drop us off at Heathrow Airport, please.

**Taxi driver:** Right, sir. Do you want flat fee?

**Thomas:** Yes, we do, and we'll pay in cash. How much will it be?

**Taxi driver:** 2.96 GBP, please. Do you need a receipt?

**Daisy:** No, we don't, and keep the change, please.

**Taxi driver:** Thank you.

**Task 5. Read the text on the culture of Spain and research one of the architectural sites, museums, artists, fiestas or festivals in Spain, flamenco music and dance music, playing the guitar. Present your report to the professor.**

## **Culture of Spain**

Culture of Spain is unique in its own way and it's the base of the culture of Spanish-speaking countries. Its uniqueness is in the historical architecture under the impact of Roman Catholicism, differing from other branches of Christianity with its doctrine, absolute authority and behaviour of the popes. The architecture is characterized by Gothic and neo-Gothic styles with grand, high but at the same time, beautiful, light and airy buildings, pointed arches, e. g.: City Hall and Royal Palace in Madrid, Gaudí's Church of the Sacred Family in Barcelona.

Metropol Parasol in Seville is the largest wooden structure in the world. The artistic heritage of Spain is also unique. Among the Old Masters are the names of El Greco and Diego Velázquez. El Greco, painter, miniaturist, representative of the Renaissance art, created the masterpieces Opening of the Fifth Seal, Cleansing of the Temple, Christ Healing the Blind.

Diego Velázquez's canvases are magnificent in appearance and style. They are religious, e. g.: Saint Thomas, Cabeza de apóstol, San Pablo, portray the representatives of the Spanish nobility: Equestrian Portrait of Philip IV, Portrait of Prince Baltasar Carlos, and also include portraits of common people: The Waterseller of Seville, The Needlewoman. Bartolomé Esteban Murillo is the leading painter of the Golden Age. Besides his religious works he painted the portraits of the women and children, e.g.: The Holy Family with Dog, Crucifixion, The Adoration of the Shepherds, the Annunciation, Boys Eating Grapes and Melon, A Girl and Her Duenna.

There's no need to reassure anybody about the significance of Pablo Picasso's paintings. Pablo Picasso was a talented painter, sculpture, and playwright of the 20th century. He was versatile as a painter with his blue and rose periods, African influence, cubism and surrealism. Picasso's Guernica, The Old Guitarist, Three Musicians, the Blind Man's Meal are known in the world.

Fiestas and festivals of Spain are very famous in the world. When there's fiesta or a holiday, common people celebrate it in every city or village of the country. There occur bullfights and bull runs; one can enjoy fireworks, bright processions, carnivals, flamenco music and dance, accompanied by the guitars as Spain is the homeland of the guitar and flamenco music. And, of course, there's a lot of the Spanish sun, sea and beaches. Welcome to Spain!

**Task 6. Think of the roleplay between representatives of different European countries. Take into account specific cultural features determining the behaviour of people in each country.**

**Task 7. Make the research of the examples of homogeneous and heterogeneous nations within intrapopulation and inter-population variations, ethno-linguistic groups, providing the diversity of cultures and report it.**

## **UNIT 7. At the Airport**

**Task 1. Learn the verbs used in the professional and scientific texts:**

1) **attitude;**

*Attitude is one of the components of cultural competence. Attitude makes people analyse culture.*

2) **awareness;**

*Awareness is another component of cultural competence. It is a key component for people of some professions.*

3) **creation;**

*Creation of inclusive systems is a part of knowledge perfection. This creation is essential.*

4) **cultural awareness;**

*Cultural awareness is one of the cognitive components of cultural competence. Cultural awareness is compulsory.*

5) **inclusive;**

*Inclusive systems are a part of cultural competence. Inclusive systems help to reinforce knowledge.*

6) **improve;**

*Inclusive systems improve the level of cultural competence. Creation of inclusive systems improves cultural competence.*

7) **perfection;**

*Perfection of knowledge is an important part of cultural competence. This perfection is an essential part of it.*

8) **possess;**

*Everybody must possess cultural awareness. Teachers, in particular, must possess cultural awareness to educate students from different ethnic groups.*

9) **reinforce;**

*The components of cultural competence need to be reinforced. It is basic to reinforce them.*

**Task 2. Read the dialogue «Check-in at the Airport» and say:**

- 1) how often you use the schedule at the airport;
- 2) what information you can get from the schedule;
- 3) how many things you usually declare;
- 4) if you pack your bags yourself or somebody helps you;
- 5) whether you use trollies or carry your baggage in hands;
- 6) what kinds of tickets you prefer;
- 7) if you wait for your flight in the departure lounge or outside it;

8) when you take your claimed baggage.

### **Check-in at the Airport**

**Characters:** security officer, Daisy Smith and Thomas Anderson

**Daisy:** We aren't late. Here's the time-table. Time of departure, arrival, and remarks. When do we arrive in Paris?

**Thomas:** At 7 a. m. if our flight isn't delayed. And the check-in desk is over there.

**Security officer:** Good morning. How many bags do you have to declare?

**Thomas:** Four bags and a hand luggage.

**Security officer:** Did you pack them yourselves?

**Daisy:** Yes, we did.

**Security officer:** Put your bags on the scale. ... Your passports, please.

**Thomas:** Here they are.

**Security officer:** Thank you. You have middle seats. Would you prefer any other kinds of seats?

**Daisy:** Middle or aisle seats, please.

**Security officer:** Here are your boarding passes, please. You can wait for boarding flight in the departure lounge. The departure gate is displayed on the airport monitors. It's number three. We can also give you the arrival gate. Claim your bags from a baggage carousel and board your flight at 7 p.m.

**Task 3. Read the text and identify approaches to solving the problems of multiethnic culture of the USA.**

### **Multiethnic Culture of the USA**

The USA is a multiethnic state. It is much easier to visit a certain culture abroad and bring back productive ideas than to remove the borders between the cultures within the country.

There exist contrary approaches on the problem of the culturalism of the American culture: pluralism and particularism. From the pluralists' view, different cultures communicate with each other and influence one another. This approach determines the diversity of cultures, which form one common culture of the country. The pluralists suppose this phenomenon causes the uniqueness of American culture.

A lot of people in the country are now supporting pluralistic multiculturalism and think it is a forming standard for the American society. On the other hand, there still exists another approach of the particularism stating that no common culture is thinkable or wanted.

Sometimes under pluralistic ideas people understand tolerance and sympathy towards some nationalities taking into consideration assertion of the American unity. As a matter of fact, notions of ethnic diversity and cultural diversity are quite different. The new tendency is that the USA is developing as a more ethnically and

culturally diverse country. And together with these changes there has appeared the idea of assimilation of cultures with Anglo-conformity, the melting pot, and cultural pluralism. But the American society is based on individual rights, determining the approval of particularism in the society. The culture of the USA is multiethnic and not multicultural. The problems of culturalism are complicated and have to be resolved in the future as well as new approaches have to be developed concerning the problem with the changes in the society.

**Task 4. Conduct a study of ethnic cultures in the United States. Present your report to the professor.**

**Task 5. Write an essay which of the cultural approaches meets modern requirements (100–120 words).**

## UNIT 8. At the Customs

**Task 1. Read the words and learn them.**

1) **admit;**

*Cultural competence admits various cultures. It also admits unique sets of rules in these cultures.*

2) **belief;**

*The belief is a part of culture. It is also a part of cultural competence.*

3) **development;**

*Cultural competence development is a complex process. This development is comprehensive.*

4) **change;**

*Dynamic processes change culture. They also change the cultural competence of people.*

5) **contemporary;**

*Contemporary society is informative. Contemporary people deal with rapidly changing information.*

6) **cross-cultural;**

*Cross-cultural relations are developing rapidly at this time. Crosscultural relations are important for countries.*

7) **exist;**

*Cultures can still exist separately. They exist together with other cultures.*

8) **gender;**

*Gender determines the attitude to the culture.*

*Different genders may have different cultural competencies.*

9) **informative;**

*Contemporary society is informative.*

*My friend's report was informative.*

10) **intercultural;**



*The theory of intercultural communication should be studied in various specialties. Studying the theory of intercultural communication is part of tourism education.*

**11) multicultural;**

*Contemporary world has a tendency to become multicultural. In the European Union, some countries are following multicultural trends.*

**12) occupation;**

*At customs, people are often asked about their profession. The profession is indicated in all applications.*

**13) speed;**

*The modern world is changing with increasing speed. Here the speed is constantly growing.*

**14) subculture;**

*Subcultures are part of a large culture. There are many subcultures in Africa.*

**15) well-being;**

*Well-being influences the development of cultural competence. Well-being contributes to its improvement.*

**Task 2. Define the basics of the words, suffixes, prefixes of the words and parts of speech of the newly-formed words:**

*Development, changing, contemporary, crosscultural, informative, intercultural, multicultural, occupation, subculture, well-being.*

**Task 3. Express your opinion on the development of cultural competence in the modern multicultural world.**

**Task 4. Study background knowledge. Read the dialogue and background knowledge.**

**Background Knowledge:**

1. Tanzania is the country in East Africa. Tanzanian is a resident of this country.

2. The United Kingdom of Great Britain and Northern Island (the UK) is an island country north of the European continent.

3. The European Union (EU) is an economic and political organization in Europe with twenty-eight member states.

**Customs Check**

**Characters:** Border Force officer and the passenger from Tanzania

**Border Officer:** So, where have you come from?

**Tanzanian:** Tanzania. East Africa.

**Border Officer:** Where is your home in Tanzania?

**Tanzanian:** I'm from Tanga.

**Border Officer:** And what's your occupation?

**Tanzanian:** I'm a retailer.

**Border Officer:** Are these your bags?

**Tanzanian:** Yes, they are.

**Border Officer:** I'll have to look inside them. What is it? Skins of crocodiles! Do you know products of animals are banned? It's smuggling.

**Tanzanian:** Sorry, I didn't know.

**Border Officer:** These skins have to be seized. Did you give correct information? If you didn't, you can face a penalty of up to £5, 000.

**Tanzanian:** I've never done it before.

**Border Officer:** Do you have any partners or friends here?

**Tanzanian:** No. I travel on my own.

**Border Officer:** How long will you stay in the UK?

**Tanzanian:** I'm leaving today at 5 p. m.

**Border Officer:** Where are you leaving?

**Tanzanian:** Home.

**Border Officer:** We'll see to it. The skins will be seized. Now you can go. Next time, if you decide to come to Great Britain, you'll have to study all the allowances for the people from non-EU countries.

**Task 5. Read the text and outline it. Find the topic and supporting sentences, introduction and conclusion.**

### **Great Lakes Region in Canada**

The specific feature of Great Lakes region is that it belongs both to the USA and Canada. It's a part of territory of eight American states and the Canadian province of Ontario. The region is unique. It borders Great Lakes and has its own cultural identity. That is why bi-national authorities preserve and guard it.

Lakes Erie and Ontario are usually referred to as the lower lakes. Correspondingly, Lakes Michigan, Huron, and Superior are called the upper lakes. Lake Superior justifies its name. It is the longest, the deepest and has the greatest water volume. Lakes Superior, Huron, Michigan and Erie have almost the same elevation above the sea, while the Lake's Ontario elevation is lower. All the lakes are forested on the shores.

The environment of Lake Superior is less influenced by the urbanization, while the ecology of the Lake's Erie is suffering. There exist hardwood-conifer mixed forests, conifer mountain forests and boreal forests with red spruce, balsam fir, eastern hemlock, red maple and sugar maple, yellow birch and American beech. In the north grow lichens, mosses and plants of the Alpine flora. Sea fauna is rich with various kinds of fishes and sea products. On the lakes live ducks and on the shores of the lakes in the forests live animals, including rare eastern wolves, North American cougars, moose, American black bears, Canada lynxes, snowshoe hares, coyotes, white-tailed deer, and eastern chipmunks. The uniqueness and magnificence of the region is obvious and people ought to take care of it and preserve it.

**Remember:** The words moose and deer have in English only one, singular form.

**Task 6. Read the information about how to write an informative essay.**

### **Informative Essay**

An informative essay follows the purpose of educating other people on a chosen topic. The information provided should be clearly and well organised.

*There are several stages of writing an informative essay.*

**1) Select and research the topic of writing, which means:**

- a) try to understand your assignment;
- b) choose a topic and conduct a thorough research;
- c) take notes of information and sources during your research;
- d) think over your ideas.

**2) Make an outline:**

- a) write an introduction;
- b) identify supporting details;
- c) write a conclusion.

**3) Write a draft:**

- a) include a topic sentence or sentences in each paragraph;
- b) structure your essay;
- c) revise and edit your writing.

**4) Write the final version and publish your essay**

**Task 7. Write an informative essay about any Lakes Region of the country you choose. Present it to the professor.**

## **UNIT 9. Customs Allowances**

**Task 1. Learn the words used in the professional and scientific texts:**

**1) apply;**

*Various measurements are applied to research in the field of cross-cultural communication.*

*Scientists use level analysis in the study of cross-cultural communication.*

**2) approach;**

*Scientists apply numerous approaches to intercultural research. The approach can be considered as a method of science.*

**3) complicated;**

*A study of intercultural communication is a complicated process.*

4) **connect;**

*All types of communication are closely connected.*

*Concepts are connected to evaluations.*

5) **incorporation;**

*The incorporation of the work of other scientists is important in research. We analyse the incorporation of the theory of intercultural communication in communication theory.*

6) **intend;**

*Students in our group intend to conduct a study of intercultural communication. They also intend to explore approaches to intercultural communication.*

7) **investigate;**

*The problems of intercultural communication require further study. They should be investigated at the subculture or co-culture level.*

8) **versatile;**

*The studies of cross-cultural communication are versatile.*

*Cross-cultural communication approaches are versatile.*

### **Task 2. Analyse the morphological structure of the words:**

*cross-cultural, intercultural, intergroup, intracultural.*

**Do you know other similar complicated words? Describe them and give examples.**

**Task 3. Give examples, illustrating the theory of cross-cultural communication on the base of cultural attitudes, stereotypes, values and feelings.**

**Task 4. Read the dialogue and retell it.**

## **Seizure of Drugs by Customs**

**Characters:** Border Officers and the passenger from Zambia

**Border Officer 1:** This man seems suspicious to me. He is too anxious about his baggage. His behaviour is rather unusual.

**Border Officer 2:** Let's stop him and take him aside for questioning. Sir, we're going to ask you some questions. Your passport, please. What is your home country? Is it really Zambia?

**Zambian:** Yes, it is.

**Border Officer 1:** Are these your suitcases? Do you know what's inside them?

**Zambian:** Yes, I do.

**Border Officer 2:** Have you any counterfeit goods, illegal drugs, offensive weapons or indecent material?

**Zambian:** No, I haven't.

**Border Officer 1:** I'll have to use the machine for traces of drugs in your suitcase, walls and bottom. Ah, the machine has traced heroin. Drug smuggling. An

unlimited fine, up to seven years of prison or both. We'll have to detain you, write protocol and pass it to the authorities.

**Zambian:** Can we settle the matter between ourselves? I'd never dealt with the drugs before.

**Border Officer 2:** No way. It's against the law.

**Task 5. Read the text and give answers to the questions.**

### Central Australian Natives

The tribes of the aborigines living in Central Australia occupy the territory of about 700 square miles. The relief of the terrain is Steppe and desert with few rainfalls and a lot of sun, rugged red rocks and gum-trees. In the desert the draught is longer and the life is harder, but on the territory of the Steppes the life is neither miserable nor hard.

Each tribe speaks its own dialect. The aborigines of the tribe live in small local groups with wellknown boundaries of the given area. The men with spears and boomerangs hunt for wallabies, kangaroos, and emus. The women catch small animals, supply the group with seeds, tubers, and native plums. The individuals in these groups call themselves by names of the animals or plants, forming the Totemic groups of kangaroo men, emu men, etc.

There are no chiefs in the tribes. The decisive role in the tribe plays a council of older men of the tribe, dealing with all the tribe problems, i.e., the problems of punishment for violation of tribal customs, sacred rites, ceremonies, funerals.

The tribes had previously been numerous and various, but nowadays they are rare because of the influence of white people. Thus lessens the influence of the old men of the tribe on the young men. Young aborigines, communicating with white people, forget their old traditions and customs, but, at the same time, they do not always take the best of the culture of white people. This process leads to new diseases and reduction in the number of aborigines.

The Australian government is facing the problems of preservation of national minorities and their cultures in a contemporary multicultural world. It is important to find the best ways of solving them.

### Questions:

1. What is the terrain inhabited by indigenous Australians?
2. Is it right that every tribe speaks a common language?
3. The aborigines of the tribe live in small local groups, aren't they?
4. Are there any borders between the territories on which the tribes live?
5. Which animals are hunted by local residents?
6. What weapons do they use for hunting?
7. How do women of the local group get food?
8. Who plays a decisive role in the tribe?
9. What questions does the council of older men of the tribe solve?

10. How do white people influence the young generation of Aboriginal people?  
 11. What problems do the local tribes currently face?

**Task 6. Solve the problem, using the method of brainstorming. Write a short essay.**

*If you were a member of the Australian government, how would you solve the problems of preservation of national minorities and their cultures and integrating them into a contemporary world?*

**Task 7. Write about some most interesting facts about Australia. Select the facts confirming the uniqueness of the world Australia. Present the report to the professor. Prepare five or six questions for your colleagues on subject of the research. Discuss them.**

## UNIT 10. Flight

**Task 1. Imagine that tourists belonging to other cultures of foreign countries are going to come to your country. How would you promote your culture? Present a strategic plan.**

**Task 2. Learn the words.**

1) **entertainment;**

*Entertainments are a part of tourist business. Entertainments are inseparable from leisure.*

2) **leisure;**

*When people are on tour, they usually wait for leisure and entertainment. Leisure and entertainment are inseparable from cross-cultural communication in tourism.*

**Task 3. Read the dialogue and retell it.**

### On Board the Plane

**Characters:** flight attendant, Daisy Smith and Thomas Anderson

**Flight attendant:** Good morning, ladies and gentlemen. I'm your flight attendant Sam Kerry. Before the plane takes off, please, fasten your seat belts and see if your luggage is overhead or under your seat. Enjoy your flight.

**Daisy:** When we arrive in Berlin?

**Flight attendant:** In about an hour and a half.

**Thomas:** And when will food and drinks be served?

**Flight attendant:** In some minutes. What would you like?

**Thomas:** I'd prefer steak or chicken sandwich or sandwich with ham, apple and cheese.

**Flight attendant:** We have fish and steak sandwiches.

**Thomas:** Steak, please.

**Daisy:** I'd take some fruit.

**Flight attendant:** Apples, pine-apples or bananas?

**Daisy:** Pine-apples.

**Flight attendant:** Any drinks?

**Thomas:** Ceylon tea with sugar and lemon, please.

**Daisy:** Me, too, and hot chocolate.

**Flight attendant:** And here are the journals, please.

**Thomas:** Thank you.

**Daisy:** Are there any journals on fashion design?

**Flight attendant:** Sure, there are plenty of English, American, Italian, French and German journals.

**Daisy:** I'll take Vogue with the latest shows. Thank you.

*An hour and a half later*

**Flight attendant:** We're approaching the airport. The temperature is sixty-two Fahrenheit. Fasten your seat belts. We hope you liked the flight and would be happy to see you again.

#### **Task 4. Arrange the words to make the sentence.**

1. Some, goods, would, duty-free, purchase, I.
2. Fasten, you, belts, to, seat, have, please, your.
3. Attendant, am, your, flight, I.
4. Ham, take, Jane, sandwich, and, a, fruit, would, some, with.
5. Minutes, in, plane, off, five, the, takes.

#### **Task 5. Read the text and find key features of Egyptian culture.**

### **Customs and Traditions of Egypt**

The contemporary culture of Egypt is a fusion of versatile customs and ethnic traditions. There still exist the traditions of Ancient Egypt, the Arabic culture of native tribes and even the elements of the British culture.

Ethnically Egypt is a part of wider Arabic world, Arab League. Arab League headquarters is in Cairo. Egypt is an Arabic-speaking country with its own dialect. English is the second widely-spoken language. Three fourths of the population are the followers of Sunni Islam and the others are Coptic Christians. That is why the masculine type of leadership prevails in the society and in the family as a part of the society.

Religious customs are essential for people of both religions with their riots and rules. Mosques and churches are numerous. Ramadan is the most important holiday. The Islamists do not drink alcohol and do not eat pork. That is why it is better for both men and women to abstain from drinking in Egypt and the women should follow stricter rules of behaviour in society. For women it is better to choose the modest way

of behaviour, adopted in the Egyptian society, and the women's clothes ought to be common and covered.

The Egyptian family as in the most eastern cultures is integrated. Family values and relations are greatly respected, hospitality as the part of Arabic culture is welcomed, but, at the same time, the foreigners have to be careful in their words and actions not to offend the hosts and not cause aggression towards themselves. All kinds of invitations in Egypt have to be repeated more than once.

**Task 6. Write an essay about:**

- a) Egyptian ethnicity;
- b) languages spoken in Egypt;
- c) beliefs of the country;
- d) family.

**Task 7. Prepare information about the ancient Egyptian architecture. Discuss it with the professor.**

**Task 8. Make the research and write an essay about the ways of developing cultural competence in a multiethnic country. Present the results of your work and discuss them. Consider the questions relating to the investigation.**

## UNIT 11. Hotel

**Task 1. Learn the words.**

1) **decision-making;**

*Decision-making involves much thinking.*

*Decision-making requires time.*

2) **eastern;**

*Eastern culture verses western culture. Eastern culture is more ceremonial.*

3) **enterprise;**

*Problem of cross-cultural communication is essential for the work of enterprises. Enterprises are multinational.*

4) **exchange of views;**

*The exchange of opinions lasted till 5pm. Exchange of opinions will continue tomorrow.*

5) **express consolidated will;**

*The people of eastern culture express consolidated will. It's the mode of work to express consolidated will.*

6) **flow;**

*The flow of words has suddenly stopped.*

*Thinking awakens the flow of thoughts.*

7) **mode;**



*The mode of decision-making differs in eastern and western cultures. The mode of decision-making depends on the type of culture.*

**8) participant;**

*All the participants of the group took part in the discussion. The participants of exhibition presented their work.*

**9) proposed agenda;**

*The group leader presents the proposed agenda. The proposed agenda should be openly put to a vote.*

**10) reach a decision;**

*To reach a decision, the American participants of the group speak openly. To reach a decision, the Japanese participants of the group discuss the problem earlier.*

**11) quite the reverse;**

*Eastern culture, quite the reverse, is collectivist. This culture, quite the reserve, is ritual.*

**12) take into account;**

*We take into account communication style.*

*We must take into account intercultural transformation.*

**13) temporal aspect;**

*Temporal aspect is one of the components of appreciation of of decision-making assessment. The temporal aspect means taking long-term or short-term decisions.*

**14) understand;**

*To understand the culture of another country, you need to study it. It is easy to understand the culture of another society if you have a desire to do so.*

**15) western;**

*Western culture is less ritualistic than the eastern culture. Western culture is individualistic.*

**Task 2. Read the dialogue and try to explain why Thomas chose the Westin Grand Berlin hotel.**

## **Hotel Booking**

**Characters:** hotel receptionist and Thomas Anderson

**Thomas Anderson:** Good morning. Is it Friedrichstrasse 158, the Westin Grand Berlin hotel?

**Hotel receptionist:** Yes, what can I do for you?

**Thomas Anderson:** My name is Thomas Anderson. I am from London. And I would like to book a room for the next month at your hotel.

**Hotel receptionist:** And the date is ...

**Thomas Anderson:** From January 26th until February 5th.

**Hotel receptionist:** What room?

**Thomas Anderson:** Two single rooms, please.

**Hotel receptionist:** What class?

**Thomas Anderson:** Are junior suites available?

**Hotel receptionist:** Yes, they are. The price is eighteen Euro per night. But we can offer spa suite for twenty eight Euros per night with 50 % price discount. The booking is safe. We have qualified staff. In addition to spa services, there is the elegant indoor pool, fitness centre, attractive garden. We have the Restaurant with different cuisines: European, Healthy, International, Mediterranean, Italian. The rooms are cozy with flat-screen TVs, comfortable beds. In bathrooms we provide with bathrobes and slippers

**Thomas Anderson:** What about the Internet?

**Hotel receptionist:** Free Wi-Fi.

**Thomas Anderson:** I'll book two single rooms with spa facilities from January 26th until February 5th at your hotel. How can I get to it from Berlin Tegel airport?

**Hotel receptionist:** You can take a taxi or get there by public shuttle or bus.

**Thomas Anderson:** Thank you.

**Task 3. Write a short report where explain why theoretical studies of eastern and western cross-cultural communication are so important.**

**Task 4. Arrange the words to make the sentence.**

1. Room, to, like, I, a, would, book.
2. Month, suits, available, next, are, junior.
3. Euros, the, night, is, price, a, three.
4. And, outdoor, provide, services, we, pool, spa.
5. Internet, for, free, provide, tourists, we.

**Task 5. Imagine the situation: You need to book a hotel. Make up the conversation between hotel receptionist and you. Write the dialogue and present it to the professor.**

**Task 6. Read the text and name the castes, religions and languages of India.**

### **Castes and Religions in India**

Culture of India is multiethnic and multilingual. India is the second most populous country in the world after China.

There are two official languages in India: Hindi with the alphabet called Devanagari script and English. In addition to these languages, the Indians speak other languages belonging to several language groups: Kannada, Malayalam, Odia, Sanskrit, Tamil, and Telugu.

The beliefs are also multiple. They include Buddhism, Hinduism, Jainism, and Sikhism, but all the religions have one thing in common: they all follow Dharma rules.

Manifestations of the religions have found their implementation in Indian art, i.e., architecture, music and dance, literature, and films.

The Indian society is socially heterogeneous. It is divided into social groups, called castes. It is a hard social stratification, determining the level of life, education and occupation of population in India.

Brahmans are investigators and priests; Kshatriyas are chiefs among the warriors; Vaishya are artisans, farmers or traders; Shudras are servants and Dalits belong to lower classes. Dalits are deprived of good education and do the hardest work.

**Task 7. Find and present additional information on castes and religions of India. Discuss it with your colleagues.**

**Task 8. Investigate one of the languages of India according to the plan:**

- a) name;
- b) family group;
- c) alphabet;
- d) people speaking the languages;
- e) language features.

**Present your report.**

## UNIT 12. Staying at the Hotel

**Task 1. Learn the words.**

1) **appear;**

*Intercultural communication appeared before interracial communication. It appeared in the early development of the theory of communication.*

2) **challenge;**

*Challenges must be solved. Challenges are universal.*

3) **clarification;**

*There should be clarification of the style of communication. There should be clarification of perceptions and values.*

4) **deepen;**

*We need to deepen our knowledge of another culture. We must deepen our knowledge of another language.*

5) **enough;**

*This knowledge is enough to solve the problem. The amount of knowledge should be sufficient to understand the processes of intercultural communication.*

6) **explanation;**

*We base intercultural relationships on the explanation of another culture. This explanation of theory is not valid.*

7) **interracial communication;**

*Interracial communication is a multidimensional process. Interracial communication is insufficiently studied process.*

8) **justify;**

*These theoretical investigations are justified. The practice of implementation of this theory is justified.*

**9) part;**

*The theory of intercultural communication is part of the theory of communication. The theory of cross-cultural communication is also part of the theory of communication.*

**10) purpose;**

*The purpose of this investigation is to find similarities of the cultures.*

*The purpose of the paper is presented in introduction.*

**11) respect;**

*We must respect the values of another culture.*

*We must respect the feelings of the others.*

**12) share;**

*Intercultural communication takes place during shared work. It can also take place during shared learning.*

**Task 2. Give examples of your personal intercultural communication. If there were any problems, describe how to overcome them.**

### **Check in at the Hotel**

**Characters:** hotel receptionist and Thomas Anderson

**Thomas Anderson:** Good morning.

**Hotel receptionist:** Good morning, sir.

**Thomas Anderson:** I'd booked two single rooms, spa suite, from February 26th until February 5th. My name is Thomas Anderson.

**Hotel receptionist:** Can I have your ID, please?

**Thomas Anderson:** Here you are.

**Hotel receptionist:** Thank you, sir. Do you pay in cash or by credit card?

**Thomas Anderson:** I have Visa.

**Hotel receptionist:** O.K. You can have breakfast at restaurant between 9 and 10 a. m. The European cuisine is provided for you by default. If you prefer other cuisine, you will have to make an order the night before. Indoor pool and spa services are on the second floor.

**Thomas Anderson:** What are the open hours of spa and pool?

**Hotel receptionist:** From 10 a. m. till 8 p. m.

**Thomas Anderson:** Are there any other facilities?

**Hotel receptionist:** Yes, we have a lot. Parking, free Wi-Fi, family rooms and pets are allowed. Here are your keys, sir. If you need something, dial front desk number on the phone in your room.

**Thomas Anderson:** Thank you.

**Task 3. Read the beginning of the dialogue. Think how you would continue it.**

- Good morning. My name is Daisy Smith. Are there any vacant rooms at your hotel?
- We have double rooms and twin rooms are also available.
- Are double rooms expensive?...
- ...

**Task 4. Read information about ethnic relations and languages of China. How do you think this relationship will develop?**

### **Ethnic Relations and Languages of China**

China's population is the biggest in the world with over 1,2 billion people, representing more than one-fifth of the world's population.

Chinese society is surprisingly homogeneous. It has the same way of life, customs and traditions. More than ninety percent of the population are Han Chinese. The Chinese government officially recognises fifty-five minorities, only eight percent, living on its territory. Among them are the Chuang, Uyghurs, Tibetans, Manchus, Mongols, Koreans. They all have their customs and traditions.

The government of China tries to increase its influence on the minorities by means of migration of Han Chinese to the territories of minorities. The government controls the birth of Han children, but the minorities are often out of control and there is the rise in population in minority groups. The Chinese Government believes that the increase in births among minorities is threatening the country's stability.

The official language is Mandarin Chinese. This language is based on the Beijing dialect. There also exist oral dialects in some provinces. The writing system has not changed and remains the same for all dialects. The Chinese alphabet is not phonetic. It does not represent sounds. It has sixty thousands of pictographs and ideographs, representing concepts. The Chinese differentiate words not by sounds but by means of falling or rising tone. The language is tonal.

**Task 5. What can you say about the nationalities living in China? Make a short report.**

**Task 6. Is writing in Chinese difficult in your opinion? How would you overcome these difficulties?**

**Task 7. Make a research work about the interesting facts from the history of China. Discuss it with the professor and your colleagues.**

## UNIT 13. Departure from Hotel

### Task 1. Learn the words.

1) **accept;**

*Cultural norms must be accepted by all members of society.*

*They are expected to accept lifestyles, customs and traditions.*

2) **pattern of behaviour;**

*Cultural differences determine patterns of behaviour.*

*Patterns of behaviour must be accepted.*

3) **problem-solving;**

*Problem-solving refers to mental activity.*

*We realise problem-solving on the third level of the culture.*

### Task 2. Read the dialogue and say how much Daisy and Thomas enjoyed staying at the hotel.

#### Check out of the Hotel

**Characters:** hotel receptionist and Daisy Smith.

**Daisy Smith:** Good morning. Today my friend and I are checking out. Here are the keys.

**Hotel receptionist:** Good morning. Wait a minute, please, I'll print out your receipt. How will you pay?

**Daisy Smith:** By card.

**Hotel receptionist:** You receipt, please.

**Daisy Smith:** Here's my Visa card.

**Hotel receptionist:** Did you like your staying here?

**Daisy Smith:** Certainly. We liked the hotel's location in the centre of the city and nearby transport.

**Hotel receptionist:** Did you like the service, the staff?

**Daisy Smith:** Yes, thank you. The staff's wonderful. All our requests were instantly satisfied.

**Hotel receptionist:** What about the food at the restaurant?

**Daisy Smith:** Excellent. There's only one thing we'd like to have next time: English cuisine.

**Hotel receptionist:** Thank you, we will keep in mind. Hope to see you next time. Pleasant journey.

**Daisy Smith:** Thank you.

### Task 3. Arrange the words to make the sentence.

1. Hotel, of, check, to, the, I, out, need.
2. Surely, cash, will, pay, he.
3. Our, here, we, stay, liked.
4. Was, cuisine, English, excellent.

5. Highly, the, qualified, staff, is.

**Task 4. Read the Japanese population information and find the changes taking place in modern Japanese everyday life.**

### **Japanese Nation**

Japanese nation has for a long time been separated from the other world and the Japanese culture has been staying in the borders of the country till the nineteenth century. Then it has become more open to the world, but its specific features are still clearly seen in Japanese everyday life.

The Japanese are the majority of people living on islands and isles, but there exist some minorities, for example, the Ainu or the Ryukyuan who had been conquered by the ethnic Japanese. The Japanese use hieroglyphic writing. Japanese, the Tokyo dialect, is an official language. Besides, there exist the dialects of the minorities, i.e., Ryukyu, Ainu, Orok and other languages.

The population of Japan is 126 million people, but it is quickly decreasing and aging. The duration of the life of the Japanese is one of the highest in the world. The Japanese had always been attached to the specific companies for their entire life and having named themselves, they would have named the company of their life. Nowadays these relationships have weakened.

Moreover, not all the people in Japan can find stable full-time work. Some of them have to choose part-time work or go to study or work abroad. Some of them need a good knowledge in English and go to study to the USA or Europe, thus having to change the way of life, the rules of behaviour from eastern to western culture. But the unique traditions of Japan still exist in the country.

**Task 5. Make a short essay about Classical Traditions of Japan.**

**Task 6. Tell about the traditions of Japan, such as national crafts, kabuki theatre, traditional Japanese meals, geishas, Japanese music, singing and dance.**

## **UNIT 14. Hiring a Vehicle**

**Task 1. Learn the words.**

1) **advancement;**

*The article is an advancement of the new theory.*

*Information technology accelerates the advancement of ideas.*

2) **appropriate;**

*Theory of identity is appropriate for my research.*

*Cultural performance theory is appropriate for us.*

3) **event;**

*Cultural performance is based on everyday events.*

*Cultural performance includes plays.*

4) **manifestation;**

*The theory of cultural performance is a manifestation of the cultural process, games and poetics. It is also a manifestation of the power of culture.*

**5) reflect;**

*The theory reflects the people's attitude towards culture. It reflects values of the culture.*

**6) participant;**

*The participants of the play are interactive. Participants conduct a cultural performance.*

**7) participation;**

*The participation in festival is guaranteed for all community members. Their participation should be interactive.*

**Task 2. Read and discuss the dialogue.**

### **Hiring a Car**

**Characters:** Car Rental Agency employee and Thomas Anderson

**Car Rental Agency employee:** Good morning. What can I do for you?

**Thomas Anderson:** I'd like to hire a car.

**Car Rental Agency employee:** For what period?

**Thomas Anderson:** For ten days, please.

**Car Rental Agency employee:** What brand of car would you prefer, sir?

**Thomas Anderson:** Renault Megane. Five-door saloon.

**Car Rental Agency employee:** Splendid. The price includes unlimited mileage.

**Thomas Anderson:** Good.

**Car Rental Agency employee:** How would you pay?

**Thomas Anderson:** I'll make card payment.

**Car Rental Agency employee:** Great. Can I see your driving license, please?

**Thomas Anderson:** Here it is. Driving license is from Great Britain.

**Car Rental Agency employee:** Fine. Your driving license is valid. We'll sign an agreement.

**Task 3. Imagine how you would hire a car:**

- a) period of hiring
- 2) brand of car
- 3) way of payment
- 4) the papers you need to hire a car.

**Task 4. Read the beginning of the dialogue. Think how you would continue it.**

- Good morning. How can I help?
- I need to hire a car.



– ...

**Task 5. Read the information on the Korean language. Find and describe its features.**

### **Features of the Korean Language**

Korean is the official language of both South Korea and North Korea and also in some eastern countries, including China, Russia, Japan, Kazakhstan, and Uzbekistan. All in all, the Korean is spoken by more than sixty million people.

Pronunciation of the Korean vowels is characterized by focalization and use of hollow voice. Specific feature of the pronunciation of consonants is stiffness. From the view of morphology, Korean is an agglutinative language, i.e., the words are combined of the morphemes which stay unchanged after agglutination. The language of grammatical system includes nouns, three types of verbs, pronouns, numbers, and modifiers, function words. Syntactically, the structure of the sentences is formed as subject, object and finally verb.

The language lacks the gender with few exceptions. Vocabulary of South Korea and North Korea differs in use. There exist some dialects, but the differences between them are leveled. There is a system of honorifics, i.e., special addressing to people according to their social status. Some of the words of the Korean language are similar to the corresponding words of the Japanese language. It was also greatly influenced by the Chinese language, especially, in writing. Previously in written texts the Koreans used a combination of the Chinese symbols of hangeul and hanja. The words had been written vertically in columns.

Nowadays the Koreans use horizontal writing from left to right, from top to bottom and they use hangeul in writing. Writing is syllabic. The Koreans combine letters into syllable blocks and use spaces between the words. There are no such spaces in the Chinese or the Korean languages. Some consonants graphically represent speech organs and graphical representation and vowels are based on vertical lines, horizontal lines meaning earth and dots symbolise heaven.

**Task 6. Investigate and highlight specific features of the culture of Korea. Share the results of your work with your colleagues.**

**Task 7. Make the research and write paper about oriental culture. Choose any Asian country or countries. Present the results of your work to the professor and discuss them. Consider the questions relating to the investigation.**

## UNIT 15. Peculiarities of The Hotel Business

**Task 1. Read the text about hotels. How would you name this text? Think what can you add to it, or, perhaps, there is extra information?**

When you arrive at a hotel, you must check-in at the reception or front desk. The check-in process can take awhile since the receptionist has to find your reservation, request payment for the room, and then inform you about the hotel's policies and procedures. You are also given a key to your room at this time.

Hotels often distinguish themselves by the services they offer. Fancy hotels often have a concierge or porter to help you with a variety of tasks. They can help you get a taxi, make reservations at restaurants or plays for you, and give you advice about the city. Often, this person is also in charge of the bellboys, who carry your luggage or baggage up to the room for you.

In smaller and cheaper hotels, the job of concierge is done by the receptionist and a doorman, who opens the hotel doors and car doors for you.

These are nice services, especially after you've been traveling, but they're not free. It is common courtesy to tip the concierge and bellboys each time they help you.

Other features that are generally found in hotels are a lift or elevator to take you up to the floor your room is on; a lounge area or lobby where you can wait if you arrive before the check-in time; and a safe where you can store valuables.

In your room, there may be a single or double bed, depending on how many people are staying there. There may even be two single beds, or twin beds. Also in the room are a desk, a dresser to store your clothes in, a nightstand with a lamp beside the bed, a television with cable, heating and air conditioning.

If you're lucky, there may even be a mini-bar in your room. This is a small refrigerator that has tiny bottles of alcohol, as well as snacks. But beware: these are not free. In fact, they typically cost two to three times as much as they do in a grocery store. But many people pay the exuberant price for the convenience of not having to leave the hotel.

Another convenience that hotels offer is room service. To order room service, you call down to the reception and ask for a food item listed on the hotel's menu. The food is then brought to your room for you to enjoy. Remember, this is another service that deserves a tip.

Many hotels also have restaurants attached where breakfast is served in the morning. A hotel breakfast can range from a Continental buffet, which consists of you helping yourself to food that has been laid out for you and other hotel guests. The Continental breakfast is not very elaborate and is often included in the price of the room. However, you can also order prepared food from the restaurant's menu.

At the proper check-out time, which is often early, you must vacate the room so that the maids, or cleaning staff, can clean the rooms and make the beds. If you don't leave on time, charges may apply and you will have to pay extra money. Fortunately, you can ask for a wake-up call from the front desk so you won't sleep through check-out

To get to your next destination, you can take an airport shuttle, which will take you directly to the airport. If a hotel doesn't have its own shuttle, it can usually arrange for one to pick you up at the hotel.

**Task 2. Read the dialogue between a hotel receptionist at The Grand Woodward Hotel and a guest. This typical conversation deals with making reservations. Try to remember it and roleplay it with your colleagues.**

### **Making Reservations**

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

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

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

**Client:** The 24th.

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

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

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

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

**Receptionist:** And would you like a room with twin beds or a double bed?

**Client:** A double bed, please.

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

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

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

**Client:** Charles Hannighan.

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

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

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

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

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

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

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

**Client:** Charles H. Hannighan.

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

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

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

**Task 3. Choose the correct words/phrases to complete the conversation with the hotel reception clerk:**

**AT THE HOTEL**

**YOU:** Hello, My name is Dennis. I have a \_\_\_\_\_.

- a) check-in
- b) reservation
- c) reserve

**HOTEL CLERK:** Certainly, sir. (CHECKS THE RESERVATION SYSTEM) Yes, would you like a room facing the pool or the ocean?

**YOU:** Is there \_\_\_\_\_ between the two?

- a) a difference in price
- b) more expensive
- c) cheaper

**HOTEL CLERK:** Yes, the rooms that face the ocean are \$100 per night, while the ones facing the pool are \$80 per night.

**YOU:** OK, \_\_\_\_\_ with the one facing the ocean, please.

- a) make me
- b) I'll go
- c) do it

**HOTEL CLERK:** And you would like that for three nights, correct?

**YOU:** Yes, \_\_\_\_\_.

- a) that's right
- b) that is satisfactory
- c) it is not wrong

**HOTEL CLERK:** I'll have the porter bring up your bags.

**YOU:** No, that's fine, I'll \_\_\_\_\_.

- a) do it too
- b) make it myself
- c) do it myself

**Task 4. Read the dialogue between a hotel receptionist at The Grand Woodward Hotel and a guest. This typical conversation deals with checking in. Try to remember it and roleplay it with your colleagues.**

## Checking-In

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

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

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

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

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

**Guest:** Yes, it is.

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

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

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

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

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

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

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

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

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

**Guest:** Great. Thanks.

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

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

**Hotel:** At midday, sir.

**Guest:** Ok, thanks.

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

**Task 5. Choose the correct words/phrases to complete the conversation with the hotel reception clerk:**

### AT THE HOTEL

**HOTEL CLERK:** We have you booked in room № 303.

**YOU:** Would it be \_\_\_\_\_ to see the room?

- a) first
- b) allow
- c) possible

**HOTEL CLERK:** Of course, it's upstairs to your right. Here's the key.  
(*YOU LOOK AT THE FIRST ROOM*)

**HOTEL CLERK:** So, do you like the room?

**YOU:** Well, it's a little dark. Do you have any that are \_\_\_\_\_?

- a) darker
- b) brighter
- c) sunshine

**HOTEL CLERK:** Yes, we do have one, but it faces the street, so it's a little noisy.

**YOU:** Could I \_\_\_\_\_ at that one?

- a) make a look
- b) take a see
- c) take a look

**HOTEL CLERK:** Of course. It's room # 305 and it's upstairs to your left.  
Here's the key.

(*YOU LOOK AT THE OTHER ROOM*)

**YOU:** That room is perfect. I'll \_\_\_\_\_.

- a) take it
- b) hold it
- c) grab it

**HOTEL CLERK:** That'll be \$120.

**YOU:** I have to pay \_\_\_\_\_?

- a) front
- b) upfront
- c) advance

**HOTEL CLERK:** Yes, that's our policy.

**Task 6. Read the dialogue between a hotel receptionist at The Grand Woodward Hotel and a guest. This typical conversation deals with checking out and getting to the airport. Try to remember it and roleplay it with your colleagues.**

### Check-out / Getting to the airport

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## UNIT 16. Restaurant and Catering

**Task 1. Read the text «Restaurant Service». Retell it in your own words.**

### Restaurant Service

Most people **eat out** quite often, even if they like cooking and eating at home. They might eat breakfast or lunch in a **cafeteria** or canteen where they work or study, or go to a **café** or **restaurant** nearby. Many people also go out to eat dinner once or twice a week. They might go to a **fast food** restaurant for a quick meal, or go to a proper restaurant if they're eating out with family or friends, or when going on a date. They might go somewhere that serves just one country's food like an Italian or Japanese restaurant, or to a restaurant that serves a particular type of food like seafood or **vegetarian** food. They might even go to a **high-class** restaurant that serves expensive **cuisine** in a formal setting.

English has become the world's international language, so if you're travelling, studying or working overseas it's the language you'll probably use when eating out. You might use it to **make a booking** and reserve a table, and when you arrive you might be greeted in English by the head waiter or **maitre d'** before being led to your table. Then your **waiter** or **waitress** will probably bring **menus** in English and tell you about the day's **specials** and answer any questions, also most-likely in English.

## Menus and courses

A menu is a list of the food and drinks that guests can order. Menus are sometimes written on large boards for everyone to see, and sometimes they're printed on paper and handed to each guest. A simple menu like a breakfast menu or a children's menu might list just a few dishes and drinks, but lunch and dinner menus usually list many dishes. They can be **à la carte** dishes ordered individually, or dishes grouped together in a **set menu**. In European or Western-style menus, dishes are listed in a series of **courses**. The first course is called starters, **appetizers** or **hors d'oeuvres**, and can be a bowl of soup, a small serving of **pasta**, a salad or one of many **savoury** starters. Next is the main course or **entrée**, and this is usually fish, meat or poultry served with vegetables or salad or other **side dishes**. In many restaurants vegetarian entrées are also available these days.

After the main course, your waiter or waitress might bring a **dessert** menu if you haven't already ordered desserts from the main menu. Desserts are nearly always sweet, and can be frozen like ice cream or gelato, served at room temperature like fruit salad or cakes, or served hot like pancakes, **puddings** and fruit pies. Dessert is sometimes followed by a **cheese platter** with a selection of different cheeses as well as crackers, dried fruits, nuts, etc. Guests are usually offered tea and coffee, and sometimes chocolates are also served after a meal.

Many people like to drink wine when they eat out, and higher-class restaurants often employ a wine steward or **sommelier** who helps guests pair wines from the **wine list** with the food they order. Traditionally, red wines are paired with darker meats like steak, roast beef and duck, while white wines and light reds are paired with lighter meats like chicken, fish and seafood. Many wine lists don't show the prices, so make sure you ask how much a glass or bottle costs before ordering. Famous wines can cost thousands of dollars per bottle, and you don't want to get a nasty shock when you see the **bill**.

## Bills and tipping

When you've finished your meal and you're ready to leave, ask your waiter for the bill. In many countries a **service charge** of 10% to 20% of the total amount is added to the bill. This is meant to be shared among the service staff, but in North America and some Eastern European countries a service charge isn't added. In these places you should give a **tip**<sup>1</sup> of 15% to 20% directly to the waiter instead. Waiters and other staff like bartenders are usually paid very low wages, so when eating out try to **tip**<sup>2</sup> generously, especially in countries like the USA where a service charge isn't added to the bill.

**Task 2. Learn the first part of words about food and restaurant service. Think over the examples in which these words are being used.**

- 1) **à la carte** (adjective): ordered as a separate dish; not part of a set menu.  
 - *Do you have à la carte dishes as well as set menus?*



**2) appetizer** (noun): a dish that's eaten before the main course.

- *For an appetizer I'll have spring rolls, please.*

**3) bill** (also US «**check**») (noun): the written amount you must pay for a meal and drinks.

- *Can we have the bill, please?*

**4) café** (also «**coffee shop**») (noun): an informal restaurant serving simple meals plus hot and cold drinks.

- *Is there an all-night café around here?*

**5) cafeteria** (also «**canteen**») (noun): a place that sells low-cost meals in a school or work-place, usually from a self-service counter.

- *What's the food in the school cafeteria like?*

**6) cheese platter** (noun): a selection of cheeses and crackers served on a large plate

- *After dessert, we had a cheese platter and some more wine.*

**7) course** (noun): one part of a meal

- *French meals usually include three or four courses.*

**8) cuisine** (noun): a country or region's style of cooking

- *There's more to Indian cuisine than curries, you know.*

**9) dessert** (noun): sweet food eaten at the end of a meal

- *You love desserts, don't you?*

**10) eat out** (phrasal verb): to go out to a restaurant, esp. at night

- *We usually eat out three or four nights a week.*

**11) entrée** (noun): 1. the main course of a meal

2. a course before the main course (Br English)

- *What are you having for your entrée?*

**12) fast food** (noun): quickly prepared food like hamburgers and French fries

- *I'll get some fast food on the way home.*

**13) high-class** (adjective): of high quality or high social status

- *We can't afford to go to those high-class restaurants.*

**14) hors d'oeuvre** (noun): a savoury food served as an appetizer before the main course

- *Let's order some hors d'oeuvres first.*

**15) maitre d'** (also «**head waiter**») (noun): the person who supervises a restaurant's waiting staff

- *Good maitre d's earn a lot of money these days.*

**Task 3. Look through the words in the previous task again, make up your own sentences using these words and expressions.**

**Task 4. Fill in each blank with the correct word. Both words can be used, in this case choose the one that sounds more natural in each situation:**

- 1) Are you \_\_\_ (prepared/ready) to order?
- 2) The soup of the \_\_\_ (day/special) is «Cream of Broccoli».
- 3) Our \_\_\_ (specials/deals) are listed on the board.
- 4) I \_\_\_ (recommend/request) the vegetarian chili.
- 5) We can \_\_\_ (substitute/subtract) the bacon for cheese, if you like. (= We can give you cheese instead of bacon)
- 6) I'll be right \_\_\_ (back/return) with your drinks.
- 7) This meal consists of three courses - soup, the \_\_\_ (main/prime) course, and dessert.
- 8) The chicken \_\_\_ (comes/arrives) with your choice of rice or potatoes.
- 9) I'm sorry, we're fully/completely \_\_\_ (booked/baked) (= we have no free tables) right now.
- 10) If you would like, you can wait at the bar until a table \_\_\_ (opens/comes) up.  
(= becomes available)

**Task 5. Read the passage below and do the tests below.**

### **Breakfast**

One Sunday morning, my family and I went to a popular restaurant for breakfast. As soon as we walked into Restaurant Happy Meal, a young waitress showed us to a table. We ordered our food and soon after, our food came. Just as we were about to begin our meal, we heard someone shouting for the proprietor. «What is this? A dead fly in my food!» a man with a deep scar across his face roared angrily. He banged his fist on the table and swept the plates and cups off it. *These* came crashing to the floor, breaking into pieces. His companion, a huge man with a tattoo on his arm, stared angrily at the proprietor who stood nervously in front of the two gangsters. The proprietor apologized repeatedly to the angry customers and tried to pacify them by offering to replace their food. He even told them that they could have their meal for free. The commotion affected the business of the restaurant. Fearing that a brawl would *ensue*, many customers quickly paid for their meals and left the restaurant hurriedly. Some of them had not even finished their breakfast. My father told us to eat our food quickly and not to look at the two angry men. We obeyed him and finished our food within minutes. That was probably the quietest and fastest breakfast my family ever had. Although my father warned us not to look at the two unruly customers, I could not help stealing a glance at them. I saw that the proprietor had managed to pacify the two angry customers. Fresh food and drinks were brought to their table. They sat down again and continued their breakfast. Meanwhile, the waitress who had shown us to our table earlier swept up the broken china.

1) The word «*These*» refers to the

- a) tables
- b) cups and plates
- c) two angry customers
- d) dead fly and the food

2) The story tells us that the owner of the restaurant was

- a) sorry for what had happened
- b) angry with the two customers
- c) unsure of what to do to calm the two customers
- d) disappointed that the men created problems in the restaurant

3) The word «*ensue*» can best be replaced by

- a) occur
- b) debut
- c) initiate
- d) take off

4) The line *That was probably the quietest and fastest breakfast my family ever had* tells us that the writer and his family

- a) often talked while they ate
- b) ordered a lot of food each time they ate out
- c) often ate silently and that day was no exception
- d) usually did not like to be disturbed while they ate

5) The following statements are true except

- a) the two customers did not have to pay for their food
- b) the writer and his family ate their food without a word
- c) one of the waitresses cleared up the mess on the floor
- d) many customers ran out of the restaurant without paying

6) Which word describes the atmosphere at the restaurant when the angry customer found a dead fly in his food?

- a) sad
- b) tense
- c) happy
- d) distracted

**Task 6. Learn the second part of words about food and restaurant service. Think over the examples in which these words are being used. Make up your own sentences using these words and expressions.**

**1) make a booking (also «book a table»)** (phrase): to contact a restaurant and reserve a table for a meal

- *It's a popular restaurant so we'd better make a booking.*

**2) menu** (noun): the list of foods and drinks served in a restaurant, café, hotel, etc.

- *Let's check the menu before deciding whether to eat here.*

**3) pasta** (noun): Italian food made from flour and water, such as spaghetti, ravioli, lasagne, etc.

- *You can order any of our pasta dishes as an appetizer if you want.*

**4) pudding** (noun): a soft sweet food eaten as a dessert

- *My grandma used to make the best chocolate pudding ever!*

**5) restaurant** (noun): a place with a kitchen and dining area where people pay to eat meals

- *There are lots of Thai and Japanese restaurants around here.*

**6) savoury** (adjective): (of food) salty or spicy rather than sweet

- *Most appetizers are savoury dishes.*

**7) service charge (also «service»)** (noun): an extra amount added to a restaurant bill that's meant to be given to staff for their service

- *They've already added a 20% service charge.*

**8) set menu** (noun): a multi-course meal sold for a fixed price

- *Are the set menus good value?*

**9) side dish (also «side order»)** (noun): an extra dish or serving that's ordered together with a main dish

- *I'll have the steak with a side dish of potato salad, please.*

**10) sommelier (also «wine steward»)** (noun): a wine expert who advises guests on ordering or pairing wines

- *Our sommelier also developed our wine list and orders the wines.*

**11) special** (noun): a dish that's available sometimes, but isn't on the regular menu

- *Today's specials are grilled Hawaiian salmon and Australian tiger prawns.*

**12) tip<sup>1</sup>** (noun): extra money given by a guest to a waiter or other staff

- *If the service is great, leave a big tip.*

**13) tip<sup>2</sup>** (verb): to give extra money to a waiter or other staff member for their service

- *Waiters don't earn much, so I always tip them.*

**14) vegetarian** (adjective): of dishes or diets that don't include animal products, esp. meat

- *My doctor says I should switch to a vegetarian diet.*

**15) waiter** (male) or **waitress** (female) (noun): a person who takes orders from guests and brings their food

- *Have you ever been a waiter?*

**16) wine list** (noun): a printed list of all the wines available in a restaurant

- *Would you like to see the wine list, madam?*

**Task 7. Make 10 questions to the text in task 1 and let your colleagues answer them.**

## II. METHODOLOGICAL RECOMMENDATIONS FOR STUDENTS' INDEPENDENT WORK

### UNIT 1. Professional Issues in Tourism

**Exercise 1. Read the text about travellers. Choose the most suitable headings from the list (A-J) for each part (1-8) of the text. There is an example at the beginning (0). There is one extra heading which you don't need to use.**

- A) International Visitor
- B) Excursionist or Same-Day Visitor
- C) Tourist on Pilgrimage
- D) International Tourist
- E) WTO Definitions
- F) Domestic Visitors
- G) Climate
- H) Travel Motivation in International Tourism
- I) Personal Motives
- J) Price

<b>0</b>	<b>E) WTO Definitions</b>
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The World Tourism Organization's definition of the traveller moves away from the concept of the «visitor» and distinguishes between the «tourist» and the «excursionist».

*A tourist* describes someone who has taken a holiday to visit a different place away from his or her home.

*A traveller* travels, usually for a longer period than a tourist, in order to learn more about a different culture.

In everyday language the word visitor is not strongly associated with tourism at all.

In fact travellers can be categorised in four ways:

- domestic visitors;
- international visitors;
- international tourists;
- excursionists.

<b>1</b>	
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A «domestic visitor» is a person residing in a country, who travels to a place within the country, outside his / her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than an activity for which he / she is paid within the place visited.

*Domestic tourism* is very significant in world tourism as it represents over 80 percent of all tourism movements.

2	
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It is a person visiting a country other than that in which he / she has usual place of residence but outside his / her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise or an activity remunerated from within the country visited.

Two factors differentiate visitors from other international travellers: their country of residence and their motivation for travel.

Certain types of travellers are excluded from the category of “tourist” for reasons other than that of residency. These are:

- people travelling for political reasons: refugees;
- people travelling for political / professional reasons: migrants, members of the armed forces, diplomats, embassy staff;
- people travelling for professional reasons: nomads, border workers, seasonal workers, couriers;
- people sent abroad by their companies or government. They are considered residents of the country where they normally live (temporary immigrants);
- transit passengers and permanent immigrants.

People who travel to work in a foreign country and are paid by this country have different motives for travelling than other visitors to the country. The WTO has devised a system of classifying international travellers which separates visitors that should be included in international tourism statistics from those that should not.

3	
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A visitor whose length of stay in a country reaches or exceeds 24 hours, thus spending at least one night in the visited country, is classified as a tourist. If his length of stay in the country is less than 24 hours he is called a same-day visitor.

Temporary visitors staying at least 24 hours in a country whose motive for travel can be described as being either for leisure (pleasure, holidays, health, study, religion or sport); or for business, family or work assignments are called international tourists.

But it is often difficult to identify and classify accurately each traveller in the global movement of people crossing borders.

4	
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An excursionist is a foreign visitor whose stay does not exceed 24 hours.

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

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

5	
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**Travel motivation** in international tourism can be divided into three main categories: price, climate and personal motives.

6	
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**Cost** is a major motivation factor in international tourism. The low prices for tourism services in certain countries explain their success in attracting tourists from countries that have a higher general price level.

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

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

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

7	
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**Climate** is another determining motive for international tourism. Southern European countries with their guarantee of sunshine, also benefit from this factor.

8	
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*Personal motives* include:

a) **leisure** and **holidays** – the motivation factors are rest, cultural discovery, visiting friends and relatives, sports, etc.;

b) **business travel** – this category includes commercial travellers, airline crews, government and international organization officials, specialists employed by companies, etc.;

c) **congresses and other meetings** (seminars, conferences, etc.) – for non-profit motives;

d) **health** – trips for medical reasons either to receive medical care or for health improvement;

e) **study** – to attend courses or to undergo training in a study centre for one or more academic years;

f) **religion** – pilgrimages and trips to holy places.

**Exercise 2. Match the terms with their definitions.**

a tourist	a) a person residing in a country who travels within it outside his home for a period not exceeding 12 months
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an international visitor	b) a person whose stay in other country exceeds 24 hours and who travels for leisure, business, family or work assignments
a traveller	c) a person on holiday visiting a different place away from his home
an international tourist	d) a visitor whose stay does not exceed 24 hours
excursionist	e) a person visiting another country for a period not exceeding 12 months
a domestic visitor	f) a person travelling for a longer period than a tourist who wants to learn more about different culture

## UNIT 2. Travel

**Exercise 1. Write the opposites of the following words in bold:**

*inbound* tourists, *high-wage* countries, *permanent* home, *carelessly*, *include in* the classification system, *continental* countries, *expensive*, *outside* the usual environment

**Exercise 2. Write the synonyms to the following words in bold:**

to carry out an <i>investigation</i>	to <i>live permanently</i> in a country
to <i>get some use</i> from smth	in <i>simple (plain)</i> language
the main <i>goal</i> of visit	to <i>classify</i> to the groups

**Exercise 3. Fill in the correct preposition, then make 2-3 sentences with each of the items.**

1. to be strongly associated ...	5. to distinguish ... 2 concepts
2. to carry ... a research	6. to exclude ... the classification system
3. to spend a night ... board ship	7. ... least
4. to be employed ... companies	8. to be attracted ... smth.

## UNIT 3. Purchase of Ticket

**Exercise 1. Read the interviews at the airport and be ready to define the reasons for travelling of interviewees.**

### *Interview 1*

**Interviewer:** Excuse me. Could I ask you a few questions? I'm doing a passenger survey on behalf of the Tourist Board and the airport to help plan our services.

**Woman:** Right.

**Interviewer:** First of all, could you tell me where you are going?

**Woman:** Yes, we`re off to Corfu.

**Interviewer:** And what is the purpose of your visit?

**Woman:** We`re going on holiday. It`s our first trip abroad, as a matter of fact.

**Interviewer:** You must be very excited. How long are you staying in Corfu?

**Woman:** Two weeks.

**Interviewer:** Thank you. Well, is this your daughter? Is there any-one else in the party?

**Woman:** No, just the three of us.

**Interviewer:** How did you get to the airport?

**Woman:** On the train.

**Interviewer:** OK. We`ve nearly finished now. Could you tell me your occupation?

**Woman:** I work part-time in a supermarket and my husband is a chef in a hotel.

**Interviewer:** Right. Finally, would you mind telling me how old you are?

**Woman:** We are both twenty-nine and Sarah is six.

**Interviewer:** Great. Thanks. Well, I hope you have a lovely holiday.

**Woman:** Thank you. We`ll try!

### *Interview 2*

**Interviewer:** Excuse me, sir. Could I ask you some questions?

**Man:** Certainly, dear. I`ve got plenty of time – my flight doesn`t leave for another hour. I got here a bit early – didn`t want to be late, you know.

**Interviewer:** OK, first question. Where are you going?

**Man:** I`m off to Australia, to Melbourne. I`m going to see my sister and her family. I haven`t seen her for twenty-five years. But I retired recently and I thought, well, I`ve got the money, so why not?

**Interviewer:** I think that`s great! So how long are you planning to stay in Australia?

**Man:** Well, I`ve got a return ticket to come back in a month`s time, but if all goes well I might stay a bit longer. It`s a bit of a risk, you know. I don`t know what my sister is like any more – or her family. I`ve never seen her children and I`ve only met her husband once.

**Interviewer:** Yes, it`s always a bit of an unknown. Anyway, just a couple more questions. How did you get to the airport?

**Man:** My son gave me a lift.

**Interviewer:** OK. And finally, would you mind telling me how old you are?

**Man:** Twenty-one, dear. No, I`m only joking... I`m sixty-five – sixty-six next month.

**Interviewer:** Thank you. I hope you have a wonderful time.

**Man:** Thank you. So do I!

### *Interview 3*

**Interviewer:** Excuse me, madam. I wonder if you would mind answering some questions?

**Woman:** OK. Will it take long?

**Interviewer:** No, just a few minutes. Could you tell me where you are travelling to?

**Woman:** Frankfurt.

**Interviewer:** Are you travelling on business?

**Woman:** Well, actually I'm going home. I've been here on business – at a meeting with our partners in the UK.

**Interviewer:** I see. So how long did you stay in the UK?

**Woman:** For just two days.

**Interviewer:** Thank you. And could you tell me if you're travelling alone?

**Woman:** Yes, I am.

**Interviewer:** OK, nearly finished. Can you tell me how you got to the airport?

**Woman:** By taxi, from my hotel.

**Interviewer:** Good. Finally – occupation. I know you are in business.

**Woman:** Yes, I'm a Marketing manager for a company making pharmaceuticals.

**Interviewer:** And can I ask which of these age groups you are in?

**Woman:** Here – thirty to thirty-nine.

**Interviewer:** Right. Thank you very much. Have a pleasant journey.

#### **A) What reasons for travelling have the interviewees got?**

**Interview 1** \_\_\_\_\_

**Interview 2** \_\_\_\_\_

**Interview 3** \_\_\_\_\_

#### **B) Complete the chart with the information from the above dialogues.**

	<b>Passenger 1</b>	<b>Passenger 2</b>	<b>Passenger 3</b>	<b>You</b>
Destination				
Purpose of visit				
Length of visit				
Size of party				
Transport to airport				
Occupation				
Age				

**C) Imagine you are a passenger at the airport. Fill in the information about yourself and speak about your trip using the chart.**

## **UNIT 4. Insurance in Tourism**

**Exercise 1. Many factors affect the level of international tourism throughout the world. Write down explaining how each of the following can affect the volume of international tourism between one country and another, giving, wherever possible, actual examples.**

- a) Terrorism, war and political unrest;
- b) A special occasion, celebration or anniversary;
- c) The differences in exchange rates of currencies between the countries of origin and destination;
- d) Industrial action;
- e) Natural and man-made disasters.

**Exercise 2. Think about the trends in tourism in Ukraine. Write down justifying your answers.**

- 1) What forms of tourism are best developed in Ukraine?
- 2) Is domestic tourism popular in Ukraine? If yes, give your grounds. If no, why not?
- 3) What are the main motives for travelling in Ukraine?
- 4) What categories of foreign visitors are most frequent in Ukraine?
- 5) Are there many commuters in Ukraine? Why (not)?
- 6) What do you know about excursionist tourism in Ukraine?
- 7) Where do Ukrainians prefer to spend their holidays? Why?
- 8) What other personal motives for travelling make Ukrainian people move around?
- 9) What are the latest trends in Ukrainian tourism?

## **UNIT 5. Project Work**

**Exercise 1. Read the text and make the test.**

### **Overview of the Past of Tourism**

People started travelling long ago. The word «travel» has a French origin (travail), meaning «toil and labour». Travel thus meant adventure, hardship, and risk, especially in ancient times.

Ancient people travelled for various purposes, such as pleasure, trade, scientific exploration, and religious pilgrimage. So, first travellers were nomads and pilgrims, merchants and traders. They travelled along rivers, lakes and seas.

The first travellers used simple means of travelling: boats and ferries on the water and camels in the desert. The most famous travellers were explorers. Among them were Marco Polo from Venice in the 13th century, Afanasy Nikitin from Russia, Christopher Columbus and Vasco de Gama from Portugal in the 15th century, Magellan from Spain, Amerigo Vespucci from Italy in the 16th century, James Cook from England in the 18th century and other adventurers from Spain, Italy, Portugal, France, England and Holland. They made journeys to Asia, Africa and America. Travel grew and developed as long as means of transport kept on growing.

With the 19th century the age of modern trains came. In the late 19th century the first motor-cars appeared. The age of airplanes changed travel crucially. In the early 20th century jet planes emerged. They made air travel available to all people. Air travel is the fastest and the most convenient mode of travelling. No place in the world is more than 24 hours away by jet. Passengers eat, sleep, watch movies, listen to music on airplanes.

**According to the text choose the correct item.**

- 1) The word «travel» has a ... origin
  - a) Italian;
  - b) Latin;
  - c) Greek;
  - d) French.
  
- 2) Why did ancient people travel?
  - a) For a few purposes such as pleasure and trade;
  - b) For some reasons such as scientific purposes and religious pilgrimage;
  - c) For various reasons such as pleasure, trade, scientific exploration and religious pilgrimage;
  - d) For one purpose religious pilgrimage.
  
- 3) So the first travellers were ...
  - a) nomads, pilgrims, traders, merchants;
  - b) sportsmen and traders;
  - c) pilgrims and traders;
  - d) nomads, pilgrims, traders and explorers.
  
- 4) What made tourism grow and develop?
  - a) explorations by the most famous travellers;
  - b) adventures and pleasure from travelling;
  - c) the growth of means of transport;
  - d) the appearance of airplanes.
  
- 5) The travel in the early 20th century changed crucially because
  - a) of the appearance of jet planes;

- b) of the emerge of fast trains;
- c) the motor-cars appeared;
- d) the ferry and ships became more available.

**Exercise 2. According to the text answer to these questions.**

1. When did people start travelling?
2. Who were the first travellers?
3. What means of travelling did they use?
4. Who were the most famous travellers?
5. What kind of journeys did they make?
6. Why did travel grow and develop?
7. What were the new means of travelling in the 19th century?
8. What kind of transportation emerged in the early 20th century?
9. What are the advantages of air travel?

## **UNIT 6. Reaching the Destination**

**Exercise 1. Read 4 predictions of the experts in the travel industry about the future of tourism.**

1) As we know, people in western, industrialized countries generate most of the demand in the tourism industry. These people are now living longer and I believe this will affect the types of tourism people will want in the future. People will also probably take fewer long holidays, that is, a week or more, say, but instead short weekend breaks will become more popular because of changes in the way people work.

2) It seems clear that travel times and costs will continue to come down and people will want to travel to more distant and exotic destinations in future. But the biggest change is the trend for more and more people to buy their holidays on the internet. New technology will even allow people to go on «virtual tours» on their computers to see a holiday before they book it.

3) With economic growth in countries like Russia, China, India, Indonesia and Thailand, there will be new tourists looking for holidays. What's more, we're likely to see more tourists traveling from eastern to western countries than in the past.

4) I think that the number of «new tourists» will increase in future. What I mean is someone who doesn't want mass-market tourism and wants more adventurous holidays. The majority of tourists will continue to buy package holidays, visit popular destinations and make their holiday choices based on the price, but increasingly the customer will expect more choice in how their package holiday is put together.

**Match each speaker to one of the following subjects.**

- 1) a new type of tourist;
- 2) changes in the type of holidays;
- 3) technological changes;
- 4) changes in developing nations.

**Exercise 2. Match the words used by the 4 speakers with their opposites.**

1. come down	a) long term
2. further	b) increase
3. more	c) worse
4. growth	d) nearer
5. short term	e) less/fewer
6. better	f) reduction

**Exercise 3. Write if the following statements are true or false. Correct any false one.**

- 1) There will be a need in more holidays for older tourists in future.
- 2) People will take longer holidays in future.
- 3) The cost of travel is predicted to increase.
- 4) The market for tourism will only increase in western countries.
- 5) The majority of people will not want mass-market holidays.

## UNIT 7. At the Airport

**Exercise 1. Match the words to have correct phrases.**

1. ancient	a) holy sites
2. travelling for	b) Greeks
3. travel to	c) times
4. visit	d) pleasure
5. medieval	e) get away

**Exercise 2. Cross out one odd term in each line.**

- 1) pilgrim, nomad, explorer, adventurer, desert, trader, merchant;
- 2) motor-car, raft, boat, canoe, steamboat, mode, kayak;
- 3) meals, means, arts, overseas, races, waterways, sports, sales;
- 4) leisure centre, resort, spa, travel destination, health resort, society holiday centre;
- 5) grow, develop, tour, spring up, appear, emerge;
- 6) medieval, Renaissance, ancient, future, past, further.

**Exercise 3. Look up in the dictionary the meanings of the words in bold and group them according to the titles in the chart (3 terms in each group).**

***pilgrim, inn, races, jet, adventurers, health resort, raft, caravansary, recreation, nomad, tavern, steamship boat***

Means of traveling	Lodging	Travellers	Holiday making

## UNIT 8. At the Customs

**Exercise 1. Fill in the correct word from the list below. Use the words only once.**

***civilization, bug, tour, urge, flock, potential, advantage, pleasure-seekers***

- 1) to feel the ... to travel;
- 2) the ... of ancient Greece;
- 3) to take ... of Roman-built roads;
- 4) to catch the travel ...
- 5) to ... to spa town;
- 6) to exploit one's ...
- 7) to cater for the tastes of ...
- 8) a gentleman on Grand ...

**Exercise 2. Fill in the correct preposition, then choose any five items and make sentences.**

- 1) ... other words;
- 2) to emerge ... the cave-dwelling;
- 3) to thank ancient Romans ... their roads;
- 4) originally come ... the word «holy day»;
- 5) to set out ... the education tour;
- 6) to stretch iron webs ... the civilized world;
- 7) to spend more disposable income ... pleasure;
- 8) to tread ... footprints of a 19th century adventurer.

**Exercise 3. Answer the clues to find the hidden word. The first one has been done for you as an example.**

- 1) Tourism has come a long way from its distant, ***humble*** beginnings to its sustainability. (6 letters)
- 2) In the 19th century railways stretched their ... webs across the civilized world. (4 letters)



3) In the 17-18th centuries the upper classes were flocking to ... towns to have a rest and treatment. (3 letters)

4) With the introduction of hotel vouchers and ... cheques the tourist industry in its modern form was born. (10 letters and ')

5) With the introduction of jet airliners the idea of ... holidays really took off. (8 letters)

6) During the heyday of ... Empire they built thousands of roads which were an advantage to religious travellers. (5 letters)

7) The post war ... have witnessed the mass tourism coming of age. (5 letters).

## UNIT 9. Customs Allowances

**Exercise 1. Choose from the list the proper term to the following definitions.**

*a raft, a caravansary, a nomad, a spa, a merchant, a pilgrim, a steamboat, an inn*

1) a person who travels to an important religious place, the so-called holy sites;

2) a place where mineral water comes out of the ground and where people go to drink the water or to bathe in it;

3) a place that provides accommodation, food and drinks for travellers;

4) a passenger ship powered by steam;

5) a large Eastern inn with a court in the middle;

6) a flat boat made of logs tied together;

7) a person who has no permanent place of residence;

8) a person who travels buying and selling goods.

**Exercise 2. Choose the right definition.**

1) **an inn**

a) a place serving alcohol drinks;

b) the name of hotels which are members of a chain;

c) the name of all cheap hotels;

d) a place serving drinks and offering accommodation for travellers.

2) **a mode**

a) a method;

b) a type;

c) a fashion;

d) a model.

3) **a raft**

a) a small boat;

b) a ferry;

- c) a flat boat;
- d) an old steamer.

4) **a resort**

- a) a place of residence;
- b) a hotel at the seaside;
- c) a pleasant occupation for spare time;
- d) a popular place for recreation and treatment.

5) **an overseas trip**

- a) a tour abroad;
- b) a boating trip;
- c) a cruising tour;
- d) a round-the-world tour.

**Exercise 3. Read the text about the tourism in Ukraine, then make up 10 sentences and write them.**

### **The Outset of Tourism in Ukraine**

The origin of travels in Ukraine can be traced back to the times of the first ancient Rus state called «Ruska Zemlia» (X-XI centuries). Written literary works mention that Rus of X-XIth centuries had broad and mutual relations with different countries: Byzantine, Poland, Hungary, France, Germany, Scandinavian countries. But even before that time, in VI-X centuries when Byzantine emperors fought with Kyiv pre-Christian princes the Rusins travelled by boats on the Dnipro and along the Black Sea Coast to Tsarhorod (Constantinopol).

The first European traveller in Ukraine was Bruno from Querfurt (Germany) who visited Volodymyr the Great in Kyiv and wrote a letter about it to the emperor Heinrich II in approximately 1008. Titmar, the Bishop of Merserburg (X-XI centuries) mentioned in his chronicle that Kyiv was a big city, a capital with more than 400 churches and 8 markets and a lot of inhabitants. During Tatar-Mongol invasion Ukraine was not a much visited country as it, surely, wasn't appealing to travellers. And it was only in XV-XVI centuries when the country became more and more visited, mainly by those who travelled from the Western and Southern Europe to the East, they were mostly Italians.

An interesting visit was made by Erik Liasota, a messenger of the German Emperor Rudolph II to Cossacks into Zaporizhia Sich in 1594. All those French, German, Italian, English, Dutch people who first stepped on Ukrainian land at the Cossacks times usually described Ukraine with excitement and sympathy.

A German traveller, Ulrick von Verdum, travelled through Ukraine not once in the XVII century and described his impressions about Volyn and Podillia in his 508-page «Diary». All in all, he paid 4 separate visits to Ukraine.

Not only foreigners came to Ukraine. Ukrainians, as well, travelled to West Europe and Middle East searching for new trading contacts or to conquer neighbour territories.

The Princess Olha may be called the first Ukrainian woman-traveller. She toured around the whole territory of Kyiv Rus and paid a visit to the Byzantine emperor in Constantinopol.

But the main reason for travelling in ancient times was religion. St Antoniyy from Chernihiv territory, the founder of Kyiv-Pechery Monastery is regarded to be the first pilgrim-traveller in Ukraine. He went to Greece to Aphon mountain as a pilgrim. And for the second time he went there to protest against Boris and Hlib's murder by Prince Sviatopolk.

Other famous pilgrims who travelled to the east holy places in XI-XII centuries, were Hegumen Varlaam from Dmytriy Monastery in Kiev, Hegumen Niphont (Volynskiy), Hegumen Yephrem from Kyiv-Pechery Monastery.

Undoubtedly, Ukrainian Cossack Yakiv Malyk, a brave traveller, should be mentioned as well. In the mid XVI century he travelled to India, became Hudzharat's councillor and there constructed a fortress in Renaissance style.

Due to different motives: pilgrimage, desire to get good knowledge and education in the XVII-XIX centuries, Ukrainian famous travellers Vasyl Hryhorovich-Barskyi, Hrihoriy Skovoroda, Mykola Miklukho-Maklai made a great contribution to the development of tourism in Ukraine.

Ukrainians contributed into geographical study of the Earth. For instance, one of the leaders of the first Russian round-the-world expedition on ships «Nadia» and «Neva» was Y. F. Lysianskyi (1773-1837) from Nizhin in Chernihiv area; M. M. Przhivalskyi (1839- 1888) who headed 5 expeditions into Central Asia, etc.

So, in result of all those and travels expeditions of native and foreign travellers, much information in geography and history of Ukraine and other countries was collected. And it gave solid grounds to develop tourism in the second half of the XIXth century in Ukraine.

## UNIT 10. Flight

### Exercise 1. Complete the table of nouns and adjectives.

	Noun	Adjective
1	enthusiasm	enthusiastic
2		experienced
3	friend	
4		able
5	relevance	
6	permanence	
7		responsible
8	availability	
9		aware
10	suitability	

**Exercise 2. Fill in the gaps in the following sentences using either the noun or the adjective in each pair in the table. The sentences are not in the same order as the table.**

*e.g.: She'd be marvelous at organizing children's activities because she's got lots of enthusiasm*

- 1) I'm rather shy and reserved, so I don't think a job in Reception would be \_\_\_\_\_ for me.
- 2) Please send us a letter and a CV giving details of your qualifications and \_\_\_\_\_ experience.
- 3) I'm surprised that she has decided to leave. I wasn't \_\_\_\_\_ that she wasn't happy here.
- 4) If you want to work in Front Office, you have to develop the \_\_\_\_\_ to do three things at the same time.
- 5) She is always happy, smiling, and \_\_\_\_\_, so everyone likes her.
- 6) I have several years' \_\_\_\_\_ of working in a large hotel.
- 7) The Head Housekeeper is \_\_\_\_\_ for making sure that the rooms are kept in good condition.
- 8) Could you phone Mr. Peters and ask him when he would be \_\_\_\_\_ for the interview?
- 9) I worked there on a three-month contract but I did well and at the end they offered me a \_\_\_\_\_ job.

**Exercise 3. Sum up the duties of the mentioned employees (Product Manager, Trainee Hotel Manage, Conference Coordinator, Travel Consultant, Cabin Attendant, Business Travel Consultant) by answering the questions.**

*What does ... have to do?*

*What things might you enjoy about the work?*

*What things would you not enjoy about it?*

**Use the phrases:**

*He or she has to ...*

*It would be interesting to ...*

*It would be awful to have to ...*

*Something I wouldn't enjoy is ...*

*Another thing he or she has to do is ...*

## UNIT 11. Hotel

### Exercise 1. Match the words in the box with the definitions.

<i>a. salary</i>	<i>b. bonus</i>	<i>c. wages</i>	<i>d. commission</i>
<i>e. overtime</i>	<i>f. fee</i>	<i>g. tip</i>	<i>h. perks</i>

- 1) The extra things, such as luncheon vouchers or free medical insurance, over and above the basic pay.
- 2) A small sum of money given to reward the service of people like waiters or taxi drivers.
- 3) Money paid every month, but referred to as annual earnings paid of professional and managerial staff.
- 4) Money paid to a professional person, e. g. a doctor or lawyer for advice given.
- 5) Money paid to a manual worker, usually calculated hourly and paid weekly.
- 6) Money added to pay, usually as a reward for good work.
- 7) Money that is paid for extra hours of work.
- 8) Money earned as a proportion of the goods or services sold by an individual.

### Exercise 2. Fill in the gaps with a word from the box above.

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 as 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.

### Exercise 3. Complete the sentences with words from the vocabulary box.

<i>skilled, unskilled, semi-skilled, highly-skilled</i>
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**e.g.:** A *highly-skilled* chef can earn a lot of money. Being a porter is a relatively *unskilled* job.

- 1) Dealing with difficult members of the public requires good communication *skills*.

- 2) Designing a good computer reservations system demands up-to-date \_\_\_\_\_.
- 3) She's done a large number of relatively \_\_\_\_\_ jobs. She's been a chambermaid, a cleaner and a waitress.
- 4) He has to co-ordinate the work of several departments so he's \_\_\_\_\_ at organizing schedules.
- 5) If you work in a call centre, it's essential to have excellent \_\_\_\_\_.
- 6) Conference interpreting is a \_\_\_\_\_ occupation.
- 7) The problem was solved by her \_\_\_\_\_ handling of a difficult situation.
- 8) Reading and writing \_\_\_\_\_ are essential when working in a brochure production department.
- 9) I admire his \_\_\_\_\_ at dealing with difficult members of the public.
- 10) Managing the finances of a large hotel is a \_\_\_\_\_ job.
- 11) Many hotel managers began their careers in \_\_\_\_\_ positions such as receptionist or housekeeper.

## UNIT 12. Staying at the Hotel

**Exercise 1. Fill in the correct word from the list below. Use the words only once.**

*separate, supervise, luggage, package, local, flight, comfort, travel*

- 1) to develop a tour ...
- 2) ... services;
- 3) handle the ... of the group;
- 4) ... guide-books;
- 5) to look after passenger's rooms and ...
- 6) ... sightseeing;
- 7) to ... tourist operations and the staff
- 8) ... attendant.

**Exercise 2. Fill in the correct preposition, then choose any five items and make sentences.**

- 1) to pay commission ... smb;
- 2) promotion ... new tour packages;
- 3) to be responsible ... smth;
- 4) familiar ... smth;
- 5) to decide ... prices and discounts;
- 6) to be ... charge ... smth/smb;
- 7) ... addition ...
- 8) to keep ... touch ... smb.

**Exercise 3. The names of jobs and the ways they are organized are different in different hotels. Here are some common names of the jobs. Group them into the proper columns.**

*General Manager, Switchboard operator / telephonist, reservationist, Front Office Manager, Maintenance man, Chambermaid / room maid, elevator operator / lift boy, housekeeper, concierge, night porter / night clerk / night auditor, bell person / bell hop / bell boy, cashier, key clerk / room clerk, receptionist, sauna attendant, storekeeper, doorman*

Skilled	Semi-skilled	Unskilled

### UNIT 13. Departure from Hotel

**Exercise 1. Complete the sentences below with the expressions from the box.**

*looks after, responsible for, in charge of, duties include, makes sure, makes sure*

- 1) The Switchboard Operator \_\_\_\_\_ telephone calls. She is \_\_\_\_\_ directing calls to the correct department.
- 2) The Assistant Manager is \_\_\_\_\_ the different departments of the hotel. He \_\_\_\_\_ that the departments work efficiently.
- 3) The Maintenance Engineer \_\_\_\_\_ hotel equipment. His \_\_\_\_\_ repairing machines used in the hotel.
- 4) The Food and Beverage Manager is \_\_\_\_\_ the restaurants and bars. He is \_\_\_\_\_ organizing the service and preparation of food, and for recruiting staff.
- 5) The Reservations Clerk \_\_\_\_\_ room reservations. His \_\_\_\_\_ recording reservations and informing other departments.
- 6) The Head Housekeeper is \_\_\_\_\_ the Housekeeping Department. She \_\_\_\_\_ that the Floor Maids and Room Maids do their work properly.

**Exercise 2. Talk to your colleagues about any hotel you know. Draw the scheme of the hotel and tell them how the hotel is organized. Think of questions like these:**

- 1) How many departments are there? What are they called?
- 2) Who is in charge of the departments?

3) What do the staff in departments do? What are their duties?

**Exercise 3. Tell your colleagues what career you are going to choose in tourism. Give your grounds.**

## UNIT 14. Hiring a Vehicle

**Exercise 1. Look up at the words in the box, translate them in your native language. Match the qualities with these definitions, like it is shown in the example.**

<i>articulate</i>	<i>considerate</i>	<i>accurate</i>	<i>numerate</i>	<i>computer-literate</i>
<i>energetic</i>	<i>enthusiastic</i>	<i>optimistic</i>	<i>diplomatic</i>	<i>dynamic</i>

e.g. a ..... person who is ...

a ***computer-literate*** person is able to use information technology.

- 1) .....thinks of other people's feelings.
- 2) .....is discreet and tactful in delicate situations.
- 3) .....shows a lot of enthusiasm and energy.
- 4) .....is good with figures.
- 5) .....can speak fluently.
- 6) .....is precise, pays attention to detail.
- 7) .....feels confident about the future.

**Exercise 2. Using the suffix *-able*, describe someone who:**

- 1) you can count on;
- 2) is friendly and likes mixing in society;
- 3) can start work at once;
- 4) corresponds to the job profile.

**Exercise 3. Make 5 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.**

**Exercise 4. Recall the predictions about the future of tourism. What is your prediction? What do you think of the tourism future?**

## UNIT 15. Peculiarities of The Hotel Business

**Exercise 1. Place the following words and phrases under the right marketing heading. Some of the ideas might belong to more than one category.**

<i>media</i>	<i>to announce</i>	<i>press release</i>	<i>special offer</i>	<i>billboards</i>
<i>discounts</i>	<i>banners</i>	<i>to call on (customers)</i>	<i>to sponsor</i>	<i>free samples</i>



<i>reputation</i>	<i>coupons</i>	<i>campaign</i>	<i>to display</i>	<i>negotiation</i>	<i>internet</i>
<i>follow-up</i>	<i>to bargain</i>	<i>press conference</i>	<i>to endorse</i>	<i>commercials</i>	

<b>Sales</b>	<b>Promotion</b>	<b>Advertising</b>	<b>PR</b>

**Exercise 2. Choose the correct words/phrases to complete the conversation with the hotel reception clerk:**

**At the hotel** (Asking for directions)

**YOU:** Can you \_\_\_\_\_ a good restaurant around here?

- a) recommend
- b) say
- c) tell

**HOTEL CLERK:** Hmm... there aren't any restaurants around here...

**YOU:** What about \_\_\_\_\_?

- a) in city
- b) in the city
- c) central

**HOTEL CLERK:** There are a lot of good restaurants in the area of the city called Uptown. If you go to Central Avenue, you'll see about 10 different restaurants, all of which are highly recommendable.

**YOU:** Great! How do we \_\_\_\_\_ Central Avenue from here?

- a) make a left turn
- b) arrive in
- c) get to

**HOTEL CLERK:** When you exit the parking lot, turn left on Main Street. Keep driving for about 10 blocks, and you'll come to Central Avenue. Turn right. The restaurant zone is about 5 blocks from there.

**YOU:** So, we have to \_\_\_\_\_ on Central Avenue?

- a) go straight

- b) make a right turn
- c) make a left turn

**HOTEL CLERK:** That's correct. Would you like me to draw you a map?

**YOU:** No, thanks, I think \_\_\_\_\_.

- a) we'll be fine
- b) we will go
- c) we will try

**Exercise 3. Look at the dialogue for making a request for a wake-up call. Make up the dialogue of making a request for what you need from reception.**

### Making a request for a wake-up call

**YOU:** I need to request a wake-up call for tomorrow morning.

**MANAGER:** What time do you want the call?

**YOU:** I need two calls, one at 7 and another at 7:15.

**MANAGER:** We can certainly do that. Expect a call from us at 7:00, and then again at 7:15.

**YOU:** Actually, can I change the latter wake-up call to 7:30 am?

**MANAGER:** I can certainly do that. Is there anything else?

**YOU:** I can't think of anything. If I do think of something, I'll be sure to call again.

**MANAGER:** Okay. Good night, sir.

## UNIT 16. Restaurant and Catering

**Exercise 1. Do you recall the text about restaurant and service in practical classes? Read it again and try to make the test below.**

1) In a cafeteria or canteen, what do you take to your table?

- a) your chair
- b) your food
- c) your waiter

2) Soon after being seated in a restaurant, guests are offered

- a) a menu
- b) a pudding
- c) a bill

3) What does a sommelier do?

- a) serve drinks

- b) suggest wines
  - c) polish glasses
- 4) Which is another word for maitre d'?
- a) bartender
  - b) master chef
  - c) head waiter
- 5) Which means main course in the USA and starter in the UK?
- a) entrée
  - b) hors d'oeuvre
  - c) appetizer
- 6) With which course are side dishes served?
- a) starter
  - b) main course
  - c) dessert
- 7) What does an à la carte menu offer?
- a) separate dishes
  - b) set menus
  - c) drinks only
- 8) Which does not mean «to reserve a table»?
- a) make a booking
  - b) book a table
  - c) table a booking
- 9) All service charges should be shared among a restaurant's
- a) service staff
  - b) owners
  - c) guests
- 10) If a 15% to 20% service charge isn't added, \_\_\_\_\_ the staff yourself.
- a) bill
  - b) service
  - c) tip

**Exercise 2. Read the text below and make 5 tests that refer to this text.**

**What a British Person Should Know When Eating Out in America?**

Eating out may be a simple thing, but for British people who have just come to America, it could be an experience full of surprises. Here are five main differences a Brit should pay attention to when eating out in a restaurant in America.

**Ordering Drinks** The first thing a waiter would ask when you sit down in an American restaurant is whether you would like bottled or tap water. If you choose bottled, you will then be asked whether you would prefer still or sparkling. Soon, the water you ordered will be brought to you. Coffee and soft drinks will also be gladly refilled. The waiter will proactively ask if you want another coffee or coke. In Britain, water and soft drinks must be requested and they are not free.

**The Service** Waiters in American restaurants are more pleasant and attentive. They are always chatty and often come to your table during the meal to refill drinks and check everything is okay. In England, waiters are less likely to frequently check on customers. If you need something, you can raise your hand and waive at the waiter or else, you will be left alone for hours.

**The Menu** In an American restaurant, picky eaters can customize the menu to suit their exact preferences by reeling off special requirements and substitutions. You can order salad but without tomato or with a special dressing to accommodate your diet. There is a friendly atmosphere that encourages you to have exactly what you want and satisfy your appetite. On the other hand, people in England tend to order a meal with all the options that come with it. It is less common for them to complain about the food or have the waiter send dishes back to the kitchen.

**Picking up the Bill** In America, a waiter will bring you the bill even though you have not asked for it. This would be seen as very impolite by British customers, as it implies that they are being hurried out of the restaurant.

**Tipping** Tipping in England is optional. You will tip if you are satisfied with the meal and service, which is generally about 10%. If you are dissatisfied, you do not need to tip and this is quite common. In America, a tip of 15-20% is generally mandatory. For American waiters, tipping is the main source of their income. Even if the service is bad you should still tip, but it makes sense to give a smaller tip.

1) What would a waiter ask first in an American restaurant?

- a) Whether you would like water or soft drink.
- b) Whether you would like bottled or tap water.
- c) Whether you would like coffee.
- d) Whether you would like a cocktail.

2) What is a waiter in Britain less likely to do?

- a) Check on customers.
- b) Ask for tips.
- c) Bring the menu.

- d) Take an order.
- 3) What are British customers less likely to do when eating out?
- a) Order salad without tomato.
  - b) Order hamburger without mayonnaise.
  - c) Substitute the drink.
  - d) Substitute the menu.
- 4) How do customers pick up the bill in British restaurants?
- a) Wait until a waiter come.
  - b) Put money on the table.
  - c) Raise a hand and waive.
  - d) Go to the cashier.
- 5) How much should you tip a waiter in America?
- a) Less than \$10.
  - b) About 10%.
  - c) Between \$15 and \$20.
  - d) Between 15 and 20%.

**Exercise 3. Find the information about healthy and non-healthy food.**

**Make these tests.**

- 1) Potato chips and chocolate bars are examples of
- a) healthy food
  - b) junk food
  - c) fast food
- 2) According to the article, too much fatty food causes
- a) obesity
  - b) trans fats
  - c) mouth watering
- 3) Which of the following can have high levels of trans fats?
- a) fresh produce
  - b) fried foods
  - c) saturated fats
- 4) What do trans fats do to the body?
- a) raise good cholesterol
  - b) lower good cholesterol
  - c) lower bad cholesterol

5) Food companies and restaurants started using trans fats in order to save

- a) time
- b) time
- c) money

6) Which would doctors now say is the healthiest?

- a) margarine
- b) butter
- c) peanut butter

7) What tip does the article give for avoiding trans fats?

- a) eat out in restaurants
- b) avoid tasty foods
- c) check the ingredients

8) Processed foods are nearly always \_\_\_\_\_ fresh or unprocessed foods.

- a) unhealthier than
- b) healthier than
- c) as healthy as

9) If the majority of people eat junk food, \_\_\_\_\_ eat it.

- a) half of them
- b) more than half
- c) less than half

10) A good diet \_\_\_\_\_ your chances of living a long and healthy life.

- a) has no effect on
- b) decreases
- c) increases

## PART II. BUSINESS FOREIGN LANGUAGE

### I. METHODOLOGICAL RECOMMENDATIONS FOR SEMINAR (PRACTICAL) CLASSES

#### UNIT 1. Travel and tourism

##### Task 1. Read the text about travel and tourism and retell it.

People travel for lots of reasons. They make journeys to and from school or work every day; visit friends and family; take day trips shopping or to football matches; go out for evening entertainment such as the cinema; and they go away on business or study trips. So when does travel become tourism? When people travel to and stay in a place which is not where they live. For example there is recreational tourism if you want to relax and have fun, maybe at the beach.

There's cultural tourism: sightseeing or visiting museums to learn about history, art and people's lifestyles. With adventure tourism you explore distant places or do extreme activities. Ecotourism is about ethical and responsible trips to natural environments such as rainforests. Winter tourism is usually holidays in resorts where there is snow and people go skiing or snowboarding. Sport tourism is to play or watch different sporting events like the Olympics. Educational tourism is to learn something, possibly a foreign language, abroad.

Nowadays there are: health tourism to look after your body and mind by visiting places like spa resorts; religious tourism to celebrate religious events or visit important religious places such as Mecca for Muslims; and gap-year tourism when young people go backpacking or do voluntary work between school and university.

##### Task 2. Read the text again. Match the type of tourism with its definition and an example.

Type of tourism	Definition	Example
<i>Adventure tourism</i>	holidays to resorts where there is snow	a foreign language
<i>Cultural tourism</i>	to celebrate religious event or visit important religious places	any of the other kinds of tourism
<i>Ecotourism</i>	to explore distant places or do extreme activities	Mecca for Muslims
<i>Educational tourism</i>	to learn about history, art and people's lifestyles	monuments or museams
<i>Gap year tourism</i>	to learn something	rainforests
<i>Health tourism</i>	to look after your body and mind	skiing or snowboarding
<i>Recreational tourism</i>	to play or watch different sporting events	spa resourts
<i>Religious tourism</i>	to take ethical and	the beach

	responsible trips to natural environments	
<i>Sport tourism</i>	to relax and have fun	the Olympic Games
<i>Winter tourism</i>	when young people go backpacking or do voluntary work between school and university	trekking

**Task 3. Read the text again and underline the correct answer to each question.**

1) People travel...

- a) for different reasons.      b) to go on holiday.      c) to get to work.

2) You can take...

- a) day and evening trips.      b) study and business trips.      c) theatre and cinema trips.

3) Tourism is travel...

- a) in your home town.      b) to countries across the world.      c) to places where you don't live.

4) Ecotourism is ethical and responsible about...

- a) money.      b) shopping.      c) the environment.

5) The Olympics is a...

- a) sporting event.      b) summer event.      c) winter event.

6) A spa is a place you visit to...

- a) celebrate a religious event.      b) learn something new.      c) look after your health.

**Task 4. Read the text and complete the table with the correct information.**

Tourism is a multi-billion dollar business with hundreds of millions of travellers arriving in destinations across the world every year, but there's a lot more to tourism than just the tourists. Before you even leave home you probably use a number of services. You book your trip through a tour operator, if it's a package holiday, or a travel agent, if you want to buy products and services like flights separately.

These days, many people book directly online with companies that offer both organised and independent travel. You usually need to purchase airline, train, ferry and coach tickets to your holiday resort in advance to reserve a seat and get a good



price. If you're hiring a car it's also a good idea to book in advance, but you can arrange local transport like taxis and buses when you're there.

You also need to book accommodation to be sure to stay where you want, when you want. There is a wide range of options for different people and pockets: from luxury hotels to roadside motels, family-run guesthouses or B&Bs (Bed and Breakfasts), to selfcatering apartments to youth hostels. You can decide about hospitality (catering and entertainment) during your holiday, unless you book it with your accommodation. B&B means you get breakfast included in the price of your stay. Half board, usually only available at hotels, means breakfast and dinner are included. Full board means breakfast, lunch and dinner are included. This option is common on package or cruise ship holidays to keep the cost down, as are all inclusive leisure activities such as sport, shopping and live shows.

Most places have a Tourist Information Point where they give you free information about what to see and do and how to get around. Organised trips often have travel reps (representatives) on hand to help you, but you can also pay a local tour guide to take you sightseeing or show you tourist attractions.

### Hospitality

Accommodation (Where to stay)	Catering (Where to eat)	Entertainment and leisure (What to do)	Jobs (Who does what)	Transport (How to travel)	Holiday types (What kind of holiday)
luxury hotels	bed and breakfast	sport	tour operator	plane	package holiday

#### Task 5. Read the text again and answer the questions.

1. How many travellers arrive in destinations across the world every year?
2. How can you book holidays?
3. Why do you need to purchase tickets for airlines, trains, ferries and coaches in advance?
4. What other transport service is it a good idea to book in advance?
5. When can you arrange local transport?
6. For whom and what is there a wide range of different accommodation options?
7. Which kind of accommodation includes breakfast, lunch and dinner?
8. Where is this a common option?
9. Do you pay for information from Tourist Information Points?
10. Who can take you sightseeing or show you tourist attractions?

**Task 6.** There is a problem with the *Holidays you like* online booking system. Write them an email giving them the information in your trip search. Use these expressions to help you:

*I want to book...*  
*I want to leave on... at...*  
*I'm interested in...*  
*tourism I'd like to travel by...*  
*I'd like to return on... at...*  
*In particular, I'd like to...*  
*I'm leaving from...*  
*I'd like to book accommodation in I'm going to...*  
*a... with (catering)*

**Task 7. Look the following words. Repeat them, translate in your native language. Make the sentences with them taking into account your speciality.**

*Accommodation, package, holiday, airline, to purchase, backpacking, recreational, to book, to reserve, catering, roadside motel, cruise, self-catering, entertainment, sightseeing, guesthouse, spa resort, flight, to take a break, full board, tour guide, half board, tour operator, to hire, travel representative, hospitality, tourist information point, journey, travel agent, leisure, youth hostel, luxury hotel.*

## **UNIT 2. Tourism Organisations, Promotion and Marketing**

**Task 1. Read the text about tourism organisations.**

Tourism organisations fall into three categories.

Firstly, they can be non-governmental organisations or a charity like the World Tourism Organisation, a United Nations' organisation which promotes 'the development of responsible, sustainable and universally accessible tourism' (UNWTO).

Secondly, they can be government organisations like Britain's national tourism agency, Visit Britain, which markets British tourism at home and abroad.

Thirdly, they can be private sector organisations like Thomas Cook, which promote and sell holidays for profit. We can separate this last group into three more categories. Independent companies have one or more branches, which can often be close to each other. They sell their holidays to people locally and market them by word of mouth.

Multiple companies have several branches in different areas, which sometimes use different trade names and they have a head office, which can manage the organisation's marketing strategy centrally. Multiple agencies have branches in all major towns and cities and they can be part of very large tourism sector companies. They market holidays on the basis of competitive prices or special offer packages.

In addition to this, travel agents can be members of trade associations, organisations representing travel companies who can help with marketing and protect customers' rights. Of course, nowadays many people prefer online do-it-yourself tourism to any of these organisations.

**Task 2. Read the text again and complete the table.**

Category of tourism organisation	Example	Type of organisation and what they do
non-governmental organisations/ a charity	UNWTO	
		markets British tourism at home and abroad
private sector organisations		
independent		have one or more branches, ...
multiple		
multiple		
trade associations		

**Task 3. Write the equivalent word in your language.**

charity	to market
sustainable	word of mouth
promote	trade name
profit	head office
branch	competitive

**Task 4. Complete this text about the National Trust with the words and expressions in exercise 3.**

The National Trust is a (1) *charity* and a non-(2)\_\_\_\_\_organisation, which (3)\_\_\_\_\_ British tourism to artistic, historical and natural sites in a (4)\_\_\_\_\_ way. It has two (5)\_\_\_\_\_, one in London and another in Swindon, as well as hundreds of (6)\_\_\_\_\_ all over the UK. Places with the (7)\_\_\_\_\_ «National Trust» (8)\_\_\_\_\_ themselves through the image of conservation and heritage. However, many of the thousands of visitors to National Trust sites hear about them by (9)\_\_\_\_\_ from friends, colleagues or relatives. They provide great days out for the whole family as you can enter many sites for free and you can also hire venues for special events at extremely (10)\_\_\_\_\_ prices.

**Task 5. Match the terms with the correct definitions.**

1) Advertising	a) It keeps a product or service in the minds of customers and helps stimulate their demand for it.
2) Promotion	b) It makes sure that customers buy a product or service by understanding and meeting their needs.
3) Marketing	c) It brings a product or service to the attention of customers through the media to persuade them to buy it.

**Task 6. Look the following words. Repeat them, translate in your native language. Make the sentences with them taking into account your speciality.**

*Ad\advert\advertisement, to advertise, artwork, banner, budget craft, customers' rights, demand, development, DIY (do-it-yourself), e-marketing, government organisation, heritage, landscaped garden, lawn, leaflet, locally, market segmentation, marketing tool, to meet the needs, miniple/ multiple, non-governmental organisation*

### **UNIT 3. Types of transport**

**Task 1. Read the four texts about different types of transport.**

1) Air travel is a fast way of travelling both for domestic and international journeys. Some airline companies operate scheduled flights, when take-off and landing are at major airports in major cities. Because departure and arrival times are regular and guaranteed tickets can be expensive. Alternatively, there are cheap charter flights when a travel company buys all the seats on a plane and sells at a discounted price. Charter airlines and low-cost scheduled airlines often operate from more accessible local airports and fly direct to holiday resorts, particularly in peak season. You usually need to buy tickets in advance. It is also possible to buy round the world tickets where you stop off at different global destinations. There is a limit to how much luggage passengers can carry and it takes time to check-in for flights due to security checks. Nowadays many people try to avoid taking too many flights because they aren't good for the environment.

2) Sea travel can be a clean alternative to air travel. Ferries operate from one mainland destination to another, or between islands, departing and arriving at major ports. You can often take your car on ferries and there are no limits on the luggage you can carry. Journeys are long compared to flights and they can be quite expensive, especially if you sleep in a cabin overnight. You can buy tickets directly from the ferry companies or through tour operators, usually in advance. You can also take a luxury cruise, but they are generally quite expensive, all-inclusive packages.

3) Rail travel also has a low environmental impact and is a very flexible and convenient mode of transport because you can buy tickets in advance or just turn up at the station. Price varies a lot according to distance and destination. Luggage allowance is limited on trains, but on long distance trips you can book a bed to sleep in, called a berth. There are also young person's rail passes for travelling around Europe and many countries have cheap or subsidised rail travel. Road travel can be by car or by coach, but neither is very environmentally friendly.

4) Car travel is very convenient because you can choose your own departure and arrival points and times, and take as much luggage as your vehicle can carry. The cost is generally low apart from fuel and any tolls, but travel time can be long. Alternatively you can arrive at your destination and hire a car on arrival, but this can be expensive. Coaches, like trains, follow timetables and you need to buy tickets in

advance to be sure of a seat. Journeys can be slow and arrival times are unpredictable because of traffic. They are however cheap and convenient, with stops at both major and minor destinations.

**Task 2. Read the four texts again and answer the questions.**

Which type of transport:

- 1) can be quite expensive if you travel overnight?
- 2) has a low environmental impact?
- 3) has a luxury version with all-inclusive packages?
- 4) has limits on passenger luggage?
- 5) has long security checks?
- 6) has unpredictable arrival times?
- 7) is convenient because you can choose your own route?
- 8) is not environmentally friendly?
- 9) operates between mainlands or islands?
- 10) has guaranteed departure and arrival times?

**Task 3. Read these airport procedures and put them in the order you should do them.**

- a) Arrive at the airport and go to the correct check-in desk.
- b) Check in your luggage and take your boarding pass.
- c) Give the airline staff your passport and booking information.
- d) Present your boarding card and identification for inspection at passport control.
- e) Proceed to the departure gate when it opens.
- f) Put your hand luggage and coat through the security check.
- g) Show your passport and boarding card to staff before boarding.
- h) Walk through the metal detector.

**Task 4. Read the text and complete the table.**

You're at your holiday destination, and now you need to continue your journey. Taxis are quick and efficient for short journeys, but they can be expensive.

Many charge per passenger, piece of luggage, as well as surcharges for airport and night time journeys. If you want to be free to travel when and where you like, car hire can offer good value. You pay a daily or weekly rate for hiring a car, plus fuel costs and you choose the kind of the car you want, but most are bad for the environment.

Adventurous tourists can rent a motorbike, moped or bicycle. These are cheaper and also more environmentally-friendly, but watch out for traffic or people stealing your bike!

For people on a budget, public transport is a good and green option. Cities usually have a choice of underground, buses, trains and sometimes trams and cable cars too.

In small towns, the options are more limited. Cost and convenience vary a lot in different places, so look out for special offers like combination tickets, weekend or all-day travel passes. Of course, if you want to save your money and the planet, you could always walk!

Mode of transport	Positive things about it	Negative things about it
taxi		
		bad for the environment
motorbike	adventurous	
public transport	good for people on a budget	cost and convenience vary a lot

**Task 5. Read the email below. Who is it to?**

*To the head of tourist information*

*Dear Sir/Madam,*

*As you know our town is twinned with yours and we are currently working on a joint project to promote tourism in both towns. I am writing to you to find out about the local transport services available. I am preparing a leaflet with information for our residents about what local transport to expect on arrival in your town and I would like some help from you.*

*We would like to know what public and private hire transport is available; how much it costs on average; whether it is convenient and reliable for getting around town and visiting tourist attractions and any other relevant information. Please could you write back to me as soon as possible with as much detail as possible?*

*Kind regards*

*John Humphries*

*Tourist information officer*

**Task 6. Read the email again and answer the questions.**

- 1) Who is the email from?
- 2) What is the relationship between the two towns?
- 3) What is the joint project for?
- 4) Why is John Humphries writing?
- 5) What information does he want to know?
- 6) When would he like to receive a reply?

**Task 7. Look the following words. Repeat them, translate in your native language. Make the sentences with them taking into account your speciality.**

<i>Aisle seat,</i>	<i>berth,</i>	<i>boarding pass,</i>	<i>cable car,</i>	<i>to charge,</i>	<i>cheap,</i>
<i>day return,</i>	<i>coach,</i>	<i>departure,</i>	<i>discounted price,</i>	<i>environmentally-</i>	

*friendly, ferry, fuel gate, hand luggage, landing, long distance,  
 low environmental, impact, luggage allowance, mainland, moped,  
 motorbike, overcrowding, overnight, passenger, peak season,  
 platform, private hire, rate, return ticket, scale, scheduled flight,  
 security checks, surcharge, take-off, toll, travel pass, twinned  
 towns, weekly, window seat, airline steward.*

## **UNIT 4. Accommodation**

**Task 1. Where do you usually stay when you go on holiday? Make a list of all the different types of tourist accommodation you can think of.**

**Task 2. Read the text and retell it.**

Nowadays, the choice of tourist accommodation to suit your taste, budget and destination is endless. At the high end of the market there are hotels, offering rooms and meals. Motels are similar, except they are for motorists. So they are generally on major roads and always provide parking, but not always meals. B&Bs, or guesthouses, differ from hotels as they are usually small, less expensive, owner-occupied, family-run businesses without staff on call 24/7.

Alternatively, holiday villages are popular with families who may be travelling on a budget. They offer a choice of self-catering accommodation from small wooden cabins or chalets to studio apartments to large holiday villas, all in modern resorts with many leisure and recreational services available on site. Private holiday rental offers a wide variety of accommodation. Then there are timeshares, where several people own accommodation they can use at specific periods each year.

To avoid getting bored with the same destination, how about doing a house swap, where people holiday in each others' houses? Hostels provide a low-cost, self-catering alternative to hotels, and appeal to young travellers, as the shared dormitories make it easy to meet people. Increasingly, universities offer campus accommodation in students' halls of residence during the holidays. This is the type of accommodation you often find on study holidays, but it can also be a cheap and sociable way to take a city break. If you're looking for an adventure on a budget, campsites are perfect. You can take your own tent, or even stay in a traditional round Mongolian yurt or a tall Native American tepee.

For more comfort, there are also caravans and campervans, which enable you to enjoy a holiday on the move. Finally, if you like to combine transport and accommodation, why not try a barge, a long flat boat which travels on rivers and canals, or a yacht if you prefer the sea.

**Task 3. Read the text again and choose the correct answer.**

- 1) Hotels are accommodation at the  
 a) budget end of the market.    b) high end of the market.    c) low end of the market.

2) Guesthouses and B&Bs are different from hotels because they are generally run by

- a) families.            b) one person.            c) staff 24/7.

3) You can visit a timeshare

a) all year round.            b) at a specific time each year.            c) only in the summer.

4) House swapping helps you to

- a) avoid boredom.            b) avoid cooking.            c) make friends.

5) Hostels appeal to

- a) couples.            b) families.            c) young people.

6) Campus accommodation is available for tourists to rent during

- a) the holidays and term time.            b) the holidays.            c) term time.

7) For comfortable and mobile campsite holidays try

- a) campervans.            b) tents.            c) tepees.

8) Which of these isn't a kind of boat?

- a) Barge            b) Yacht            c) Yurt

**Task 4. Read the text about accommodation services and facilities and complete the table.**

The kind of facilities and services available to you on holiday varies greatly according to your choice of accommodation. Catered accommodation such as hotels, guest houses and B&Bs is generally categorised using a star system which varies from country to country.

Generally, one star tends to indicate budget accommodation, offering basic facilities such as en suite bathrooms and TVs in all the rooms and services such as breakfast, drinks and daily room cleaning by chambermaids.

Two stars may additionally offer guests bath towels, complimentary toiletries such as shower gel, a reading light, and a credit card payment facility.

Three star hotels often also provide a hairdryer and telephone in every room as well as internet access either in a public area or in the room, laundry and ironing services, and the hotel reception is staffed for around 14 hours by bilingual staff, speaking English and the native language.

The reception of a four star hotel should be manned for up to 18 hours, have a refrigerated minibar or room service for drinks, and an a la carte restaurant. There would also probably be a lift and more comfortable furniture.

Finally, five star luxury accommodation should offer a reception area staffed 24/7 by multilingual staff, a doorman to welcome guests, valet parking, a porter to take luggage to your room, and a safe in the room for valuables. There are often gym and spa facilities available too.



one star	two stars	three stars	four stars	five stars
en suite bathroom	complimentary toiletries	hairdryer	reception manned for up to 18 hours	reception area manned 24/7

**Task 5. Match the hotel staff with the service they provide.**

1) chambermaid	a) welcoming guests
2) doorman	b) restaurant
3) multilingual staff	c) luggage service
4) porter	d) reception
5) waiter	e) cleaning rooms

**Task 6. Role play a conversation between a guest and a receptionist asking and answering about different services. Take notes about the available services, then swap roles. Use these expressions to help you.**

*Another thing...*

*I'm calling from/about...*

*Can I help you with anything else?*

*Is it possible for me to have...?*

*I can't find the...*

*It/they should be...*

*I'd like to book... for 8 p.m.*

*There are a few things missing...*

*I'm afraid we don't have...*

*You need to book...*

**Task 7. Look the following words. Repeat them, translate in your native language. Make the sentences with them taking into account your speciality.**

<i>Barge, bath towel, cabin, campsite, chambermaid, complimentary, doorman, en suite, bathroom, family-run, guest, gym and spa, house swap, ironing, laundry, on call, on site, owner-occupied, porter, safe, single, occupancy, studio apartment, tent, term time, timeshare, toiletries, valet, parking, valuables.</i>
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## UNIT 5. Hotel Staff

**Task 1. Match the following hotel staff positions with their main area of responsibility.**

1) Room attendant	a) Takes bookings and checks people in and out.
2) Concierge	b) Runs the hotel cleaning.
3) Desk clerk	c) Runs the hotel.

4) General Manager	d) Cleans rooms and bathrooms.
5) Housekeeper	e) Carries luggage to and from guests' rooms.
6) Hotel Porter	f) Assists guests by arranging tours and making bookings.

**Task 2.** Read the text about hotel staff positions.

There are many specialist roles in a hotel staff. The front desk clerk, often known as the receptionist, takes bookings, checks guests in and out of the hotel, bills them and provides general information. For this role you must be polite, organised and have good language skills.

The porter, also called a bellboy, or bellhop in the US, shows you to your room and carries your luggage for you. They may also move and set up equipment for meetings and conferences, take messages and run errands.

The hotel housekeeper manages the cleaning staff; supervises their work; draws up their rotas and deals with linen, toiletry and cleaning supplies. They need to be organised, pay attention to detail and have good budgetary skills.

Hotel room attendants, more commonly known as chambermaids, make sure hotel rooms are clean, tidy and inviting for guests. They change bed linen and towels; make the beds; vacuum floors; dust and polish furniture; clean bathrooms; replace toiletries and restock the minibar. This role is physically demanding and can often be seasonal or part-time.

The word concierge is French for caretaker, but in a hotel they help guests with problems; give them information and assist them with bookings, especially for transportation and sightseeing. A concierge should have good local knowledge and excellent communication skills.

Hotel managers oversee all aspects of running a hotel, from housekeeping and general maintenance to budget management and marketing. On a daily basis they manage staff; deal with customer complaints; organise building maintenance and liaise with all the different hotel departments. They need good business and management skills; must be organised and diplomatic; have excellent communication skills and hold hospitality management qualifications.

**Task 3.** Read the text again and answer the questions.

Which hotel's position...

- 1) deals with customer complaints?
- 2) is responsible for bookings and bills?
- 3) is responsible for moving and setting up meeting equipment?
- 4) needs good local knowledge?
- 5) orders linen, toiletry and cleaning supplies?
- 6) restocks the minibar?

**Task 4.** Put the verbs and nouns together to make new phrases.

1) draw up	a) bookings
2) make	b) equipment

3) manage	c) errands
4) run	d) rotas
5) set up	e) staff
6) take	f) the beds

**Task 5. Write the translation of the expressions below in your own language.**

- 1) customer service \_\_\_\_\_
- 2) interpersonal skills \_\_\_\_\_
- 3) self-sufficiency \_\_\_\_\_
- 4) good timekeeper \_\_\_\_\_
- 5) entry-level post \_\_\_\_\_
- 6) minimum national wage \_\_\_\_\_
- 7) clean driving licence \_\_\_\_\_
- 8) technical-level post \_\_\_\_\_
- 9) physically strenuous \_\_\_\_\_
- 10) unsociable hours \_\_\_\_\_

**Task 6. Look the following words. Repeat them, translate in your native language. Make the sentences with them taking into account your speciality.**

*Budgetary, maintenance, carpentry, plumbing, chambermaid, porter, changeover, rotas, complaints, shifts, customer care, shuttle, entry-level post, strenuous, equipment, tip, errands, to liaise, gofer, to patrol, housekeeper, to restock, law-enforcement, trespasser, linen.*

## **UNIT 6. Planning and Booking a Holiday**

**Task 1. What do you need the following for? Describe these things and explain why you need them.**

**For example:** I need a boarding card to get onto a plane.

*(You may need also these things: driving licence, passport, immunization, visa)*

**Task 2. Read the text about planning and booking a holiday.**

Nowadays there are plenty of different ways to book a holiday. Because of advances in technology you can now book holidays over the Internet; by teletext, a system providing news and other information through the TV; over the phone or by going into a travel agency.

However, when you choose to book, you should ensure you have everything you need before departing for your holiday. This might include: valid travel documents such as passports, identity cards or visas for entry into specific countries and maybe your driving licence if you intend to drive your own or hire a car; travel tickets for planes, ships, trains or coaches and most airlines now expect you to

checkin online before you fly and bring your printed boarding card with you to the airport.

You should also consider purchasing some form of travel insurance to cover your costs in case your plane is delayed, cancelled, you lose any personal items or there is an emergency whilst you are on holiday. You can buy this independently or directly from your travel agent or travel provider.

If you are travelling abroad some banks like you to inform them, otherwise they may block your credit and debit cards when you try to use them overseas. However, it is always wise to take some currency or a pre-paid debit card with you in case there are any problems.

Travel to certain countries requires immunization against diseases. These vary from country to country, as each has different risks to people health-wise, but you should check with your doctor around six weeks before going on your holiday to discuss possible vaccinations you may need for your destination.

**Task 3. Read the text again and choose the correct answer.**

**1) Which of the following are ways of booking a holiday?**

a) by phone; b) in a travel agency; c) over the Internet; d) all of these ways.

**2) Which of the following do you only need for entry into specific countries?**

a) identity card; b) passport; c) visa; d) none of these.

**3) You are expected to check in and print a boarding card before going to...**

a) an airport; b) a bus station; c) a ship's port; d) a train station.

**4) You might need travel insurance in case you...**

a) decide not to travel; b) have an emergency on holiday;  
c) lose something before travelling; d) miss your plane.

**5) If you don't tell your bank you are going abroad what might they do?**

a) Block your cards; b) Close your account; c) Not give you any currency; d) Refuse you credit.

**6) Some countries require immunization against diseases...**

a) when you return from your holiday; b) six weeks before travel;  
c) during the holiday; d) before and after the holiday.

**Task 4. Complete the second part of the conversation with the missing information.**

*So, I'll need a 50% deposit now and the balance at least 14 days before the holiday date.*

*So your holiday is a two week, all-inclusive package to the Marmais Resort. Return flights; transfers to and from Dalaman Airport; a self-catering apartment, which will be cleaned once a week and use of a communal swimming pool.*

*Now your passport numbers and expiry dates.*

*No problem. You can email them to me.*

*I also need both your dates of birth.*

*Can I have the full names of all the people travelling, please?*

**Travel Agent:** (1) \_\_\_\_\_

**Customer:** My name is Karen Miller and my boyfriend's name is Andrew Jones.

**Travel Agent:** (2) \_\_\_\_\_

**Customer:** My date of birth is 8 June 1989 and Andrew's is 5 March 1985.

**Travel Agent:** (3) \_\_\_\_\_

**Customer:** Oh! I'm afraid I haven't got them with me.

**Travel Agent:** (4) \_\_\_\_\_

**Customer:** Ok. Thanks.

**Travel Agent:** (5) \_\_\_\_\_

**Customer:** What's included in that?

**Travel Agent:** (6) \_\_\_\_\_

**Customer:** Perfect!

**Travel Agent:** (7) \_\_\_\_\_

**Customer:** OK. Here's my credit card.

**Task 5. Read the FAQ about the Hotel Excelsior and decide if these statements are true (T) or false (F).**

- 1) You can't use hotel facilities before checking in or out.
- 2) You have to pay if you want to change your check-in or check-out time.
- 3) Breakfast is at the same time every day of the week.
- 4) It's a good idea to book a table at the restaurant.
- 5) The hotel can change all room bookings.
- 6) It isn't possible to upgrade your room.
- 7) If you cancel more than 48 hours before your stay, you will get all your money back.
- 8) Parking doesn't cost anything.

**Task 6. Match the words that mean the same.**

1) additional	a) appropriate
2) fee	b) annulment
3) recommend	c) booking
4) reservation	d) charge
5) upgrade	e) extra
6) suitable	f) improve
7) available	g) obtainable
8) cancellation	h) reimbursement
9) refund	i) suggest

**Task 7. Look the following words. Repeat them, translate in your native language. Make the sentences with them taking into account your speciality.**

*Amenities, balance, cancellation, disease, expiry, fee, health wise, immunization, inconvenience, complimentary, currency, discount, insurance, midweek, overseas, refund, reservation, resort, risk, signature, to upgrade, transfer, vaccination, visa.*

## **UNIT 7. International Tourism: UK**

**Task 1. What do you know about the United Kingdom? Write T (true) or F (false).**

- 1) Great Britain consists of England, Scotland and Northern Ireland.
- 2) Most of the UK population lives in Scotland.
- 3) England is agricultural and industrial.
- 4) The symbol of Wales is a red dragon.
- 5) Scotland has the same legal, justice, education and banking system as England.
- 6) Glasgow is the capital of Northern Ireland.

**Task 2. Read and translate the text.**

The United Kingdom of Great Britain (England, Wales and Scotland) and Northern Ireland is north-west of mainland Europe. 51 million people live in its biggest country, England, a fertile agricultural region, industrial centre and international melting pot.

Cornwall, in the south-west, is perfect for surfers, walkers and art-lovers with its long coastline, futuristic botanical gardens - the Eden Project - and great art galleries.

The Norfolk Broads, a canal network in south-east England, offer cycling, boating or bird-watching; and London, the capital, in the south-east, is full of history, style and entertainment.

Wales is a small, mountainous and coastal country with frequent rain from the Irish Sea with an economy based on tourism and agriculture. There are about 3 million Q people, but 10.2 million sheep! Losing political independence from England in 1282, Wales became semi-autonomous through its National Assembly in 1999, thanks to a strong sense of identity based on language and culture and represented by its symbolic red dragon. Tourist attractions are: the cosmopolitan capital, Cardiff, with its 72,500-seat Millennium Stadium and recently developed Cardiff Bay, with hotels, bars, restaurants, cinemas, museums, an arts centre and a leisure village; Snowdonia and the Brecon Beacons, favourite beauty spots for hikers; and many romantic historical castles.

Scotland is the UK's northernmost country with a harsh climate, dramatic landscapes and a population of just 5.1 million. Scotland was united with England in

1707, but it's very independent due to separate legal, justice, education and banking systems and more recently a devolved parliament. The economy is based on oil and gas, the service sector, and whisky exports.

Places to visit include: the beautiful capital, Edinburgh, with an annual arts festival; Glasgow with its Victorian architecture, industrial history and modern music, cafe and art scenes; the UK's highest mountain, Ben Nevis; its deepest lake, Loch Ness, with its legendary monster; or the wild and remote Outer Hebrides islands with rare wildlife.

Northern Ireland is also semi-autonomous with a population of 1.7 million in the north-eastern part of Ireland. Separated from southern Ireland since the 1920s, it was well-known for the violence between Republicans and Loyalists, which ended in 1998. Its main exports are textiles and machinery. Places to visit include: the capital, Belfast, with its political murals; the Victorian Grand Opera House and the Titanic's Dock; and the breathtaking Giant's Causeway, famous for its incredible rock formation.

**Task 3. Read the text again and find these place names on the map of the UK**

*London    Glasgow    Cardiff    Cornwall    Belfast    Edinburgh*

**Task 4. Reorder the conversation below between a tour guide and a tourist.**

**Tourist:** I'm hiring a car in Scotland this summer. What do you suggest I visit?

**Tour guide:** Yes, it overlooks the sea. It's a really interesting city!

**Tourist:** I hear Scotland has amazing wildlife too.

**Tour guide:** Then you should spend a few days in Edinburgh at the arts festival.

**Tourist:** I want to visit the famous Loch Ness and see the monster.

**Tour guide:** You can visit the castle, which sits on a volcanic rack dominating the city.

**Tourist:** When is that?

**Tour guide:** It's the deepest lake in Scotland and very beautiful, but I can't guarantee you'll see the monster!

**Tourist:** I'm-interested in art, history and nature, especially coastlines.

**Tour guide:** Oh yes, especially on the remote islands like the Orkneys.

**Tourist:** Is Edinburgh near the coast?

**Tour guide:** It's on for three weeks in August every year.

**Tourist:** What else can I do in Edinburgh?

**Tour guide:** That depends on what you are interested in.

**Task 5. Work with your colleague. Take it in turns to be the tour guide and the tourist in the following situations. Use the information in the text and the dialogue above to help you.**

- You're fascinated by history and legends, especially those with monsters and dragons.
- You have a passion for art, architecture and poetry.
- You're in to hiking, nature and cycling.
- You love city life, going out to restaurants and bars and listening to good music.

**Task 6. Read the text and complete the missing numbers.**

Humans first lived in the British Isles about (1) 750,000 years ago, but Britain's most famous prehistoric monument and UNESCO world heritage site, Stonehenge, was probably built in Wiltshire at different times between (2) \_\_\_\_\_ and (3) \_\_\_\_\_ BC.

The mysterious giant stones set in a unique concentric architectural design are a mixture of nearby sandstone and smaller bluestones from the Preseli Mountains in South Wales, about (4) \_\_\_\_\_ miles away.

We don't know exactly how or why Stonehenge was built, but experts agree it was a ceremonial site for worship and burial and people continue to visit it every year to celebrate the summer solstice. The Welsh, Irish and Scots originate from the Celts, Indo-European tribes who settled in Britain in about (5) \_\_\_\_\_ BC and the word probably comes from the Greek *keltoi*, meaning barbarian.

The Romans successfully invaded and conquered Britain in (6) \_\_\_\_\_ BC, establishing the city of Londinium, now London, and in the south-west of England, Aquae Sulis, Bath Spa, one of the world's finest remaining examples of Roman thermal spas, with natural hot springs of (7) \_\_\_\_\_ °C.

To keep out the Scots, still regarded as barbarians, the Emperor Hadrian gave order to build Hadrian's Wall from stone and earth, which stretches (8) \_\_\_\_\_ km from coast to coast across northern Britain.

The Roman rule in Britain ended when the Anglo Saxons from northern Europe began to invade the island in the (9) \_\_\_\_\_ century AD.

The Vikings from Norway, Sweden and Denmark also invaded Britain in about the (10) \_\_\_\_\_ century AD, settling in central, northern and eastern England. The modern city of York in the north of England is site of the Jorvik Viking Centre, a settlement where Viking-age houses, workshops and artefacts were excavated.

The Normans conquered Britain with victory at the Battle of Hastings in (11) \_\_\_\_\_ bringing linguistic, architectural and political changes to Britain. They built mediaeval Motte and Bailey castles, which had raised earth - the «motte» - under the castle which you could only access across a wooden drawbridge. Around it was a ditch, separating the castle from the 'bailey', that is to say a courtyard surrounded by a wooden fence where servants, tradesmen and craftsmen lived.

Windsor Castle, just outside London, the official royal residence for over (12) \_\_\_\_\_ years, is an excellent example of this kind of castles.

**Task 7. Look the following words. Repeat them, translate in your native language. Make the sentences with them taking into account your speciality.**



*Artefact, melting pot, arts festival, Norman, barbarian, parkland, Beefeater, pond, burial, service sector, cosmopolitan, skyline, courtyard, textile, craftsman, tribe, Crown jewels, Victorian, ditch, Viking drawbridge, waxwork, harsh, wooden, loch, worship.*

## **UNIT 8. International Tourism: Europe**

### **Task 1. Read the text.**

Europe is extremely varied. Greenland, in the north, is largely in the Arctic Circle with deep fjords, glaciers and icebergs, and summer sees endless days and winter endless nights.

Many people take nature and cultural holidays to see wildlife like polar bears, reindeer, and whales and experience the unique Inuit culture.

North-east is Lapland, Finland's northern wilderness providing amazing views of the Northern Lights, Aurora Borealis, a spectacular colourful display of lights caused by solar wind entering the earth's atmosphere.

Summer is great for hiking and white water rafting adventures, whilst winter tourism includes snowmobiling, sled safaris, skiing and visits to Santa Claus's Village at Christmas.

Europe also offers sun, sea and sand in its southern Mediterranean countries. Spain's four Balearic Islands have everything for recreational tourism. Ibiza, for example, is the choice for young, trendy, party-going tourists, while Mallorca is a favourite for family beach holidays, but also great for mountain hikes.

Menorca is a quieter island, with UNESCO archeological and natural sites. Finally, Formentera, the smallest island, is the destination for tourists who just want to relax.

The Algarve region, on the west coast of Portugal, is well-liked too by beach tourists because of wide sandy beaches, natural bays and breathtaking cliffs.

For the wealthier, more chic tourist, the French Riviera remains fashionable. In Nice, tourists can combine recreation and culture: sunbathing, visiting Impressionist art galleries, eating delicious French cuisine, practising water sports and drinking cocktails.

Along the coast is the small, but nevertheless rich nation of Monaco. It's famous for casinos, its glamorous royal family and the formula one racing track at Monte Carlo, but don't go there unless you're looking for luxury tourism!

### **Task 2. Read the text again and complete the table.**

<b>Country/Region</b>	<b>Type of tourism</b>	<b>Things to see and do</b>
Greenland	nature or cultural	fjords, glaciers, icebergs; wildlife like polar bears, reindeer and whales; experience the unique Inuit culture


**Task 3. Read the text again and match the words with their definitions.**

1) Aurora Borealis	a) a journey to watch, take pictures of or hunt wild animals
2) Fjord	b) a very large mass of ice moving slowly
3) Iceberg	c) a thin strip of sea between high rocks typical of Scandinavian countries
4) Glacier	d) a luminous atmospheric display visible in the Northern Hemisphere
5) Safari	e) a large piece of ice moving in the sea with a small amount above the surface of the water

**Task 4. Read this conversation between a tour group leader and a travel agent planning a European trip and complete it with the questions below.**

*Sure. Which period of the year would you like to travel and how long?  
Do you know if there is any chance of seeing the Northern Lights at that time of the year?*

*And what kind of things are your group interested in?  
Some of my group have expressed an interest in health tourism too. Is that possible in Greenland?*

*What other activities can my group do in Finland?*

**Group Leader:** Hello, I'm planning to take a tour group over to northern Europe from the UK next year and I'd like you to recommend some itineraries.

**Travel Agent:** (1) *Sure. Which period of the year would you like to travel and for how long?*

**Group Leader:** Sometime in spring so the weather is not too hot, maybe for about three weeks.

**Travel Agent:** (2)

**Group Leader:** Well, it's quite a mixed group in terms of age and interests so I want to include something that will appeal to everyone.

**Travel Agent:** I'd certainly recommend Greenland to you because you can see some amazing wildlife and you also get to take boat trips along the fjords.

**Group Leader:** (3)

**Travel Agent:** I would say that Iceland is more suitable because of the geysers and hot springs. There are lots of modern spa resorts you could stay at.

**Group Leader:** (4)

**Travel Agent:** The best time to see them is in winter, but if you go to remote regions like Lapland without artificial lights, it is sometimes possible to see them.

**Group Leader:** (5)

**Travel Agent:** The best time to see them is in winter, but if you go to remote regions like Lapland without artificial lights, it is sometimes possible to see them.

**Task 5. Work in pairs. One of you is a travel agent and the other is a tour group leader. Discuss and plan an itinerary for southern Europe. Use the dialogue above and the text in task 1 to help you.**

*Student A: Hello, I'm planning to take a group of tourists to southern Europe.*

*Student B: When are you planning to travel?*

**Task 6. Answer the questions about the European culture and history.**

1) Where do most European cultures and civilisations originate?

a) Greece    b) Turkey    c) Russia

2) Which city is dominated by the Acropolis and the Parthenon rising above it?

a) Athens    b) Berlin    c) Paris

3) Which of these is one of the Seven Ancient Wonders of the World?

a) The Coliseum    b) The Kremlin    c) The Temple of Artemis

4) What is the city of Istanbul the gateway between?

a) Africa and Europe    b) East and West    c) North and South

5) Which country would you visit for a special bath?

a) Greece    b) Turkey    c) Russia

6) Which country is so vast that it is better explored as separate countries?

a) Bulgaria    b) Poland    c) Russia

7) What colour is the main square in Moscow?

a) Pink    b) Red    c) Yellow

8) Which type of architecture can you find in St Petersburg?

a) French    b) Greek    c) Italian

**Task 7. Look the following words. Repeat them, translate in your native language. Make the sentences with them taking into account your speciality.**

<p><i>Ancient, to be steeped in (history), tailor-made, civilisation, cliff, contested, cutting-edge, gateway, glacier, Greenland, hot spring, marble, party-going, racing track, reindeer, requirement, Seven Wonders of the World, shelter, sled safari, snowmobiling, starter, to suit, temple.</i></p>
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## UNIT 9. International Tourism: USA

### Task 1. Read the text and retell it.

The United States of America is one of the most culturally and geographically diverse countries in the world. The state of Alaska, to the north-west of Canada, separated from the other 49 states, is vast, remote and wild. You can enjoy whale watching or kayaking adventures there.

The north-eastern states of New England appeal to nature lovers because of the beautiful autumn colours, and to cultural tourists because of cities like Boston which has experimental arts museums, indie rock bands, theatre and film festivals and the famous Harvard University.

A little further south, on the border between Canada and New York State, is one of America's most breathtaking natural sights, Niagara Falls. Also of outstanding beauty are the Rocky Mountains, which stretch almost 5000 km along western America between Canada and New Mexico. They are popular for hiking, fishing, camping, skiing and snowboarding. There is a wide range of wildlife to see, including grizzly bears and mountain lions, especially in the Yellowstone National Park.

In the south-west, in the state of Arizona, the Grand Canyon is the most spectacular canyon in the world. 1,800 m at its deepest, it appears red in colour and is home to many species of wildlife, especially birds of prey. California is full of contrasts. You can go VIP spotting in Hollywood; skiing in the Sierra Nevada mountains; hiking in Death Valley, the lowest, hottest and driest part of North America; or simply surfing and relaxing along the Big Sur with its dramatic coastline and panoramic views.

New Orleans, in the south-east of the USA, is well-known for jazz and blues music and the annual Mardi Gras Carnival. People love the authentic French Quarter with its mixture of European and Afro Caribbean cultures; the nightclubs of Bourbon Street; the shops and restaurants of Magazine Street and the grand mansions on St Charles Avenue. Florida, known as the 'Sunshine State', separates the Atlantic Ocean from the Gulf of Mexico on the south-east peninsula of the USA. People come to visit the Everglades National Park, the largest subtropical wilderness in the USA where you can see lots of alligators; Disney World, Orlando; or just to experience the Latin American influence on Miami's beaches and nightlife.

### Task 2. Read the text again and find the words or expressions that correspond to these definitions.

1) A very large brown bear that lives in the mountains of the north-west USA: \_\_\_\_\_

2) A long deep valley with steep sides made of rock: \_\_\_\_\_

3) A bird that hunts and eats other animals: \_\_\_\_\_

4) Someone who has special treatment because they are powerful or famous: \_\_\_\_\_

5) A carnival celebration with parties and street parades; one of the most famous is in New Orleans: \_\_\_\_\_

6) A large house, which is often very beautiful: \_\_\_\_\_

**Task 3. Read the text again and match the activities to the places where people can do them.**

1) see beautiful colours in autumn	a) New Orleans
2) listen to indie rock bands	b) Hollywood
3) see grizzly bears and mountain lions	c) Miami
4) spot VIPs	d) the Everglades National Park
5) go surfing	e) New England
6) celebrate the annual Mardi Gras Carnival	f) Boston
7) see lots of alligators	g) the Rocky Mountains
8) experience Latin American nightlife	h) the Big Sur

**Task 4. Read the conversation between a travel agent and a customer about travel advice to the USA and complete the missing information.**

**Travel Agent:** I just want to go through all the things you need to do before you leave for the USA.

**Tourist:** Sure, no problem.

**Travel Agent:** First you have to check your (1) *passport* is valid for at least (2) \_\_\_\_\_ months after you plan to return home.

**Tourist:** Yes, it is. Do I have to apply for a (3) \_\_\_\_\_ too?

**Travel Agent:** No, you don't. There's a visa waiver programme for all UK or EC passports, but you have to apply through ESTA, Electronic System for Travel Authorisation to the USA, online at least (4) \_\_\_\_\_ hours before your departure.

**Tourist:** How long can I stay in the USA with this programme?

**Travel Agent:** You can stay for up to (5) \_\_\_\_\_ days.

**Tourist:** OK. What about security at the airport?

**Travel Agent:** Security is very tight for all US travel, so you should arrive at the airport at least (6) \_\_\_\_\_ hours before your departure time.

**Tourist:** Do I need (7) \_\_\_\_\_?

**Travel Agent:** Well, you don't have to be immunised against any diseases, but it's a good idea to get comprehensive travel insurance.

**Tourist:** Right. How about money?

**Travel Agent:** The (8) \_\_\_\_\_ - is dollars, but you don't need to take out money in advance because you can use credit cards and cash point machines, which Americans call ATMs.

**Tourist:** OK. Thanks for all your help and advice.

**Task 5. Read the dialogue again and complete the table below about what you need to and don't need to do when you travel to the USA.**

Need to	Don't need to
---------	---------------

check your passport is valid for at least six months after you plan to return home	apply for a visa

**Task 6. Take it in turns to role play a dialogue between a travel agent and a customer. Give advice on what he/she needs/doesn't need to do or bring when travelling to your country. Include the following information:**

airport security	medical insurance
visa requirements	money

**Task 7. Look the following words. Repeat them, translate in your native language. Make the sentences with them taking into account your speciality.**

<i>Amusement park,</i>	<i>cash point machine,</i>	<i>bird of prey,</i>	<i>borough,</i>
<i>comprehensive travel insurance,</i>	<i>concrete,</i>	<i>cooling,</i>	<i>indie,</i>
<i>medical insurance,</i>	<i>neighbourhood,</i>	<i>racetrack,</i>	<i>shell,</i>
<i>(US)/shopping centre (UK),</i>	<i>disease,</i>	<i>steep,</i>	<i>striking,</i>
<i>tournament visa,</i>	<i>gift shop,</i>	<i>waiver.</i>	

## UNIT 10. Ecotourism

**Task 1. Read about ecotourism and match each paragraph with a heading.**

1) A definition of ecotourism	4) The principles of ecotourism
2) Benefits and Downsides	5) The future of ecotourism
3) Organisations involved	6) The history of ecotourism

1) \_\_\_\_\_

1) Any form of tourism – adventure, sports, recreational, cultural or educational can be based on the principles of sustainable tourism, because it contributes to and doesn't harm the environment it's in. However, ecotourism is a separate branch of tourism altogether, widely defined as: 'responsible travel to natural areas that conserves the environment and improves the well-being of local people.

2) \_\_\_\_\_

2) What most ecotourism holidays have in common is their ecological sustainability, their support for local communities, conservation of the environment and of natural resources, their sensitivity towards cultural diversity, and their educational focus.

3) \_\_\_\_\_

3) Ecotourism was developed to meet the needs of the increasing number of nature tourists who were also concerned about the environment. There was an early example of ecotourism in Kenya, East Africa in the 1970s, where people began

paying to visit safari parks and the money was used for wildlife conservation. Other successful examples are the nature lodges in the rainforests of Costa Rica and Belize, and recent expeditions to Antarctica.

4) \_\_\_\_\_

4) The greatest danger with ecotourism lies in its popularity. The high number of people means there is a constant need for accommodation, transportation and natural resources, all of which can damage the environment and natural habitats. On the other hand, Ecotourism also enables us to sustain and support communities and their economies by creating jobs and investing in conservation, development and education projects.

5) \_\_\_\_\_

5) Today many international non-profit organisations are involved in researching and promoting ecotourism. Some of the best known include the World Tourism Organisation, the World Travel and Tourism Council, Tourism Concern and the World Wildlife Fund. Yet ecotourism has become so profitable that there are also many commercial organisations now focusing on this niche market.

6) \_\_\_\_\_

6) Ecotourism is currently the fastest growing market in the tourism industry, but is it too little too late? Have we already destroyed too much of the planet with our environmentally unfriendly mass tourism? In the future will we have to limit the numbers of visitors and increase the cost of travel in order to preserve certain destinations?

**Task 2. Read the text again and write a definition for these expressions.**

*habitat*      *ecotourism*      *niche market*      *environmentally*  
*unfriendly*      *wildlife conservation*      *non-profit organizations*

**Task 3. Read the text again and decide if these sentences are true (T) or false (F). Correct the false statements.**

- 1) Any form of tourism can be sustainable but that doesn't make it ecotourism.
- 2) Ecotourism usually has an educational focus.
- 3) The earliest form of ecotourism was in Belize.
- 4) The popularity of ecotourism can be a problem.
- 5) Ecotourism doesn't create jobs.
- 6) It is possible to make a lot of money from ecotourism.
- 7) Ecotourism is not a fast growing market in the tourism industry.

**Task 4. What do you think about yourself? Are you a good ecotourist? Answer these questions and find out!**

**When you're abroad, do you...**

- 1) learn words and phrases in the local language and try to use them?
- 2) only visit places that are listed in your guidebook?
- 3) use as much water as you want to wash your hair, body and clothes?

- 4) travel by public transport, hire a bike or walk?
- 5) ask people before taking photographs of them?
- 6) act and dress in the same way as you would at home?
- 7) buy goods produced locally and eat typical local food?
- 8) stay in big luxurious multinational hotels?

**Task 5. Now match these answers to the quiz. Do you agree with them?**

- a) It's a good idea. It shows real respect for the people and culture and is a great icebreaker,
- b) It's a good way of supporting local communities and businesses and learning more about a place,
- c) Travelling by public transport is a great way to meet local people, and reduce carbon emissions,
- d) You should respect people's right to privacy and always ask before taking a photo of a person,
- e) Use water carefully. It's a precious natural resource in many countries and Westerners tend to use and waste far more than local people,
- f) Keep in mind that many luxurious hotels don't support local economies; they often exploit local people and the environment.
- g) Guidebooks are useful for learning about a place before you go, but local people always know the best places to visit. Ask them!
- h) Remember that people in different places have different ways of thinking, behaving and dressing and you should respect that. Always ask if you're unsure about taking shoes off or covering your head.

**Task 6. Work with your colleagues and discuss your answers to the quiz.**

**Use the expressions in the box to help you.**

<i>To be honest...</i>	<i>Yes, I have / No, I haven't.</i>
<i>To tell you the truth...</i>	<i>I've always / never done it..</i>
<i>Have you ever...</i>	<i>I've never thought about it before.</i>

**Student A:** *When you're abroad, do you learn words and phrases in the local language and try to use them?*

**Student B:** *Yes, I have always learnt a few words when I've been to another country even if it's only please and thank you.*

**Task 7. Look the following words. Repeat them, translate in your native language. Make the sentences with them taking into account your speciality.**

<i>Biologist,</i>	<i>educational,</i>	<i>focus,</i>	<i>carbon emission,</i>	<i>endangered,</i>
<i>species,</i>	<i>carbon footprint,</i>	<i>renewable energy,</i>	<i>source,</i>	<i>carbon-neutral,</i>
<i>solar-powered,</i>	<i>coral,</i>	<i>sustainability,</i>	<i>eco-friendly.</i>	



## UNIT 11. New Tourist Destinations

### Task 1. Read the text and retell it.

Global economic crises, concern for the environment, the threat of violence, as well as social trends, are just some of the things dictating our choice of new tourism destinations.

Angola, in West Africa, also has bitter memories of a 27-year civil war. This may be why Angola's sandy beaches, wildlife parks and Portuguese architecture have remained unspoilt by tourism, and it's now a hot new destination.

Morocco is just a short budget flight away from Europe, but culturally it's a long haul. Fill your senses with the smells, colours and sounds of North Africa: enjoy a hot steam bath in one of Tangier's hammams; take a trip to the ancient city of Marrakesh; and go on a camel ride in the Sahara desert.

Alternatively, why not take a skiing holiday in the totally man-made resort of Dubai in the United Arab Emirates? It has soft artificial snow, ice sculptures, a short ski run and a sledding hill.

Great for beginners, but not quite so good for advanced skiers or the environment, as it takes a lot of energy to create a snow world in the heat of the Middle East!

Meanwhile, in Sweden, a more familiar winter destination, the western city of Gothenburg has become popular for beach tourism. It has a beautiful coastline, excellent seafood, and it's much cheaper than the rest of the country, as well as being home to the biggest amusement park in Scandinavia.

If you really care about the environment and want to save money, take a «staycation», staying at home and visiting local museums, swimming pools and other attractions, rather than travelling abroad. You could go to Perugia's Umbria Jazz, go climbing and abseiling in the Dolomites or hike in the spectacular scenery of the Majella National Park in the Apennines.

### Task 2. Read the text again and match these words with their definitions.

1) reflection	a) a careful thought about something
2) sledding hill	b) a holiday where you remain at home and visit places in your own country
3) social trend	c) something which has not been changed to make it less beautiful or enjoyable
4) abseiling	d) a small mountain you ride a snow sledge down
5) camel ride	e) a change or development in people's lives and habits
6) saycation	f) a place where you can have a steam bath in Islamic countries, usually with separate baths for men and women
7) unspoilt	g) an excursion on camel
8) hammam	h) to descend a steep slope by a rope secured from above and tied around one's body

**Task 3. Look through the text again and decide in which destination you can do these things.**

*Where can you...*

- 1) admire ice sculptures? (*in Dubai*)
- 2) have a steam bath?
- 3) eat excellent seafood?
- 4) enjoy unspoilt sandy beaches?
- 5) go to the beach in a winter destination?
- 6) hike in spectacular scenery?
- 7) see Portuguese architecture?
- 8) ski in a hot country?
- 9) go abseiling?
- 10) visit the Sahara Desert?

**Task 4. Read the text and retell it.**

Sports tourism to international sporting events is a growing trend in the tourism industry. Probably the most popular international sporting events are bicycle races such as the annual Tour de France, which attracts 12 to 15 million spectators along the route. Tourists are mostly domestic, but they still travel many kilometres to watch and support their cycling heroes.

For international travellers the most popular events are the FIFA football World Cup and the Olympics, followed by the European Football Championships. For instance, around 3.18 million fans attended the 2010 FIFA World Cup in South Africa, the first African nation to host the championship, and there are hopes for even more tourists at the 2014 World Cup which will be held in football-crazy Brazil.

Other popular sporting events such as the Rugby Union World Cup and the Cricket World Cup, which both happen every four years, and the Formula 1 Grand Prix also draw a large number of international visitors.

The Monaco Grand Prix, alongside the US Indy 500 (Indianapolis 500) and the French Le Mans, is one of the most famous motor racing fixtures of the year, attracting 200,000 visitors in just four days! So why do people like sports tourism?

Surprisingly, the more sport we watch on TV, the more we want to watch live. Sports tourism is much more appealing in general these days, as events offer more comfort and entertainment as well as cheap travel options such as low-cost airlines.

The kind of person participating in sports tourism rather depends on the sport they're watching, but statistics show the majority are young, middle-class people aged 18-35. However, rugby and cricket fans tend to be older and wealthier, athletics fans younger and on a tighter budget, while followers of formula 1, usually older, richer and male.

**Task 5. Read the text again and choose the correct answers to complete the sentences.**

- 1) Sports tourism is becoming
  - a) *expensive*
  - b) *less popular*
  - c) *more popular*
- 2) Most of the visitors to the Tour de France are
  - a) *foreign*
  - b) *French*
  - c) *local*
- 3) In 2010 South Africa was the first African host of
  - a) *the FIFA World Cup*
  - b) *the Olympics*
  - c) *the Rugby World Cup*
- 4) Indianapolis, Monaco and Le Mans are all venues for
  - a) *cricket*
  - b) *motor racing*
  - c) *horse-racing*
- 5) Sports tourism is more appealing nowadays because events offer more
  - a) *comfort*
  - b) *discounts*
  - c) *celebrities*
- 6) Generally athletics fans
  - a) *are older*
  - b) *are women*
  - c) *don't have a lot of money*

**Task 6. Repeat the text and complete the table.**

Sport	Important Competitions	When it takes place	Type of tourists
cricket			
			domestic
		annually	
	World Cup		
		every four years	

**Task 7. Look the following words. Repeat them, translate in your native language. Make the sentences with them taking into account your speciality.**

<p><i>Abseiling, ASAP (As Soon As Possible), to come up with, to dictate, to draw, fixture, follower, football-crazy, ice sculpture, tasty, middle-class, motor-racing, ski run, sledding hill, spectator, unspoilt.</i></p>
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## UNIT 12. Hotel Business

**Task 1. Choose the correct words/phrases to complete the conversation with the hotel reception clerk:**

**At the hotel** (Requesting things, letting someone know there is a problem)

**YOU:** I can't open the window in my room. It seems to be \_\_\_\_\_.

- a) struck
- b) stocked
- c) stuck

**HOTEL CLERK:** I'll get someone to take a look at it. Anything else?

**YOU:** Yes, how much is the beer in the mini bar? I couldn't find a \_\_\_\_\_.

- a) listed
- b) price list
- c) bill

**HOTEL CLERK:** It's \$5 a bottle. Anything else?

**YOU:** Yes, could you tell the people in the room next to us to \_\_\_\_\_ at night? They were screaming all night and we couldn't sleep.

- a) be quiet
- b) quiet
- c) silence

**HOTEL CLERK:** Absolutely. I'll ask them to keep the noise down. Anything else?

**YOU:** No, I think that's it... What time do we have to \_\_\_\_\_ tomorrow?

- a) check it
- b) check out
- c) part

**HOTEL CLERK:** You'll have to leave your room by 12:00 PM.

**YOU:** OK. And is there somewhere we can \_\_\_\_\_ until the evening?

- a) hang out
- b) sleep
- c) leave our bags

**HOTEL CLERK:** Yes, you can leave them in our storage room.

**Task 2. Choose the correct words/phrases to complete the conversation with the hotel reception clerk:**

**At the hotel** (Making a reservation)

**HOTEL CLERK:** The Four Seasons Hotel. How can I help you?

**YOU:** Hello, My name is Mr. Wong. I'd like to reserve a room. Do you have \_\_\_\_\_ from March 10th to March 13th?

- a) any available
- b) free
- c) some free

**HOTEL CLERK:** Yes, we do. Would you like a double room or a single room?

**YOU:** \_\_\_\_\_ the double room per night?

- a) What costs
- b) How much is
- c) What is the price

**HOTEL CLERK:** It's \$75 per night... And the single room is \$65 per night.

**YOU:** I'm looking for a room that would be nice for a romantic weekend. Which of the two \_\_\_\_\_?

- a) is recommended
- b) do I recommend
- c) do you recommend

**HOTEL CLERK:** I'd go with the smaller one, the single room. It's much nicer... And two people can stay in that room.

**YOU:** OK, perfect. I'd like to \_\_\_\_\_ that one then.

- a) reservation
- b) reserve

c) make

**HOTEL CLERK:** Alright. I've made that reservation for you. And how will you be arriving?

**YOU:** We'll be arriving \_\_\_\_\_.

a) by car

b) on March 10th

c) with my wife

**HOTEL CLERK:** Perfect. We have an underground lot where you can park your car.

**Task 3. Read the information about the types of lodgings in the hotel business. Write it down and remember it.**

### Lodgings

#### *1) all-inclusive*

an **all-inclusive resort** is a holiday resort that includes a minimum of three meals daily, drinks and other services in the price.

#### *2) bed and breakfast*

a private home where guests are provided overnight accommodations and served breakfast but usually no other meals.

*They stayed at a **bed and breakfast** near the Eiffel Tower.*

#### *3) double room*

a room in a hotel that has a bed for two adults.

*We want to **book** a double room*

#### *4) hostel*

a lodging place, with dormitory accommodation and shared facilities, especially for young travelers.

*In a **hostel** toilets are shared by all guests.*

#### *5) hotel*

a commercial establishment that provides accommodation and other services for guests. Another word for hotel is inn.

*There are many expensive **hotels** downtown.*

#### *6) inn*

a hotel.

*This is an old **inn** where many stars have stayed.*

### 7) **lobby**

a large area near the reception.

*I was waiting in the **lobby** when I saw her coming to the reception desk.*

### 8) **motel**

a lodging establishment typically featuring a series of rooms whose entrance is near a parking lot normally located near a major highway.

*John: I am tired. I need some sleep.*

*Mary: Lets spend the night at a motel and continue the trip tomorrow morning.*

### 9) **reception**

a desk at hotel where visitors or guests are received.

*Hotel guests may ask for WiFi password at the **reception** desk.*

### 10) **single room**

a room in a hotel that has a bed for one adult.

### 11) **suite**

a number of connected rooms in a hotel forming one living unit.

*The multi-millionaire is staying at the royal **suite**.*

**Task 4. Read the information about people who work in the hotel business and the verbs that are being used when one is making conversation on the hotel business topics.**

**Also look down how things are named in the hotel business. Find the information about such topic. What can you add? What words and phrases? Write them down with your examples.**

## People

### 1) **bellboy**

a male worker at a hotel who carries luggage for guests.

*Please, let the **bellboy** carry the bags for you.*

### 2) **hotel manager**

someone who is in charge of managing a hotel.

### 3) **maid**

a woman servant who cleans the rooms and the linen.

**4) valet**

a hotel employee who performs personal services for guests.  
*Don't worry about the car! The **valet** will park it for you.*

**Verbs****1) book a hotel room**

to reserve a hotel room.  
*I want to **book** a hotel room for next Friday.*

**2) check in**

to register at a hotel, to announce or record one's arrival at a hotel.  
*Let's **check in** at this hotel before visiting museums.*

**3) check out**

to leave a hotel after paying the bill.  
*The last hotel we stayed in last year charged us a lot of money for **checking out** late.*

**4) have / offer room service**

a hotel service enabling guests to choose menu items for delivery to their hotel room for consumption there, served by staff.  
*This hotel offers **room service**.*

**5) make a hotel reservation**

to reserve a room in a hotel in advance.  
*Did you **make a hotel reservation**?*

**Things****1) amenities**

amenities refer to anything that would benefit a lodging. Examples of amenities include: WiFi, dining, parks, swimming pools, golf courses, health club facilities, party rooms...

**2) baggage / luggage**

traveling equipment (bags, suitcases...)  
*Please, will you help me carry my **luggage**?*

**3) linen**

articles such as sheets, blankets, tablecloth...



#### 4) *towels*

a cloth used for wiping, especially one used for drying anything wet, as a person after a bath.

*You'll find **towels** in the bathroom.*

**Task 5. Read the information about types of establishments. Write it down and remember it.**

### Types of establishments

When booking a hotel room, it's important to know the difference between different types of lodging establishments.

A **motel** normally has a separate entrance for each room and a parking lot in front. Guests can park directly in front of their room.

A **hostel** is an inexpensive establishment that offers shared rooms and shared bathrooms. Hostels often cater to young travelers.

A **bed and breakfast** (or **B&B**) is a small establishment (often a private residence) that offers lodging and breakfast.

A **resort** is a (typically upscale) place where people stay on vacation.

A **timeshare** is an ownership model in which many customers own the right to use a certain property.

A **vacation rental** is a property that an owner rents to vacationers.

Another thing to consider about a hotel is its rating. Hotels are rated as either **one star**, **two star**, **three star**, **four star**, or **five star**, with *five star* being the highest rating.

### Types of rooms

A **single room** is a room with one bed that is intended for one guest to stay in.

A **double room** is a room intended for two people and may have one or two beds.

A **triple room** is intended for three people and may have one or two beds.

A **twin room** is a room with two twin-size beds.

A **connecting room** has a door inside the room which connects to the room next to it.

A **suite** involves multiple rooms. Suites usually include a living or sitting area and may include a kitchen or kitchenette. Many hotels offer a range of suites including **junior suites** (\$), **deluxe suites** (\$\$), **executive suites** (\$\$\$), and **presidential suites** (\$\$\$\$). Many hotels also offer suites to couples. These are often called **bridal suites** or **honeymoon suites**.

**Task 6. Look at the dialogue about the room service. Make up the dialogue on the hotel topics with your colleague and present it to the professor.**

### Talking to Room Service

**YOU:** I'd like to order dinner.

**MANAGER:** What would you like?

**YOU:** I'd like to order a bottle of champagne, lobster tail, and filet mignon, medium rare.

**MANAGER:** I'm sorry. We're currently out of filet mignon. May I suggest the porterhouse instead?

**YOU:** I'd prefer the filet, but the porterhouse will do.

**MANAGER:** And may I suggest chocolate-covered strawberries with the champagne?

**YOU:** Normally, I would take you up on that suggestion, but just the champagne will do for tonight.

**MANAGER:** Okay, no strawberries. Room service will be charged to your amenities account. Is that all right?

**YOU:** That's fine.

**MANAGER:** It will be up shortly. Enjoy your food, sir.

## UNIT 13. Restaurant and Catering

**Task 1. Read the text «Types of Food». Retell it in your own words.**

### Types of Food

Nearly everything we eat comes from plants, animals, birds, fish and other sea creatures like **shellfish**. We can eat the **edible** parts of many plants like **roots** and leaves as well as things plants produce like fruits and **seeds**. We can also eat various parts of animals as well as things animals produce like milk. In many parts of the world people also eat **insects** and things they produce like **honey**.

Before the development of **agriculture**, people got food from the plants and animals in the world around them. They dug up roots, gathered fruits and seeds, hunted and trapped animals and birds and used spears and nets to catch fish. They also collected shellfish and other **seafood** as well as insects and bird eggs, and in many parts of the world people still do all these things.

Around ten thousand years ago agriculture began to develop when people in the Middle East, Asia and South America began **cultivating** plants and **domesticating** animals and birds. They cultivated grasses that produced **grains** like rice and wheat, and grew plants that produced vegetables, **nuts** and **beans**. They also grew fruit trees and kept **poultry** for meat and eggs and **raised** animals for meat and milk, and around eight thousand years ago people also began making **dairy foods** like cheese and yoghurt from sheep and goat milk.

As agriculture developed, farmers began producing more and more different types of food, and now we see a huge range of foods in supermarkets.

**Task 2. Learn the words about types of food. Think over the examples in which these words are being used.**

- 1) **agriculture** (noun): farming, incl. growing food crops and raising animals  
- *If you study agriculture, you'll learn about the techniques and science of farming.*
- 2) **bean** (noun): an edible seed, often kidney-shaped, that grows in a long seed pod  
- *Lima beans, kidney beans and coffee beans were first cultivated in South America.*
- 3) **cultivate** (verb): to grow plants for food or other products  
- *The British Empire cultivated opium poppies in India and sold the opium in China.*
- 4) **dairy food** (noun): food made from milk, like butter, cheese and yoghurt  
- *Dairy foods are a good source of protein.*
- 5) **domesticate** (verb): to tame animals and keep them for food, work or as pets  
- *Animals want to be free, so domesticating them can be difficult.*
- 6) **grain** (noun): seeds used as food, like wheat, rice and millet.  
- *Different grains are used to make different kinds of bread.*
- 7) **honey** (noun): a sweet and sticky food made by bees  
- *My kids love honey on their toast.*
- 8) **insects** (noun): small animals with six legs such as bees, ants and flies  
- *Our Thai friends like eating deep-fried insects.*
- 9) **nut** (noun): a hard, dry fruit with an edible seed inside a hard shell, such as a peanut or walnut - *He sat at the bar drinking beer and eating nuts.*
- 10) **poultry** (noun): Birds that people eat, like chickens, ducks, geese, etc  
- *Most farmers keep some poultry so they don't have to buy eggs.*
- 11) **raise** (verb): to keep and look after animals or plants, esp. for food  
- *We raised pigs and chickens and grew our own vegetables.*
- 12) **root** (noun): the parts of a plant that are under the ground  
- *Did you know that potatoes and carrots are roots?*
- 13) **seafood** (noun): anything from the sea that can be eaten  
- *Japanese people have always eaten lots of seafood.*

**14) seed** (noun): a small hard plant part that can grow into a new plant

- *We planted some tomato seeds and a few months later we were eating our own tomatoes.*

**15) shellfish** (noun): sea creatures with a hard shell, such as crabs, prawns mussels and oysters

- *Let's order a big plate of fresh shellfish to start with.*

**Task 3. Look through the words in the previous task again, make up your own sentences using these words and expressions.**

**Task 4. Read the text about the different ways of cooking. Make questions to it and let your colleagues answer your questions.**

## Cooking

Knowing how to **cook** is a one of the most useful skills we can learn. If we can cook, we can eat healthy **dishes** made at home with fresh **ingredients** instead of having to buy unhealthy fast food or expensive pre-cooked or frozen meals. Cooking our own meals is not only healthy and cheap, but can also be fun if we explore **cookbooks** and cooking websites and find new **recipes** to try.

### Frying, boiling and steaming

Even if you only have a small stove or cooker with a couple of hotplates, you can cook delicious food at home. You can **fry** meat, fish or eggs in a frying pan with oil or butter. You can also **chop** or **slice** vegetables and **sauté** or **stir-fry** them in a pan or a wok. Another way of cooking vegetables and grains like rice is by **boiling** or **steaming** them. You can **peel** vegetables like potatoes and carrots before cooking them, and even **mash** them after they're cooked if you like. You can also boil other foods like spaghetti, eggs and certain meats, or steam fish and other seafood like crabs and mussels.

With a simple hotplate you can also make soups and stews. The ingredients for these often include **diced** meats and vegetables as well as a **pinch** of salt. You can also **sprinkle** in **spices** like pepper or paprika or add **herbs** like basil or parsley. You can even make sauces by **melting** butter in a saucepan and **mixing** in flour and milk before **adding** other ingredients like **grated** cheese and then **stirring** until your sauce is smooth.

### Grilling and roasting

If you have a stove with a grill or broiler, or an appliance such as an electric grill, you can also grill meat, fish and vegetables. If you're grilling food at a high temperature, be careful. It's easy to burn it if you cook the food for too long. But many people love grilling, and some even say it's the best way to cook fish, steak and many other meats.

If you also have an oven you can roast certain meats and vegetables. In an oven, food is surrounded by hot air that gradually cooks from all sides, so roasting a whole chicken or a leg of lamb takes time. After being cooked, roast meat is carved into pieces before being served, often together with roast potatoes, carrots and onions. A meal like this is sometimes called a "Sunday roast" as it was traditionally cooked every Sunday in countries like England and Australia.

## **Baking**

Ovens can also be used to **bake** foods like bread, cakes, cookies, pastries and pies. The main ingredient of most baked foods is wheat flour. After being sifted to remove any lumps, the flour is used to **prepare** a batter or dough that's put into a **preheated** oven to bake. People often think baking is difficult, but as the following recipe shows it can be easy if you have simple directions to follow.

**Task 5. The same way, as it was done in the previous task, let your colleagues make questions to you. Try to make and answer as many questions as you can so to memorize the new words.**

**Task 6. Learn the words about cooking. Think over the examples in which these words are being used.**

**1) add** (verb): to put something else in

- *Add grated cheese to the white sauce and stir.*

**2) bake** (verb): to cook in an oven

- *I can bake cakes and pies, but I can't bake bread.*

**3) beat** (verb): to mix eggs, cream, etc. with a fork, a beater, or a whisk

- *To make scrambled eggs, beat the eggs before cooking them.*

**4) boil** (verb): to cook in boiling water

- *Will you boil the vegetables, or steam them?*

**5) burn** (verb): to spoil food by cooking it for too long or at a temperature that's too high

- *Please don't burn the toast.*

**6) carve** (verb): to cut slices or small pieces from a large piece of cooked meat

- *Who'd like to carve the roast chicken?*

**7) chop or chop up** (verb): to cut into small pieces with a sharp knife

- *It's easy to cut yourself when chopping onions, so be careful.*

**8) cook** (verb): to prepare food for eating

- *What are you cooking for dinner?*

**9) cookbook or cookery book** (noun): a book of recipes, often with pictures  
 - *Can I borrow that cookbook with all the Asian recipes?*

**10) dice** (verb): to cut food into small cubes or squares  
 - *Dice the carrots and potatoes and add them to the soup.*

**11) dish** (noun): food that's cooked in a certain way  
 - *My favourite Indian dish is vegetable curry.*

**12) fry** (verb): to cook food in hot oil, butter or fat  
 - *Heat some olive oil in a frying pan and then add the diced tomatoes.*

**13) grate** (verb): to cut tiny slices from cheese, vegetables, chocolate, etc. with a grater  
 - *Grate half a cup of cheese and sprinkle it on top.*

**14) grease** (verb): to rub butter or oil onto a baking pan or dish to stop food from sticking  
 - *Should I grease the cake tin with butter or oil?*

**15) grill (also US «broil»)** (verb): to cook directly over or under a very hot gas flame or electric element  
 - *Is the fish grilled under a gas grill or an electric grill?*

**16) herb** (noun): a plant used for adding flavour to food  
 - *Good cooks always know which herbs to use.*

**17) ingredient** (noun): any food, liquid, herb or spice that's used to make a particular dish  
 - *Chilli and fish sauce are basic ingredients in many Thai dishes.*

**18) mash** (verb): to crush food like cooked potato until it's a smooth mass  
 - *Could you mash the potatoes, please?*

**19) melt** (verb): to turn a solid substance into a liquid by heating  
 - *Melt some butter in a saucepan and then add the flour.*

**20) mix** (verb): to combine two or more substances  
 - *The flour is mixed with a little oil and warm water to make a dough.*

**21) peel** (verb): to take or cut the skin off a vegetable or fruit  
 - *I get juice all over my fingers if I peel an orange.*

**22) pinch** (noun): a very small amount of something like salt or ground spice

- *Add a pinch of salt to the water before boiling vegetables.*

**23) preheat** (verb): to turn on and heat an oven or grill before cooking

- *It's important to preheat your oven before baking scones.*

**24) prepare** (verb): to make food ready for cooking or eating

- *It takes an hour or more to prepare this dish.*

**25) recipe** (noun): a list of ingredients and instructions for cooking a particular dish

- *My grandmother gave me this recipe for apple pie.*

**26) roast** (verb): to cook foods like meat and vegetables in an oven

- *Why don't we roast some vegetables as well?*

**27) sauté** (verb): to fry quickly in hot oil or fat

- *To begin, sauté the onions and garlic in a saucepan.*

**28) serve** (verb): to give someone food that's been prepared or a drink

- *Make sure the food's still hot when you serve it.*

**29) spice** (noun): a plant part, often ground into a powder, that adds flavour to a dish

- *Which spices did you add to this sauce?*

**30) sprinkle** (verb): to add a few drops of liquid or a substance like salt or pepper by shaking a container or by using your fingers

- *Why do you sprinkle so much salt on everything?*

**31) steam** (verb): to cook in hot steam from boiling water

- *Steaming vegetables destroys fewer nutrients than boiling them.*

**32) stir** (verb): to move a spoon or other implement around to mix something

- *If you don't stir the sauce enough, it'll be lumpy.*

**33) stir-fry** (verb): to fry quickly over a high heat while stirring

- *Lots of people stir-fry all kinds of meat and vegetables these days.*

**34) tablespoon** (abbrev: «tbsp») (noun): a large spoon used for serving, or the amount of an ingredient that fits in one

- *Add a tablespoon of flour to the melted butter and stir.*

**35) teaspoon** (abbrev: «tsp») (noun): a small spoon or the amount of an ingredient that fits in one

- *You didn't use more than half a teaspoon of chili powder, did you?*

**36) whisk** (verb): to mix something very quickly with a whisk  
- *Break the eggs into a bowl and whisk until smooth.*

**Task 7. Look through the words in task 6 again, make up your own sentences using these words. Make the dialogue with your colleagues about ways of cooking. Try to use as many new words as you can.**



## II. METHODOLOGICAL RECOMMENDATIONS FOR STUDENTS' INDEPENDENT WORK

### UNIT 1. Travel and tourism

**Exercise 1. Read the text. Choose the most suitable heading from the list (A-I) for each part (1-8) of the text. There is one extra heading which you don't need to use. There is an example at the beginning (0).**

A. The 17th -18th century Tourism	F. The First Travellers
B. Transport Developments	G. Tourism in Ancient Times
C. The Birth of Mass-Tourism	H. The Birth of Modern Tourism Industry
D. The Urge to Travel	I. Reasons of Tourism Industry
E. Tourism in Recent Decades	Development

0	D. The Urge to Travel
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I do it, you do it, even the ancient Greeks did it. Travelling for pleasure, travelling to experience new places and events, travelling to relax and get away from it all – in other words, tourism.

Even since man first emerged from his cave-dwelling, it seems he felt the urge to travel.

1	
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But tourism had to wait for the civilization of ancient Greece before it really got moving. The Olympic Games of 776 BC were the first international tourist event, with people travelling from many countries to watch and take part.

Of course, if you want to travel from A to B, a good road is always an advantage, and we have a lot to thank the Romans for here. During the heyday of the Roman Empire they built thousands of roads. Some of the first people to take advantage of these roads were religious travellers visiting cathedrals, shrines, or holy sites – the word “holiday”, after all, originally comes from “holy day”. Pilgrims like Geoffrey Chaucer would tell each other stories to entertain themselves on the road. Nowadays we have the in-flight movie – in medieval times they had the Canterbury Tales!

2	
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Gradually, more and more people caught the travel bug. At first it was the nobility who set out in the 17th and 18th centuries on their Grand Tours – an essential part of every young gentleman's education. At the same time the upper classes were flocking to spa towns like Bath and Cheltenham. They also enjoyed the healthy pleasures of sea-bathing at Brighton and other resorts.

3	
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But it was developments in transport that really opened up the tourist industry. First there were stagecoaches and coaching inns. Then came steam, and suddenly the world was a smaller place. Steamboats crossed the English Channel, and railways stretched their iron webs across the civilized world. No sooner had the first railways been built in the 1830s than enterprising men like Thomas Cook in England began to exploit their potential by selling organized tours.

4	
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With excursions across continental Europe, the building of hotels and resorts to cater for the tastes of the pleasure-seekers, and the introduction of hotel vouchers and traveller's cheques, the tourist industry in its modern form was born. By the end of the 19th century the middle classes had joined the tourist classes, and mass tourism was a reality.

5	
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If the 19th century saw the birth of mass tourism, then the post-war years have witnessed its coming of age. Soon after the end of the Second World War, paid holidays became normal in Britain and many other countries.

6	
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People now had more disposable income to spend on leisure time, and travel and tourism were available to the many rather than the elite few. Holiday camps sprang up, offering the masses an affordable accommodation-and-entertainment package. Television sets were appearing in more and more homes, bringing the attractions of distant lands into people's living rooms. Package holidays abroad began to appear in the 1950s. But it wasn't until the introduction of the first commercial jet airliners that the idea of foreign holidays really took off.

7	
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In recent decades things have only got better for the tourist: faster and cheaper travel options, a wider range of suitable accommodation, more time and money to spend on their holidays. Tourism has come a long way from its distant, humble beginnings. So when you're next wandering along a sun-kissed foreign beach, sipping your cocktail, gazing at the sunset, and trying to forget your worldly cares, remember – you may be treading in the footprints of a 19th century adventurer, a gentleman on his Grand Tour, a pilgrim or a crusader, or even a Roman soldier or an ancient Greek!

**Exercise 2. Fill in the correct word from the list below. Use the words only once.**

*civilization, bug, tour, urge, flock, potential, advantage, pleasure-seekers*

- 1) to feel the ... to travel;
- 2) the ... of ancient Greece;
- 3) to take ... of Roman-built roads;
- 4) to catch the travel ...
- 5) to ... to spa town;
- 6) to exploit one's ...
- 7) to cater for the tastes of ...
- 8) a gentleman on Grand ...

**Exercise 3. Fill in the correct preposition, then choose any five items and make sentences.**

- 1) ... other words;
- 2) to emerge ... the cave-dwelling;
- 3) to thank ancient Romans ... their roads;
- 4) originally come ... the word «holy day» ;
- 5) to set out ... the education tour;
- 6) to stretch iron webs ... the civilized world;
- 7) to spend more disposable income ... pleasure;
- 8) to tread ... footprints of a 19th century adventurer.

## **UNIT 2. Tourism Organisations, Promotion and Marketing**

**Exercise 1. Answer the questions to the text in the unit 1.**

1. What are the reasons of people who want to travel?
2. When did tourism really get moving?
3. What was the first tourist event?
4. What was the advantage for religious people on their pilgrimage?
5. What did pilgrims visit?
6. What did pilgrims do to entertain themselves on the road?
7. Who was the first to catch the travel bug?
8. Traveling overseas was the essential part of every young gentleman's education in the 17th and the 18th centuries, wasn't it?
9. Why did the upper classes flock to spa towns?
10. What really opened up the tourist industry?
11. When was the modern tourist industry born?
12. How is tourism characterized in the post World War II years?
13. What did the masses begin to spend their disposable income on?
14. When did the first package tours abroad appear?
15. What changes in tourist industry have taken place in recent decades?

**Exercise 2. Find in the text synonyms to the following words:**

- *to appear*;
- *to take up* travelling;

- *upper* classes;
- to become *mature*.

**Exercise 3. Find in the text the opposites to the following words:**

- *modern* Greeks;
- to gaze at the *sunrise*;
- *submissive* men;
- to remember worldly cares.

### UNIT 3. Types of transport

**Exercise 1. Answer the clues to find the hidden word, using the text in unit 1.**

1) Tourism has come a long way from its distant, *humble* beginnings to its sustainability. (6 letters)

2) In the 19th century railways stretched their \_\_\_\_\_ webs across the civilized world. (4 letters)

3) In the 17-18th centuries the upper classes were flocking to \_\_\_\_\_ towns to have a rest and treatment. (3 letters)

4) With the introduction of hotel vouchers and \_\_\_\_\_ cheques the tourist industry in its modern form was born. (10 letters and '')

5) With the introduction of jet airliners the idea of \_\_\_\_\_ holidays really took off. (8 letters)

6) During the heyday of \_\_\_\_\_ Empire they built thousands of roads which were an advantage to religious travellers. (5 letters)

7) The post war \_\_\_\_\_ have witnessed the mass tourism coming of age. (5 letters).

**Exercise 2. List the key events in the history of tourism for each of these periods.**

ancient Greece:	<i>In 776 BC people travelled to watch and take part in the Olympic Games</i>
the Romans:	
early Christianity:	
the 17-18th centuries:	
the 19th century:	
post World War II:	
nowadays:	

**Exercise 3. Translate the following words and write down in what context they may be used.**

tourist boom	driver of economic growth
the UN conference	promote tourism
associate members	sustainability
affiliate members	the supreme body of the WTO
on the basis of	to hold the session
intergovernmental organization	to elect the General Secretary
to cooperate with the UN	

## **UNIT 4. Accommodation**

**Exercise 1. Read the text and translate it.**

### **Jobs in Tourism**

Like most service industries, tourism is labour-intensive; that is, it employs a high proportion of people. The World Tourism Council estimated that at the end of the XX century the tourism industry was the world's largest employer. At that moment travel and tourism employed one of 15 workers worldwide. Nowadays this industry creates one of every 11 jobs in the world.

Thousands of people take a package holiday abroad, travel within their own countries, attend international conferences, go on business, etc. All these travellers require an army of people to service their needs.

There are jobs in tourism for young and old, male and female, school leavers and university graduates, people of all nationalities. The range of jobs is 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.

The ability to 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.

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.

Knowledge of a foreign language is becoming more valued. Anyone who can demonstrate an ability to interpret the culture of foreign countries will have an advantage. For certain jobs a background in history, architecture or other professional qualifications is more useful than general tourism training.

A majority of the jobs in the tourist industry have one common feature: contact with the public. Anyone who has chosen a career in tourism should enjoy working with people.

There are many facilities for training in the tourist industry. Many hotel companies, airlines have training programmes and courses for those who is eager to work in tourism. No matter what aspect of the industry a person may work in, the

final result of the effort should be a satisfied customer who remembers his trip and his holiday with pleasure.

**Exercise 2. According to the text choose the correct item.**

- 1) Tourism as one of the service industries employs a lot of people, so it is ...
  - a) the world's largest employee;
  - b) labour-intensive;
  - c) labour effective;
  - d) labour efficient.
  
- 2) What is the range of jobs in tourism?
  - a) from the unskilled, the semi-skilled to the high skilled;
  - b) from the unskilled to the semi-skilled;
  - c) from the semi-skilled to the high-skilled;
  - d) from the unskilled to the high-skilled.
  
- 3) Everyone in tourism agrees that ... is more important in this sector than in most others.
  - a) qualification;
  - b) experience;
  - c) special education;
  - d) personality.
  
- 4) What is common to a majority of jobs in the tourism industry?
  - a) career;
  - b) training;
  - c) contact with people;
  - d) knowledge of a foreign language.
  
- 5) The final result of the tourism employee's effort should be ...
  - a) a complaining customer;
  - b) a satisfied customer;
  - c) a pleasant customer;
  - d) a smiling customer.

**Exercise 3. Answer to these questions:**

1. Why is tourism labour-intensive?
2. What is the range of jobs in tourism?
3. What personal qualities are very important for those working in the tourism industry?
4. What qualifications are needed for some jobs in tourism?

5. What is common feature of a majority of the jobs in the tourism industry?
6. What result must each person working in tourism seek for?

## UNIT 5. Hotel Staff

**Exercise 1. Read the passages about six people talking about their jobs. 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.

5) I have to deal with the public and take their bookings for flights, hotels, tours, car hire and that sort of things. 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.

**Exercise 2. Answer to these questions:**

- 1) Where does a tour operator work?
- 2) What do tour packages include?
- 3) What's the difference between a tour guide and a conductor?
- 4) What does the job of a social director involve? Why is it important?
- 5) What kind of work does a tourism information clerk do?
- 6) Which role is the most important in tourism?

**Exercise 3. Imagine you're doing a hotel job (any hotel job you know about). Write the questions and answers like this.**

What do you do?	I look after ...
What's your job?	I work in ...
What department do you work in?	I make sure that ...
	I'm in charge of ...
	I'm responsible for ... ing ...
	My duties include ... ing ...

## UNIT 6. Planning and Booking a Holiday

**Exercise 1. Answer to these questions:**

- 1) Who writes about travel?
- 2) What qualities do a tour guide and a conductor need? Why?
- 3) Where does a tourism manager work?
- 4) How high is a travel agent's commission?
- 5) How does a tour operator advertise and sell tours?
- 6) Where does a travel agent work?

**Exercise 2. Imagine that you're at the Front office desk. Some guests come to you with the problems below. You promise to get help from a member of staff. Which member of staff will you contact? Choose from the people in this list:**

<i>the Maintenance Engineer</i>	<i>the Lift Attendant</i>
<i>the Cashier</i>	<i>the Switchboard Operator</i>
<i>the Housekeeper</i>	<i>the Bellhop</i>
<i>the Valet</i>	<i>the Parking Attendant</i>

- e.g. - A guest would like to check out. She is in a hurry to catch a train.  
- In this case I'll contact the Cashier*



1) A guest has knocked over a jug of milk in her room. She should like someone to come and clean up.

2) A guest has some heavy luggage in his room. He would like someone to carry it for him.

3) A guest has an important meeting this afternoon. He would like someone to press his suit for him.

4) A guest would like to take the list to his room. He cannot see very well and needs help.

5) A guest wants to make a telephone call to the US, but she is not sure how to do it.

6) A guest notices that the air conditioning in her room doesn't work. She would like someone to come and repair it.

7) A guest's car is parked in the hotel car park. He would like someone to drive his car to the front entrance.

**Exercise 3. Complete these questions with the correct question word. Then match the questions to the answers below.**

1) \_\_\_\_\_ was your last job? \_\_\_\_\_

2) \_\_\_\_\_ languages can you speak? \_\_\_\_\_

3) \_\_\_\_\_ language do you speak the best? \_\_\_\_\_

4) \_\_\_\_\_ job are you looking for? \_\_\_\_\_

5) \_\_\_\_\_ did you stay in Mexico? \_\_\_\_\_

6) \_\_\_\_\_ did you choose to study tourism? \_\_\_\_\_

7) \_\_\_\_\_ will I be able to start? \_\_\_\_\_

8) \_\_\_\_\_ responsibility is it to supervise staff? \_\_\_\_\_

<i>I was a receptionist</i>	<i>Spanish, French and a little Arabic</i>
<i>I'm most fluent in Spanish</i>	<i>I'd like to work for an airline</i>
<i>Just a week</i>	<i>I like meeting people</i>
<i>As soon as possible</i>	<i>Mrs Young's</i>

## UNIT 7. International Tourism: UK

**Exercise 1. Imagine you are looking for a new job. Complete the questions the interviewer asks you with an appropriate question word. Then match the questions with your answers on the right. Then make up your own answers.**

1) _____ is your full name?	a) I'd like to have a post with more responsibility.
2) _____ did you choose to study tourism?	b) I can start at the beginning of the next month.
3) _____ college did you go to?	c) I wanted to combine work and travel.
4) _____ kind of job are you looking for?	d) My full name's .....

for?	
5) _____ languages can you speak?	e) I'm fluent in Spanish and Italian.
6) _____ did you find out about the job?	f) I did a course at Westminster College.
7) _____ would you be willing to start?	g) I saw the advert in the Travel Trade Gazette.

**Exercise 2. Write the opposites to the following words and make 2-3 sentences for each phrase.**

- *hand-written CV;*
- *failure;*
- *an indication of strengths;*
- *interviewer.*

**Exercise 3. Write the synonyms to the following words and make 2-3 sentences for each.**

- *candidate;*
- *curriculum vitae;*
- *to remember the most important thing;*
- *to cause nervousness;*
- *an application letter.*

## UNIT 8. International Tourism: Europe

**Exercise 1. Read the text. Choose the most suitable headings from the list for each part (1-7) of the text. There is one extra heading which you don't need to use. There is an example at the beginning (O).**

- A) *Suggestions*
- B) *Good Impression*
- C) *Dont's*
- D) *Application Letter*
- E) *CV Contents*
- F) *How to Behave*
- G) *Job-seekers*
- H) *What is the Interview?*
- I) *Importance of CV*

O	G) <i>Job-seekers</i>
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Finding a job is becoming more and more difficult nowadays. Apart from a college or university degree, job-seekers must also have various skills such as a good command of at least one foreign language, a driving license or the ability to operate

the computer. What is more, they must be creative, determined and prepared to work hard. If they are lucky enough to find an interesting offer, they have to send a letter of applications for a job and CV.

<b>1</b>	
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Don't forget that. When applying for a job you are in competition with a number of other candidates. So the CV is important – interviewers will decide if to see you or not on the strength of what you have written.

Don't just think 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.

<b>2</b>	
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Here are a few suggestions:

- Always type your CV. Use a good typewriter or word-processor. If CV is hand-written, it goes into the wastepaper basket.

- Use a good quality paper. Don't give the impression this is just another photocopy.

- Never send CV without a cover letter explaining which vacancy you're applying for.

- Don't fax a CV unless you're asked to. It's a confidential document.

<b>3</b>	
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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.

<b>4</b>	
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Don't leave out any vital information. If you spend a year or two traveling, 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.

<b>5</b>	
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If you are accepted, you have to go through an interview. The interview is a kind of a formal meeting at which candidates are asked various questions to see if they are suitable for a particular job. This meeting is very important because it is a first direct contact with the prospective employer. Therefore, interviewees must be aware of certain rules which can often guarantee success.

<b>6</b>	
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Above all, you have to remember that the first 30 seconds are decisive, therefore you should be well-dressed to create a good impression. Only well-groomed and neat people can gain the respect of the interviewer.

However, proper clothes are not everything. Gestures, natural behaviour, the tone of voice, eye-contact and the way in which the interviewers carry on conversation are equally important.

7	
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Although the interview arouses understandable nervousness, applicants should try to hide it and answer the interviewer's questions firmly, clearly and fully. They cannot speak in a chaotic way, stammer or lie. They should also show that they are genuinely interested in the job and be prepared for the interview with both the information and questions about the company and the position they are applying for. In addition, they should convey enthusiasm for work. However, the most important thing that they should keep in mind is to smile and think positively. With a little luck, they will certainly succeed in the interview.

**Exercise 2. Fill in the correct word from the list below. Use the words only once.**

*direct, negative, recent, way, enthusiasm, guarantee, list, positive*

- 1) to speak in the chaotic ...
- 2) rules that ... success
- 3) a ... of facts
- 4) to start with the most ... job
- 5) the first ... contact with the prospective employer
- 6) not to include any ... information
- 7) to be ... about yourself 8. to convey ... for work

**Exercise 3. Fill in the correct preposition, then choose any five items and make sentences.**

- 1) to apply ... a job;
- 2) to be ... competition ...
- 3) a good command ... a foreign language;
- 4) suitable ... a particular job;
- 5) not to leave ... vital information;
- 6) to carry ... conversation;
- 7) to keep CV ... file ... future reference;
- 8) ... addition ...

## **UNIT 9. International Tourism: USA**

### **Exercise 1. Answer the questions.**

1. Why is finding a job becoming more and more difficult nowadays?
2. What skills must job-seekers have?
3. What qualities must job-seekers have?
4. Why is the CV so important for interviewees?
5. What suggestions can you give to have a good CV?
6. What should your CV contain?
7. Why shouldn't applicants leave out any vital information?
8. Why shouldn't applicants include any negative information?
9. Why shouldn't applicants ask to the company to return the CV?
10. What is the interview?
11. What helps to create a good impression in the first 30 seconds?
12. What else is equally important to create a good impression on the interviewer?
13. How should applicants answer the interviewer's questions?
14. What questions at the interview should applicants be prepared for?
15. What is the most important thing for applicants to remember?

### **Exercise 2. Read the statements about CVs and cover letters. On the basis of your knowledge, experience and teaching materials, decide if you agree or disagree with the following. Give your grounds.**

- 1) A curriculum vita is more acceptable if it is hand-written.
- 2) A cover 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 in 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.

### **Exercise 3. Write a dialogue. Student A is an applicant for the vacancy in Global Tours and student B is an interviewer. Follow the given procedure and write down the interview.**

- 1) read the candidate's CV and cover letter before the interview welcome the candidate and put him / her at ease;
- 2) start with some small talk about a subject of interest to you both;
- 3) give the candidate some brief information about Global Tours;
- 4) ask the candidate questions about recent experience and qualifications;
- 5) find out about the candidate's strengths / weaknesses / motivations;
- 6) allow opportunities for the candidate to ask you questions;
- 7) thank the candidate and say when you will contact him / her.

### ***Typical interview question can help you***

*Can you tell me about yourself?*

*What are your strong / weak points?*

*Why do you want to work in the travel industry?*

*Do you have any previous work experience?*

*What do you see yourself doing five years from now?*

*What kind of salary are you looking for?*

*When would you be willing to start?*

## **UNIT 10. Ecotourism**

### **Exercise 1. Write questions to the answers.**

1) \_\_\_\_\_

There are many types of tourism, nowadays such as cultural, educational, ecological, adventure, business, etc.

2) \_\_\_\_\_

The third-age tourism concerns retired people and the fourth-age tourism involves disabled people.

3) \_\_\_\_\_

Leisure tourism is also called pleasure or holiday tourism.

4) \_\_\_\_\_

The purpose of a sporting tour is to exercise and to keep physically fit.

5) \_\_\_\_\_

Businessmen and governmental officials travel on different missions, e. g., to attend a convention, to visit an international exhibition or trade fair.

6) \_\_\_\_\_

The company hopes that the employee will work even better in future and bring profit to the company after his incentive tour.

7) \_\_\_\_\_

When the clerks return home after their FAM (Familiarization tourism) tour they know what to offer and what to explain to their customers about the destination.

### **Exercise 2. Write about the differences in:**

– *writing CV abroad and in your country;*

- *the way of applying for a job;*
- *the way the interview goes through.*

**Exercise 3. You have already applied for a job several times. At last you've got the vacancy at Global Tours.**

- *Share your experience how to write a proper CV.*
- *Write some advices to other people (recommendations) how to succeed in the interview.*

## **UNIT 11. New Tourist Destinations**

**Exercise 1. Read the text and translate it.**

### **Types of Tourism**

There are many types of tourism nowadays. They depend on the purposes of travellers. They are international and domestic tourism, inbound and outbound, recreational and business, etc. Tourism is not only pleasure. The more purposes travellers may have, the more types of tourism there will be. The various purposes of travel are holidays, business, health, study, sports and many others. So, there are such types of tourism as cultural and educational, ecological and adventure, hiking and hitch-hiking, pilgrimage and special-interest tourism, health and sports, holiday and resort tourism and others.

What is a special-interest tourism? As a matter of fact, there are a great deal of special-interest holidays popular with tourists connected with their hobbies, for example, cookery and bird-watching, gambling and painting, motor racing and horse riding, botany and survival. It may be an adventure holiday somewhere on an uninhabited island or there may be fascinating tours where travellers will watch exotic birds and plants in natural surroundings.

Some of the new types that will continue developing in future are third-age and fourth-age tourism. The third-age tourism concerns retired people. The fourth-age tourism involves disable people.

What is leisure tourism? It is also called pleasure or holiday tourism when a person goes on holiday and does not travel on business. Thus, the purpose of tourism in this case is recreation. So this kind of travellers go to sea resorts or holiday camps, stay at resort hotels. They enjoy organized entertainment and sport. A resort hotel usually offers tours and visits to different tourist attractions: local sights, amusement or theme parks.

Sports tourism is a type of active holiday. The purpose of a sporting tour is to exercise and to keep physically fit. At the same time travellers enjoy natural surroundings, fresh air and clean water. Within sports tourism there is water tourism, mountain tourism and mountaineering, skiing, etc.

Business tourism is a travel for business purposes. Businessmen and government officials travel on different missions. They often travel to attend a

convention. Convention tourism is a part of business tourism. It involves taking part in a conference or a seminar. Business travellers often travel to attend an international exhibition or a trade fair. There are tourist companies that provide business services: they collect information on markets and trade partners, arrange negotiations, propose secretarial services and so on.

Incentive tourism means that a business company offers holiday tours to its employees and covers all travel expenses. On the one hand, the company does it as a reward to a person for his successful work. On the other hand, the company does it as an incentive for the future. The company hopes that the employee will work even better in future and bring profit to the company. Incentive tourism emerged in the 1960s in the USA. Later on it spread in Europe.

Familiarization tourism (FAM) means that a business company sends its staff on educational tours to its branches or other business companies in other cities or countries. The main purpose of travel clerks on a FAM tour is to get necessary knowledge from personal experience. If a travel agency sends its travel clerks on FAM tours, the clerks will get familiar with local facilities, hotels, restaurants, and attractions. They will study a tour operator's or a local travel agency's practice. When the clerks return home, they will know what to offer and what to explain to their customers about the destination. FAM tourism is very popular and will become even more popular in future.

### **Exercise 2. Mark the following statements as True or False.**

- 1) The more purposes travelers may have, the more types of tourism there will be.
- 2) Special-interest tourism is actually connected with tourist's job.
- 3) New types of tourism just third-age and fourth-age tourism will continue developing in the distant future.
- 4) On recreation tour tourists go to sea resorts or holiday camps, stay at resort hotels.
- 5) The purpose of a sporting tour is to go in for water, mountain kinds of sports.
- 6) There are special tourist companies that provide business services.

### **Exercise 3. Answer the questions to the text.**

- 1) What do the types of tourism depend on?
- 2) What purposes of travel can you mention?
- 3) What is a special-interest tourism?
- 4) What do you know about pleasure or holiday tourism?
- 5) Sports tourism is a type of active holiday, isn't it?
- 6) What services are provided by tourist companies for their business clients?
- 7) When and where did incentive tourism emerge?
- 8) What is FAM tourism?
- 9) Why is FAM tourism becoming so popular?



## UNIT 12. Hotel Business

**Exercise 1. Read a description of the Arthur Hotel and fill in the gaps with the words from the chart.**

### Arthur Hotel

access    exchange    equipped    guests    rooms    service    treatment

It's a modern small hotel, which is situated in the centre of Maribor. It has 50 (1) \_\_\_\_\_ all with en-suite shower, cable TV and a separate working room with modern computers and wireless internet (2) \_\_\_\_\_. In our hotel we try to meet the needs of business (3) \_\_\_\_\_. We specialize in organising different events from small regional meetings to big international conferences. We offer several fully (4) \_\_\_\_\_ meeting rooms and a conference hall. At the Wellness - Spa Centre you can treat yourself to a massage, body and facial (5) \_\_\_\_\_, various body wraps or a new hair style. Services: Room (6) \_\_\_\_\_, Meeting/Banquet Facilities, Airport Shuttle, Laundry, Dry Cleaning, Room Service, Ironing Service, Currency (7) \_\_\_\_\_, Shoe Shine, Car Rental, Fax/Photocopying.

**Exercise 2. Imagine you work in a tourist agency. You would like to prepare a sightseeing tour of the place where you live. Create an offer in which you include the things you can do and see in your village/town/region. Offer a possibility of different types of accommodation.**

**Exercise 3. Imagine you are the owner of the small family-owned Pohorje Hotel. On the occasion of the 10th anniversary of your hotel you are organizing a formal dinner for your business partners. Prepare the invitation card for your guests.**

**Exercise 4. Choose the correct words/phrases to tell someone that you like or don't like something:**

**AT THE HOTEL** (Talking about things you like and don't like)

1) I love this room. It's very \_\_\_\_\_!

- a) pretty
- b) dirty

2) I don't like this room. It's \_\_\_\_\_!

- a) very clean
- b) filthy

3) I love this view. It's really \_\_\_\_\_!

- a) boring
- b) beautiful

4) I like this restaurant. The food is very \_\_\_\_\_.

- a) tasty
- b) bad

5) I don't like the way he behaves. He's very \_\_\_\_\_!

- a) rude
- b) nice

6) I love the service here. It's very \_\_\_\_\_.

- a) rude
- b) professional

7) I'll pass on (= I won't take) the room. It's too \_\_\_\_\_.

- a) noisy
- b) quiet

8) I'll pass on (= I won't take) the room. It's a little too \_\_\_\_\_.

- a) inexpensive
- b) expensive

9) I don't like this room. It doesn't seem \_\_\_\_\_.

- a) dangerous
- b) safe

10) I really like this room. It's very \_\_\_\_\_.

- a) cozy
- b) ugly

**Exercise 5. Choose the correct questions for the answers that's given.  
What did the person ask to get this answer?**

### **Typical English questions and answers one might hear in a hotel**

1) **ANSWER:** No, it's included in the price of the room.

**QUESTION:**

- a) Do I have to pay for breakfast?
- b) Where is my key?

c) Do I have to pay for the room at check in?

2) **ANSWER:** In the restaurant next to the reception desk.

**QUESTION:**

a) Is breakfast included in the price?

b) What time is breakfast served?

c) Where is breakfast served?

3) **ANSWER:** Between 7:00 AM and 10:00 AM.

**QUESTION:**

a) What time is breakfast served?

b) Where is breakfast served?

c) Is breakfast included in the price?

4) **ANSWER:** Yes, you can.

**QUESTION:**

a) Where is the kitchen?

b) Can I use the kitchen?

c) Is the restaurant open?

5) **ANSWER:** No, I'm sorry, we're full.

**QUESTION:**

a) Do you have any free rooms?

b) Can I use the kitchen?

c) What time is breakfast served?

6) **ANSWER:** No, but each room has a ceiling fan.

**QUESTION:**

a) Where can I exchange money?

b) Does the room have air conditioning?

c) Is this service free?

7) **ANSWER:** There is a bank that's right outside the hotel to the right.

**QUESTION:**

a) Where can I exchange money?

b) Is breakfast included in the price?

c) What time is breakfast served?

8) **ANSWER:** You have to press "9" on your phone.

**QUESTION:**

- a) Where can I exchange money?
- b) How do I check my messages?
- c) What time does the restaurant open?

9) **ANSWER:** Yes, you can leave them in the storage room next to the restaurant.

**QUESTION:**

- a) Did you give me back my passport?
- b) Can you call me a cab?
- c) Can I leave my bags here?

10) **ANSWER:** No, not yet. Here it is.

**QUESTION:**

- a) Did you give me back my passport?
- b) Where is my key?
- c) Can I leave my bags here?

### **UNIT 13. Restaurant and Catering**

**Exercise 1. Repeat the text «Types of food» which had been given in practical classes and make the test below.**

- 1) Which is produced by insects?
  - a) fruit
  - b) honey
  - c) poultry
- 2) If something is «edible», it can be
  - a) very delicious
  - b) easily cooked
  - c) safely eaten
- 3) Before the development of agriculture, what did people hunt?
  - a) fruits and seeds
  - b) dairy foods
  - c) animals and birds
- 4) Before the development of agriculture, what did people gather?
  - a) fruits and seeds
  - b) dairy foods
  - c) animals and birds

5) Agriculture developed when people began cultivating

- a) edible plants
- b) wild animals
- c) meat and eggs

6) Which word could be defined as «an edible seed that grows in a long seed pod»?

- a) nut
- b) bean
- c) grain

7) What are seeds from grasses such as wheat, rice and millet called?

- a) food seeds
- b) grains
- c) beans

8) What do poultry farmers usually raise?

- a) eggs
- b) chickens
- c) feathers

9) Which are raised for their milk?

- a) dairy cows
- b) dairy foods
- c) beef cattle

10) Which type of food does not always have a hard outer shell?

- a) nuts
- b) seafood
- c) shellfish

**Exercise 2. Look at the recipe of the Vanilla Cake and the directions of its cooking.**

**Write down the recipe of your favourite dish and directions of its cooking.**

### **Vanilla Cake**

Ingredients:

- 1 cup white sugar
- 1/2 cup butter
- 2 eggs
- 1 **tbsp** vanilla extract
- 1 1/2 cups self-raising flour

- 1/2 cup milk

### Directions

- 1) Preheat oven to 350 degrees F (175 degrees C). **Grease** and flour a cake pan.
- 2) In a mixing bowl, cream together the sugar and butter. **Beat** in the eggs, then add a **tablespoon** of vanilla extract and **whisk**. Add flour to the mixture and stir in milk until the batter is smooth. Pour or spoon batter into the greased cake pan.
- 3) Bake for 30 to 40 minutes in the preheated oven.

**Exercise 3. Read again the text «Cooking» which had been given in practical classes and make the test below.**

- 1) What does a cookbook contain?
  - a) cooks
  - b) courses
  - c) recipes
- 2) Which can be «ingredients»?
  - a) herbs, spices, meats
  - b) adding, mixing, mashing
  - c) pans, pots, spoons
- 3) Before cooking or eating certain fruits and vegetables, some people \_\_\_\_\_ them.
  - a) peel
  - b) carve
  - c) beat
- 4) Which is not usually done with a knife?
  - a) chopping vegetables
  - b) grating cheese
  - c) dicing meat
- 5) Which two words are the closest in meaning?
  - a) cook and serve
  - b) sauté and stir-fry
  - c) melt and grease
- 6) Which of these amounts is the smallest?
  - a) a tablespoon
  - b) a teaspoon

c) a pinch

7) Which action is done just with the fingers?

a) sprinkling

b) slicing

c) whisking

8) Which means «to cut into small squares or cubes»?

a) to dice

b) to chop

c) to carve

9) Which is usually carved with a carving knife?

a) a chocolate cake

b) a roast chicken

c) a fried egg

10) Which cooking methods work by surrounding food with hot air on all sides?

a) boiling and steaming

b) frying and grilling

c) baking and roasting

**Exercise 4. Read the text about eating and drinking habits around the world.**

**Write a short essay (250-300 words) based on such questions:**

**1) How do eating and drinking habits of Ukraine people differ from eating and drinking habits of people from other countries?**

**2) Describe eating and drinking habits in Ukraine and in the region you come from.**

## **Eating and Drinking Habits Around the World**

People around the world have different eating and drinking habits. Therefore it is a good thing to be aware of some basic needs of guests from around the world.

**The English guest.** They prefer an extensive breakfast selection, strong tea, served with cold milk, bottled sauces, a large selection of sandwiches, a good selection of cheeses, vegetables prepared as they would be in England and all kinds of potatoes.

**The American guest.** The American guest particularly appreciates ice water with every meal, free coffee refills, a large selection of beverages, bread and butter with lunch and dinner.

**The German speaking guest.** The Austrian, German and Swiss guest prefers an extended breakfast. Besides lunch and dinner, there is a mid-morning break and an afternoon break (with coffee, cakes and pastries).

**The Italian guest.** He or she particularly likes plenty of white bread and grissini, parmesan, water, wine vinegar and olive oil, lemon wedges with all fish and meat dishes.

**The Spanish guest.** The Spanish guest particularly appreciates white bread with all dishes, a pitcher of tap water, friendliness towards children, employees` knowledge of Spanish, consideration of later dining times.

**The Swedish guest.** Swedish guest is used to three meals a day. They prefer flexible mealtimes, fish dishes, water and bread included in the price, a choice of dressings.

**The Japanese guest.** He or she particularly appreciates a greeting by the host or the service employee. Because Japanese people greet each other by bowing, handshakes should be offered with discretion. They are used to fast service and full dedication from service employees. One should avoid eye contact and be aware of the fact that a Japanese guest is not familiar with food from other countries.

**The Chinese guest.** The Chinese guest particularly appreciates Chinese cuisine. They usually travel on business and in groups. Therefore the menus are often ignored and the restaurant manager should recommend a variety of courses. Hot towels to clean the hands before the meal and continuous tea service with free refills are expected.

**The Jewish guest.** Jewish cuisine is originally based on strong religious beliefs. Since Jewish people have dispersed all over the world, their cuisine is heavily influenced by many other cuisines. Nevertheless general rules are detailed in the Talmud, a collection of religious rules written in the 6th century. Their rules divide foods into Kosher (permitted, clean), Treife (not allowed), and Parve (neutral foods, always pure). Since Judaism forbids any kind of work on the Sabbath, meals are prepared in advance and kept warm.

**The Middle Eastern/North African guest.** In these countries breakfast consists of black tea, fresh pita, white bread, sheep and goat`s cheese, black and green olives, hard-boiled eggs, all kinds of nuts and fresh fruit. Lunch usually consists of a light meal, but dinner is extensive. Mohammed`s teaching prohibits alcohol consumption. Common beverages are spring and mineral water, fruit juices, milk and ayran, a Turkish yoghurt beverage. Fasting during Ramadan lasts for forty days. It is forbidden to eat during the day. The faithful are allowed to eat from sunset to sunrise.



## PART III. THEORY OF TRANSLATION

### I. METHODOLOGICAL RECOMMENDATIONS FOR SEMINAR (PRACTICAL) CLASSES

#### UNIT 1. What could we say about Translation?

##### **Task 1. Read the text, study the material about Translation studies.**

The second half of the 20<sup>th</sup> century has seen the in-depth study of translation, which is sometimes called Theory of Translation, Science of Translation, Translation Linguistics, or even Translatology.

It has been claimed abroad that translation studies began in 1972 with Holmes's paper presented at the Third International Congress of Applied Linguistics, «The Name and Nature of Translation Studies». However, unfortunately, European and American scholars seemed to have been unaware of the achievements of the Russian school of translation studies. Works by V. Komissarov, A. Shveitser, A. Fedorov and many others confirmed the status of translation studies as a discipline of its own even in the 1950s.

The main concern of translation theory is to determine appropriate translation methods for the widest possible range of texts and to give insight into the translation process, into the relations between thought and language, culture and speech.

There are several aspects of this branch of linguistics:

- 1) General theory of translation, whose object is general notions typical of translation from any language.
- 2) Specific (or partial, in terms of Holmes) theory of translation that deals with the regularities of translation characteristic of particular languages – for example, translation from English into Russian and vice versa.
- 3) Special (partial) theory of translation that pays attention to texts of various registers and genres.

There are two polysemantic terms – translation and interpretation: to interpret might mean «to render or discuss the meaning of the text» – an outstanding British translation theorist P. Newmark, for example, states that «when a part of a text is important to the writer's intention, but insufficiently determined semantically, the translator has to interpret». The term to translate is often referred to any (written or oral) manner of expression in another language.

A few words about the terms translating and rendering. When we translate, we express in another language not only what is conveyed in the source text but also how it is done. In rendering, we only convey the ideas (the what) of the source text.

##### **Task 2. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) What is the difference between translation and interpretation? What do you understand under the term «rendering»?

- 2) What are the main aspects of the translation theory?
- 3) What is that specific work, where the Science of Translation was the first time mentioned?
- 4) What is the main concern of translation theory?

**Task 3. Read the text about Semiotic approach. Try to retell it in your own words.**

Language system is the part of semiotics dealing with sign systems. Therefore, semiotic theories may be applied to language functioning. According to the semiotic approach, translation is language of code switching. When translating, we switch from one language to another one.

American linguist Roman Jakobson in his article «On Linguistic Aspects of Translation» spoke of three possibilities of code switching:

1) Intralinguistic translation, or rewording, i.e. interpreting verbal signs through other signs of the same language. This can be done on diachronic level: Chaucer's text is translated into modern English. When done on synchronic level, this kind of code switching is called a paraphrase. We often deal with paraphrasing when trying to explain or define things. For example, to explain the meaning of the phrase *I am not much of a cook*, we can paraphrase it by *I do not like to cook*, or *I do not cook well*. In the theory of translation, this type of code switching is called a transformation.

2) Interlanguage translation, i.e. substituting verbal signs of one language by verbal signs of another language, or switching from one language code to another one. This type of code switching is translation proper, the object of Translation Studies.

3) Intersemiotic translation, i.e. substituting signs of one semiotic system by signs of a different semiotic system. In its broad meaning, the term implies transmutation and can be illustrated by decoding some ideas and themes expressed, for example, in a poem through the «language» of music or dance.

**Task 4. Answer the following questions. Prove your point of view with the material what you have read.**

- 1) What can you say about the possibilities of code switching? By whom were they mentioned? Do you agree with their point of view?
- 2) What is the semiotic theory?
- 3) Explain in your own words code switching.
- 4) What do you understand under the word «paraphrase»? Give some examples.
- 5) What is transformation?
- 6) What is the difference between the interlanguage translation and the intersemiotic translation?
- 7) What is the object of Translation Studies?
- 8) Give examples of rewording.

**Task 5. Read the text about Communicative approach. Try to explain the difference between communicative and semiotic approaches.**

Communication is the process of transferring information from one person to another. Translation helps people communicate if they speak different languages.

Thus, translation is a two-facet phenomenon: on the one hand, it is the process of transferring information; on the other hand, it is the result of this process. By the result is meant a new text created in translating.

A speaker or writer (an author) makes a meaningful utterance called the text and addresses it to the listener, reader, or receptor, who understands the purport of the text and reacts to it.

The translation situation doubles the elements of communication. The receptor of the original text in turn becomes a translator who makes a translated text, or target text intended for the receptor speaking another language:

The source text is the text to be translated. The target text is the end-product, the translated text.

For the translation to be adequate and effective, the target text should be equivalent to the source text.

Thus, translation unifies two different language speech acts in one communicative situation.

**Task 6. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) What are the functions of the translation?
- 2) What should we do to make the process of communication convenient?
- 3) What are the source text and the target text?
- 4) What should we do to make the translation adequate and effective?

**Task 7. Read the material about dialectics of translation and retell it.**

*Inseparability of form and meaning.*

A translator is to convey not only the ideas and themes of the source text (meaning, sense); he should also pay attention to the adequate form to express these ideas. He should not become carried away with a free (loose) form of translation, nor force the target language by following the source text word for word. A translator always bears in mind a standard language of the target text.

*Social functions.*

Translation does not exist outside of society. It appeared in society when communities began to trade and exchange ideas. At the same time, translation helps the world community develop. Nations could hardly have achieved the technological success as it is in the 20th century if there had been no translations in electronics, physics, chemistry and other branches of science and technology.

According to the Encyclopedia Britannica, in the 20th century most of the world's people speak one of about 75 primary languages. A small minority speak one

of 450 secondary languages, and more than 4,400 other languages are in use. Without translation and translators the world would not be able to progress.

*Translation and culture are inseparable.*

Translation could not have developed without culture. Literature, science, and philosophy influence translators' conceptualizations. On the other hand, culture could not have developed without translation, since translations enrich nations with the cultural values of other nations.

*Reflection and creativity in translation.*

Translation reflects the source text but it does not copy it. To translate adequately, a translator must do his or her best to find the proper means of expression. Translator bears in mind that the receptor has a cultural background other than that of a receptor of the original text; therefore, he has to be very resourceful in producing the same impact upon the receptor as that of the source text. Special problems arise in translating dialects, foreign speech, puns, poetry, etc. Translator is in constant search for new tools to solve translation problems.

*Translation is the art and the science.*

Translation is dominated by objective, scientific, and linguistic description and explanation. At the same time it is a subjective choice of means preserving stylistic equivalence of the source text.

**Task 8. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) Do you agree with the statement that translation is the art and the science?
- 2) What is the target of the translator when working on the text?
- 3) Do the translation helps the world community develop? Explain it.
- 4) What has translation do with the culture? How are they related?
- 5) What has to do a translator to do his work properly?
- 6) Can you give the example of the tools to solve translation problems?

**Task 9. Read the text about translation invariant. What is it based on?**

Many linguistic terms have been borrowed from mathematics. Translation invariant is one of them. By translation invariant we mean what is in common between the two expressions, a source one and a target one, after our manipulations and transformations of variable phrases.

By translation invariant we should understand the semantic equivalence of the source and the target texts.

Some linguists, however, consider the notion to be broader than this definition. They suppose that it is the real situation described by the text that brings together the source and the target texts. If the situation is understood differently, it leads to misunderstanding, which can happen in a monolanguage situation as well, and is often the basis for all sorts of comical jokes.

Therefore, the invariant of translation is based not only on semantics (meaning), but also on pragmatics (communicative intention).

**Task 10. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) From what disciplines many linguistic terms have been taken?
- 2) What is translation invariant?
- 3) How can we avoid misunderstanding when translating? Substantiate your answer.

**Task 11. Read the material and retell it in your own words. What is it about?**

According to R. Bell, a unit of translation is the smallest segment of a source language text which can be translated, as a whole, in isolation from other segments (as small as possible and as large as is necessary).

There exists the notion of a word-for-word translation, the word can hardly be taken for a translation unit. First of all, this is because word borders are not always clear. Sometimes a compound word is written in one element, sometimes it is hyphenated, or the two stems are written separately as a phrase: e.g., moonlight, fire-light, candle light. On the other hand, in oral speech it is difficult to single out separate words because they tend to fuse with each other into inseparable complexes: [*'wudʒə 'ko:lim?*] – according to the stress, there should be two words, while in written speech we can see four words: *Would you call him?*

Furthermore, it is impossible to consider a phrase (word combination) as a translation unit, because its boundaries are also vague.

Thus, it is not a language unit that should be considered in translation, but a discourse (speech) unit. A translation unit is a group of words united in speech by their meaning, rhythm and melody, i.e. it is a syntagm, or rhythmic and notional segment of speech.

This definition of the unit of translation is process-oriented. If considered from a product-oriented point of view, it can be defined as the target-text unit that can be mapped onto a source-text unit.

**Task 12. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) What is a unit of translation? Why the word can hardly be taken for a translation unit?
- 2) Can a word combination be considered as a translation unit? Explain it.
- 3) What can you say about the speech unit?
- 4) What segments of speech do you know?

## UNIT 2. What are the types of translation?

### Task 1. Read these criteria. Think over it. Can you add something to it?

There are some criteria for classifying translation:

- 1) The first one is based on who does the translation. These days translation may be done by a human translator or by computer.
- 2) Form of speech: according to this criterion, translation as a written form, sight translation (or translation-at-sight, on-sight translation) as the oral translation of written text, and interpreting as oral translation of oral discourse are differentiated. This criterion also involves subtitling, that is visual translation involving the superimposition of written text onto the screen, and dubbing, or the replacement of the original speech by a voice track which attempts to follow as closely as possible the timing, phrasing and lip movements of the original dialogue.
- 3) Source text perception: a translator can see or hear the text.
- 4) Time lapse between the source text perception and translation: consecutive and simultaneous interpreting.
- 5) Number of languages in translation situation: one-way or two-way translation.
- 6) Direction of translation: direct translation, that is, translation into the mother-tongue, and inverse translation, or translation into a foreign language.
- 7) Methods of interpreting: note-taking interpretation, phrase-by-phrase interpretation
- 8) Functional style and genre of the text: literary works and informative texts.

### Task 2. Answer the following questions. Prove your point of view with the material, what you have read.

- 1) Which ways the translation can be made?
- 2) Concerning the translation what forms of speech do you know?
- 3) What can you say about the subtitling and dubbing? Characterize them.
- 4) What is the difference between the source text perception and dubbing?
- 5) How much time must be the time lapse between the source text perception and translation?
- 6) List criteria that you know for classifying translation. Characterize them.

### Task 3. Read the text about machine translation. What are the benefits of it?

Today, machine translation is often called computer-aided translation (CAT). CAT systems are divided into two groups: machine-aided human translation (MAHT) and human-aided machine translation (HAMT). The difference between the two lies in the roles of computer and human translator.

In MAHT, a translator makes the translation, then uses the computer as a tool for typing, checking spelling, grammar, style; for printing the target text, for looking up words in electronic dictionaries and data bases, for getting references on CD-

ROMs and other sources, for consulting about contexts, for discussing problems in the web, for searching a job, etc.

In HAMT, the translation is automated, done by a computer but requiring the assistance of a human editor. There are two phases of human help: pre-editing and post-editing. In pre-editing, an operator (or a customer) prepares the text for input. A special computer translation program transfers the text from one language to another. Then a translator does the post-editing, mostly by correcting the word usage.

Machine translation has a number of advantages and disadvantages. The advantage is, first and foremost, its fast speed, which saves time, so important these days. The computer is tireless; it can work day and night. Now that there are lap-tops, a computer is a very flexible and convenient tool: it can accompany a translator anywhere. Computers are also of great help to disabled people, especially computers working with a human voice.

On the other hand, computers are restricted to the materials. They can translate only clichéd texts. They cannot translate unpredictable texts, like fiction, for example. Usually they provide «raw translation». Another disadvantage is that they are still rather expensive. They require constant upgrading, which is usually not cheap. Computer viruses are a serious danger to work. And computers are not absolutely safe for human health, either.

**Task 4. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) Into what groups computer-aided translation systems are divided?
- 2) Characterize the machine-aided human translation.
- 3) How can you describe the human-aided machine translation?
- 4) List the advantages and disadvantages of the machine translation.
- 5) Do you agree with the statement that computers are not absolutely safe for human health? Can you explain why?

**Task 5. Read the text about translation and interpreting. Outline the main points.**

Difference in written translation and interpreting had been fixed by two international professional associations: F.I.T. (Fédération Internationale des Traducteurs) or the International Federation of Translators, the association of written translators; and A.I.I.C. (Association Internationale des Interprètes de Conférence), or the International Association of Conference Interpreters, dealing with oral translation. Conference interpreting is known to have started after World War I, at the Conference on the Preliminaries of Peace in 1919. Until then all international meetings had been held in French, the language of 19th century diplomacy.

The first conference interpreters did consecutive interpreting, i.e. they delivered their translation after listening to the speaker so that there was some time between the source language text and the translation. The interpreters worked in teams of two, each into his mother tongue. At the League of Nations, interpreters went to the rostrum to deliver their translation as soon as the speaker had finished.

Occasionally speeches lasted well over an hour, so the interpreters, considering it bad taste to interrupt a speaker, developed a technique of consecutive interpreting with note-taking.

Two Geneva conference interpreters, J.-F. Rozan and J. Herbert, after having reviewed their own as well as their colleagues' writing pads, came to the conclusion that although each interpreter had his or her own manner of writing, there was something common to all the notes reviewed. This brought to life recommendations to would-be interpreters on how to take notes in order to memorize the message and not to interrupt the speaker.

The «sentence-by-sentence» interpreting often found in liaison and community interpreting is not regarded now as 'true consecutive'. Liaison interpreting takes place in spontaneous conversational settings, while community interpreting is typical of the public service sphere.

These days consecutive interpreting is used mostly in bilateral contacts, to serve only two languages.

Interpreting may take place in two directions when the interpreter has to work for both language participants. This is a two-way, or bidirectional, translation (interpretation) and it requires a special skill of switching the languages to speak to.

A one-way interpreting means translation from one language only and is usually employed for summit meetings.

There is a sub-variety of the consecutive interpreting, known as postponed consecutive interpreting. This is a translation which is not performed in the presence of the participants, but which is dictated from the interpreter's notes into a dictating machine or typed, in case the participants have understood the speaker but want to think over the discourse to take appropriate decisions on it.

Consecutive interpreters are also called linear interpreters, for their translation is in line with the source text unlike simultaneous translation that overlaps the original speech.

Simultaneous interpreting, i.e. interpreting almost immediately as the speaker produces the text (the interpreter can lag behind the speaker not more than 2 or 3 seconds), came into life much later, at the Nuremberg trials (1945-1946) and Tokyo trials (1946-1948) of war criminals, though some attempts had been made in the late 1920s and the early 1930s. In the USSR, simultaneous interpreting was first introduced at the 6th Congress of the Communist International in 1928, with the interpreters sitting in the front row of the conference hall trying to catch speakers' words coming from the rostrum, and talking into heavy microphones hanging on strings from their necks. Isolated booths for interpreters appeared five years later, in 1933.

Simultaneous interpreting gained ground at the United Nations Organization that began the era of multilateral diplomacy. Today's simultaneous interpreters, unlike their predecessors, are provided with special equipment. They work in a special booth, listening through a headset to the speaker in the conference room and interpreting into a microphone, while at the same time watching what is going on in the meeting room through the booth window or viewing projections on the TV



screen. Delegates in the conference room listen to the target-language version through a headset.

Simultaneous translation is usually employed at multilanguage (multilateral) meetings, so that conference participants can switch their headphones to the appropriate language channel.

Simultaneous interpreting is very exhausting work. It requires extremely concentrated attention. The interpreter should adjust his/her own speech tempo to that of the speaker. Several skills are simultaneously featured: listening, speaking, switching to another language, compressing information. Simultaneous interpreting is possible due to the human ability to anticipate and forecast what will be said in some minutes. To do it, one must have a good command of the subject matter under discussion. Since the simultaneous interpreter's work is so intense and the conditions are extreme, interpreters are usually changed at the microphone every 20 or 30 minutes.

Simultaneous translation may take place not only in the special booth. There is also whispered interpreting (or chuchotage) where the interpreter sits between the participants and whispers his/her translation to them. This type of translation is often used in a business meeting.

The simultaneous interpreter can get the source text in written form, which does not make his/her job easier, since the interpreter has to do simultaneously three jobs: read, listen and interpret. It is a most strenuous task, for the interpreter has to be watchful of the speaker deviating from the text.

Written translation is also divided into sub-varieties. It may be a visual translation (a written text is before the translator's eyes), translation by ear (in this case the translator listens to the text and writes the translation: dictation-translation), sight translation, (i.e. translation of the written text without preliminary reading, usually done orally).

The most obvious differences between written translation and interpreting are as follows:

- translators have time to polish their work, while interpreters have no time to refine their output
- any supplementary knowledge, for example terminological or world knowledge, can be acquired during written translation but has to be acquired prior to interpreting
- translators can re-read their texts, they do not have to memorize big segments, while interpreters are able to listen to the text but once
- interpreters have to make decisions much faster than translators
- unlike written translation, interpreting requires attention sharing and involves severe time constraints. Following the United Nations norms of six to eight pages of written translation per day, the professional translator typically produces about five words per minute or 300 words per hour. The simultaneous interpreter, in contrast, has to respond instantly at a rate of 150 words per minute or 9000 words per hour.

**Task 6. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) By what international associations the difference in written translation and interpreting had been fixed?
- 2) What can you say about the International Association of Conference Interpreters?
- 3) What do you know about their speeches?
- 4) Where the liaison interpreting and the community interpreting take place?
- 5) What is postponed consecutive interpreting?
- 6) What interpreters called «linear interpreters» Explain why?
- 7) What can you say about the simultaneous interpreting? Tell briefly about its history.
- 8) Explain why the simultaneous interpreting is such an exhausting work. What you think about yourself, could you work as a simultaneous interpreter?
- 9) Tell about the sub-varieties of the written translation.
- 10) How can you describe the sight translation?
- 11) What is the difference between written translation and interpreting?

**Task 7. Read about functional classification. Are there any important points that the author has forgotten to add?**

According to the dominating function of the source text, translations are divided into literary and informative groups.

In literary translation, the poetic function of the text prevails. It is the translation of fiction prose, drama, and poetry. To translate a literary work, a translator should apply for the copyright.

Informative translation is the translation of texts on science, technology, official writings, business messages, newspaper and magazine articles, etc. These texts can also have an expressive function, but it is not dominating in the text. The prevailing function here is informative.

**Task 8. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) To what groups according to the dominating function of the source text translations are divided?
- 2) What is the poetic function of the text?
- 3) What should do a translator to translate a literary work?
- 4) What does the informative translation means?

### UNIT 3. Evaluative classification of translation

#### Task 1. Read the text about the adequate and equivalent translations.

Translation theorists have long disputed the interrelation of the two terms.

V. Komissarov considers them to denote non-identical but closely related notions. He claims that adequate translation is broader in meaning than equivalent translation. Adequate translation is good translation, as it provides communication in full. Equivalent translation is the translation providing the semantic identity of the target and source texts. Two texts may be equivalent in meaning but not adequate.

A. Shveitser refers the two terms to two aspects of translation: translation as result and translation as process. We can speak of equivalent translation when we characterize the end-point (result) of translation, as we compare whether the translated text corresponds to the source text. Adequacy characterizes the process of translation. The translator aims at choosing the dominant text function, decides what he can sacrifice. Thus, adequate translation is the translation corresponding to the communicative situation.

Close to this understanding of translation adequacy is E. Nida's concept of dynamic equivalence, «aimed at complete naturalness of expression» and trying «to relate the receptor to modes of behavior relevant within the context of his own culture». Nida's principle of dynamic equivalence is widely referred to as the principle of similar or equivalent response or effect.

Y. Retsker states that the notion of adequate translation comprises that of equivalent. According to him, an adequate target text describes the same reality as does the source text and at the same time it produces the same effect upon the receptor.

Translation adequacy is achieved by three types of regular correlations:

- 1) equivalents, that is regular translation forms not depending upon the context (they include geographical names, proper names, terms): the Pacific Ocean, hydrogen.
- 2) analogs, or variable, contextual correspondence, when the target language possesses several words to express the same meaning of the source language word.
- 3) transformations, or adequate substitutions.

#### Task 2. Answer the following questions. Prove your point of view with the material, what you have read.

- 1) How can you describe adequate translation?
- 2) According to V. Komissarov how the adequate translation and the equivalent translation are interrelated?
- 3) What does the adequacy in translation mean from your point of view?
- 4) What does A. Shveitser claim speaking of the aspects of translation?
- 5) What does A. Shveitser say about the equivalent translation?
- 6) What translation corresponds to the communicative situation the most?
- 7) What can you say about the E. Nida's concept of dynamic equivalence?
- 8) What does Y. Retsker state about the adequate translation?

9) What are the regular correlations? What types of the regular correlations are being used to achieve the translation adequacy?

10) What do you mean under the word «equivalents»? Give examples.

11) Give examples of the contextual correspondence. How can this concept be named differently?

**Task 3. Read the text about the literal translation and retell it.**

Literal translation is the translation that reproduces communicatively irrelevant elements of the source text, This usually happens when the translator copies the source language form on this or that level of the language.

According to the language level, there exist various types of literal translation:

1) *on the sound level*: this type of literal translation results in the so called «translator's false friends», that is words similar in sounds but different in meaning: conductor, herb, computer silicon chips.

2) *on the syntactic level*: copying the structure of the source language. Sometimes an inexperienced translator is hypnotized by the source language, and, to translate «accurately», he tries to render the meaning word for word, thus breaking combination rules of his own language.

3) *on the semantic level*: giving the primary meaning of the word or its part, whereas a semantic transformation is required.

4) *etymological errors*: disregarding language changes. Words acquire new meanings over time and use.

5) *following the style of the source text*: different registers require different language means.

We can see that very often literal translation is not necessarily a word-for-word translation, although it is often associated with a rather negative evaluation of the translation.

**Task 4. Answer the following questions. Prove your point of view with the material, what you have read.**

1) What is literal translation?

2) What is etymology?

3) How many types of literal translation exist according to the language level?

What are they?

4) What are the so called «translator's false friends»? Give some examples.

5) Is it possible not breake combination rules of the result language when translating from the source language?

6) What are the etymological errors?

7) Is it necessary to come up to the word-for-word translation?

**Task 5. Read the text and think over. Is there something you can add to this material about the free translation?**

Free translation is the reproduction of the source form and content in a loose way. This concept means adding extra elements of information or losing some essential ones.

Of course, it is not very good when a translator add details not described by the author, neither it is proficient to reduce the source text.

Nevertheless, free translation is appropriate in some cases: poetry translations are done with a certain degree of freedom. A translator is also free to modernize a classic text in order to subvert established target-language reader-response. Free translation is also admitted in the titles of novels, movies, etc.

Recently translation theorists have begun to relate free translation to communicative translation, depending on the purpose of the translation, and literal translation to the so-called semantic translation. Communicative translation tends to undertranslate, i.e. to use more generic, catch-all terms in difficult passages. A semantic translation tends to overtranslate, i.e. to be more detailed, more direct, and more awkward. P. Newmark, however, distinguishes semantic translation as the attempt to render as closely as possible the semantic and syntactic structures of the target language, from literal translation, when the primary senses of the lexical words of the original are translated as though out of context. He defines communicative translation as that which produces on its receptors an effect similar to that on the receptors of the original.

**Task 6. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) What can you say about free translation?
- 2) In which cases the free translation is appropriate?
- 3) What mistakes in your point of view can make a translator when using free translation in his work? How can he avoid the mistakes?
- 4) In what areas free translation is admitted? Give examples.
- 5) What is the difference between communicative translation and semantic translation? Substantiate it. Give examples.
- 6) What does P. Newmark say about semantic and communicative translations?

**Task 7. Read the text. What can you say about the concept of «untranslatability»?**

It is a cardinal problem that is a cornerstone of the translation art and craft. The reasons for the lack of belief in achieving adequate translation have been expressed time and again. In trying to replace a message in one language with a message in another language, the translator loses some meaning, usually associative, either because he belongs to a different culture or because the receptor's background knowledge does not coincide with that of the source text receptor (cultural overlap). Thus the transfer can never be total.

Reality is segmented differently by languages, which depends upon the environment, culture and other circumstances people live in.

Translators' scepticism and pessimism came to be known in the Middle Ages. Dante Alighieri (1265-1321) claimed that no poem can be translated without having its beauty and harmony spoilt. Miguel Cervantes de Saavedra (1547-1616) likened the works in translation to the wrong side of a Flemish tapestry: you can see only vague figures and cannot admire the bright colors of its right side.

Wilhelm von Humboldt (1767-1835), a German philologist and translator, stressed that «no word in one language is completely equivalent to a word in another language», and that «each language expresses a concept in a slightly different manner, with such and such a denotation, and each language places it on a rung that is higher or lower on the ladder of feeling.»

No matter what reasons might be given by theorists, translation practice has been proving that this concept is groundless. Translators have always attempted to be not just a «window open to another world» but rather «a channel opened», through which foreign influences can penetrate the native culture, challenge it, and influence it. So the concept of untranslatability is not shared by practical translators who help people of various countries to communicate.

Though sceptical and negative, the concept played its positive role in the history of translation. It has caused scholars to ponder over language and culture discrepancies and to give up the idea of one language mechanically overlapping another one to convey the message.

**Task 8. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) Describe the problem of «untranslatability».
- 2) How can a translator achieve adequate translation without losing details?
- 3) What are the reasons of losing the meaning of the source text?
- 4) What can you say about the cultural overlap?
- 5) In what century translators' scepticism and pessimism is known to be used?
- 6) What did philologists and translators of the Middle Ages claim about ways of translation?
- 7) What can you say about the concept of untranslatability?
- 8) What role did the concept of untranslatability play in the history of translation?

## **UNIT 4. Translation Equivalence**

**Task 1. Read this material about the types of equivalence and retell it.**

Translation equivalence does not mean that source and target texts are identical. It is a degree of similarity between source and target texts, measured on a certain level.

Viewed from the semiotic angle, the source and target texts can be identical pragmatically, semantically and structurally.

Every text should be equivalent to the source text pragmatically, which means that the both texts should have one and the same communicative function. The target text should have the same impact upon the receptor as the source text has.

Semantic identity implies describing the same situation, using similar lexical meaning of the units, and similar grammatical meaning of the elements.

Structural similarity presupposes the closest possible formal correspondence between the source text and the target text.

According to V. Komissarov, one can distinguish five levels of equivalence: pragmatic, situational, lexical (semantic), grammatical, structural levels.

**Task 2. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) What is the translation equivalence?
- 2) How to make the target text match the source text?
- 3) What does semantic identity imply?
- 4) What does the structural similarity presuppose?
- 5) What are the levels of equivalence according to V. Komissarov?

**Task 3. Read and say in your own words about the pragmatic level of translation.**

First and foremost, the translation must retain the same communicative function as the source text. The description and enumeration of speech functions can be found in the work by R. Jakobson, who pointed out the following:

1) informative function, i.e. conveying information: *I am green with envy because of the success of my competitor.*

2) emotive function, i.e. expressing the speaker's emotions: *What on earth do I need such a friend for?*

3) conative function, i.e. expressing one's will: *Could you do me a favor, please?*

4) phatic function, i.e. making communicative contact: *How do you do!*

5) metalingual function, i.e. describing language features: *Don't trouble trouble until trouble troubles you.*

6) poetic function, i.e. aesthetic impact:

*Tiger Tiger, burning bright,*

*In the forests of the night;*

*What immortal hand or eye,*

*Could frame thy fearful symmetry? (W.Blake)*

These sentences have only one thing in common: general intent of communication, communication aim, or function. At first glance, the source and target texts have no obvious logical connection; they usually designate different situations, have no common semes (i.e. smallest components of meaning), and have different grammar structures.

**Task 4. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) What did R. Jakobson say about the speech functions?
- 2) What does the same mean? Describe it.
- 3) What is the name of the function that helps to make communicative contact?

Give examples.

- 4) What function describes language features? Give examples.
- 5) What function contains the aesthetic impact? Give an example.
- 6) What is the difference between emotive and conative function?
- 7) What function expresses the speaker's will?
- 8) What function conveys information?
- 9) What function expresses the speaker's emotions?
- 10) Give examples of the use of informative function.
- 11) Think of advantages and disadvantages of every speech function separately.

**Task 5. Read and think over. What can you add about situational level of translation?**

The source and the target texts can describe the same situation from different angles with different words and structures: *I meant no harm*. (the situation in the bus); *Who shall I say is calling?* (the situation on the phone); *Wet paint*. (the situation in the park).

There are no parallel lexical or structural units in these counterparts. Therefore, their content is different, the word senses are different, grammar relations between the sentence components are different. Nevertheless, the utterances correspond to each other in their communicative functions and in the similarity of the described situation. Because of this identity, V. Komissarov calls this type of equivalence «identification of the situation».

Frequently one and the same situation is referred to in different languages. This is particularly true of set phrases: *Fragile.*; *Beware of the dog!* *Push/Pull*

**Task 6. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) What does V. Komissarov states under the «identification of the situation»?
- 2) Give some examples of the situational level.

**Task 7. Read the text about the semantic paraphrase and retell it.**

Dealing with the transformation the meaning implies the semantic variation, or semantic paraphrase of the source language utterance. For example, the sentence in the original can be translated as if the situations were viewed from the different angle: *He was not unlike his mother*.



Or some words of the source language sentence are paraphrased in translation: *After her illness, she became as skinny as a toothpick.*

Or the target sentence can verbalize the idea in more detail than the source language sentence: *Boris is in no mood for joking today.*

On this level of equivalence, the source and the target sentences have the same function (aim), they describe the same situation, and their meanings are approximately identical, whereas their grammar structures are different. As is known, the meaning of each word consists of semes, the smallest sense component. The set of semes in the source and target sentences is the same, but they are grouped differently and, therefore, are verbalized in different ways and do not have the same syntactic structure.

V. Komissarov states that on this level the two sentences match because they have approximately the same method of the situation description.

**Task 8. Answer the following questions. Prove your point of view with the material, what you have read.**

1) What can you say about the semantic paraphrase? Give some examples considering the viewed situations from the different angles.

2) What is the role of the smallest sense component in the translation? How is it called?

**Task 9. Read the text. What can you say about the transformational equivalence?**

On this level, the target and the source language sentences manifest grammar transformations: the passive predicate can be translated by the active: *The port can be entered by big ships only in tide.*

Likewise, part of speech can be changed in translation: *We had a long walk.* Or the structure of the sentence can be modified: *Jane was heard playing the piano.* Any other change of the grammar meaning within the sentence testifies to the equivalence on the transformational level, which is called by V. Komissarov the level of the invariant meaning of the syntactic structure.

This level of equivalence presupposes retention of the utterance function, the description of the same situation, the same meaning of the source and target sentences, and a very close (but variable) grammatical meaning.

**Task 10. Answer the following questions. Prove your point of view with the material, what you have read.**

1) What is transformational equivalence? Give examples.

2) How the equivalence on the transformational level was called by V. Komissarov?

3) What does the level of equivalence presuppose?

**Task 11. Look through this information about lexical and grammatical equivalence. Give more examples.**

On this level, the most possible semantic similarity between the source and target sentences is found:

- *Every mother loves her children.*
- *I will write you every week.*

As a matter of fact, this is a word for word translation where each word and the whole structure retains its lexical and grammatical meaning, the situation designated by the sentences is identical, and the communicative function of the utterances is the same. Every form of the target sentence is equal, with no variations, to that of the source language sentence. Therefore, this level might be called the level of formal equivalence.

**Task 12. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) What is the lexical equivalence?
- 2) What is the grammatical equivalence?
- 3) Is it possible to reach the lexical and grammatical equivalence at the same time? Explain why.
- 4) What can you say about the formal equivalence? Give examples.

**Task 13. Read the text. What can you say about the levels of equivalence hierarchy?**

The relationship between the levels of equivalence is not random. Each subsequent level presupposes a preceding one. Thus, the level of lexical and grammatical equivalence implies that the phrases have the same grammatical and lexical meanings (transformation and semantic equivalence), refer to the same situation, and have the same function. Phrases equivalent at the semantic level have similar semantics, describe the same situation and perform the same function; however, they do not have close grammatical meaning, since this level of equivalence is higher than the transformational level. Thus, the hierarchy observed between the levels of equivalence is unilateral, the lower levels presupposing the higher ones, but not the other way about.

The hierarchy of levels does not imply the degree of evaluation. A lower level of equivalence does not mean a worse level. A higher level of equivalence is not a better one. A translation can be good at any level. This depends on a number of factors, such as the aim of the author, the requirements of the text, the perception by the receptor.

Pragmatics of translation seems to dominate all other aspects of this type of communication.

**Task 14. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) What does the level of lexical and grammatical equivalence imply?
- 2) Characterize the phrases equivalent at the semantic level.
- 3) Explain why the hierarchy between the levels of equivalence is unilateral.
- 4) Describe the levels of equivalence.
- 5) At what level a translation is better? Explain why.
- 6) What does the quality of translation depend on? Substantiate your point of view.

## **UNIT 5. Translation Models**

**Task 1. Read the text and say in a few words what you mean under the translation process.**

To start a machine translation, computer designers invited a group of experienced translators to ask them a question, seemingly naive but directly referring to their profession: how do you translate? Could you tell us in detail everything about the translation process? What goes on in a translator's brain? What operation follows? Dmitri Zhukov, a professional translator, reminisces that this simple question took everyone by surprise, for it is a terribly difficult thing to explain what the process of translation is.

Attempts to conceptualize the translation process have brought to life some theories, or models, of translation. The translation model is a conventional description of mental operations on speech and language units, conducted by a translator, and their explanation.

Approximately, translation models can be singled out:

- 1) Situational (denotative) model of translation;
- 2) Transformational model of translation;
- 3) Semantic model of translation;
- 4) Psycholinguistic model of translation.

Each model explains the process of translation in a restrictive way, from its own angle, and, therefore, cannot be considered comprehensive and wholly depicting the mechanism of translation. But together they make the picture of translation process more vivid and provide a translator with a set of operations to carry out translation.

**Task 2. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) What is the process of translation in your point of view?
- 2) What is the translation model?
- 3) How can translation models be singled out?
- 4) What does each translation model explain?

**Task 3. Read the text. What can you say about the situational model of translation?**

One and the same situation is denoted by the source and target language. But each language does it in its own way.

To denote means to indicate either the thing a word names or the situation a sentence names. Hence is the term of denotative meaning, or referential meaning, i.e. the meaning relating a language unit to the external world; and the term of denotation, or a particular and explicit meaning of a symbol.

To translate correctly, a translator has to comprehend the situation denoted by the source text, as P. Newmark stressed, one should translate ideas, not words and then find the proper means of the target language to express this situation (idea). If the translator does not understand the situation denoted by the source text, his translation will not be adequate, which sometimes happens when an inexperienced translator attempts to translate a technical text. The main requirement of translation is that the denotation of the source text be equal to the denotation of the target text. That is why a literary word-for-word translation sometimes results in a failure of communication.

Thus, this model of translation emphasizes identification of the situation as the principal phase of the translation process.

A weak point of this model is that it does not explain the translation mechanism itself. One situation can be designated by various linguistic means. Why choose this or that variable over various others? The model gives no answer to this question.

**Task 4. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) Tell about the word «denote». What does it mean in translation process?
- 2) Describe the term «denotative meaning».
- 3) What does denotation mean?
- 4) What did P. Newmark say about translation?
- 5) What does P. Newmark claim about the main requirement of translation?
- 6) What do you think about the word-for-word translation?
- 7) What does the situational model of translation emphasize?
- 8) Tell about the weak points of the situational model of translation.

**Task 5. Read about the transformational model of translation. Retell it.**

When translating, a person transforms the source text into a new form. Transformation is converting one form into another one.

There are two transformation concepts in the theory of translation.

In one of them, transformation is understood as an interlinguistic process, i.e., converting the source text into the structures of the target text, which is translation

proper. Special rules can be described for transforming source language structures as basic units into target language structures corresponding to the basic units.

In the second concept, transformation is not understood as broadly as replacing the source language structures by the target language structures. Transformation here is the part of a translation process, which is:

Analysis: the source language structures are transformed into basic units of the source language. For example, the sentence *I saw him entering the room* is transformed into *I saw him. He entered the room.*

What are the advantages and disadvantages of this model? It is employed in contrastive analysis of two language forms that are considered to be translation equivalents, as it verbalizes what has been transformed in them and how. This model provides us with transformation techniques. It explains how we translate equivalent-lacking structures into another language. This model is important for teaching translation because it recommends that one transform a complex structure into a simple one.

However, a disadvantage of this model consists in inability to explain the choice of the transformation made, especially at the third synthesis phase. It does not explain the facts of translation equivalence on the situational level. It also ignores sociocultural and extralinguistic aspects of translation.

**Task 6. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) How many transformations are there in the theory of translation? What are they?
- 2) What is the interlinguistic process?
- 3) What is transformational model of translation? Give examples.
- 4) Tell about the advantages of the transformational model.
- 5) What are the disadvantages of the transformational model?

**Task 7. Read about the semantic model of translation. What is the difference of this model from previous?**

This model places special emphasis on semantic structures of the source and target texts. According to it, translation is conveying the meaning of the source text by the target text. The two texts can be called equivalent in meaning if their semantic components are close or identical. In order to translate, one must single out the meaningful elements of the original and then choose the target language units that most closely express the same content elements. (This model is sometimes called Content-Text Model) For this procedure, a componential (or seme) analysis is widely employed.

Like in the transformation model, the process of translation is subdivided into some phases:

- 1) Analysis: the semantics of the source language units are represented by deep semantic categories.

2) Translation: the relevant semantic categories of the source language are made equal to the deep semantic categories of the target language.

3) Synthesis: the semantic categories of target language are verbalized.

This model gives a good explanation of the translation equivalence and of the reasons for translation failures when irrelevant (or not all relevant) semes have been taken into consideration. It explains the mechanism of selecting one variable among synonyms: that synonym is chosen which has the greatest number of relevant semes similar to the source language word.

But the insufficiency of this model is that the process of singling out semes is a very difficult one. It does not explain the cases of situational equivalence.

**Task 8. Answer the following questions. Prove your point of view with the material, what you have read.**

1) How can you describe the process of translation according to semantic model?

2) What model is called Content-Text Model?

3) Into what phases the process of translation is subdivided?

4) What do you understand under «analysis» and «synthesis»?

5) What is the source language?

6) What is the target language?

7) What are the advantages of the semantic model of translation?

8) What are the disadvantages of the semantic model of translation?

**Task 9. Read the text. What is psycholinguistic model of translation? What information can you add to this text?**

Translation is a kind of speech event. And it develops according to the psychological rules of speech event.

The scheme of the speech event consists of the following phases:

- the speech event is motivated;
- an inner code program for the would-be message is developed;
- the inner code is verbalized into an utterance.

Translation is developed according to these phases: a translator comprehends the message (motif), transforms the idea of the message into his own inner speech program, then outlays this inner code into the target text.

The point of this theory is that it considers translation among speaking, listening, reading and writing as a speech event. But there is evidence to suggest that translators and interpreters listen and read, speak and write in a different way from other language users, basically because they operate under a different set of constraints. While a monolingual receiver is sender-oriented, paying attention to the speaker's/writer's message in order to respond to it, translator is essentially receiver-oriented, paying attention to the sender's message in order to re-transmit it to the receiver of the target-text, suppressing, at the same time, personal reactions to the message.

There are two essential stages specific to the process of translating and interpreting: analysis and synthesis – and a third stage, revision, available only to the translator working with the written text. During the analysis stage, the translator reads/listens to the source text, drawing on background knowledge, to comprehend features contained in the text. During synthesis, the target text is produced. Then the draft written translation is revised /edited.

However, the explanatory force of this model is very restricted, inner speech being the globally disputable problem in both psychology and linguistics.

**Task 10. Answer the following questions. Prove your point of view with the material, what you have read.**

- 1) Of what phases the scheme of the speech event consists of?
- 2) What is the inner code in the speech event?
- 3) How the translation is performed according to the psycholinguistic model?
- 4) What is the point of the theory of the psycholinguistic translation?
- 5) What are the essential stages specific to the process of translating?
- 6) What does revision mean?
- 7) How does the translator do his work during the analysis stage?
- 8) How does the translator work the during synthesis stage?

## II. METHODOLOGICAL RECOMMENDATIONS FOR STUDENTS' INDEPENDENT WORK

### Exercise 1. Write down the answers to the following questions.

- 1) What is the difference between free-lance and in-house translator?
- 2) What is the difference between translator and interpreter?
- 3) What does the term «bilingualism» mean?
- 4) In what ways do translators learn and master their languages?
- 5) What does it mean «to know the field of translation» and «to have necessary resources»?
- 6) What are the pitfalls of translation?

### Exercise 2. Rephrase the following sentences paying attention to Passive Constructions in italics:

- 1) Such trifles should be *put up with*.
- 2) The drowning man *was thrown* a rope.
- 3) This poor old blind man is never *read to*.
- 4) The ship *was lost sight of*.
- 5) Are we really *meant* to learn this by heart?
- 6) The room *could be entered* through a massive oak door.
- 7) This case of mental illness should *be dealt with* separately.
- 8) Edgar Poe *is felt to be* of insane mind in his later poems.
- 9) Such results *are not to be wondered at*.
- 10) His presence *was taken no notice of*.
- 11) This boy *is not spoken to*.
- 12) I don't understand why *I am asked* such a question.
- 13) John *is not to be* relied upon.
- 14) The bed *was not slept in*.
- 15) The house *was not lived in*.

### Exercise 3. Write down the answers to the following questions.

- 1) What are four qualities of translator?
- 2) What are the don't's of translator?
- 3) What does the Client expect of his interpreter?
- 4) What kind of troubles emerges while interpreting?
- 5) What is common between the professions of translator and programmer?
- 6) Why do the translators leave the profession?
- 7) For what reasons do the translators leave their profession within five years?



**Exercise 4. Rephrase the following sentences paying attention to polysemantic words and «false friends of interpreter»:**

- 1) The faculty of the New Orleans University consists of the best *scholars*, especially in *Arts*. I asked the chemist whether they had these *preparations* at the dispensary, I also asked him for *dressing material*.
- 2) The salesman showed me a number of *patterns* for various fabrics.
- 3) The *officers* of that company consist of the president, the treasurer, the counsel, the auditor, etc.
- 4) «Look here, *officer*», said the old woman — «stop the traffic for a moment, so that I might walk over the square to the pavement on the other side».
- 5) Little Oliver Twist was very much afraid of the *master* in the working house.
- 6) «It is so hot in the stokehold» — said Jackson — «we ought to have better *fans*».
- 7) Michael Jackson has lost many of his *fans* after the scandal.
- 8) Five *papers* by excellent scholars were read at the Fuel Conference.
- 9) The film has been *edited* by A.Peterson. He is a very good specialist.
- 10) There are many creepers in the *conservatory*.

**Exercise 5. Write down the answers to the following questions.**

- 1) What is the aim of translation theory?
- 2) Why can we say that in the sentence translated from «To Kill a Mockingbird» the equivalence of meaning is preserved?
- 3) Why is the problem of non-translation invalid?
- 4) Why should we have profound background knowledge?
- 5) Give the examples in which our knowing history, culture, traditions, specific terms, etc., are essential for correct translation. Explain them.
- 6) What types of background knowledge do you know?

**Exercise 6. Rephrase the following sentences paying attention to polysemantic words and «false friends of interpreter»:**

- 1) The crew of the boat consisted of her husband, his two *mates*, three *engineers*, twelve *firemen* and ten *able-bodied seamen*.
- 2) *The undersecretary* was in evening dress.
- 3) «Take the chair» — shouted the comrades to comrade Johnson — «and don't give the floor to anybody for more than ten minutes; we want to hear your *paper* at full length».
- 4) A *physician* working with X-rays must be something of a *physicist*.
- 5) The work of a *compositor* is rather difficult.
- 6) *The speaker* of the House of Commons stops a *speaker* if he puts things too bluntly.
- 7) The *tramp* took up some kind of shipment at every port.
- 8) The book was edited by a famous *scholar*.

- 9) Mendeleev was a great *student* of chemistry.
- 10) A librarian must know both *Sciences* and *Arts*.

**Exercise 7. Write down the answers to the following questions.**

- 1) How to cope with lexical and grammatical ambiguity in translation?
- 2) What are the grammatical problems of scientific-technical translation?
- 3) What are the grammatical differences between English and Ukrainian?
- 4) What types of grammatical transformations are used in scientific-technical translation?
- 5) What is complex transformation?
- 6) What are lexical and grammatical problems of machine translation?

**Exercise 8. Translate the following sentences into Ukrainian paying attention to polisemantic auxiliary words: *as, but, but for, either, neither, which*:**

1) Members were solemn *as* they took their seats: The Prime Minister gave a measured account of interests at stake and events of the past. *Neither* pace *nor* tone altered *as* he passed on to «what our next step should be». («*The New York Times*»)

2) The Premier's speech followed a weekend of warnings by the Chinese leaders in Peking *as* celebrations for New China's National Day got underway. («*Daily Worker*»)

3) The resolution considered it unnecessary — and so that part disappeared from the resolution *as* adopted. («*Economic Issues*»)

4) *As* stated in the program of the Communist Party of Great Britain, the aims of the working class are expressed both clearly and pointedly.

5) *As* released to the press, the communiqué was as softly toned as just only possible, *but* rumour has it that, there had been another communiqué which was withheld at the very last moment. («*DW*»)

6) He is *but* a child, do not be angry with him!

7) *But* for your help I shouldn't be able to understand this.

8) He is anything *but* a good poet.

9) Woods grew on *either* side of the river.

10) *However* tired you are, you must finish your work.

11) Yesterday my little son went out of the house to play without his overcoat. Now he recovered from pneumonia only a short time ago which will easily make you understand how anxious I was *for* him.

12) Who will come with me, your brother or your sister? — *Neither*. They are both busy.

13) The weather is very bad today, *which* prevents us from taking a long walk.

14) *Where* a young bibliographer may make a mistake, a more experienced one will find the matter easy.

15) Every student *whether* of the junior or senior courses must attend the lectures regularly.

**Exercise 9. Write down the answers to the following questions.**

- 1) What is the main peculiarity of translation units?
- 2) How many units of translation are differentiated? Enumerate them.
- 3) Why is the level of intonation important in interpretation?
- 4) What is transcription and transliteration?
- 5) What are the problems of translating proper names?
- 6) What role does the level of phonemes/graphemes play in translating poetry?

**Exercise 10. Translate the portion from the famous S. Coleridge's (1772-1834) poem «The Rhyme of the Ancient Mariner» preserving stylistics, meanings and rhyme:**

*The ship was cheered,  
the harbor cleared,  
Merrily did we drop Below the kirk\*, below the hill.  
Below the lighthouse top.*

*The Sun came up upon the left,  
Out of the sea came he!  
And he shone bright, and on the right,  
Went down into the sea.*

*And now there came both mist and snow,  
And it grew wondrous cold:  
And ice, mast-high, came floating by,  
As green as emerald.*

*And a good south wind sprung up behind;  
The Albatross did follow,  
And every day, for food and play,  
Came to the mariners' hollo.*

*The Sun now rose upon the right:  
Out of the sea came he,  
Still hid in mist, and on the left  
Went down into the sea.*

*kirk\* (Scottish) – church*

**Exercise 11. Translate the following sentences paying attention to conversion which means changing the syntactical function of a word (e.g.: book, *n* → to book, *v*):**

- 1) I *papered* my room yesterday.
- 2) I have *watered* my flowers.
- 3) The hospital *houses* 500 patients.
- 4) The goods have been *tabled*.
- 5) Don't *gas* so much.

- 6) I have a *cut* on my cheek.
- 7) *He has a burn* on his leg.
- 8) *The test run* of the locomotive was very successful.
- 9) There is a *give* in the beam.
- 10) He went through *the cold* and through *the damp*, never afraid of catching *cold*.
- 11) *The then* President of the United States was Lincoln.
- 12) Don't *syrup* water!
- 13) Don't *water* syrup!
- 14) *The dog spotted* the hare.
- 15) Jones was one of the best engine-drivers of that line. And Peter who *fired* for him was considered a first-rate worker too.
- 16) The train *steamed out* of the station.
- 17) He *thundered out* a command.
- 18) I prefer to *pencil* that note, because, otherwise, I'll *ink* my fingers with your bad penholder.
- 19) I don't like his *looks*. That *red* in his cheeks speaks of T.B. (tuberculosis).
- 20) The cow has been *milked*.
- 21) He *clerked* at a small factory.
- 22) Your hat wants a *brush*.
- 23) *It's a mere nothing*.
- 24) It's a *good buy*.
- 25) I don't like the *feel* of flannel of my skin.
- 26) Give your horse a *feed* (give a read, give a thought).

**Exercise 12. Write down the answers to the following questions.**

- 1) What English diminutive suffixes do you know?
- 2) How did Latin influence English vocabulary?
- 3) What synonymous Latin and Greek prefixes do you know?
- 4) What properties do roots and affixes possess?
- 5) What do the given Latin roots mean etymologically?

**Exercise 13. Translate the following sentences paying attention to converted words and word combinations in italics:**

- 1) Through London streets yesterday the king's funeral procession took two-and-half hours to *slow-march* from Westminster to Paddington station.
- 2) We should not *porch-porch* the idea that this country should annex Egypt in order to safeguard the communications with India ... so say the Tories now and so they went on saying for years *on end*.
- 3) The *die-hards* are in fact nothing but *have-beens*.
- 4) The *whys* and *wherefores* of a war in which children must die have never been made clear.
- 5) We must live in *the now* and pursue a constructive policy.
- 6) Hiroshima was *atombombed* without the slightest mercy.
- 7) This is a *robber budget* that the Tories want to introduce.

- 8) Weigh the *fors* and the *against* and the decision will be clear as daylight.
- 9) She watched her son *wolfing* his meal.
- 10) We are *inching* forward to our target yet progressing we are.
- 11) It was a novel experience to find *himself head-lined*.
- 12) Don't be *yanked* into war.
- 13) Within the offices *were* newly *plastered*, newly *painted*, newly *papered*, newly *floorclothed*, newly *tabled*, newly *chaired*, newly *fitted up* in every way with goods that were substantial and expensive.
- 14) How many a time have we mourned over the dead body of Julius Caesar and *to be'd and not to be'd* in this very room.
- 15) The number of signatures to the Appeal will *snowball* rapidly.
- 16) The short-time working which began in Lancashire has *snowballed* into a large-scale slump in the cotton industry.
- 17) Both sides *Ink* Treaty.

**Exercise 14. Translate the following sentences paying attention to figurative expressions in italics:**

- 1) He *crowded* a lot of adventures *into* his young life.
- 2) The invention of the printing press is among the *highest points in* the history of education.
- 3) This political party contains a new *plank* in its platform.
- 4) *His span of life* was but short.
- 5) The steam drop hammer has a massive frame which takes the *punishment* from the terrific impact of the ram.
- 6) *Cast iron* proof was given to show that he was guilty.
- 7) This was rather an unusual mood for Mr.N. whose mind *navigated* rather larger seas than those where his daughter's small barques adventured.
- 8) In spring plants *shoot out* rapidly.
- 9) Fear *dogged* in his steps.
- 10) It was then that I *embarked on* my study of Shakespeare.
- 11) Time is *disjoined* and *out of frame*. (W. Shakespeare)
- 12) Why should I write down what's *riveted*, *screwed* to my memory. (W. Shakespeare)
- 13) This alloy is first *cousin* to another one.
- 14) A number of conferences have been organized at which seasoned literary critics will discuss and analyze the works *of budding* authors.
- 15) Let us *spur* the local industry of our country.
- 16) England considers Canada as her *granary*, Australia as her *butcher* and New Zealand as her *henhouse*.
- 17) Before the war Italy, not wanting to have *all her eggs in one basket*, tried alternatively to make friends with all the great powers.

### III. CHECK OF KNOWLEDGE

#### Variant 1

**Answer the following questions:**

- 1) What is the main concern of translation theory?
- 2) Do the translation helps the world community develop? Explain it.
- 3) How can we avoid misunderstanding when translating? Substantiate your answer.

#### Variant 2

**Answer the following questions:**

- 1) What is the difference between translation and interpretation? What do you understand under the term «rendering»?
- 2) Describe the term «denotative meaning».
- 3) Is it possible to reach the lexical and grammatical equivalence at the same time? Explain why.

#### Variant 3

**Answer the following questions:**

- 1) What is that specific work, where the Science of Translation was the first time mentioned?
- 2) Tell about the weak points of the situational model of translation.
- 3) Describe the levels of equivalence.

#### Variant 4

**Answer the following questions:**

- 1) Tell about the word «denote». What does it mean in translation process?
- 2) What are the main aspects of the translation theory?
- 3) Of what phases the scheme of the speech event consists of?

#### Variant 5

**Answer the following questions:**

- 1) What can you say about the possibilities of code switching? By whom were they mentioned? Do you agree with their point of view?
- 2) What is the point of the theory of the psycholinguistic translation?
- 3) What are the essential stages specific to the process of translating?

### Variant 6

#### Answer the following questions:

- 1) What do you understand under «analysis» and «synthesis»?
- 2) What is the source language?
- 3) Tell about the weak points of the situational model of translation.

### Variant 7

#### Answer the following questions:

- 1) Explain why the hierarchy between the levels of equivalence is unilateral.
- 2) What does the quality of translation depend on? Substantiate your point of view.
- 3) What does the level of equivalence presuppose?

### Variant 8

#### Answer the following questions:

- 1) What is the role of the smallest sense component in the translation? How is it called?
- 2) What can you say about the semantic paraphrase? Give some examples considering the viewed situations from the different angles.
- 3) What is transformational equivalence? Give examples.

### Variant 9

#### Answer the following questions:

- 1) What did philologists and translators of the Middle Ages claim about ways of translation?
- 2) What can you say about the concept of untranslatability?
- 3) What is the difference between communicative translation and semantic translation? Substantiate it. Give examples.

### Variant 10

#### Answer the following questions:

- 1) What mistakes in your point of view can make a translator when using free translation in his work? How can he avoid the mistakes?
- 2) What are the regular correlations? What types of the regular correlations are being used to achieve the translation adequacy?
- 3) What do you understand under the word «paraphrase»? Give some examples.

### Variant 11

#### Answer the following questions:

- 1) How many types of literal translation exist according to the language level? What are they?
- 2) Is it possible not break combination rules of the result language when translating from the source language?
- 3) Explain in your own words code switching.

### Variant 12

#### Answer the following questions:

- 1) What is transformation? Describe in simple way the process of transformation.
- 2) What can you say about rewording? Give examples of it.
- 3) What role did the concept of untranslatability play in the history of translation?

### Variant 13

#### Answer the following questions:

- 1) What is the difference between the interlanguage translation and the intersemiotic translation?
- 2) Does the translation help the world community develop? Explain it.
- 3) What is a unit of translation? Why the word can hardly be taken for a translation unit?

### Variant 14

#### Answer the following questions:

- 1) Explain why the simultaneous interpreting is such an exhausting work. What you think about yourself, could you work as a simultaneous interpreter?
- 2) Give examples of the contextual correspondence. How can this concept be named differently?
- 3) Can a word combination be considered as a translation unit? Explain it.

### Variant 15

#### Answer the following questions:

- 1) What is the semiotic theory?
- 2) What has to do a translator to do his work properly?
- 3) List the advantages and disadvantages of the machine translation.



### **Variant 16**

#### **Answer the following questions:**

- 1) What is the object of Translation Studies?
- 2) What segments of speech do you know?
- 3) How can we avoid misunderstanding when translating? Substantiate your answer.

### **Variant 17**

#### **Answer the following questions:**

- 1) By what international associations the difference in written translation and interpreting had been fixed?
- 2) How to make the target text match the source text?
- 3) How can you describe the human-aided machine translation?

### **Variant 18**

#### **Answer the following questions:**

- 1) To what groups according to the dominating function of the source text translations are divided?
- 2) According to V. Komissarov how the adequate translation and the equivalent translation are interrelated?
- 3) How many types of literal translation exist according to the language level? What are they?

### **Variant 19**

#### **Answer the following questions:**

- 1) What is the object of Translation Studies?
- 2) What can you say about rewording? Give examples of it.
- 3) Do you agree with the statement that translation is the art and the science? Prove your point of view.

### **Variant 20**

#### **Answer the following questions:**

- 1) What has to do a translator to do his work properly?
- 2) What function describes language features? Give examples.
- 3) What are the advantages and disadvantages of the speech functions?

### **Variant 21**

#### **Answer the following questions:**

- 1) What are the etymological errors?
- 2) Is it necessary to come up to the word-for-word translation?
- 3) What mistakes in your point of view can make a translator when using free translation in his work? How can he avoid the mistakes?

### **Variant 22**

#### **Answer the following questions:**

- 1) In which cases the free translation is appropriate?
- 2) To what groups according to the dominating function of the source text translations are divided?
- 3) Explain why the simultaneous interpreting is such an exhausting work. What you think about yourself, could you work as a simultaneous interpreter?

### **Variant 23**

#### **Answer the following questions:**

- 1) Of what phases the scheme of the speech event consists of?
- 2) What model is called Content-Text Model? Describe it.
- 3) How does the translator do his work during the analysis stage?

### **Variant 24**

#### **Answer the following questions:**

- 1) What are the disadvantages of the transformational model?
- 2) How does the translator work the during synthesis stage?
- 3) Is it possible to reach the lexical and grammatical equivalence at the same time? Explain why.

### **Variant 25**

#### **Answer the following questions:**

- 1) What is transformation? Describe in simple way the process of transformation.
- 2) What does the quality of translation depend on? Substantiate your point of view.
- 3) What is the name of the function that helps to make communicative contact? Give examples.

## PART IV. FOREIGN LANGUAGE FOR PROFESSIONAL PURPOSES (ENGLISH)

### I. METHODOLOGICAL RECOMMENDATIONS FOR SEMINAR (PRACTICAL) CLASSES

#### UNIT 1. What Can We Say About Tourism?

##### Task 1. Read the text and translate it.

**Tourism** is one of the world's fastest-growing industries and a major foreign exchange and employment generation for many countries. It is one of the most remarkable economic and social phenomena. The word «tour» is derived from the Latin word *tornus*, meaning «a tool for making a circle».

**Tourism may be defined as** the movement of the people from their normal place of residence to another place (with the intention to return) for a minimum period of twenty-four hours to a maximum of six months for the sole purpose of leisure and pleasure. Essentially, with the development of jet travel, communication, new technology, tourism, and travel became the world's largest and fastest-growing industry. Travel and tourism, recently have emerged as a dominant economic force on the global scene accounting for more than 12% of total world trade and growing at the rate of 8 percent annuals.

Tourism can be classified into **six distinct categories** according to the purpose of travel. These are following as:

1) **Recreational:** Recreational or leisure tourism takes a person away from the humdrum of everyday life. In this case, people spend their leisure time at the hills, sea beaches, etc.

2) **Cultural:** Cultural tourism satisfies cultural and intellectual curiosity and involves visits to ancient monuments, places of historical or religious importance, etc.

3) **Sports/Adventure:** Trips have taken by people with a view to playing golf, skiing and hiking, fall within this category.

4) **Health:** Under this category, people travel for medical, treatment or visit places where there are curative possibilities, for example, hot springs, spa yoga, etc.

5) **Convention Tourism:** It is becoming an increasingly important component of travel. People travel within a country or overseas to attend conventions relating to their business, profession or interest.

6) **Incentive Tourism:** Holiday trips are offered as incentives by major companies to dealers and salesmen who achieve high targets in sales. This is a new and expanding phenomenon in tourism, These are in lieu of cash incentives or gifts, Today incentive tourism is a 3 billion dollar business in the USA alone.

Tourism as a socio-economic phenomenon comprises the activities and experiences of tourists and visitors away from their home environment and serviced by the travel and tourism industry and host destination. The sum total of this activity experience and services can be seen as a tourism product.

The tourism system can be described in terms of supply and demand. Tourism planning should strive for a balance between demands and supply. This requires an understanding not only of market characteristics and trends but also of the planning process to meet the market needs.

Often tourist from core generating markets are identified as the demand side; the supply side includes all facilities, programmes, attraction, and land uses designed and managed for the visitors. These supply-side factors may be under the control of private enterprise, non-profit organizations, and government. New and innovative forms of partnerships are also evolving to ensure the sustainable development and management of tourism related resources.

The supply and demand side can be seen to be linked by flows of resources such as capital, labor, goods and tourist expenditures into the destination, and flows of marketing, promotion, tourist artifacts and experiences from the destination back into the tourist generating region.

In addition, some tourist expenditures may leak back into the visitors generating areas through repatriation of profits of foreign tourism investors and payment for improved goods and services provided to tourists at the destination. Transportation provides an important linkage both to and from the destination.

The tourism system is both dynamic and complex due to many factors linked to it and because of the existence of many sectors contributing to its success. These factors and sectors are linked to the provision of the tourist experience and generation of tourism revenue and markets.

The dynamic nature of tourism system makes it imperative to scan the external and internal environment of the destinations on a regular basis so as to makes changes when necessary to ensure a healthy and viable tourism industry.

Thus, it is now an accepted fact that tourism development can no longer work in isolation of the environment and the local communities, nor can it ignore the social and cultural consequences of tourism.

**Task 2. Write the translation of the following words and make sentences with them. In what collocations can they be used?**

*Tourism, country, procedure, subset, government, region, influence, decision, facilitate, healthcare, access, assurance, income, benchmarking, mobility.*

**Task 3. Write the interpretation of the given words.**

*impact (n)    environment (n)    heritage (n)    integrity (n)    recycling(n)*

**Task 4. Make phrases and translate them.**

1) protected	a) tourism
2) human	b) habitat
3) primary	c) scale
4) local	d) areas
5) natural	e) part

6) integral	f) respect
7) greenwashing	g) rights
8) jungle	h) communities
9) foster	i) practice
10) small	j) attraction

**Task 5. Translate the given phrases and make sentences with them.**

*Small scale, personal growth, low impact, cultural heritage, directly benefit, conventional tourism, foster respect, local communities, human rights, energy efficiency.*

**Task 6. Choose the correct item.**

1) There is also time \_\_\_\_\_ its fascinating bazaars at your own pace before we fly to Pokhara.

- a) to look after;                      c) to wander at;  
b) to wander in;                      d) to spend.

2) Eurobus has well-trained and experienced guides available \_\_\_\_\_ any questions you may have.

- a) to present;                      c) to answer;  
b) to give;                      d) to solve.

3) You will be travelling with people from all parts of the world, it is a great opportunity ...

- a) to lose friends;                      c) making new friends;  
b) to make new friends;                      d) gaining new friends.

4) A trip offered to a group of employees as a reward for good work is:

- a) incentive tour;                      c) gratuity;  
b) panoramic tour;                      d) commission.

5) In addition to these budget hotels, Sydney has \_\_\_\_\_ Backpacker's lodges.

- a) dozen of;                      c) pairs of;  
b) dozens of;                      d) group of.

**Task 7. Identify which parts of speech the given words belong to and translate them.**

*Outside, massive, waterfall, usually, a, may, extend, these, likely, they, an, vertically, Asia, by, religious, for, the, facility, enter, their, law, include, on, health, with, Asian.*

Noun	
Pronoun	
Verb	
Adverb	
Adjective	
Preposition	
Article	

**Task 8. Translate these phrases and make sentences with them.**

- |                             |                          |
|-----------------------------|--------------------------|
| 1) massive construction;    | 6) religious beliefs;    |
| 2) indoor pool;             | 7) family oriented;      |
| 3) centuries-old tradition; | 8) modesty laws;         |
| 4) enclosed waterslide;     | 9) fast-food facilities; |
| 5) leisure centre;          | 10) outdoor pool.        |

## UNIT 2. Ecotourism

**Task 1. Read the text and translate it.**

We've become an increasingly global world. Travel has never been easier – at least before the pandemic hit. Every year, billions of people travel internationally to the point where popular tourist destinations have started to suffer from the effects of overtourism.

The existence of some of the world's most beautiful locations is now under threat and it's getting out of control. Travel is a gift but it needs reform. Perhaps, as a result of the pandemic, the industry will be forced to cut back and it will become more sustainable to manage.

One way this can work is if travel becomes more responsible. The answer is **ecotourism**. So, what is ecotourism and why is it important? What are the benefits of ecotourism and how does it work?

To put it simply, the International Ecotourism Society defines ecotourism as responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education.

Ecotourism is all about active tourism. It's a small-scale and low impact form of travel that seeks out ways to preserve the natural world by ensuring that biodiversity, ecosystems and local communities remain protected and unspoiled. It's a rewarding and educational experience which improves our cultural awareness and understanding of nature.

Ecotourism destinations tend to be fragile, untouched and fairly preserved. Think islands, densely biodiverse reserves and significant cultural landmarks. This form of travel was first introduced in the 1970s but it only started to take off towards the end of the 1980s. Thanks to the growing trend in people prioritising greener choices, ecotourism is getting more and more popular every year.

Ecotourism helps preserve and foster respect for some of the most beautiful environments on earth. It encourages travellers to help protect the environment and contribute to local communities on a much deeper level than the tourists just passing through.

This hands-on approach plays a vital part in educating travellers about some of the hardships these environments face, which can only be a good thing. The more knowledge we have about the world, the better we can protect it – both from ourselves and climate change.

Overtourism is a huge problem for a number of reasons. It can put a strain on a destination's resources and inhabitants, and it can prevent them from safeguarding their most fragile assets effectively.

Popular places like Machu Picchu in Peru were beginning to limit the number of tourists for fear of long term and irreversible damage to these precious sites.

Ecotourism is an antidote to unsustainable tourism.

It's also an ally of conservation.

No one wants to visit a beach that's covered in plastic. Ecotourism-focused attractions put the welfare of the environment first to ensure that they can provide an excellent service long term.

The growing trend in ecotourism has made it easier than ever to find bucket list-worthy eco-adventures.

You can now do ecotourism activities that focus on working with and protecting the environment. These can involve attractions and locally-run small group tours that take their environmental and social impact into consideration.

Ecotourism can also be about where you stay on your travels. Eco-resorts and ecolodges are now popular places to stay among travellers.

### **Task 2. Ask questions for the whole sentence.**

- 1) Ecotourism in Ukraine is fast becoming a big lure.
- 2) Ecotourism helps to set up systems which protect the natural wildlife.
- 3) Ukraine ecotourism is a popular travel option and is well worth looking into.
- 4) When winter blankets some wilderness areas with snow, the ecotourism doesn't necessarily stop.
- 5) Hiking options are changing to guided overland-skiing.
- 6) The whiteness of the snow presents the wonders of the wilderness.
- 7) Ecotourism appeals to ecologically and socially conscious individuals.
- 8) Ecotourism must above all sensitize people to the beauty and the fragility of nature.
- 9) Responsible ecotourism includes programs that minimize the negative aspects of conventional tourism on the environment.
- 10) Ecotourism focuses on volunteering, personal growth and learning new ways to live on the planet.

**Task 3. Open the brackets and put the verb in Present Simple or Present Continuous.**

- 1) Ukrainian ecotourism companies often \_\_\_\_\_ (offer) guided hiking tours.
- 2) Nowadays guided mountain hiking tours \_\_\_\_\_ (become) popular with both Ukrainians and tourists from other countries of the world.
- 3) Wait, I \_\_\_\_\_ (book) my tour to the Carpathians over the telephone.
- 4) Ukraine \_\_\_\_\_ (cooperate) with developed countries to strengthen or establish environmentally-sound technology centers.
- 5) Are you busy? – Yes, I \_\_\_\_\_ (look) through the list of ecotour companies that offer eco adventure travel in Ukraine.
- 6) Your weekly Ukraine Discovery \_\_\_\_\_ (start) in the beautiful city of Lviv, said to be the new Prague.
- 7) Next month I \_\_\_\_\_ (visit) Chornobyl, the site of the world's worst environmental disaster in history.
- 8) I \_\_\_\_\_ (live) in a very beautiful region of Ukraine.
- 9) Ecotourism \_\_\_\_\_ (appeal) to ecologically and socially conscious individuals.
- 10) We have evidence that these companies \_\_\_\_\_ (carry out) greenwashing practices in the name of ecotourism.

**Task 4. Fill in the blanks and translate the sentences.**

- 1) I \_\_\_\_\_ in Ecotourism Web Conference which took place a month before.
- 2) I \_\_\_\_\_ summary document when my daughter phoned me.
- 3) At 5 p.m. yesterday Mary \_\_\_\_\_ a draft of the Quebec Declaration.
- 4) The Summit Organizers \_\_\_\_\_ a delegation of indigenous people participants during the event.
- 5) This time last year I \_\_\_\_\_ the Carpathians.
- 6) Last year he \_\_\_\_\_ in the project on how to protect ecosystems, preserve local cultures, and spur economic development.
- 7) Three years ago I \_\_\_\_\_ the expedition and \_\_\_\_\_ jungle trekking and mountaineering.
- 8) While his son \_\_\_\_\_ homework, he \_\_\_\_\_ a book about medicinal plants
- 9) What \_\_\_\_\_ at 6 last night?
- 10) In the evenings he \_\_\_\_\_ small port towns, or just relaxed in a high-quality hotel.

**Task 5. Make questions to the words in italics.**

- 1) We have *wonderful environment* today.
- 2) He has got a beautiful house in a *splendid landscape*.
- 3) She has a chance to visit pristine, fragile, protected *areas* of Costa Rica.
- 4) Ecotourism, responsible tourism, jungle tourism and sustainable development have become *prevalent concepts* since the late 1980s.





6) aquatic	f) facility
7) unique	g) area
8) traditional	h) value
9) water	i) goal
10) community	j) swimmer

**Task 8. Identify which parts of speech the given words belong to and translate them.**

*Therapeutic, the, by, flexible, strength, soon, monotonous, pool, ultimately, value, with, routine, his, new, any, alone, development, an, money, this, profitable, improve.*

Noun	
Pronoun	
Verb	
Adverb	
Adjective	
Preposition	
Article	

### UNIT 3. Dental tourism

**Task 1. Read the text and translate it.**

**Dental tourism**, as a phenomenon, has been formed in a separate direction in the market of medical services long ago. Main clients are patients from Western countries who appreciate beautiful teeth, but do not perform dental procedures at home, because of their high cost. Such people are looking for places where dental treatment is relatively inexpensive, and the quality of the services provided is at a high enough level. One such country is Ukraine, which has a huge number of dental clinics and centers that provide dental services at a much lower cost than European countries.

As a result, dental tourism in Ukraine is available to a larger number of patients, because the price of a dental tour to Ukraine is much lower than the cost of treatment at home. In addition to receiving a really high-quality treatment, tour allows the dental tourist to save money and make an exciting trip to a new country – Ukraine.

**Dental tours in Ukraine** have a number of positive moments:

1) The possibility of combining dental treatment with vacation in one of the most beautiful countries of Eastern Europe. In addition to money saving, a dental tourist has the opportunity to get to know Ukraine - a country rich in historical monuments, present in almost all major cities;

2) It is easy to get to Ukraine. The tourist has a wide choice of transport routes, depending on his capabilities and needs. You can use air transport, rail, get on the bus or own car;

3) You do not need a visa to enter the country. Residents of post-Soviet countries, the European Union, the countries of the American continent and many other countries can visit Ukraine without opening an entry visa. It is simply not required. For citizens of Belarus, visiting the country is possible with an internal passport only;

4) Absence of a language barrier. Tourists from former Soviet republics, will not feel any discomfort, in almost all clinics communication takes place in Russian. For European and American dental tourists many respectable centers recruit staff with knowledge of English, so there will be no difficulties with communication.

### ***What is the cost of dental services in Ukraine?***

The cost of services provided in Ukraine is several times lower than similar procedures in other countries. In order to confirm this statement, we will quote examples of prices for dental services in the US and Ukraine.

For example, a simple plastic prosthesis in the United States, will cost the patient about 26000 UAH, While in Ukraine its price, roughly will be about 4150 UAH.

However, low cost does not mean low quality of services offered. Simply in Ukraine there is a low cost of living, and an increase in the price of dental services will turn over most of the local population. Therefore, in this situation, a dental tourist has the opportunity to acquire healthy teeth for little money.

### ***What services are most popular for dental tourists?***

Dental tourists are interested in the following types of services:

*Prosthetic dentistry.* The service is considered the most popular. About 40% of all patients from other countries choose this kind of service.

*Implantation.* Installation of new dental implants attracts 25% of dental tourists;

*Healing procedures,* for example caries treatment, attract another 20% of patients;

*Orthodontics.* In the last few years, 10% of patients have got alignment of teeth. But because of high quality and low cost, the installation of braces in Ukraine is gaining popularity, and the number of dental tourists for this service will increase.

### **Task 2. Fill in the blanks and translate the sentences.**

1) When I came in he \_\_\_\_\_ about dental tourism as a revenueboosting mechanism for the countries like India, Indonesia.

2) Last year he \_\_\_\_\_ Poland as a dental tourist .

3) At 8 p.m. yesterday he \_\_\_\_\_ his teeth.

4) I \_\_\_\_\_ dental tourism a lot when I was younger.

- 5) What \_\_\_\_\_ at 5 last night?
- 6) I \_\_\_\_\_ to dentist office when Peter rang me up.
- 7) This time last year Kate \_\_\_\_\_ another country.
- 8) Last year he \_\_\_\_\_ foreign dentistry school.
- 9) Some years ago medical tourism \_\_\_\_\_ not as popular as it is today.
- 10) I \_\_\_\_\_ him yesterday. He \_\_\_\_\_ a trip to Ukraine.

**Task 3. Open the brackets and put the verb in Present Simple or Present Continuous.**

- 1) Crisis \_\_\_\_\_ (to propagate) all over the world. The economy system is not stable.
- 2) Today the dental tourism and the crisis \_\_\_\_\_ (to become) closer one to another.
- 3) These two elements of people's world \_\_\_\_\_ (to act) together, even if seem to be total enemies.
- 4) The first one \_\_\_\_\_ (to save) money while the second \_\_\_\_\_ (to make) them to be lost.
- 5) We can notice that the dental tourism (to have) \_\_\_\_\_ two big advantages.
- 6) The first one \_\_\_\_\_ (to be) the much smaller prices in the developing countries, even if the quality \_\_\_\_\_ (to be) usually the same.
- 7) The second one is the combination between the dental treatment and a nice and relaxing vacation.
- 8) Considering these two we realize why the dental tourism \_\_\_\_\_ (to increase) its popularity while the crisis \_\_\_\_\_ (to develop).
- 9) Everyone \_\_\_\_\_ (to have) the chance to kill two birds with one stone.

**Task 4. Make questions for the whole sentence.**

- 1) Forms of dental anesthesia are similar to general medical anesthesia.
- 2) The most commonly used local anesthetic is lidocaine.
- 3) Dental tourism involves individuals seeking dental care outside of their local healthcare systems.
- 4) Dental tourists may travel for a variety of reasons.
- 5) Wide variations in the economics of countries with shared borders have been the historical mainstay of the sector.
- 6) For countries within the European Union, dental qualifications are required to reach a minimum approved by each country's government.
- 7) We have to take care of our health, especially of our teeth health.
- 8) Today the dental tourism and the crisis become closer one to another.

9) Dental tourism during crisis saves more money and allows you to travel abroad and to have a great time.

10) Costs in dental tourism countries are 70% less than in the UK and US.

**Task 5. Ask questions to the words in italics.**

1) Dental tourism *involves* individuals seeking dental care.

2) The UK and the Republic of Ireland are two of the *largest sources* of dental tourists.

3) Other *factors* can influence a decision to travel, including differences between the funding of public healthcare or general access to healthcare.

4) For countries within the European Union, *dental qualifications* are required to reach a minimum approved by each country's government.

5) The UK and the Republic of Ireland were *criticised for* a lack of pricing transparency.

6) Thus price lists are no *guarantee* of final costs.

7) *Dental care* is the taking care of teeth.

8) Regular tooth cleaning by a dental professional is *recommended* to remove tartar (mineralized plaque).

9) Professional cleaning *includes* tooth scaling and tooth polishing.

10) Dentists *inject* anesthetic to block sensory transmission by the alveolar nerves.

**Task 6. Translate the given phrases and make sentences with them.**

*Dental tourism, public healthcare, dental care, harmonize standards, price considerations, dental profession, shared borders, accreditation procedures, high-income countries, patient mobility.*

**Task 7. Choose the correct item.**

1) Shore erosion has occurred and \_\_\_\_\_ which are home to rare reef plants have been destroyed.

- |                 |            |
|-----------------|------------|
| a) dead areas;  | c) caves;  |
| b) vital areas; | d) ground. |

2) This can be economically disastrous for countries which rely heavily on \_\_\_\_\_ from tourism.

- |            |             |
|------------|-------------|
| a) income; | c) money;   |
| b) food;   | d) results. |

3) A person, who gives advice on how to promote a region or sector of tourism is a:

- a) marketing consultant;                      c) manager;  
b) marketing leader;                          d) marketing adviser.

4) All our sports activities are organized \_\_\_\_\_ of a fully qualified instructor.

- a) in the eye of;                                  c) under the care of;  
b) under the guidance of;                      d) with the care of.

5) Abbreviation for the word «passenger» is:

- a) pax;    c) pas.n.;  
b) pas.s.;    d) pas.rs.

**Task 8. Insert the words *a few, a little, much, many* where it is necessary.**

- 1) There's some food, but not \_\_\_\_\_ drink.
- 2) I'm sorry, I haven't got \_\_\_\_\_ time.
- 3) I can lend you \_\_\_\_\_ money until tomorrow.
- 4) Can I ask you \_\_\_\_\_ questions?
- 5) We only have \_\_\_\_\_ petrol left.
- 6) I don't think \_\_\_\_\_ people will come tonight.
- 7) She started feeling ill only \_\_\_\_\_ days before the exam.
- 8) The journey was a short one: it didn't take \_\_\_\_\_ time.
- 9) Did they pay you \_\_\_\_\_ money for working there?
- 10) There aren't \_\_\_\_\_ towns in this part of England.

## UNIT 4. Space tourism

**Task 1. Read the text and translate it.**

There's an emerging industry thought to be only science fiction not too long ago that's close to becoming a reality: space tourism.

And a handful of companies – including one publicly traded name – are competing neck and neck to be leaders in the emerging market.

But what **space tourism** entails, and how much it costs per person, varies greatly depending on a company's technological capabilities. For example, both Virgin Galactic and SpaceX expect to fly private paying passengers to space next year. But, while passengers flying with both companies would go to space by the Federal Aviation Administration's definition, a Virgin Galactic passenger spends about 0.04% as much time in space as on a SpaceX trip, while a ride with Elon Musk's company is expected to cost roughly 200 times as much.

UBS in a report last year estimated that space tourism, with both suborbital and orbital together, has a potential market value of \$3 billion by 2030. More recently, space industry consultancy Northern Sky Research broke out its expectations for suborbital versus orbital tourism. By 2028, NSR expects suborbital will be a \$2.8

billion market, with \$10.4 billion in total revenue over the next decade, while orbital will be a \$610 million market, with \$3.6 billion in total revenue over the next decade.

There are two companies competing in the realm of suborbital tourism: Virgin Galactic, which debuted on the public market last year and trades under the ticker «SPCE», and Blue Origin, the private space company funded almost entirely by Amazon founder Jeff Bezos.

Both of the companies' systems are rocket-powered and capable of carrying up to six passengers on a flight, but that is where the similarities end.

Virgin Galactic's spacecraft SpaceShipTwo, which has two pilots in addition to the passengers, is docked underneath a jet-powered carrier aircraft known as WhiteKnightTwo. With the spacecraft attached, the carrier aircraft takes off from a runway and climbs to an altitude of more than 40,000 feet. Then the spacecraft is dropped, free-falling briefly before firing its rocket motor and ascending to an altitude of about 295,000 feet, or roughly 90 kilometers. The spacecraft essentially does a slow back flip at the edge of space, with passengers spending a few minutes floating in microgravity, before it re-enters and then glides back to land on its runway in New Mexico. The company reuses the spacecraft, replacing the hybrid rocket engine and reconnecting it to the carrier aircraft.

Blue Origin's more traditional rocket New Shepard launches with a domed capsule on top of the about 60 foot tall booster. It ascends straight up, with the capsule separating near the top of the flight and reaching an altitude of more than 330,000 feet, or about 100 kilometers. There the capsule floats for a few minutes in microgravity before returning back to Earth, slowing down using a system of parachutes to land in the West Texas desert floor.

But unlike conventional rockets, New Shepard's booster also comes back to land separately – with the company reusing the boosters for future launches.

Virgin Galactic has sold about tickets to about 600 passengers at a price between \$200,000 and \$250,000 each, although the company expects it could increase its prices substantially for the first commercial flights. Blue Origin has said its ticket pricing is yet to be determined, but Bezos expects his company will price flights on New Shepard comparable to competitors.

To date Virgin Galactic has flown five people to space on two test flights. All five are company employees, with four pilots controlling the spacecraft and chief astronaut trainer Beth Moses riding along as a test passenger on the second flight. The company expects to conduct two more test spaceflights before it flies founder Richard Branson, which is planned for the first quarter of 2021 and will effectively mark the beginning of Virgin Galactic's commercial service. Blue Origin, on the other hand, has yet to fly passengers on New Shepard despite completing 12 missions in the past few years. The company's CEO Bob Smith earlier this year said New Shepard will need to fly three or four more test flights before Blue Origin puts people on board.

Additionally, Virgin Galactic has said that passengers will spend three days training before a flight, while Blue Origin expects its passengers will train for just one day.

Unlike suborbital, which reaches an altitude of about 100 kilometers (or 330,000 feet) and gives passengers a few minutes in space, orbital missions reach an altitude of over 400 kilometers (or 1.3 million feet) and spend days or even more than a week in space. To date, orbital space tourism has largely been limited to a few flights to the International Space Station that used Russian Soyuz spacecraft.

The SpaceX launch system is similar to Blue Origin's, but with a more powerful rocket and a larger capsule. Its Crew Dragon spacecraft is built to hold as many as seven passengers and sits on top of the company's 230 foot tall Falcon 9 rocket booster. Launching from NASA's Kennedy Space Center in Florida, it takes the spacecraft several hours to reach either the ISS or its intended orbit. NASA astronauts on the recent Demo-2 mission described riding in SpaceX's capsule as «a little bit smoother» than the Space Shuttles of the past, which were «a little bit rougher, at least at the beginning».

**Task 2. Write the interpretation of the given words.**

*tourism candidate scientist phenomenon opposition experiment flight  
passenger vehicle space visit spaceflight spacecraft millionaire descent*

**Task 3. Translate the given phrases and make sentences with them.**

*Space tourism, private venture, space agency, senior figures, provide transport, put on hold, sign contract, join the ranks, third party, conduct experiments*

**Task 4. Make phrases and translate them.**

1) available	a) agency
2) senior	b) costs
3) offset	c) transport
4) conduct	d) tourism
5) third	e) opposition
6) space	f) figure
7) sign	g) hold
8) space	h) research
9) put on	i) contract
10) strong	j) party

**Task 5. Write the interpretation of the given words.**

*venture (n) opportunity (n) participant (n) experiment (n) descent (n)*

**Task 6. Make questions to the words in italics.**

- 1) I can't fly into *space*, because I haven't got any money.
- 2) The *concept* of solar sailing is particularly attractive for some missions.
- 3) With the Augustine committee's work nearly done, some of its *members* are starting to speak individually about their work.
- 4) There is no *chance* for people to reach Mars.



5) The recent IAU General Assembly has come and gone *without any changes* in the definition of «planet» or Pluto's classification.

6) Dennis Tito became the *first* «fee-paying» *space tourist*.

7) Unlike other major space faring nations, the UK doesn't support any sort of human *spaceflight program*.

8) Jeff Foust reports on a recent conference where some of the *obstacles* to future development of space tourism were discussed.

9) According to some news reports last week, the GPS system is *on the verge of failure* because of delays in launching new satellites.

10) As some *suborbital companies* struggle to raise the funding needed to develop their vehicles, NASA is taking an increasing interest in these vehicles' capabilities to do science.

### **Task 7. Make questions for the whole sentence.**

1) A whole new aspect of space industry is under development.

2) This weekend's launch of a North Korean rocket was supposedly intended to put a satellite into orbit.

3) Point-to-point suborbital spaceflight has attracted the interest of some commercial space enthusiasts.

4) Some of the early history of American reconnaissance satellite programs is still classified, even though those systems were long ago declared obsolete.

5) The space tourists usually sign contracts with third parties to conduct certain research while in orbit.

6) Anousheh Ansari, an Iranian American, became the fourth space tourist.

7) Some see Mars as the ultimate goal of any new space exploration policy.

8) The people in the space field are happy to talk about scientific and technical issues.

9) A common refrain among space advocates is that NASA is given too much to do and too little funding to accomplish it.

10) Few books have been published about the solar system, making it difficult for new ones to stand out.

### **Task 8. Open the brackets and put the verb in Present Simple or Present Continuous.**

1) Hubble Space Telescope\_\_\_\_\_ (be) now back on its journey of exploration.

2) Megan McArthur\_\_\_\_\_( release) the nearly 13-ton telescope tomorrow morning.

3) Right now Atlantis astronauts\_\_\_\_\_(make) a historic repair to Hubble's failed advanced camera.

4) This versatile instrument also\_\_\_\_\_(take) images in ultraviolet and visible light.

5) From time to time the astronauts\_\_\_\_\_(replace) aging gyroscopes, batteries, and insulation, and a science data computer.

6) The rejuvenated Hubble telescope\_\_\_\_\_ (be) now ready to take on space again.

7) Atlantis\_\_\_\_\_ (cruise) at more than 17,000 miles an hour as it orbits Earth.

8) So, on this «travel day», the astronauts\_\_\_\_\_ (inspect) the shuttle's thermal shield tiles.

9) Each time astronauts\_\_\_\_\_ (visit) the Hubble telescope, equipment and tools are transported on special pallets called carriers.

10) While astronauts\_\_\_\_\_ (check) out the shuttle and their SM4 tools, Hubble\_\_\_\_\_ (make) its last science observations.

## **UNIT 5. «Birth tourism»**

### **Task 1. Read the text and translate it.**

«**Birth tourism**» is the practice of travelling to countries that practice birthright citizenship to have children, thereby ensuring the child citizenship in the destination country. The Fourteenth Amendment to the United States Constitution guarantees citizenship to those born in the U.S. It has been reported that some women, wishing their children to be born in the United States, engage in «birth tourism» so that their children become U.S. citizens. This practice is believed to be popular among women in Korea, Hong Kong and Taiwan.

According to Edward Chang, a scholar of Asian American Studies at the University of California, Riverside, the practice is popular among the elite of South Korea, since sons of these women can avoid compulsory military service. Temporary homes for these mothers are often located in residential neighborhoods, which neighbors allege decrease the quality of life in the neighborhood, primarily due to increases in traffic and other business-like effects.

Being US citizens, these children do not have to meet the stricter international student rules to enter U.S. universities and colleges. In addition, when they turn 21, they become eligible to petition for a grant of permanent residency for their parents through family reunification. Some prospective mothers misrepresent their intentions of coming to the United States, a violation of U.S. immigration law.

However, it is not illegal for a woman to come to the U.S. to give birth. Canada's citizenship law has, since 1947, generally conferred Canadian citizenship at birth to anyone born in Canada, regardless of the citizenship or immigration status of the parents.

The only exception is for children born in Canada to representatives of foreign governments or international organizations. In the mid-1990s, the Canadian government considered a proposal to limit jus soli citizenship in cases where neither parent was a citizen or permanent resident of Canada, but the idea was eventually dropped and never became part of Canadian law. Sometimes emigrants move to countries with big cultural differences and will always feel as guests in their destinations, and preserve their original culture, traditions and language, sometimes transmitting them to their children.

The department contends that birth tourism has created an industry «rife with criminal activity, including international criminal schemes».

Under the new rule, consular officials will have the authority to deny a visitor visa if they have reason to believe the applicant intends to travel to the U.S. for the «primary purpose» of giving birth.

Moreover, if a consular officer has reason to believe a visa applicant will give birth during her stay in the U.S., the rule states that the officer should conclude that the main reason for the trip is to secure U.S. citizenship for the child.

The State Department did not specifically say how many babies are born in the U.S. due to birth tourism, saying that it's a challenge to derive a precise number. But the department estimates that «thousands of children» are born in the U.S. each year to people who are either visiting or conducting business on nonimmigrant visas.

In 2018, a total of about 3.8 million births were registered in the U.S., according to the National Center for Health Statistics.

The 14th Amendment holds that «All persons born or naturalized in the United States, and subject to the jurisdiction thereof, are citizens of the United States».

Most legal scholars take that as an explicit protection of birthright citizenship, or *jus soli* — «right of the soil» — which has long meant that children born in the U.S. have a claim to citizenship, even if their parents lack legal documentation to be in the country.

**Task 2. Open the brackets and put the verb in Present Perfect, Past Perfect, Present Perfect Continuous, Past Perfect Continuous.**

- 1) We (understand) everything we (hear) this morning.
- 2) I just (put) the washing out when it started to rain.
- 3) The researcher (explore) the territory since last December.
- 4) The volunteers (collect) hundreds of pounds.
- 5) The volunteers (collect) money all morning.
- 6) They (lose) their way because the night was pitch-dark. If...
- 7) He (be) in the town; therefore he wasn't present at our meeting. If...
- 8) If he (live) in St. Petersburg, he would go to the Hermitage every week.
- 9) If they were on a hijacked plane, they (stay) calm and probably (survive).
- 10) If you'd (remember) to buy some petrol, we'd (be) home by now.

**Task 3. Insert the missing modal verbs: *can, could, may, must, might*.**

- 1) Tourism also not only offers business opportunities to local residents, but it \_\_\_\_\_ serve as a vehicle for marketing a place to potential residents and firms, as today's tourist \_\_\_\_\_ return later to retire or start a business locally.
- 2) The bill \_\_\_\_\_ not be so much. There \_\_\_\_\_ be a mistake.
- 3) I \_\_\_\_\_ be going to Ireland in July.
- 4) I \_\_\_\_\_ have got tickets, but there were only very expensive ones left.
- 5) I \_\_\_\_\_ go downtown tomorrow; it depends on the weather.

**Task 4. Open the brackets, form the required degree of comparison of adjectives.**

1) While most parents do have the (good) intentions of their child and do want to give him or her best, this is really taking things into unethical waters.

2) (Many) of the persons who come to America are people who have a lot of money.

3) Birth Tourism does address the problem of illegal immigration at a (large) level.

4) In fact (many) persons are loathe to stay back once the child is born and the registration papers are in order.

5) The requires policy changes in the countries and this needs (much) understanding of the conditions under which people want to go to another country to give birth.

**Task 5. Insert the appropriate preposition where it is necessary and translate the sentences.**

*Of, out, before, after, between, with, for, from, to, by, at.*

1) Leisure or free time, is a period \_\_\_\_\_time spent\_\_\_\_\_ \_\_\_\_\_work and essential domestic activity.

2) It is also the period \_\_\_\_\_recreational and discretionary time \_\_\_\_\_or\_\_\_\_\_ compulsory activities.

3) The distinction\_\_\_\_\_leisure and compulsory activities is loosely applied.

4) Leisure studies is the academic discipline concerned \_\_\_\_\_the study and analysis \_\_\_\_\_ leisure.

5) People sometimes do work-oriented tasks \_\_\_\_\_ pleasure as well as \_\_\_\_\_ longterm utility.

6) Most people enjoy socializing \_\_\_\_\_ friends\_\_\_\_\_ dinner or a drink \_\_\_\_\_ a hard day at work.

7) \_\_\_\_\_many young people, having a regular night \_\_\_\_\_ a week is a normal part\_\_\_\_\_ their free time.

8) Time\_\_\_\_\_ leisure varies \_\_\_\_\_ one society \_\_\_\_\_ the next.

9) One \_\_\_\_\_ the ways that wealthy people can choose to spend their money is \_\_\_\_\_ having additional leisure time.

10) Workaholics are those who work compulsively \_\_\_\_\_ the expense \_\_\_\_\_other activities.

**Task 6. Insert articles where it is necessary and translate the sentences.**

1) \_\_\_\_\_ single rooms are for single travellers.

2) In many hotels, \_\_\_\_\_ single room is actually \_\_\_\_\_ same as \_\_\_\_\_ double room.

3) Double rooms are for two travellers sleeping in the same bed.

- 4) Triple rooms have either three separate bed, or \_\_\_\_\_ double bed plus \_\_\_\_\_ single bed.
- 5) There is considerable variation and many frills within these basic types, \_\_\_\_\_ rule of thumb being that \_\_\_\_\_ more you pay, \_\_\_\_\_ larger your room becomes.
- 6) Some business-oriented hotels offer \_\_\_\_\_ executive level, where \_\_\_\_\_ steep premium gets you access into \_\_\_\_\_ airline-style lounge.
- 7) Hotels may additionally offer meal service included in \_\_\_\_\_ price.
- 8) \_\_\_\_\_ five-star hotels also tend to have opulent and \_\_\_\_\_ expensive decorations.
- 9) \_\_\_\_\_ four-star hotel is \_\_\_\_\_ good business hotel.
- 10) Everything works smoothly, there's Internet in every room, \_\_\_\_\_ well-equipped business center.

**Task 7. Make phrases and translate them.**

1) birth	a) organization
2) birthright	b) mother
3) military	c) differences
4) temporary	d) government
5) residential	e) culture
6) prospective	f) tourism
7) foreign	g) service
8) international	h) neighbourhood
9) cultural	i) citizenship
10) original	j) home

**Task 8. Write the interpretation of the given words.**

*emigrant (n) government (n) law(n) neighbor(n) university(n)*

**Task 9. Translate the statements and determine if they correspond to the content of the text.**

- 1) Some women, wishing their children to be born in the United States, participate in «birth tourism».
- 2) Temporary homes for the mothers are often placed in residential neighborhoods.
- 3) Sometimes emigrants move to countries with big cultural differences.
- 4) Emigrants preserve their original culture, traditions and language, sometimes transmitting them to their children.
- 5) When children turn 21, they become eligible to petition for a grant of permanent nationality for their parents through family reunification.

## UNIT 6. Medical tourism

### Task 1. Read the text and translate it.

**Medical tourism** can be defined as the process of traveling outside the country of residence for the purpose of receiving medical care. Growth in the popularity of medical tourism has captured the attention of policy-makers, researchers and the media. Originally, the term referred to the travel of patients from less-developed countries to developed nations in pursuit of the treatments not available in their homeland.

Today we are experiencing both qualitative and quantitative shifts in patient mobility, as people travel from richer to less-developed countries in order to access health services. Such shift is mostly driven by the relative low-cost of treatments in less developed nations, the availability of inexpensive flights and increased marketing and online consumer information about the availability of medical services.

What really puts the word «tourism» in medical tourism concept is that people often stay in the foreign country after the medical procedure. Travelers can thus take advantage of their visit by sightseeing, taking day trips or participating in any other traditional tourism activities.

### *Cost*

Medical tourism represents a worldwide, multibillion-dollar phenomenon that is expected to grow considerably in the next decade. For the individual interested in health services, cost is the key factor involved in the decision to receive medical care abroad. As healthcare costs in the US and other parts of the world are excessively soaring, many employers and insurance companies started to view medical tourism as a way to lower them. More and more countries around the globe start to see the financial benefits from this emerging market, so they offer premium medical services at notably lower prices.

The primary reason that clinics and hospitals in the developing countries are able to lower their prices is directly related to the nation's economic status. The direct correlation with per capita gross domestic product of the country is observed, which is a proxy for income levels. As a consequence, surgery prices are from 30% to 70% lower in the countries that are promoting medical tourism when compared to the US.

### *Quality*

There are two major components of the service quality in the health care sector - technical or mechanical quality and serviceable or functional quality. Technical equipment is at the core of the patients' diagnostic algorithm, while the functional quality is measured by the service offered in the healthcare centers (such as the services of staffs, nurses and, most importantly, the doctors towards the patient and their assistants). The service quality in medical tourism industry is a vital part in attracting customers.

One of the fundamental barriers in accepting medical tourism is the perception of inadequate quality. A key to overcome it is using adequate marketing strategies

and quality assessment via accreditation from an internationally recognized institution. Such accreditation is pivotal for strengthening confidence in the quality of healthcare.

This confidence can be even stronger if accreditation is followed by an affiliation with reputable hospitals or health care systems in industrialized countries. Once healthcare providers are accredited and become a part of international referral networks, they can be appropriately rated for risks.

### ***Treatment types***

Categories of different treatments and their availability also represent an important factor in decision to engage in medical tourism. The most common types of procedures that patients pursue during medical tourism trips are elective cosmetic surgery, dentistry, organ transplantation, cardiac surgery and orthopedic surgery.

However, a wide variety of services can be obtained through medical tourism, ranging from various essential treatments to different kinds of traditional and alternative treatments. Reproductive tourism and reproductive outsourcing are growing in popularity, which is the practice of traveling abroad to engage in surrogate pregnancy, *in vitro* fertilization and other assisted reproductive technology methods.

In addition to cost, other major factor responsible for the increase of medical tourism is access. The lack of it, either due to the unavailability of the technology or the prohibition in the home country, can subsequently lead to medical tourism. The common examples are cytoplasmic transfer or stem cell therapy.

#### **Task 2. Insert the missing modal verbs: *can, could, may, must, might*.**

- 1) Tourism \_\_\_\_\_ be an important source of jobs for no metro communities, especially for those that are economically underdeveloped.
- 2) This place \_\_\_\_\_ be crowded in summer.
- 3) Someone \_\_\_\_\_ have thanked me for all my trouble.
- 4) The trip was cancelled last week. Paul \_\_\_\_\_ not have gone anyway because he was ill.
- 5) Tell me your problem; I \_\_\_\_\_ be able to help you.

#### **Task 3. Open the brackets, form the required degree of comparison of adjectives.**

- 1) For many employees today-both male and female-their lives are becoming (consumed) with a host of family and other personal responsibilities and interests.
- 2) As the separation between work and home life has diminished, this concept has become (relevant) than ever before.
- 3) Three-quarters of employees believe the worker has (many) on-the-job stress than a generation ago.
- 4) Providers and customers commonly use informal channels of communication and in such cases this tends to mean (little) regulatory or legal

oversight to assure quality and (little) formal recourse to reimbursement or redress, if needed.

5) (Great) numbers than ever before of student volunteers are working temporarily and anticipating future work in resource-starved areas.

**Task 4. Insert the appropriate preposition where it is necessary and translate the sentences.**

*Of, in, for, on, between, with, out, of, by, at, off, over.*

1) Recreation or fun is the expenditure \_\_\_\_\_ time \_\_\_\_\_ a manner designed \_\_\_\_\_ therapeutic refreshment \_\_\_\_\_ one's body or mind.

2) Recreation is active \_\_\_\_\_ the participant but \_\_\_\_\_ a refreshing and diverting manner.

3) Work-life balance is a broad concept including proper prioritizing \_\_\_\_\_ career and ambition \_\_\_\_\_ one hand, compared \_\_\_\_\_ pleasure, leisure, family and spiritual development \_\_\_\_\_ the other.

4) According to a survey, four \_\_\_\_\_ ten employees state that their jobs are «very» or «extremely» stressful.

5) Problems caused \_\_\_\_\_ stress have become a major concern to both employers and employees.

6) \_\_\_\_\_ similar discrimination is experienced \_\_\_\_\_ men who take time \_\_\_\_\_ or reduce working hours \_\_\_\_\_ taking care \_\_\_\_\_ the family.

7) Psychologically demanding jobs that allow employees little control \_\_\_\_\_ the work process increase the risk of cardiovascular disease.

8) Job stress is also associated \_\_\_\_\_ various biological reactions that may lead ultimately to compromised health.

9) Job stress increases the risk \_\_\_\_\_ development \_\_\_\_\_ back and upper-extremity musculoskeletal disorders.

10) Workers who report experiencing stress \_\_\_\_\_ work also show excessive healthcare utilization.

**Task 5. Insert articles where it is necessary and translate the sentences.**

1) But \_\_\_\_\_ use of motor vehicles to get to \_\_\_\_\_ camp site is popular in many parts of \_\_\_\_\_ world.

2) Car camping allows you to bring more equipment, and focus on enjoying \_\_\_\_\_ site, cook-outs, day hikes, and other outdoor activities.

3) \_\_\_\_\_ character of car camping sites varies greatly.

4) Some are rustic and remote, with bumpy two-track roads leading to sites consisting of nothing more than \_\_\_\_\_ partially-cleared patch of ground with \_\_\_\_\_ stone-circled fire pit.

5) Others are conveniently located with \_\_\_\_\_ playground and swimming pool on \_\_\_\_\_ grounds.





**Task 8. Insert the appropriate preposition where it is necessary and translate the sentences.**

*Through, because of, of, about, according to, on, for, because, in, from, within, around.*

- 1) Outdoor education can be simply defined as experiential learning \_\_\_\_\_ , \_\_\_\_\_ , or \_\_\_\_\_ the outdoors.
- 2) Common definitions \_\_\_\_\_ outdoor education are difficult to achieve \_\_\_\_\_ interpretations vary \_\_\_\_\_ culture, philosophy, and local conditions.
- 3) Influences \_\_\_\_\_ a variety \_\_\_\_\_ learning and psychological theories have contributed to the complex theoretical combination \_\_\_\_\_ adventure therapy.
- 4) Adventure therapy is the creation \_\_\_\_\_ opportunities to explore the unknown \_\_\_\_\_ a safe environment \_\_\_\_\_ adventure activities.
- 5) Adventure therapy theory draws \_\_\_\_\_ a mixture of learning and psychological theories.
- 6) The practice continues \_\_\_\_\_ numerous reported positive outcomes in adventure therapy research.
- 7) There are many agreements and disagreements \_\_\_\_\_ the field of adventure therapy.
- 8) Recreation or fun is the expenditure \_\_\_\_\_ time \_\_\_\_\_ a manner designed \_\_\_\_\_ therapeutic refreshment \_\_\_\_\_ one's body or mind.
- 9) Private organised recreation is usually focused \_\_\_\_\_ a specific type \_\_\_\_\_ sport as river rafting or mountaineering.
- 10) Hundreds \_\_\_\_\_ health resorts and spas exist \_\_\_\_\_ the world, offering specialized beauty and fitness services, and extended programs to improve your health.

## **UNIT 7. Cultural tourism**

**Task 1. Read the text and translate it.**

According to the United Nations World Tourism Organization, **cultural tourism** is «movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimages».

We expand this definition to encompass the participation of visitors in cultural activities whether those activities are the primary purpose of their travel or not.

Cultural tourism is big business in Florida. Our state attracts more than 100 million visitors per year, and 65% of those visitors take part in at least one cultural activity. These visitors spend more on their trips and stay longer than other visitors.

Creating a plan to attract cultural tourism can do more than affect your bottom line, it can also help define your area as a cultural and artistic destination. Travelers look for an «authentic experience», and your community has its own special

attributes that set it apart from others. These features include your history, traditions, and yes, your arts and culture.

Your community has a story to tell, and finding an engaging way to tell that tale is one way to attract visitors. Tools are available for creating an inventory of community assets. A few of them are found as links in this toolkit.

That's up to you! Engage with other organizations and individuals in your area, or simply measure the effect visitors have on your own organization. The important thing to do is to start *somewhere*. You don't even have to spend any money.

Sometimes arts and cultural organizations may be daunted at the idea of approaching the local DMO or CVB. Arts and cultural organizations create value for tourists by offering experiences that cannot be found elsewhere. You have a product that your DMO can sell... and their goal is to sell your area to visitors. You may find that showing them how many visitors take advantage of your services will catch the DMO's interest. You may find that the excellent quality of your work will excite them as much as you know it will excite tourists.

Finding your way in may be difficult, but it can be done. Remember, bring them a quality product and show them how they can use it to their own advantage.

Another helpful step is to integrate the boards of directors of DMO/CVB's with the boards of arts and cultural organizations. If a member of the DMO board is interested in arts and culture, there may be an opportunity for expanding their interest by having a conversation regarding an upcoming project or event.

In addition, if you have someone from the tourism industry on *your* board, they may be able to provide some useful guidance and new ideas for promoting cultural tourism in the community.

You can always start small in measurements. Try collecting the zip codes of your patrons as a way to find out how many of them traveled to your event or activity. Think of what you want to accomplish, and ask yourself some important questions:

«*Why do we do what we do?*»

«*Why do people take advantage of my current offerings?*»

«*For what reasons are we funded?*»

«*What change are we trying to create in our community?*»

These questions and others like them can help you decide what to measure and how to measure it. Once you have your numbers, analyze them and look at how you can improve what you're doing. Once you've implemented a change, no matter how small, measure again to see if you've achieved the outcome you wanted.

## **Task 2. Translate the statements and determine if they correspond to the content of the text.**

1) «Cultural tourism» is the division of tourism concerned with a country or region's culture.

2) One type of cultural tourism purpose is living cultural areas.

- 3) Cultural tourism can play in national increase in different world regions.
- 4) Cultural sightseers spend substantially more than standard tourists do.
- 5) Cultural tourism includes tourism in urban areas, particularly famous or large cities.

**Task 3. Read the statements and say if 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 4. Study the definitions, translate them and then complete the sentences.**

journey	crossing
flight	drive
trip	tour
voyage	ride

- 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 5. Choose the correct item.**

- 1) Mass-market tour operator is one who sells:
  - a) very cheap holidays;
  - b) very nice holidays;
  - c) very popular holidays;
  - d) dangerous holidays;
- 2) With a \_\_\_\_\_ the current economic situation, we can expect fewer visitors this year.
  - a) demand to;
  - c) view at;



**Task 8. Open the brackets and put the verb in Past Simple.**

1. Last year I \_\_\_\_\_ (spend) my holiday in Ireland.
2. It \_\_\_\_\_ (be) great.
3. I \_\_\_\_\_ (travel) around by car with two friends and we \_\_\_\_\_ (visit) lots of interesting places.
4. In the evenings we usually \_\_\_\_\_ (go) to a pub.
5. One night we even \_\_\_\_\_ (learn) some Irish dances.
6. We \_\_\_\_\_ (be) very lucky with the weather.
7. It \_\_\_\_\_ (not / rain) a lot.
8. But we \_\_\_\_\_ (see) some beautiful rainbows.
9. We \_\_\_\_\_ (have) the opportunity to see all the main attractions.
10. Where \_\_\_\_\_ (spend / you) your last holiday?

**Task 9. Choose any country with the culture which differs from the culture of your nationality and think over how you will act to succeed in overcoming cultural differences.**

**UNIT 8. Voluntourism****Task 1. Read the text and translate it.**

What is Voluntourism?

**Voluntourism** means volunteering your time, skills, and energy with an organization, issue, or causes to help make a difference in communities around the world as part of your vacation package.

Voluntourism is a new way of traveling that is becoming increasingly popular around the world. Voluntourism is when people volunteer overseas while they travel. It is similar to «eco-tourism» in a way, because the objective of improving lives is still present. But unlike eco-tourism, voluntourism is aimed at helping other people rather than helping the environment. Voluntourism involves tourists going on vacation or rather, missions to help out on a particular project.

This volunteer work overseas entails not only the duties a volunteer will do, but it also gives a chance for tourists to discover new places, experience a foreign culture, and learn more about people in other countries. The time spent becomes an exciting and fulfilling vacation because you get to immerse yourself in another world while helping out those in need.

Doing voluntary work overseas is very different from the typical idea of a «relaxing» or «sightseeing» vacation which is in fact very artificial and does not allow you to really engage with the people in the country you are visiting and to form relationships with them as other human beings. In a sense, that sort of trip is more like taking a long trip to a human zoo to look at people and things rather than to live and be with them as one people.

Volunteer travel is a lot more sustainable as well because it deviates from the typical indulgent vacation. In voluntourism, you get to be responsible for the growth

and change of others which is an experience unlike any other. This makes your trip to another country worth so much more than just «having fun» the whole time.

One thing that is clear is that going abroad and giving money and gifts to strangers, even if you do it from a place of love and with the best intentions, may not actually be helping them.

Ultimately, volunteering abroad is a rewarding, worthwhile activity. Your hard work and dedication in making a change in the world will touch lives – not least, your own.

### Task 2. Choose the correct item.

1) Your car will be delivered to your hotel free of \_\_\_\_\_ with a full \_\_\_\_\_ of patrol.

- a) payment, trunk;                      c) charge, bank;  
b) charge, tank;                         d) money, tank.

2) If you have problems with the car hired it will be \_\_\_\_\_ without any problems.

- a) destroyed;                              c) changed;  
b) sold;                                      d) exchanged.

3) The list of passengers on a ship or plane \_\_\_\_\_ .

- a) flight manifest;                      c) ship's list;  
b) passenger list;                        d) room list.

4) List of guests in a hotel, with their room number \_\_\_\_\_ .

- a) rooming list;                          c) room's list;  
b) hotel list;                                d) guests' list.

5) A chess set, draughts and children's games, etc. are available on \_\_\_\_\_ from Reception.

- a) asking;                                 c) loan;  
b) borrow;                                 d) permission.

**Task 3. Make phrases and translate them. Give examples in what situations they can be used.**

1) entire	a) quality
2) family	b) face
3) unique	c) park
4) familiar	d) system
5) rare	e) events
6) theme	f) family
7) perfect	g) aviation

8) highway	h) population
9) commercial	i) man
10) athletic	j) occurrence

**Task 4. Open the brackets, using verbs in Present Simple (Active or Passive) or in Present Continuous (Active or Passive).**

- 1) Most people (to be) familiar with public recreation services.
- 2) At the moment agencies (to provide) many of the recreational opportunities.
- 3) Some agencies (to give) tax monies.
- 4) These programs (to list) under a variety of names.
- 5) Attitudes toward work and leisure (to change) at present.
- 6) A new industry (to construct) to service a new philosophy.
- 7) Society (to begin) to realize the enormous economic potential of leisure activities.
- 8) Employers (to look for) a set of skills rather than particular major.
- 9) Now individuals who (to possess) skills (to look for).
- 10) Cruising the Internet (to create) great opportunities and challenges.

**Task 5. Make the questions to the words in italics.**

- 1) *Disney* is a man of extreme talent, perseverance, vision, and drive.
- 2) Here you can see *the familiar faces of film stars*.
- 3) The Internet allows you to cruise *the computer highways* around the world.
- 4) Technology changes *exponentially*.
- 5) Employers are looking for *employees* who are well written and well spoken.
- 6) We think of ourselves as *modern and scientific* people.
- 7) *We* need to predict possible outcomes.
- 8) Change is happening constantly *in our world*.
- 9) For most of us *our* window of concern extends from today to the end of the year.
- 10) The *amusement* industry is embracing new technologies.

**Task 6. Identify which parts of speech the given words belong to and translate them.**

*Major, railroad, own, over, between, eventually, into, spectacular, kill, enjoy, a, thrill, the, free, could, originally, celebrate, it, with, they, development, you, side, on, have.*

Noun	
Pronoun	
Verb	
Adverb	
Adjective	



Preposition	
Article	

**Task 7. Correct mistakes in the given sentences.**

- 1) No career or job decision are forever.
- 2) Tens of workers spending their days plotting their escape from jobs.
- 3) They are liberate from their desk or duties.
- 4) Increasing the quality of your life happen two ways.
- 5) They further remind we that our work is what we do.
- 6) You are face with countless decisions during your academic journey.
- 7) No career or job description last forever.
- 8) We can only speculate about what work will be like at the future.
- 9) It is no inevitable that work be like this.
- 10) You need have a plan.

**Task 8. Translate these phrases and make sentences with them.**

- |                           |                       |
|---------------------------|-----------------------|
| 1) to have a monopoly on; | 6) Ferris wheel;      |
| 2) to be afraid of;       | 7) amusement park;    |
| 3) leisure industries;    | 8) push up;           |
| 4) surplus revenue;       | 9) steeplechase ride; |
| 5) all over the world;    | 10) moving staircase. |

**Task 9. Read the statements and decide whether they are true or false. Explain why.**

1. The travel tourism industry is regarded as a people industry.
2. There are a vast number of jobs that involve dealing with customers in public.
3. There are many less jobs at a basic or operative level in tourism than there are in management.
4. The tourism industry offers good promotion prospects from basic jobs to supervisory and higher management positions.
5. The competition for jobs in tourism industry at all levels isn't intense.
6. Working unsocial hours may be a good attraction to people in tourism industry.

## UNIT 9. Beach tourism

**Task 1. Read the text and translate it.**

**Beach tourism** is the major segment of holiday tourism that has led to an overall development of tourism in many parts of the world. Each year during the months of mellow sunshine and warm winter, thousands of tourists through the famous

beaches of the world. Beach tourism utilizes the aesthetic and environmental values of the beach. It also combines water and land resources usage. Water usage swimming, surfing, sailing and other water sports.

Land use activities incorporate construction of different types of accommodation such as hotels cottages, villas, camping sites, trailer parts etc, recreational areas such as play grounds, club activities, amusement parks etc, car and bus parking areas, entertainment and shopping access, roads and transportation network. Other activities may include visits to tourist attractions in the vicinity of beach areas.

The beach and offshore water condition must be of a sufficiently high quality, so that people may enjoy full and best use of these resources for sunbathing, bathing, swimming and other forms of water recreation. The beach should shelf gently into the water to allow safe entry and exit from the surf. The water should be clean, warm and free from any strong back-flow to offer safe water sport activities besides swimming and bathing.

The beach must be of sufficient size to accommodate large number of people without congestion and crowding. The beach should have sufficient sand which is usually attractive in color, pleasant to touch and generally clean from rocks, corals and debris.

The resort should have scenic beauty with emphasis on nature and a moral natural character. The resort should be attractive e.g. it may have more of rural setting which is conducive for leisure and relaxation than the congested, setting of urban centers. It should express a sense of unique overall environment and character that sets it apart from other competitive tourism destinations particularly leisure tourism activities.

The climate of beach resort should allow for use the beach and outdoor recreation facilities for a major portion of the year. An ideal resort climate would be characterized by a high portion of sunny days, warm temperature, low humidity and constant breeze.

The beach resort destination should be conveniently accessible to relatively large number of visitors by air and other modes of transportation. The resort should also be preferably connected by direct and scenic road connecting to the airport, population centers and other places of tourist interests.

The resort should have proper drinking water supply, electricity, sewage system, drainage system and effective communication system. The resort site must be of adequate size for future development. Regular supply of electricity is a must, also maintenance of metal surfaces of electric appliances as they get corroded due to the salt in the air.

Sufficient number of well trained life guards are a must and along with this a high degree of vigilance is also needed in a resort. As there are casual visitors who also drop into the beach resorts, proper security arrangements are needed since the beach can never be fully fenced. There may be provision for adventure sports, indoor games entertainment and bar, yoga also.



**Task 5. Study the list of the evaluative adjectives. Find or guess the meaning of the words. Analyse their derivation.**

*Comprehensive, detailed, different, extensive, external, favourable, final, formal, formative, future, good, independent, individual, initial, internal negative objective, periodic, personal, poor, positive, previous, psychological, qualitative, quantitative, recent, regular, retrospective, scientific, separate, specific, statistical, subjective, subsequent, such, summative, systematic.*

**Task 6. Make phrases and translate them. Give examples in what situations they can be used.**

1) amusement	a) park
2) tourist	b) view
3) theme	c) organization
4) steep	d) industry
5) thrill	e) staircase
6) spectacular	f) whales
7) nonprofit	g) attraction
8) moving	h) escalator
9) giant	i) ride
10) killer	j) promontory

**Task 7. Open the brackets, using verbs in Present Simple (Active or Passive) or in Present Continuous (Active or Passive).**

- 1) Waterpark development (to influence) by weather, land prices and cultural laws.
- 2) Nowadays parks (to experience) massive construction and expansion.
- 3) European parks (to tend) to be indoors.
- 4) Some parks may (to built) vertically and (to combine) with nonwater amusements.
- 5) Computer-generating ticketing (to become) a popular method of issuing tickets.
- 6) America (not to have) a monopoly on the amusement industry.
- 7) Walt Disney Company (to remain) an extremely capable organization.
- 8) Older parks with water areas (to try) to stay competitive at present.
- 9) Now many of the Canadian projects (to build) by municipalities.
- 10) European leisure centres (to include) a swim-through feature and a hydrotube.

**Task 8. Insert the missing words *a few, a little, much, many***

- 1) Not \_\_\_\_\_ people come here in the winter.
- 2) Could I have \_\_\_\_\_ sugar for my tea, please?

- 3) Don't eat so \_\_\_\_\_ chocolate or you'll get fat.
- 4) I don't think I've made \_\_\_\_\_ mistakes.
- 5) Have you got \_\_\_\_\_ minutes? I need to talk to you.
- 6) It seems to me that we've had \_\_\_\_\_ assignments in English this term.
- 7) I don't drink \_\_\_\_\_ beer. I don't like it.
- 8) There are only \_\_\_\_\_ people at the beach.
- 9) If you want to make pancakes, you need a few eggs and a little \_\_\_\_\_ flour.
- 10) I haven't done \_\_\_\_\_ work today.

**Task 9. Find the examples how the levels of communication are fulfilled in life in different languages and cultures. Compare them. Write about differences and similarities. Say which level of communication you think is the most important one and why.**

## UNIT 10. Wildlife tourism

### Task 1. Read the text and translate it.

**Wildlife tourism** is among the most misunderstood sectors of the Travel & Tourism industry, but awareness is changing among operators and travellers alike. Travellers must increase their understanding of the wildlife tourism industry — which activities jeopardise animal welfare — and commit to avoiding exploitative and harmful animal experiences. One of the key challenges facing responsible animal tourism is education about understanding exactly which activities contribute to conservation, and which fall on the other side of the spectrum. A major wildlife tourism study from University of Oxford's Wildlife Conservation Research Unit found that at questionable wildlife experiences, typically 80% of «attending tourists did not recognise and/or respond to negative welfare impacts». That statistic is troubling because it represents an overwhelming number of the 1.2 billion tourists annually vacationing around the world. «Whilst tourism can be a means for positive interactions between tourists and animals, where such attractions are not carefully managed or do not exhibit best practice there is the potential that such attractions can jeopardise animal welfare or the customer experience.»

As travellers raise their expectations about how animals are treated around the world, a number of types of animal experiences have come under fire. Activities like cuddling tigers, riding elephants, and orca whale shows have gained national conservation. But there are a range of tourist attractions that also fall under the umbrella of activities causing harm to animals. Let's look at a few examples and see how you can apply the best practices within one activity to a broad range of animal tourism best practices. The conversation around riding elephants has reached a fever-pitch in recent years, and the industry seems to coalesce around the central idea that you should not ride elephants on vacation. Elephant riding is unsustainable and has a negative welfare impact on the animals. What's more, both elephants and mahouts,

the elephant handlers, are subjected to cruel expectations and working conditions. In a scathing look at elephant tourism, *Vice News* found the industry almost purely profit driven, with little regard for the health and welfare of the animals. Elephants are expensive; according to *The Atlantic*, they «need to eat 250 kilos per day and cost owners approximately \$1,000 per month to house and feed». This constant expense has led to an industry that supports an «anything that sells» elephant tourism model — animals are forced to work sick, work in extreme heat, and perform for endless hours each day. On every level, riding elephants has a negative impact on the animals and the local society. So what's a responsible traveller to do? While all elephants deserve to live in the wild, that is no longer a viable solution. Calls to ban all captive elephants in places like Thailand don't take into account the reality that there is no longer enough land — nor adequate protection from poachers — to safely reintroduce wild elephants into most of Southeast Asia. Instead, across Africa and Asia tourists can visit elephant sanctuaries, which do not allow elephant rides or shows. These sanctuaries provide a low-stress environment for the elephants, while still allowing visitors to view the animals up close. These alternative interactions score well on both conservation, and animal welfare studies. And just as with the elephants, responsible travellers should apply these same standards to any interactions with big cats like lions, tigers, and cheetahs. Many wildlife tourism attractions related to the big cats are nothing more than breeding centres providing opportunities for tourists take selfies cuddling the cute cubs. And if that were the worst of it, perhaps the industry would have remained under the radar for longer, but as a *National Geographic* investigation discovered in 2016, some locations — like the Tiger Temple in Bangkok — bred tigers not only for tourism, but to supply the illegal tiger trade. And the implications of selling endangered animals on the black market are dire. «The underworld sales of captive tigers and their body parts stokes demand — meaning that more tigers are killed in the forests and jungles of India, Sumatra, Thailand, and elsewhere across their range.» [*National Geographic*].

**Task 2. Choose the correct item.**

1) Tourism as one of the service industries employs a lot of people, so it is ...

- |                                  |                      |
|----------------------------------|----------------------|
| a) the world's largest employee; | c) labour effective; |
| b) labour-intensive;             | d) labour efficient. |

2) What is the range of jobs in tourism?

- a) from the unskilled, the semi-skilled to the high skilled;
- b) from the unskilled to the semi-skilled;
- c) from the semi-skilled to the high-skilled;
- d) from the unskilled to the high-skilled.

3) Everyone in tourism agrees that ... is more important in this sector than in most others.

- |                   |                       |
|-------------------|-----------------------|
| a) qualification; | c) special education; |
|-------------------|-----------------------|

- b) experience; d) personality.
- 4) What is common to a majority of jobs in the tourism industry?
- a) career; c) contact with people;  
b) training; d) knowledge of a foreign language.
- 5) The final result of the tourism employee's effort should be ...
- a) a complaining customer; c) a pleasant customer;  
b) a satisfied customer; d) a smiling customer.

**Task 3. Find the information and write a summary.**

- When did tourism begin?  
Who were the first tourists?  
Where did they travel?  
What means of transportation did they use?  
What are the most common means of transportation nowadays?  
What future does tourism expect?

**Task 4. Look at these phrases. Make 2-3 sentences with each of them regarding tourism.**

*Service industry, labour-intensive, to estimate, the range of jobs, skilled employee, to solve a problem, background, facilities for training, to be eager to do smth.*

**Task 5. Think how you would answer these questions. Write down your point of view.**

- 1) Why is tourism labour-intensive?
- 2) What is the range of jobs in tourism?
- 3) What personal qualities are very important for those working in the tourism industry?
- 4) What qualifications are needed for some jobs in tourism?
- 5) What is common feature of a majority of the jobs in the tourism industry?
- 6) What result must each person working in tourism seek for?

**Task 6. Choose the correct item.**

- 1) We travel to Hveragerdi, the «greenhouse village», where fruit, vegetables and flowers are grown in \_\_\_\_\_ geothermal water.
- a) ghost houses, warmed by; c) glass houses, run by;  
b) wooden houses, drawn by; d) greenhouses, heated by.
- 2) Would you like to visit a \_\_\_\_\_ area like the Antarctic?

- a) protected;                      c) designated;  
b) restricted;                      d) inhabited.

3) One of the product weaknesses is lack of foreign language skills especially good quality, \_\_\_\_\_ interpretation in other language.

- a) on-site;                      c) respectful;  
b) qualified;                      d) intelligent.

4) A complimentary range of activities such as pony-\_\_\_\_\_ and walking are normally on offer.

- a) trekking;                      c) trek;  
b) jumping;                      d) exploring.

5) We set out by jeep or elephant searching for one-horned rhino and perhaps even \_\_\_\_\_ tiger.

- a) Bengal;                      c) Indian;  
b) Benjamin;                      d) red.

**Task 7. Make 5 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.**

- 1) \_\_\_\_\_ ;  
2) \_\_\_\_\_ ;  
3) \_\_\_\_\_ ;  
4) \_\_\_\_\_ ;  
5) \_\_\_\_\_ .

**Task 8. Complete these questions with the correct question word. Then answer these questions.**

- 1) \_\_\_\_\_ was your last job?  
2) \_\_\_\_\_ languages can you speak?  
3) \_\_\_\_\_ language do speak the best?  
4) \_\_\_\_\_ job are you looking for?  
5) \_\_\_\_\_ did you stay in England?  
6) \_\_\_\_\_ did you choose to study tourism?  
7) \_\_\_\_\_ will I be able to start?  
8) \_\_\_\_\_ responsibility is it to supervise staff?

**Task 9. Write a short essay (200-300 words).**

- 1) What sector of the travel industry most appeals to you?  
2) What is your idea of a good job? Put the following ideas in order of importance. Discuss your choices with your partner.



## UNIT 11. Adventure tourism

### Task 1. Read the text and translate it.

As travelers seek new and different experiences, **adventure tourism** continues to grow in popularity. **Adventure tourism**, according to the Adventure Travel Trade Association, is a tourist activity that includes physical activity, a cultural exchange, or activities in nature. You don't necessarily have to go base jumping or go scuba diving with sharks to be an adventure tourist (although those activities definitely qualify). Adventure tourism is about connecting with a new culture or a new landscape and being physically active at the same time. It is not about being risky or pushing your boundaries. In fact, it is especially important to know and respect your limits while you are in an unfamiliar area. Our list of adventure tourism activities has plenty of options if you aren't necessarily a thrill seeker. If you are an adrenaline junkie, don't worry we still have a few ideas for your next trip.

#### Day Hiking

Getting out and experiencing a new location under the power of your own two feet is always a great option. Hiking allows you to slow down and enjoy more aspects of your surroundings. Day hikes are a good option for most anyone that loves the outdoors. If you happen to be in Costa Rica, you can take a guided hike up to the top of Cero Chato, a dormant volcano. You get to hike through the rain forest and your reward for getting to the top is a beautiful lagoon! Be sure to remember to wear moisture-wicking clothes; Costa Rica can be quite humid.

#### Backpacking

If you are more adventurous and have the proper equipment, you can extend your day hike into a backpacking trip. Backpacking allows you to stay out in nature longer and see more things than you would on a normal day hike. It is important to have the proper survival knowledge and gear. If you haven't backpacked before, make sure that you go with someone knowledgeable that will show you the proper backpacking techniques. The Gore Range Trail is a great way to explore the mountains outside Silverthorne, Colorado. The whole trail is 41.7 miles long and is rated as a difficult trail. The scenic views make it worth the effort. If you're not up for the full hike, you can set a goal for reaching one of the high alpine lakes along the trail.

#### Zip Lining

Want to soar through the trees and experience nature from a different angle? You should try zip lining. Zip lines and canopy tours are a fantastic way to quickly see a new area. You see everything from a different angle. Some canopy tours will even get you up close and personal with the local wildlife. Niagara Falls recently installed a zip line called the MistRider. This zip line has 4 parallel lines, so you and your friends can all zip at the same time. It's great opportunity to turn your trip to Niagara Falls into an adventure tourism activity.

## **Climbing**

Climbing is a classic example of an adventure tourism activity. It combines physical activity and allows you to take in the beauty of nature. Even if you've never climbed a day in your life, you can still get up a rock wall with the help of a guide. Make sure to check the safety record and accreditations of your rock climbing guide before heading out! Another option is to try climbing indoors. Many cities have rock climbing gyms so you can easily access some adventure! Ask if they have TRUBLUE Auto Belays so you can walk in and start climbing without needing an introductory class.

## **Free Fall**

When most people hear free fall they think bungee jumping or skydiving. While those are viable adventure tourism activities, they might not be for everyone. Head Rush Technologies engineered the next generation of free fall devices, the QUICKflight and the FlightLine, to provide an authentic feeling of free fall with less risk. You can find these devices in ropes courses, adventure parks and other facilities all over the world. There's a good chance that there's a Head Rush Free Fall Device location in close proximity to your next destination.

## **Rafting**

Floating down a cool river on a hot summer day can be an excellent way to explore a new area. You get all the excitement of battling a rapid and you can also sit back and enjoy the view during the calmer sections of the river. The best season for rafting usually depends on the area you're in and your desired level of adventure. Generally speaking, the water levels are usually higher earlier in the season and lower later in the season. Higher water levels provide bigger rapids and more thrills, while lower levels are more subdued.

## **Mountain Biking**

If you're talking about exciting physical activities that allow you to explore the outdoors, it would be a crime to leave out mountain biking. Mountain biking offers a great workout and a fun way to experience nature. You'll be able to travel further distances on trails and see more of the surrounding area. New to mountain biking? No worries! Many locations have trails that range from beginner to advanced. If you're near a ski resort, check to see if they have lift-serviced trails. You'll ride the ski lift to the top with your bike and then let gravity do most of the work as you cruise the green, blue, and black trails down.

## **Skiing And Snowboarding**

You might not have realized that your annual family ski trip qualifies as adventure tourism. Cruising down the slopes at a resort keeps you active and lets you experience the outdoors. The western United States is known for its exceptional skiing up and down the Rocky Mountains. You'll find fresh powder and amazing slopes all the way from Alaska down to Utah, Colorado and even northern New Mexico. If you're the adventurous type, you can abandon the resorts and set out into

the backcountry. Backcountry skiing can be extremely dangerous if you aren't properly trained. It's absolutely necessary to take an avalanche safety class and buy all the proper safety equipment before you go off-piste. Consider hiring guide services for your first time trying backcountry skiing or snowboarding.

### Finding Your Next Adventure

The Adventure Travel Trade Association hosts resources for travelers to find their next adventure. The businesses they share are part of the association and part of the adventure tourism movement around the world. Find resources, check out destinations, and get inspired by the many photos and videos. The next adventure is out there waiting for you!

#### Task 2. Match the people in the box to these sentences.

*a) holidaymaker; b) migrant; c) globetrotter; d) tripper; e) nomad; f) itinerant; g) commuter; e) nomad; h) passenger; i) 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.

#### Task 3. Look at the following list of people and decide who is and who is not a tourist.

- 1) Mr. Miller travels to Lourdes in France in search of a miracle.
- 2) Ms. Fowler flies off to Turkey for a two-week holiday in the sun.
- 3) Mr. Baker emigrates to Australia to settle there and begin a new life.
- 4) Mrs. Shamir travels from Glasgow to London to spend a week with her relatives there.
- 5) Madame Boucher flies from Paris to America for three days to attend two business meetings in New York.
- 6) Miss Taylor spends a day out visiting a historic monument located on the edge of her town.
- 7) Mrs. Wheeler and her husband treat themselves to an evening's stay away from home in a country hotel.

**Task 4. Fill in the correct word from the list below. Use the words only once.**

survey	length
mass- market	same-day
residence	accommodated
reasons	low-wage

- 1) usual place of ...
- 2) travel for professional ...
- 3) ... of stay;
- 4) a ... visitor;
- 5) to be ... on board;
- 6) to carry out a ...
- 7) ... countries;
- 8) popular ... destinations.

**Task 5. Fill in the correct preposition, and then make sentences using these phrases.**

- 1) to be strongly associated ...
- 2) to distinguish ... two concepts;
- 3) to carry ... a research;
- 4) to exclude ... the classification system;
- 5) to spend a night ... board ship;
- 6) ... least;
- 7) to be employed ... companies;
- 8) to be attracted ... smth.

**Task 6. Write the opposites to the following words in italics.**

*Inbound* tourists, *high-wage* countries, *permanent* home, *carelessly*, *include in* the classification system, *continental* countries, *expensive*, *outside* the usual environment.

**Task 7. The information about people who are included in and excluded from tourism statistics of the WTO has been mixed up. Arrange it correctly under the proper headings.**

- people arriving in a country for work with or without a contract (including service personnel and people accompanying them);
- foreign airline and ship crews on stop-over in a country;
- people who emigrate;
- people travelling for pleasure, for family reasons, for health etc. (including nationals who live permanently abroad) ;
- people who live or work on an international border including those who live in one country and work in another;

- students and young people at boarding schools or colleges and those who travel or work temporarily during their holidays;
- musicians or artists tour;
- refugees;
- nomads;
- people travelling to attend meetings or for assignments (sports, scientific, management). Employees of large organizations on assignments abroad for less than one year;
- visitors from cruise ships even if their stay is less than 24 hours;
- people travelling for business (employees of commercial or industrial firms who are travelling to install machinery or equipment abroad, etc.) ;
- diplomats, embassy staff, members of armed forces stationed abroad (including their service personnel and people accompanying them) ;
- transit passengers who cross the country in more or less than 24 hours;
- transit passengers who do not leave the transit area in the airport or at the port.

<i>Visitors included in tourism statistics</i>	<i>Visitors excluded from tourism statistics</i>
1)...	1)...
2)...	2)...
3)...	3)...
4)...	4)...

**Task 8. Choose the country you like the most. Then answer these questions about it.**

- 1) What forms of tourism are best developed in it?
- 2) Is domestic tourism popular in this country? If yes, give your grounds. If no, why not?
- 3) What are the main motives for travelling in the chosen country?
- 4) What categories of foreign visitors are most frequent in it?
- 5) Are there many commuters in it? Why (not)?
- 6) What do you know about excursionist tourism in the chosen country?
- 7) Where do people of this nationality prefer to spend their holidays? Why?
- 8) What other personal motives for travelling make these people move around?
- 9) What are the latest trends in tourism of this country?

**Task 9. Write the summary of the country chosen by professor using the questions of the previous task. Discuss it with your colleagues.**

## UNIT 12. Talking about the Hotel Business

**Task 1. Look through the words in the table. Learn them. There are example sentences in the third column.**

word	meaning	example sentence
<b>adjoining rooms</b> <i>noun</i>	two hotel rooms with a door in the centre	If you want we can book your parents in an <b>adjoining room</b> .
<b>amenities</b> <i>noun</i>	local facilities such as stores and restaurants	We are located downtown, so we are close to all of the <b>amenities</b> .
<b>attractions</b> <i>noun</i>	things for tourists to see and do	The zoo is our city's most popular <b>attraction</b> for kids.
<b>baggage</b> <i>noun</i>	bags and suitcases packed with personal belongings	If you need help with your <b>baggage</b> we have a cart you can use.
<b>Bed and Breakfast</b> <i>noun</i>	a home that offers a place to stay and a place to eat	I can book you into a beautiful <b>Bed and Breakfast</b> on the lake.
<b>bellboy</b> <i>noun</i>	a staff member who helps guests with their luggage	The <b>bellboy</b> will take your bags to your room for you.
<b>book</b> <i>verb</i>	arrange to stay in a hotel	I can <b>book</b> your family in for the weekend of the seventh.
<b>booked</b> <i>adj</i>	full, no vacancies	I'm afraid the hotel is <b>booked</b> tonight.
<b>brochures</b> <i>noun</i>	small booklets that provide information on the local sites and attractions	Feel free to take some <b>brochures</b> to your room to look at.
<b>check-in</b> <i>verb</i>	go to the front desk to receive keys	You can <b>check-in</b> anytime after four o'clock.
<b>check-out</b> <i>noun</i>	return the keys and pay for the bill	Please return your parking pass when you <b>check-out</b> .

<b>complimentary breakfast</b> <i>noun</i>	free of charge	All of our rooms have <b>complimentary</b> soap, shampoo, and coffee.
<b>cot, rollaway bed</b> <i>noun</i>	a single bed on wheels that folds up	If you need an extra bed, we have <b>cots</b> available.
<b>damage charge</b> <i>noun</i>	money a guest owes for repairs to hotel property (when caused by violent or careless acts)	We will have to add a <b>damage charge</b> for the hole you put in the wall.
<b>deposit</b> <i>noun</i>	amount paid ahead of time to secure a reservation	You will not receive your <b>deposit</b> back if you cancel.
<b>double bed</b> <i>noun</i>	a bed large enough for two people	They are a family of four, so give them a room with two <b>double beds</b> .
<b>floor</b> <i>noun</i>	a level of the building	The swimming pool is on the main <b>floor</b> .
<b>front desk, reception</b> <i>noun</i>	the place where guests go to check in and out and to get information	Towels are available at the <b>front desk</b> .
<b>guest</b> <i>noun</i>	a person that is staying at the hotel	Our washrooms are for <b>guests</b> only.
<b>hostel</b> <i>noun</i>	a very inexpensive place for backpackers and travelers on a budget	In the <b>hostel</b> you probably won't get your own room.
<b>hotel manager</b> <i>noun</i>	person in charge at the hotel	I'll let you make your complaint to the <b>hotel manager</b> .
<b>housekeeping, maid</b> <i>noun</i>	staff members that clean the rooms and linen	Put a sign on the door if you want <b>housekeeping</b> to come in and change the sheets on the bed.
<b>ice machine</b> <i>noun</i>	a machine that automatically makes ice that guests can use to keep	There is an <b>ice machine</b> by the elevator on all of the even numbered floors.

	drinks cold	
<b>indoor pool</b> <i>noun</i>	place for guests to swim inside the hotel	The heated <b>indoor pool</b> is open until 10 pm.
<b>inn</b> <i>noun</i>	another word for «hotel»	There's an <b>inn</b> on the other side of town that has a vacancy.
<b>Jacuzzi, hot tub, whirl pool</b> <i>noun</i>	a small hot pool for relaxation	Our honeymoon room has a personal <b>hot tub</b> .
<b>king-size bed</b> <i>noun</i>	extra large bed	A room with a <b>king size bed</b> costs an extra ten dollars a night.
<b>kitchenette</b> <i>noun</i>	a small fridge and cooking area	Your room has a <b>kitchenette</b> so you can prepare your own breakfasts and lunches.
<b>late charge</b> <i>noun</i>	a fee for staying past the check-out time	You will be charged a ten dollar <b>late charge</b> for checking out after 11 am.
<b>linen</b> <i>noun</i>	sheets, blankets, pillow cases	We will come in and change the <b>linens</b> while you are out of your room.
<b>lobby</b> <i>noun</i>	large open area at the front of the hotel	You can stand in the <b>lobby</b> and wait for your bus.
<b>luggage cart</b> <i>noun</i>	a device on wheels that guests can push their luggage on	Please return the <b>luggage cart</b> to the lobby when you are finished with it.
<b>maximum capacity</b> <i>noun</i>	the most amount of people allowed	The <b>maximum capacity</b> in the hot tub is ten people.
<b>motels</b> <i>noun</i>	accommodations that are slightly cheaper than hotels	Our <b>motel</b> is very clean and is close to the beach.
<b>noisy</b> <i>adj</i>	loud	The guests next to you have complained that you are



		being too <b>noisy</b> .
<b>parking pass</b> <i>noun</i>	a piece of paper that guests display in the car window while in the hotel parking lot	Display this <b>parking pass</b> in your window to show that you are a hotel guest.
<b>pay-per-view movie</b> <i>noun</i>	extra charge for movies and special television features	If you order a <b>pay-per-view</b> movie, the charge will appear on your bill.
<b>pillow case</b> <i>noun</i>	the covering that goes over a pillow	Room 201 doesn't need their sheets changed, but they requested one new <b>pillow case</b> .
<b>queen size bed</b> <i>noun</i>	bed with plenty of space for two people (bigger than a double)	They have a <b>queen size bed</b> so the small child can easily fit in the middle.
<b>rate</b> <i>noun</i>	cost of renting a room for a certain time period	Our <b>rates</b> change depending on the season.
<b>reservation</b> <i>noun</i>	a request to save a specific room for a future date	They say they made a <b>reservation</b> but it doesn't show on the computer.
<b>room service</b> <i>noun</i>	delivery of food or other services requested by guests	If you would like a bottle of wine, just call <b>room service</b> .
<b>sauna</b> <i>noun</i>	a hot room for relaxation, filled with steam	We don't recommend bringing young children into the <b>sauna</b> .
<b>single bed</b> <i>noun</i>	a bed for one person	The economy priced room includes one <b>single bed</b> .
<b>sofa bed, pull-out couch</b> <i>noun</i>	a bed built into a sofa or couch	The room contains a <b>sofa bed</b> so the room actually sleeps five.
<b>towels</b> <i>noun</i>	used to cover and dry the body after swimming or bathing	You can get your swimming pool <b>towels</b> at the front desk.

<b>vacancy</b> <i>noun</i> <b>vacant</b> <i>adj</i>	available rooms	We only have one <b>vacancy</b> left, and it is for a single room.
<b>valet</b> <i>noun</i>	staff that parks the guests' vehicles	If you leave your car keys with us, the <b>valet</b> will park your car underground.
<b>vending machine</b> <i>noun</i>	a machine that distributes snacks and beverages when you insert coins	The <b>vending machine</b> on the fifth floor has chocolate bars and chips.
<b>view</b> <i>noun</i>	a window that offers a nice image for guests	The room is more expensive because it has a spectacular <b>view</b> of the beach.
<b>wake up call</b> <i>noun</i>	a morning phone call from the front desk, acts as an alarm clock	What time would you like your <b>wake up call</b> ?
<b>weight room, workout room, gym</b> <i>noun</i>	a room that guests can use for exercise and fitness	Our <b>weight room</b> has a stair climber and a stationary bicycle.

**Task 2. Look again to the words in task 1. Make your own sentences with each word and phrase.**

**Task 3. Look through some typical phrases and expressions to use when a guest makes a booking to stay at the hotel.**

### **Front Desk Receptionist**

- 1) Enterprise Hotels, Lise speaking. How can I help you?
- 2) What date are you looking for?
- 3) How long will you be staying?
- 4) How many adults will be in the room?
- 5) I'm afraid we are booked that weekend.
- 6) There are only a few vacancies left.
- 7) We advise that you book in advance during peak season.
- 8) Will two double beds be enough?
- 9) Do you want a smoking or non-smoking room?
- 10) The dining room is open from 4 pm until 10 pm.
- 11) We have an indoor swimming pool and sauna.

- 12) We serve a continental breakfast.
- 13) Cable television is included, but the movie channel is extra.
- 14) Take Exit 8 off the highway and you'll see us a few kilometers up on the left hand side.
- 15) The rate I can give you is 99.54 with tax.
- 16) We require a credit card number for a deposit.

### **Guest**

- 1) I'd like to make a reservation for next week.
- 2) Is it necessary to book ahead?
- 3) Do you charge extra for two beds?
- 4) How much is it for a cot?
- 5) Do you offer free breakfast?
- 6) Is there a restaurant in the hotel?
- 7) Do the rooms have refrigerators?
- 8) Do you do group bookings?
- 9) Is there an outdoor pool?
- 10) Do you have any cheaper rooms?
- 11) When is it considered off- season?

**Task 4. Read the conversation between the receptionist and the caller. Roleplay it with your colleagues. Write down new words and phrases which you have learned.**

**Receptionist:** Thanks for calling Quality Inn. Morine speaking.

**Caller:** Hello. I'm interested in booking a room for the September long weekend.

**Receptionist:** I'm afraid we're totally booked for that weekend. There's a convention in town and we're the closest hotel to the convention centre.

**Caller:** Oh, I didn't realize. Well what about the weekend after that?

**Receptionist:** So... Friday the seventeenth?

**Caller:** Yes. Friday and Saturday.

**Receptionist:** It looks like we have a few vacancies left. We recommend that you make a reservation, though. It's still considered peak season then.

**Caller:** Okay. Do you have any rooms with two double beds? We're a family of four.

**Receptionist:** Yes, all of our rooms have two double beds. The rate for that weekend is \$129 dollars a night.

**Caller:** That's reasonable. And do you have cots? One of my daughters might be bringing a friend.

**Receptionist:** We do, but we also charge an extra ten dollars per person for any family with over four people. The cot is free.

**Caller:** Okay, but I'm not positive if she is coming. Can we pay when we arrive?

**Receptionist:** Yes, but we do require a fifty dollar credit card deposit to hold the room. You can cancel up to five days in advance and we will refund your deposit.

**Caller:** Great, I'll call you right back. I have to find my husband's credit card.

**Receptionist:** Okay. Oh, and just to let you know...our outdoor pool will be closed, but our indoor pool is open.

**Task 5. Test your understanding of the conversation in task 4 with this quiz.**

- 1) Why did the caller phone the hotel?
  - a) to change a reservation
  - b) to report a cancellation
  - c) to inquire about available rooms
  
- 2) The caller can't stay on the September long weekend because the hotel
  - a) is fully booked
  - b) is hosting a convention
  - c) is closed for the season
  
- 3) What will the caller do before calling back?
  - a) research other hotels
  - b) discuss it with her husband
  - c) find a credit card to pay the deposit

**Task 6. Read the typical phrases and expressions which are used when a guest checks in or checks out of the hotel.**

Note that the verbs *check in* and *check out* are separable phrasal verbs. So Mr Brown can *check in*. And you can *check* Mr Brown *in*, or you can *check in* Mr Brown. Using a pronoun (e.g. *him*), you can *check* him *in*. But you cannot *check in* him. The same is true for *check out*.

## Check In

### Front Desk Receptionist

- 1) What name is the reservation under?
- 2) How long will you be staying?
- 3) Are you planning on checking out tomorrow?
- 4) I'm afraid you can't check in until after 4:00 pm.
- 5) What type of vehicle are you driving?
- 6) Do you know the license plate number of your vehicle?
- 7) Complimentary breakfast is served in the lobby between 8 and 10 am.
- 8) I'll give you two room keys.
- 9) The dining room is on the main floor at the end of the hall.

- 10) The weight room and sauna are on the top floor.
- 11) Just call the front desk if you need any extra towels or pillows.

### **Guest**

- 1) We have a reservation under Jill McMann.
- 2) Do you have any vacancies?
- 3) Is the hotel booked, or can we get a room for tonight?
- 4) How do we get to our room from here?
- 5) Is it okay to park out front?
- 6) What time is the pool open until?
- 7) What time is breakfast served at?
- 8) Is it too early to check in?
- 9) Can we get a wake-up call?
- 10) When is check out time?

## **Check Out**

### **Front Desk Receptionist**

- 1) Are you ready to check out?
- 2) What room were you in?
- 3) How was your stay?
- 4) Was everything satisfactory?
- 5) Will you be putting this on your card?
- 6) And how will you be paying for this?
- 7) Would you like to speak to the hotel manager on duty?
- 8) I'll just need your room keys, please.
- 9) Enjoy the rest of your holiday.
- 10) Have a safe trip home.

### **Guest**

- 1) We're checking out of room 401.
- 2) Sorry we're a bit late checking out.
- 3) I'm afraid we overslept/slept in.
- 4) We really enjoyed our stay.
- 5) We have a few complaints.
- 6) We'll be back next time we're in town.

**Task 7. Read the conversation between the receptionist and guest. Roleplay it with your colleagues.**

**Receptionist:** Hi there. Are you checking out now?

**Guest:** Yes, sorry. I know we're a few minutes late.

**Receptionist:** That's no problem. It's always really busy at check out time anyway.

**Guest:** Oh, really. The last hotel we stayed in charged us for a late check out.

**Receptionist:** The hotel isn't booked this week, so it's not a problem. How was everything?

**Guest:** The room was great. The beds were really comfortable, and we weren't expecting our own fridge.

**Receptionist:** I'm glad you liked it.

**Guest:** The kids were disappointed that the pool wasn't open this morning, though.

**Receptionist:** I apologize for that. We can't get a cleaner in any earlier than 10 am.

**Guest:** Well we had a nice swim last night anyhow.

**Receptionist:** Will you be putting this on your credit card?

**Guest:** No. I'll pay cash.

**Receptionist:** OK. So the total comes to \$123.67, including tax.

**Guest:** I thought it was \$115 even. That's what they said yesterday when we checked in.

**Receptionist:** Yes, but there is an extra room charge on your bill.

**Guest:** Oh, I forgot. My husband ordered a plate of nachos. Sorry.

**Receptionist:** No problem. So...from \$140, here's your change. Now, I'll just need to ask you for your room keys.

**Task 8. Test your understanding of the conversation in task 7 with this quiz.**

1) Why does the guest apologize when she arrives at the front desk?

- a) she forgot to pay
- b) she is late checking out
- c) her credit card isn't working

2) Which of the following did the woman's family NOT like about the hotel?

- a) the pool hours
- b) the room rates
- c) the bed linen

3) What was the woman charged for besides the room rate?

- a) telephone use
- b) room service
- c) pool towels

**Task 9. Repeat the words and phrases which you have learned during this practical lesson. Make this test below.**

1) If you've never been to this city, you should take a look at our sight-seeing

- a) menu

- b) brochures
- c) front desk

2) Sorry, we don't have a \_\_\_\_\_ service. You'll have to park your car yourself.

- a) room
- b) laundry
- c) valet

3) The room has a pull-\_\_\_\_\_ couch, so it will sleep an extra person.

- a) off
- b) over
- c) out

4) I'm sorry, but we don't have any vacancies. We are fully-\_\_\_\_\_ tonight.

- a) vacant
- b) booked
- c) closed

5) After your long conference you can relax in the

- a) kitchenette
- b) parking lot
- c) hot tub

6) I'll call housekeeping and ask them to bring you some fresh

- a) ice
- b) milk
- c) linen

7) If you need to do your workout we have a \_\_\_\_\_ on the third floor.

- a) gym
- b) restaurant
- c) library

8) You might like to voice your complaint about the rate to the

- a) housekeeper
- b) valet driver
- c) hotel manager

9) Please put your used \_\_\_\_\_ in the basket and leave unused ones hanging on the rack.

- a) dishes

- b) towels
- c) tissues

10) If you need a midnight snack there's a \_\_\_\_\_ full of potato chips on your floor.

- a) bellboy
- b) kitchenette
- c) vending machine

## UNIT 13. Restaurant Business

**Task 1. Read the text about Trans Fats. Retell it in your own words.**

### Trans Fats

Does your **mouth water** when you think of cookies, donuts, burgers and French fries? Many people prefer **junk food** like this to healthy food because they develop a taste for it. **Processed**, baked, and fried foods often contain a high amount of **trans fats**.

Trans fats raise bad **cholesterol** and lower the good cholesterol that your body needs. Fatty foods do more than cause **obesity**. Trans fats build up in the body and block blood flow to the heart. People whose **diet** contains a high percentage of trans fats are at risk of developing heart disease or having a **stroke**.

Trans fat is a semi-solid type of oil. It is made by adding **hydrogen** to liquid oil. Food companies and restaurants choose to use trans fat oils because they're cheap and they make food like crackers and baked goods last longer. They also improve the taste and **texture** of food. Trans fats became very popular in the second half of the 20th century. This is around the time butter got a bad name for its cholesterol levels. People were told to use margarine containing trans fats instead because it was «healthier», but we now know that butter is actually the healthier option.

Today doctors know how dangerous processed foods like margarine can be. In countries such as the US and Canada there are new government **restrictions** on food production. Food and beverage makers must attach a Nutrition Fact label to their products. These list daily recommendations and **detail** all the **ingredients** in a product, including trans fats if they're used. In 2007 New York City **banned** trans fats from all restaurants, and according to recent studies this has prevented hundreds of heart attacks and strokes. Even fast food chains such as McDonalds are being forced to change their recipes as people become more health-conscious. In Europe, food manufacturers have **voluntarily** started using labels that clearly show how healthy each product is according to a simple rating system.

We all need some fat in our diet. There are three different types of fats: **saturated fats**, unsaturated fats and trans fats. Doctors recommend that we get most of our fatty calories from unsaturated fats. Neither butter nor margarine fit this



category, though other spreads like peanut butter do. Reading the list of ingredients on the label is a good way of **avoiding** dangerous ingredients like trans fats. Another way is to avoid eating out, especially in fast food restaurants. Also, when shopping try to buy the **majority** of your food in the fresh-food section and limit the amount of processed and packaged food you buy. You might not think this is important if you're young, but the choices you make now will affect you for the rest of your life. The healthier your diet is now, the longer and healthier your life will be.

**Task 2. Learn the words concerning the text above. Translate them into your own language.**

Word	Meaning
<b>avoid</b> <i>verb</i>	to not use, or to stay away from something
<b>ban</b> <i>verb</i>	to not allow something
<b>cholesterol</b> <i>noun</i>	a substance present in animal fat and tissues; too much can lead to heart disease
<b>detail</b> <i>verb</i>	to describe in full
<b>diet</b> <i>noun</i>	all the foods a person normally eats
<b>hydrogen</b> <i>noun</i>	a colourless gas that burns easily
<b>ingredients</b> <i>noun</i>	all of the foods that go into a meal or food product
<b>junk food</b> <i>noun</i>	unhealthy food, esp. snacks and take-away or take-out food
<b>majority</b> <i>noun</i>	most of the people or things in a group
<b>make sb's mouth water</b> <i>idiom</i>	to make someone want to eat a certain food, esp. after smelling or seeing it
<b>obesity</b> <i>noun</i>	the condition of being very overweight
<b>process</b> <i>verb</i>	to make something with technology and machines in a factory
<b>restriction</b> <i>noun</i>	a rule or regulation that limits what someone can do
<b>saturated fat</b> <i>noun</i>	a type of fat, esp. found in foods like butter,

Word	Meaning
	cheese, red meat, etc.
<b>stroke</b> <i>noun</i>	the sudden bursting of a blood vessel in the brain that can cause serious illness or death
<b>texture</b> <i>noun</i>	the way food feels in your mouth, eg. soft, smooth, rough, crunchy, etc.
<b>trans fats</b> (or <b>trans fatty acids</b> ) <i>noun</i>	artificial fats that make food last longer and taste better but are bad for health
<b>voluntarily</b> <i>adverb</i>	without being required or forced, or without wanting payment

**Task 3. Read the text about dining. Make 10 questions to your colleagues concerning the information you have read. Let your colleagues answer them.**

## Dining

### *Breakfast, lunch and dinner*

In most parts of the world people have three meals a day. The first is breakfast, then lunch in the middle of the day and dinner in the evening. Most people have breakfast at home, and some take a home-made lunch to work or school. Most people also have dinner at home, and for many modern families **dinnertime** is the only chance we have to get together and talk to one another. At family dinners we don't have to follow the rules of **etiquette** for **formal** dining, but if you go to expensive restaurants or travel for business it's useful to know these rules. You might also need to know them if you're hosting a **dinner party** or having special guests for dinner.

### *Table settings and dining etiquette*

Houses and large apartments often have a **dining room** with a **dining table** that can seat many people. Dining rooms are sometimes used for everyday meals, but often they're only used for big family gatherings, dinner parties or formal meals. If you're hosting a meal like this, you'll probably use your best set of **dinnerware** and cutlery. Before your guests arrive you'll need to **set the table**. Begin by covering the table with a **tablecloth** and then place a **centrepiece** such as **candle sticks** or a flower arrangement in the middle of the table. Then arrange **place settings** around the table, making sure there's a place for everyone, including yourself.

Place settings for formal dinners usually include a **place mat**, or an empty space, in the middle with a **dinner fork** and a smaller salad fork to the left, a **table knife** and **soup spoon** to the right, and a **dessert fork and spoon** across the top. Each

place setting also has a **bread plate** and **butter knife** on the left and a drinking glass or **tumbler** and a **wine glass** on the right. Sometimes these glasses are on **coasters**, but only if place mats are used instead of a tablecloth. The place settings for dinner in most hotel dining rooms and fancy restaurants are also like this.

Salad or soup **bowls**, **dinner plates** and dessert bowls are often brought to the table during the meal, and if so they shouldn't be on the table before the meal begins. There should, however, be a folded **napkin** at each guest's place, and if you're serving steak or fish you can add a **steak knife** or **fish knife** as well. **Salt and pepper shakers** and **jugs** full of drinking water should also be on the table. If you're serving tea or coffee after the meal, bring **cups and saucers** as well as a sugar bowl, teaspoons and a small jug of milk or cream to the table.

**Task 4. Learn the new words. Repeat the words you are already familiar with.**

**1) bowl** (noun): a round dish for soup, salad or a serving of dessert  
- *Where are the soup bowls?*

**2) bread plate** (noun): a small plate for buttering bread rolls  
- *We need a bread plate for each guest.*

**3) butter knife** (noun): a knife with a blunt, rounded end for spreading butter  
- *There should be a butter knife with each guest's bread plate.*

**4) candlestick** (noun): a holder, usually tall and thin, for one or more candles  
- *If it's a romantic dinner for two, you'll need candlesticks.*

**5) centrepiece (US spelling «centerpiece»)** (noun): a display placed in the middle of a dining table  
- *Did you arrange the flower centrepiece yourself?*

**6) coaster** (noun): a small mat or flat object under a bottle or glass that protects the table  
- *Put out some coasters or there'll be round stains on the table.*

**7) cup and saucer** (noun): a small plate and matching cup for tea or coffee  
- *Do dinnerware sets usually include cups and saucers?*

**8) dessert fork and spoon** (noun): a three-pronged fork with an oval spoon for eating desserts from a bowl or plate  
- *Can we have an extra dessert fork and spoon, please?*

**9) dining room** (noun): the room in a house or hotel where meals are eaten  
- *Do we really need such a big dining room?*

**10) dining table (also «dinner table»)** (noun): a table at which several people can sit together to eat  
- *How many people can you fit around your dining table?*

**11) dinner fork** (noun): an eating utensil with four prongs used during a main course

- *Why do Americans hold a dinner fork in the right hand?*

**12) dinner party** (noun): a dinner in someone's home to which guests are invited

- *Can you come to our dinner party on Saturday night?*

**13) dinner plate** (noun): a flat dish for eating a meal's main course

- *You haven't broken another dinner plate, have you?*

**14) dinnertime** (noun): the time of day usually spent eating dinner

- *I only see my kids at dinnertime these days.*

**15) dinnerware** (also «**dishware or table service**») (noun): a set of matching plates, bowls, cups, saucers etc. for several people

- *Where did you get this beautiful dinnerware?*

**16) etiquette** (noun): rules for behaving correctly in social situations

- *I had to learn all the etiquette before my first business trip to Europe.*

**17) fish knife** (noun): a knife with a wide blade for eating fish

- *Can you lend us your fish knives for the dinner party?*

**18) formal** (adjective): requiring official or social rules be followed

- *If it's a formal occasion, wear a suit and tie.*

**19) napkin** (also UK «**serviette**») (noun): a cloth or paper towel for wiping your mouth and hands while eating

- *Can you bring some more napkins, please?*

**20) place mat** (noun): a flat piece of cloth, plastic or wood at the centre of each place setting on a dining table

- *There's a lovely set of eight place mats in that shop.*

**21) place setting** (noun): dishes, glasses and cutlery arranged in place for one person

- *Do you know how to make place settings for a formal meal?*

**22) set the table** (verb): to arrange place settings for everyone on a dining table

- *Can you set the table? Dinner's nearly ready.*

**23) shaker** (noun): a container for salt, pepper, chili powder, etc. with small holes from which the contents are shaken out

- *I love those salt and pepper shakers shaped like dogs.*

**24) soup spoon** (noun): a round or oval spoon for eating soup

- *Do you put soup spoons on the left or the right when you set the table?*

**25) steak knife** (noun): a knife with a serrated blade for diners to cut steak at the table

- *The waiter forgot to bring us steak knives.*

**26) tablecloth** (noun): a large cloth for covering a dining table

- *Have we got a clean tablecloth? This one's got stains on it.*

**27) table knife** (noun): the knife used for eating a main course

- *Table knives are bigger than butter knives, aren't they?*

**28) tumbler** (noun): a drinking glass with straight sides and no stem or handle

- *The tumblers are in a cupboard in the kitchen.*

**29) water jug (also US «pitcher»)** (noun): a large container with a handle from which drinking water is poured

- *The water jug's nearly empty.*

**30) wine glass** (noun): a glass with a long stem and a wide base for drinking wine

- *I poured water in my wine glass and someone laughed. I didn't know the etiquette.*

**Task 5. Look at the tests below. Choose the correct answer.**

1) When is dining etiquette strictly followed?

- a) at family breakfasts
- b) at school lunches
- c) at formal dinners

2) If you have to «set the table», you must do it \_\_\_\_\_ the meal.

- a) before
- b) during
- c) after

3) What does a dinnerware set include?

- a) cooking pots
- b) dinner plates
- c) a dining table

4) On a dining table, everyone has their own \_\_\_\_\_ .

- a) tablecloth
- b) place setting
- c) centrepiece

5) What's placed on a coaster?

- a) a glass
- b) a bowl

- c) a dish
- 6) Which should be the sharpest?
- a) a butter knife  
b) a fish knife  
c) a steak knife
- 7) Which word has the same meaning as «jug»?
- a) shaker  
b) tumbler  
c) pitcher
- 8) Which is usually used first?
- a) a dessert fork  
b) a table knife  
c) a soup spoon
- 9) If you need to wipe your mouth at the table, use your
- a) tablecloth  
b) napkin  
c) place mat
- 10) After a meal, what are dinner guests usually offered?
- a) tea or coffee  
b) salt or pepper  
c) water or wine

**Task 6. Read the text about meat and poultry. Think of the information or interesting facts you can add to it.**

### **Meat and Poultry**

Many different animals and birds have been hunted in the wild, but only a few have been raised for their **meat**. In the ancient civilizations of Egypt, India, China and Greece people raised pigs, sheep, cattle and **poultry** like chickens and ducks, and all these are still being raised today. Even though much has changed since ancient times, the kinds of meat and poultry we eat today are still mostly the same.

#### *Meat*

In a modern supermarket we see the same meats, although the **cuts** may have changed. Today's cuts of **beef** include topside, **spare ribs** and **steaks** like fillet and T-bone steak as well as various cuts of **veal**. We also see legs of **lamb** and lamb **chops** as well as **mutton** from older sheep. Many cuts of **pork** are also seen, including legs of pork, pork chops and pork spare ribs as well as **cured** pig meats

like **bacon** and **ham**. Meats of all kinds are **diced** for making dishes like stew or **minced** to make **sausages**, meat pies and hamburger patties.

Rabbit and goat meat is also eaten in many places, as are various kinds of **offal** like liver, kidney, heart, **tripe** and brains. Offal and meats like ox tongue, sheep's head and pig's feet or «trotters» are often eaten by people who can't afford more expensive meats, or in places where every edible part of a **slaughtered** animal is cooked and eaten. In ancient times people also hunted **game** like wild boar, deer, quail and pheasant, and all these meats are also eaten today, especially in expensive restaurants.

### *Poultry*

Birds kept as poultry include chickens, ducks, geese and turkeys. Whole birds can be boiled or roasted, or they can be cut into pieces before being cooked. When eating fried chicken, for example, we can eat pieces of **breast** or wings or **drumsticks**. Eggs from poultry are also an important type of food, with chicken eggs being the most popular. When shopping, you can choose to buy **free-range** poultry or free-range eggs if you don't like factory farming in which birds are kept in small cages and never allowed to range freely in the outside world.

**Task 7. Learn the words below. Make the dialogue with your colleagues including these words. Write them down.**

**1) bacon** (noun): meat from the back or sides of a pig that's cured and sliced

- *We had bacon and eggs every morning when I was a kid.*

**2) beef** (noun): meat from a cow, bull or ox

- *We're having roast beef and vegetables for dinner.*

**3) breast** (noun): meat from the front of a bird

- *Who'd like another piece of chicken breast?*

**4) chop** (noun): a small cut of meat, usually lamb or pork, from near the ribs

- *Could you get some pork chops from the supermarket, please?*

**5) cure** (verb): to preserve meat by smoking, salting or drying

- *Ham and bacon can be cured by salting or smoking.*

**6) cut** (noun): a piece of meat cut from a certain part of an animal

- *That butcher on High Street has the best cuts of beef.*

**7) dice** (verb): to cut food into small cubes or square-shaped pieces

- *A steak and kidney pie contains diced meat and gravy.*

**8) drumstick** (noun): a cooked chicken leg

- *Don't eat all the drumsticks!*

**9) free-range** (adjective): (of poultry) free to live naturally outside instead of being kept inside a farm building

- *Make sure you get free-range eggs.*

**10) game** (noun): 1. wild animals and birds hunted by people

2. meat from hunted animals and birds

- *The only places that serve game these days are expensive restaurants.*

**11) ham** (noun): cured meat from a pig's upper leg, usually sliced

- *I'll have a ham sandwich, please.*

**12) lamb** (noun): 1. a young sheep

2. meat from a young sheep

- *People have been eating lamb for thousands of years.*

**13) meat** (noun): animal or bird flesh eaten as food

- *Jason quit eating meat, but he still eats fish and seafood.*

**14) mince** (verb): to cut meat into tiny pieces, often with a machine called a mincer

- *If you get some minced beef I'll make hamburgers for dinner.*

**15) mutton** (noun): meat from an adult sheep

- *David thinks they put mutton in the curry instead of lamb.*

**16) offal** (noun): organs from an animal or bird eaten as food, like liver, heart and kidney

- *In the past everyone ate offal, but I've never tried it.*

**17) pork** (noun): meat from a pig

- *Do you know which religions forbid the eating of pork?*

**18) poultry** (noun): 1. birds kept for their meat or eggs

2. meat from these birds

- *We serve meat, fish and poultry, all with salad or vegetables.*

**19) sausage** (noun): minced meat in a long tube of skin, usually fried

- *How many sausages are you taking to the barbecue?*

**20) slaughter** (verb): to kill an animal for its meat

- *Have you ever seen animals being slaughtered in a slaughterhouse?*

**21) spare ribs** (noun): a cut of pork or beef that contains rib bones

- *Last night I dreamed about eating spare ribs.*



**22) steak** (noun): a thick slice of high-quality beef

- *I don't think steak and chips is a very healthy dinner for kids.*

**23) tripe** (noun): the stomach of a sheep or cow eaten as food

- *My uncle likes tripe, but I think it's awful.*

**24) veal** (noun): meat from a calf or young cow

- *I'll have the veal with garden vegetables, please.*

**Task 8. Discuss what kind of meat you like to prepare most. What kind of meat tastes better for you? What kind of meat is the most useful? Justify your point of view.**

**Task 9. Maybe you like the fish? What do you think about the fish and seafood? Read the text and retell it. Would you like to add something? Or perhaps you may disagree with some points?**

## **Fish and Seafood**

Another important type of food is **seafood**, which includes many kinds of **fish** as well as **shellfish** and other sea creatures like **squid**. Some kinds of seafood are raised in ponds or in cages in the sea, but most of the fish we eat are taken alive from the ocean by big commercial fishing boats. Commercial fishing has done a lot of damage by overfishing and by **trawling** with huge nets that can catch everything, including fish too small to sell and other sea creatures like dolphins. But if you like fishing, don't worry. This sort of damage isn't caused by people who go fishing in small boats or who fish with a fishing rod.

### ***Fish***

Fish are an important source of protein that can be eaten raw, as in Japanese **sashimi**, or kept for future use by being pickled, as in **pickled** herring, by being smoked, as in smoked salmon, or by being canned, as in **canned** tuna. But most fish is cooked either by frying, baking, grilling or steaming. It can be cooked whole, or cut into large pieces called **fillets**, or cut into small pieces and used to make soup, curry, stew, etc. But however you eat your fish, watch out for bones!

The most widely-eaten fish include salmon, tuna, snapper, mackerel, cod, trout, carp, catfish and sardines. Most of these are caught in the sea or in lakes and rivers, but edible fish are also raised in ponds. In Chinese **aquaculture**, fish like the grass carp have been raised for nearly four thousand years, but the first known example of aquaculture is a complex of ponds and canals built by the Gunditjmara people of Australia over eight thousand years ago to farm **eel**, a long, thin, snake-like fish that's still eaten today.

## Seafood

Many other sea creatures can also be eaten, including some with an outer shell you have to remove before getting to the soft flesh inside. This type of seafood includes **lobsters**, crabs, **crayfish**, **prawns** and shrimp, a smaller relative of the prawn. Others live inside a very hard shell that can be difficult to open, and these include **oysters**, mussels, scallops and periwinkles. In some places the word «shellfish» covers both these kinds of seafood, but in others it only means the latter kind with very hard shells. Other edible sea creatures like the squid and the **octopus** have soft bodies and no shell, but long arms that help them move quickly through the water. Fish eggs called **roe** can also be eaten, and one of the most high-class and expensive foods in the world is sturgeon roe, also known as **caviar**.

**Task 10. Look through these words. Repeat those that you already know. Learn those you are not familiar with. There are examples where these words can be used. Make your own examples.**

**1) aquaculture** (noun): the raising of fish and other aquatic animals for food  
 - *Aquaculture was invented by Aboriginal Australians long before agriculture developed.*

**2) canned** (adjective): preserved in a metal can without air  
 - *You can use canned tuna to make tuna salad.*

**3) caviar** (noun): the eggs of the sturgeon fish sold as an expensive food  
 - *Why do people think caviar is so special? It's just fish eggs.*

**4) crayfish** (noun): a freshwater creature that looks like a small lobster  
 - *In Australia, people used to call lobsters "crayfish".*

**5) eel** (noun): a long fish that looks like a snake  
 - *Eels are hard to hold because they're so slippery.*

**6) fillet** (noun): one side of a fish with the bones taken out  
 - *It's easy to overcook salmon fillets, so be careful.*

**7) fish** (noun): 1. an animal that lives and swims in water and breathes through gills  
 2. the flesh of these animals  
 - *I eat fish three or four times a week.*

**8) fish** (verb): to catch fish with a fishing rod, a net or a spear  
 - *Let's go fishing next weekend.*

**9) lobster** (noun): a sea creature with a hard shell, eight legs, two claws and eyes on long stalks

- *I ordered steamed lobster tails.*

**10) octopus** (noun): a sea creature with a soft round body, no shell, and eight arms called tentacles

- *We shouldn't eat highly intelligent animals like octopuses.*

**11) oyster** (noun): shellfish with a rough shell in which pearls can grow

- *Let's order a plate of oysters.*

**12) pickled** (adjective): preserved in salt water or vinegar

- *Have you ever tried pickled herring?*

**13) prawn** (noun): a sea creature with a thin shell and ten small legs

- *If you squeeze the tail of a prawn, the flesh comes out.*

**14) roe** (noun): all the eggs inside a female fish

- *Roe are taken from many kinds of fish and eaten in many different ways.*

**15) sashimi** (noun): a Japanese dish of raw fish eaten with soy sauce

- *The sashimi here is supposed to be really good.*

**16) seafood** (noun): food from the sea, incl. fish, shellfish, fish eggs, etc.

- *This is my favourite seafood restaurant.*

**17) shellfish** (noun): edible sea creatures with a shell, like lobsters and oysters

- *People living near the sea have always eaten shellfish.*

**18) squid** (verb): a sea creature with a soft body, eight arms and two long tentacles

- *Do you know how to cook squid?*

**19) trawl** (verb): to catch sea creatures, esp. fish, by pulling a large net behind a boat

- *If commercial trawling continues like this, there'll be no fish here in future.*

**Task 11. Make the dialogue using these words. Work with your colleagues. Present the results of your work to the professor.**

## II. METHODOLOGICAL RECOMMENDATIONS FOR STUDENTS' INDEPENDENT WORK

### UNIT 1. What Can We Say About Tourism?

**Exercise 1. Write the opposites to the following words:**

*inhabited* island

*inbound* tourism

*business* tourism

a *penalty* to the employee

not to *cover* expenses

*healthy* people

**Exercise 2. Fill in the correct prepositions and make the sentences.**

- 1) to send the staff ... FAM tour;
- 2) to travel ... different missions;
- 3) ... the same time;
- 4) the purpose ... tourism;
- 5) a great deal ... special interest holidays;
- 6) to collect information ... trade partners;
- 7) to get familiar ... new destinations;
- 8) as a matter ... fact.

**Exercise 3. Give definitions to the following terms. Do it as in the example:**

*E. g. Special-interest tourism is a type of tourism which involves journeys for people who share the same hobby.*

- 1) Leisure tourism is a type of tourism which involves\_\_\_\_\_.
- 2) Sports tourism is a type of tourism which\_\_\_\_\_.
- 3) Incentive tourism is a type of tourism\_\_\_\_\_.
- 4) Convention tourism is\_\_\_\_\_.
- 5) Third-age tourism\_\_\_\_\_.
- 6) Fourth-age tourism\_\_\_\_\_.
- 7) Familiarization tourism\_\_\_\_\_.

**Exercise 4.**

Carry out a mini-survey to find out what kind of visitors travel to your area. Draw up a questionnaire and use it to interview approximately 50 visitors in the streets of your town or at a local attraction.

For example, you could find out:

- the visitor`s place of origin;
- to length of their visit;

- the purpose of their visit;
- the type of accommodation used (if any);
- the type of transport used;
- whether this is their first or subsequent visit;

Remember to plan your survey well in advance: make sure that the questions you intend to ask can be clearly understood and easily answered. Test them on your friends first to make sure of this.

Remember also, that often people do not like to be stopped to answer survey questionnaires, so be polite and friendly and try to keep the number of questions to the minimum.

When you have completed your survey, combine the results of the whole class and represent the findings of the survey in the forms of graphs or charts.

## **UNIT 2. Ecotourism**

### **Exercise 1. Read the text and translate it.**

#### **The Origins of Mass Tourism**

In the late eighteenth century, sea water gained a reputation for its medicinal properties and as a result many British coastal fishing villages were transformed into fashionable resorts. Brighton and Weymouth both became popular with genteel holidaymakers after George III paid them a visit to try and cure the fits of madness from which he suffered. The earliest organization of anything that we would recognize today as tourism started in the mid-nineteenth century. Thomas Cook is historically credited with organizing the first ever tourist excursion in 1841 when he sold tickets for a train ride from Leicester to Loughborough. Methodist missionary Henry Lunn pioneered the skiing holiday just a few years later.

It was the Industrial Revolution that really began to open up tourism to the working classes. As a result of the widespread social and technological reforms a new middle class grew up, whose increased prosperity meant that they could afford to travel. The Bank Holiday Act of Parliament in 1871, creating four annual public holidays and the Factory Act of 1901, which gave the first ever paid annual holiday of six days, provided the necessary legislation to give the working British public leisure time at no financial loss.

The new railways provided cheap travel to seaside resorts. Public holidays would see a mass exodus from the large cities of Manchester, Liverpool and Leeds to the coast, for people to be entertained at fun-fairs and shows catering to the tastes of the working man.

People were also becoming aware of a world outside their own direct experience. Soldiers travelling to foreign countries saw opportunities and wanted to return in peacetime. The colonial areas brought India, Australia, Africa and other parts of the world into the spotlight of the European colonial powers. The advent of photography provided visual evidence of the existence of the exotic and began to stir

interest among the more adventurers to see sights for themselves. The Taj Mahal, the Pyramids and the Sphinx and the Statue of Liberty are all examples of famous tourist attractions which we travel to see in real life because we've seen pictures of them.

In only century the holiday has changed beyond recognition. In 1890 a typical family holiday would be a day trip to the nearest seaside town. Armed with bucket and spade and a picnic, the family would take advantage of the cheap-one-day excursions offered by the private companies who ran the new railway network. The 2000s family, however, is likely to take a two-week package tour to the Mediterranean, where the whole holiday will be paid for before leaving home and one can enjoy the guaranteed sunshine.

(«The Good Tourist», Wood K. and House S.,1992)

### Exercise 2. Translate and transcribe the following words:

<i>property</i>	<i>annual</i>	<i>genteel</i>	<i>legislation</i>	<i>cure</i>	<i>leisure</i>
<i>methodist</i>	<i>financial</i>	<i>pioneer</i>	<i>exodus</i>	<i>widespread</i>	<i>foreign</i>
<i>technological</i>	<i>visual</i>	<i>increase</i>	<i>guaranteed</i>		

### Exercise 3. Answer the questions to the text.

- 1) Why were many British coastal fishing villages transformed into fashionable resorts?
- 2) Who made sea water resorts popular with genteel holidaymakers?
- 3) Who organized the first train ride in the history of tourism?
- 4) How did the Industrial Revolution contribute to the development of tourism?
- 5) What documents provided necessary legislation to give the working public holidays at no financial loss?
- 6) What opportunities did soldiers see in foreign countries?
- 7) How did photography influence the development of tourism?
- 8) Why do families in 2000s prefer package tours to the Mediterranean?

### Exercise 4. Write questions to the answers.

- 1) \_\_\_\_\_  
- Yes, he did. George III made coastal towns and villages very popular with genteel holidaymakers.
- 2) \_\_\_\_\_  
- Thomas Cook organized the first train ride.
- 3) \_\_\_\_\_  
- The Industrial but not agricultural Revolution began to open up tourism to working classes.
- 4) \_\_\_\_\_  
- The first annual holiday of six days was given in 1901.
- 5) \_\_\_\_\_  
- No, it didn't. The new railways provided cheap travel to seaside resorts.
- 6) \_\_\_\_\_

- The Taj-Mahal, the Pyramids, the Sphinx and the State of Liberty are all examples of famous tourist attractions.

**Exercise 5. Give Ukrainian equivalents to the following word combinations:**

- in the late 18th century;
- medicinal properties;
- genteel holidaymakers;
- to suffer from the fits of madness;
- to be historically credited with smth;
- to sell tickets for a train ride;
- widespread social and technological reforms;
- to provide necessary legislation;
- to cater to the tastes of the working man;
- in peacetime;
- visual evidence;
- to stir interest;
- bucket and spade;
- to enjoy the guaranteed sunshine.

### **UNIT 3. Dental tourism**

**Exercise 1. Mark the following statements as True or False.**

- 1) Many British coastal fishing villages were transformed into fashionable resorts.
- 2) Tourism started in the mid-eighteenth century.
- 3) Thomas Cook pioneered the first skiing holidays.
- 4) It was the Industrial Revolution that really opened up tourism to the working people.
- 5) The Bank Holiday Act of Parliament in 1871 and the Factory Act of 1901 provided the necessary legislation for paid annual holidays for the British working public.
- 6) The advent of cinema stirred the interest among the people to see exotic sights for themselves.
- 7) In 1890 a family was likely to take a day trip to the nearest seaside town.
- 8) In 2000s a typical family holiday is a two-week package tour to the Mediterranean.

**Exercise 2. Find in the text (unit 2) the opposites to the following words:**

- to *buy* tickets for a train ride;
- *decreased* prosperity;
- *expensive* travel;
- visual evidence of the existence of the *ordinary*;

- to *depress* the interest;
- *without* a bucket and spade;
- *public* companies;
- to enjoy the guaranteed *darkness*

**Exercise 3. Fill in the correct preposition and make the sentences.**

- 1) to transform villages ... fashionable resorts;
- 2) to give leisure time ... no financial loss;
- 3) to become popular ... genteel holidaymakers;
- 4) a mass exodus ... large cities ... the coast;
- 5) the fits ... madness;
- 6) to cater ... the tastes ... the working man;
- 7) ... the mid-nineteenth century;
- 8) to see exotic sights ... themselves.

**Exercise 4. Match the skills and qualities needed in tourism industry to their definitions.**

1) communication skills	a) strong feeling of interest and enjoyment about smth and willingness to be involved in it
2) flexibility	b) physical or mental strength that lets you continue doing smth for a long time without getting tired
3) smart appearance	c) the ability or tendency to think that things are funny or funny things you say that show you have this ability
4) organizational skills	d) the ability to change or be changed easily to suit a different situation
5) stamina	e) the way people express themselves so that other people will understand
6) outgoing personality	f) the way a neat person in tidy attractive clothes looks to other people
7) sense of humour	g) the character when a person likes to meet and talk to new people
8) enthusiasm	h) ability to plan and arrange something so that it is successful and effective



## UNIT 4. Space tourism

### Exercise 1. Read the text and translate it.

#### Around the world in 222 days

The history of modern tourism began on 5 July 1841 when a train carrying 500 factory workers travelled from Leicester to Loughborough twelve miles away to attend a meeting about the dangers of alcohol.

This modern excursion was organized by Thomas Cook a young man with neither money nor formal education. His motive was not profit but social reform. Cook believed that the social problems of Britain were caused by widespread alcoholism. Travel he believed would broaden the mind and distract people from drinking.

The success of Cook's first excursion led to others and the success of the business was phenomenal. In 1851 Cook launched his own monthly newsletter. Cook's Exhibition Herald and Excursion Advertiser, the world's first travel magazine; by 1872, the newsletter was selling 100.000 copies a month and its founder was treated as a hero of the modern industrial age.

When Thomas Cook reached the age of sixty-three there was still one challenge ahead of him: to travel round the globe. The idea of travelling «to Egypt via China» seemed impossible to most Victorians. Cook knew otherwise. In 1869 two things happened that would make an overland journey possible: the opening of the Suez Canal and the completion of a railroad net work that linked the continent of America from coast to coast.

He set off from Liverpool on the steamship Oceanic, bound for New York. Throughout his travels his traditional views affected most of what he saw, including the American railroad system. Although impressed by its open carriages sleeping cars onboard toilets and efficient baggage handling he was shocked that men and women were not required to sleep in separate carriages.

Japan delighted him. It was a land of «great beauty and rich fertility» where the hotels served «the best roast beef we have tasted since we left England».

Cook and his party toured the city of Yokohama in a caravan of rickshaws. «We created quite a sensation» he wrote. Cook's love of Japan was equaled only by his hatred of China. Shanghai the next port of call offered «narrow and filthy streets» which were full of «pestering and festering beggars». After twenty-four hours there Cook has seen enough.

He travelled to Singapore and as he set off across the Bay of Bengal. Cook was full of confidence feeling that he understood «this business of pleasure». But nothing he had seen in Shanghai could have prepared him for the culture shock of India.

«At the holy city of Benares we were conducted through centres of filth and obscenity», he wrote. From the deck of a boat on the Ganges he saw the people washing dead bodies, before burning them on funeral piles beside the river. He found these scenes «revolting in the extreme».

By the time Cook left Bombay for Egypt, he was showing signs of tiredness. On 15 February 1873, while crossing the Red Sea, he wrote to *The Times* that he would not travel round the world again. «After thirty-two years of travelling, with the view of making travelling easy cheap and safe for others. I ought to rest». In Cairo, he fell seriously ill for the first time.

Cook arrived home in England after 222 days abroad. Although he never attempted another world tour, he continued to escort parties of tourists to continental Europe throughout the 1870s, and did not cease his seasonal visits to Egypt until the late 1880s. He died in July 1892 at the age of eighty-three.

**Exercise 2. Translate and transcribe the following words. Make up the sentences with these words (2-3 sentences with each word)**

*widespread    fertility    phenomenal    equal    view*  
*pleasure    efficient    obscenity    carriage    tiredness*

**Exercise 3. Mark the following statements as True or False.**

- 1) The history of modern mass tourism began on 5 July 1841.
- 2) Thomas Cook organized the popular excursion for factory workers to distract them from alcohol drinking.
- 3) Thomas Cook`s motive to organize this excursion wasn`t profit, but social reform.
- 4) When he was 63, there was still one challenge ahead of Thomas Cook for travel to Egypt via China.
- 5) Cook wasn`t impressed that men and women in America were not required to sleep in separate carriages.
- 6) China delighted him, because it was a land of great beauty and rich fertility.
- 7) Cook continued to escort parties of tourists to continental Europe throughout 1880s.
- 8) Cook was making travelling easy, cheap and safe for others for about thirty-two years of travelling.

**Exercise 4. Give Ukrainian equivalents to the following word combinations:**

- a meeting about the dangers of alcohol;
- to be caused by smth;
- to broaden the mind;
- to distract people from drinking;
- to be treated as a hero;
- to travel round the globe;
- to attempt another tour;
- to know otherwise;
- on the steamship;
- efficient baggage handling;

- *to create a sensation;*
- *love was equaled by hatred;*
- *filthy streets;*
- *revolting scenes in the extreme.*

## UNIT 5. Space tourism

**Exercise 1. Make questions to the text (in the unit 4) out of the given words and then answer them.**

- 1) did, the, when, modern, begin, tourism, of, history?
- 2) many, on, workers, sis, Cook, factory, how, take; a, railway ride?
- 3) Why, phenomenal, was, of, Cook`s, the, business, success?
- 4) challenge, what, ahead, was, there, Cook, still, of?
- 5) What, contribution, Cook, did, bring, history, into, tourism, of, the?

**Exercise 2. Write questions to the answers.**

- 1) \_\_\_\_\_  
- The history of modern tourism began on 5 July 1841.
- 2) \_\_\_\_\_  
- Yes, it is. The success of Cook`s first excursion led to other successes.
- 3) \_\_\_\_\_  
- Two things in 1869 made an overland journey possible for Cook.
- 4) \_\_\_\_\_  
- Thomas Cook was not only impressed but also greatly shocked in his travel throughout America.
- 5) \_\_\_\_\_  
- His travel round the globe took him 222 days.
- 6) \_\_\_\_\_  
- Until the late 1880s Thomas Cook did not cease his seasonal visits to Egypt.

**Exercise 3. Write down the synonyms to the following words:**

- an *overseas* journey;
- to *start publishing*;
- a *newsbulletin*;
- travelling to Egypt *through* China;
- *groups* of tourists;
- to *accompany* tourists;
- to *stop* seasonal visits.

**Exercise 4. Write down the opposites to the following words:**

- to *attract* attention to smth;
- *starting* a railroad network;

- *original* views;
- *wide and clean* streets.

## UNIT 6. Medical tourism

### Exercise 1. Fill in the correct preposition and make the sentences.

- 1) the dangers ... alcohol
- 2) to seem impossible ... most Victorians
- 3) neither money ... formal education
- 4) travel ... the view ... making travelling easy
- 5) to be treated ... a hero ... the modern industrial age
- 6) to prepare smb ... the couture shock of India
- 7) one challenge ... ... him
- 8) ... the late 1880s

### Exercise 2. Give Ukrainian equivalents to the following:

- *resort representative*;
- *a vast number of jobs*;
- *at a basic level*;
- *higher management position*;
- *the potential for changing career paths*
- *leisure facilities*;
- *to work on a regular basis*;
- *technical skills*;
- *skills sought after by employers*;
- *common sense*;
- *stamina*;
- *to work in a team*;
- *smart appearance*;
- *willingness to work unsocial hours*.

### Exercise 3. Mark the following statements as True or False.

- 1) The travel tourism industry is regarded as a people industry.
- 2) There are a vast number of jobs that involve dealing with customers in public.
- 3) There are many less jobs at a basic or operative level in tourism than there are in management.
- 4) The tourism industry offers good promotion prospects from basic jobs to supervisory and higher management positions.
- 5) The competition for jobs in tourism industry at all levels isn't intense.
- 6) Working unsocial hours may be a good attraction to people in tourism industry.

**Exercise 4. Fill in the correct preposition, make the sentences and write them down.**

- 1) to deal ... customers ... person;
- 2) to diversify ... different areas;
- 3) jobs ... basic level;
- 4) a range ... facilities;
- 5) apply ... company ... job;
- 6) a significant barrier ... people;
- 7) the potential ... changing career paths;
- 8) to work unsocial hours ... a regular basis.

## UNIT 7. Cultural tourism

**Exercise 1. Read the text. Write down the words which you don't know. Translate the text in your native language. Retell it.**

### The Nature of Employment

The travel and tourism industry is regarded as a people industry and there are a vast number of jobs that involve dealing with customers in person, such as waiters, resort representatives and air cabin crew to name but a few. There are many more jobs at a basic or operative level than there are in management. The travel and tourism industry offers good promotion prospects and many people progress from basic jobs to supervisory and higher management positions.

Operative Level	Supervisory Level	Management Level
Travel agency sales consultant	Senior sales consultant	Travel agency manager
Waiter / waitress	Head waiter / waitress	Restaurant manager
Hotel receptionist	Front of house manager	Hotel manager
Holiday resort representative (rep)	Senior resort representative	Resort manager

For some people, promotion from operative to supervisory and management levels can be relatively quick, although competition for jobs at all levels is often intense. For example, thousands of people apply to airline companies every year for cabin crew positions, but only a small proportion is accepted.

Another feature of work in the travel and tourism industry is the potential for changing career paths. For example, if you work for an employer who owns a range of facilities, such as hotels, pubs, restaurants and leisure facilities, it may be possible to move from one to another. Even if this is not the case, there are numerous opportunities to diversify into different areas.

Finally, many jobs in the industry involve working unsocial hours, such as holiday periods, evenings and weekends. This may be a significant barrier for some

people entering the industry as they may not be available to work unsocial hours on a regular basis.

**Personal and technical skills** The personal and technical skills and qualities required by employers vary from job to job. However, many of the personal skills required by employers are common right across the industry. The list below gives an indication of the personal skills most commonly sought after by travel and tourism employers:

- good communication skills good customer service skills;
- common sense;
- good listener;
- literacy and numeracy skills;
- outgoing personality;
- sense of humour;
- enthusiasm;
- flexibility;
- stamina and good health;
- organizational skills;
- ability to work well in a team;
- smart appearance;
- ability to think quickly
- willingness to work unsocial hours;
- politeness.

**Exercise 2. Translate and transcribe the following words:**

resort	feature
although	hour
crew	relatively
leisure	available
operative	require
numerous	require
supervisory	enthusiasm
diversify	appearance

**Exercise 3. Answer the questions.**

- 1) What kind of industry is tourism regarded to be? Why?
- 2) What does the travel tourism industry offer to its employees?
- 3) The career growth in tourism industry can be relatively quick, can't it?
- 4) Why is the competition for jobs often intense?
- 5) What features of work in tourism industry attract people?
- 6) What features may be a significant barrier for people in tourism?
- 7) What personal and technical skills are common in most tourism jobs?

**Exercise 4. Write questions to the answers.**

- 1) Tourism industry is regarded as a people industry because there are a vast number of jobs dealing directly with customers.
- 2) People working in tourism progress from basic jobs to supervisory and higher management positions.
- 3) Yes, it is. Tourism industry is the potential for changing career paths.
- 4) Working unsocial hours means to work during holiday periods, evenings, weekends.
- 5) The personal and technical skills and qualities required by employers vary from job to job.
- 6) No, they are not. Many personal skills are common right across the industry.

## **UNIT 8. Voluntourism**

**Exercise 1. Study the following list of comments from people working in the industry who were asked, «What are the most important personal qualities, skills and knowledge requirements for your job?»**

1) «I must understand how to motivate people and this means finding exactly the right approach for each individual. The most important skills are the ability to communicate (sometimes in foreign languages), teach others and inspire confidence. I have to be physically fit as the job is very demanding.»

2) «I need business acumen and flair to develop new ideas and increase use of the facility. It is important to be able to handle people, both employees and customers. Good communication skills are important with staff and customers. Numeracy and information technology skills are needed in order to cope with the financial and management information aspects of the job. Finally, there is a high level of responsibility as I am accountable for the day-to-day running of the facility and for the health and safety of visitors and staff.»

3) «I have to be confident and outgoing whilst at work. It is important to get on well with people and deal tactfully and diplomatically with dissatisfied customers. I am very much in the public eye, so smart appearance and good social skills are vital. Also important are organizational ability, business skills, competence in financial matters and knowledge of a range of related practical skills such as cookery, food and beverage service and housekeeping. At peak times the work is hectic and the ability to work under pressure is vital.»

4) «Good customer service, communication and IT skills are essential for my job. I deal with customers face to face and I need to suggest the most appropriate products to meet their needs. It is very useful if I have specific knowledge about a destination or resort. Attention to detail is very important when making a booking.»

5) «Good customer service and communication skills are essential, combined with bags of enthusiasm. Many people regard the job as glamorous, but in reality its very demanding because of the unsocial hours and frequent stopovers away from home.»

6) «Many people think the work is glamorous, but it is frequently very demanding with long unsocial hours. The main requirement is the ability to

communicate well with all types of people and deal effectively with customer complaints. It is very important to have a confident, outgoing personality and to get on with customers. Languages are also very useful.»

**The comments on knowledge and skills came from:**

- *a hotel manager;*
- *a holiday resort representative;*
- *a travel sales consultant;*
- *a tour guide;*
- *a skiing instructor;*
- *an air cabin crew member.*

**Match each description with the job role.**

**Exercise 2. Write and substantiate what knowledge and skills are common to all of these jobs.**

<b>Job role</b>	<b>Knowledge / skills required</b>
a hotel manager	
a holiday resort representative	
a travel sales consultant	
a tour guide	
a skiing instructor	
an air cabin crew member	

**Exercise 3. Give Ukrainian equivalents to the following word combinations:**

- *to choose the same positive about the job;*
- *person after person;*
- *to be grateful;*
- *fellow employee;*
- *to get experience in smth;*
- *to be available;*
- *to fall within the ... age group;*
- *workforce;*
- *quick advancement;*
- *at the ease;*
- *to pursue part-time job;*
- *to supplement the income with trips.*

**Exercise 4. Mark the following statements as True or False.**

1) People with different kinds of tourism jobs choose different positives about their jobs.

2) Most employees were grateful to be stuck in a routine job.



3) Many tourism employees felt good when they entertained the diverse group of customers.

4) People in tourism tend to be dynamic, interesting and upbeat.

5) There are a few career paths available to people in tourism.

6) Tourism skills are transferable all around the world.

7) To work in tourism at basic level you need get tourism training and education.

## UNIT 9. Beach tourism

### Exercise 1. Read the text and translate it.

#### A Career in Tourism

Here are the top 10 things employees like about their jobs. We asked people in the industry what they liked about their jobs. New employees, managers, people with very different kinds of tourism jobs all chose many of the same positives about their jobs:

1) The variety. Person after person said how much they enjoyed the variety in their jobs. Every day is different. «I rarely have a boring day» a lot of them said. «There is never a dull moment», others agreed. Tourism offers many different challenges. Most employees were grateful not to be stuck in a routine, predictable job.

2) Dealing with people. Tourism employees enjoyed the opportunity to meet and deal with people from all over the world. Many felt good when they knew they had helped or entertained this diverse group of customers.

3) Working with other tourism employees. Employees praised their fellow employees. People in tourism, they said, tend to be dynamic, interesting and upbeat. Many people liked the fact that tourism had a lot of younger employees. 50 per cent of the employees in the tourism industry fall within the 15 to 24 age group.

4) The opportunities. Because the industry is growing, employees said, there are so many different types of jobs and opportunities in the tourism industry. It is possible, they said, to get experience in many different kinds of tourism. There are lots of career paths available. There are so many opportunities to learn new skills.

5) Advancement potential. Employees were also enthusiastic about the opportunities for relatively quick advancement in tourism. If you work hard, they said, you can move up to the next level faster than you could in many other industries.

6) Developing global skills. Another positive was the fact that your tourism skills are transferable all around the world. Once you have experience, employees said, you can work in many different parts of the world.

7) Easy to get started. Many tourism employees were grateful at the ease of getting an entry-level job in tourism. «You don't need post-secondary school education. It is desirable, however to get tourism training and education if you want to build a career in tourism», many said, «to get started in the industry».

8) Training opportunities. At the same time, employees were pleased that there were many tourism training and educational programs available to expand their knowledge about the industry. Many of these can be pursued part-time while you are working.

9) Tips! Many tourism employees were happy to supplement their income with tips. They enjoyed being able to influence their tip amount by providing good service.

10) Creativity. A great variety of tourism jobs, they said, allow you to think on your feet and be creative.

**Exercise 2. Translate and transcribe the following words:**

employee	challenge
experience	desirable
variety	knowledge
enthusiastic	routine
rarely	pursue
transferable	diverse

**Exercise 3. Make questions of the given words and then answer them.**

1) what, the, things, employees, are, job, top, tourism, ten, about, like?

2) did, people, why, job, their, in, variety, enjoy?

3) employees, praise, how, their, did, employees, fellow?

4) why, of, possible, experience, get, is, in, it, different tourism, kinds, many, to?

5) what, expand, helps, to, about, knowledge their, industry, the?

**Exercise 4. Write questions to the answers.**

1) \_\_\_\_\_

- People with different tourism jobs all choose the same positives about their jobs.

2) \_\_\_\_\_

- No, they were not. Most employees were grateful not to be stuck in a routine job.

3) \_\_\_\_\_

- Tourism employees enjoyed the opportunity to meet and deal with people from all over the world.

4) \_\_\_\_\_

- 50% of the tourism employees fall within the 15 to 24 age group.

5) \_\_\_\_\_

- There are a lot of opportunities to learn new skills.

6) \_\_\_\_\_

- If you want to build a career in tourism you need get tourism training and education.

7) \_\_\_\_\_

- The tip amount the people get depends on providing good service.

**Exercise 5. Mark the following statements as True or False.**

- 1) At the interview the representatives of the company staff ask the interviewee some questions in order to assess him/her.
- 2) The interview is designed to find out more about your private life.
- 3) The way you answer at the interview will show your education, skills and experience.
- 4) If you sell yourself short, no one will employ you.
- 5) You should always ask the interviewer questions at the beginning of the interview.
- 6) You should appear cocky or argumentative.

## UNIT 10. Wildlife tourism

**Exercise 1. Fill in the correct preposition and make sentences.**

- 1) to like smth ... the job;
- 2) ... a whole;
- 3) many ... the same positives;
- 4) to get experience ... many different kinds ... tourism;
- 5) to be stuck ... a routine, predictable job;
- 6) ... the same time;
- 7) to fall ... the 15 ... 24 age group;
- 8) to think ... feet.

**Exercise 2. Give Ukrainian equivalents to the following word combinations:**

- *to accept a resume;*
- *to invite smb for an interview;*
- *a representative of the company staff;*
- *to keep some tips in mind;*
- *to find a suitable job;*
- *education, skills and experience;*
- *to make a real effort;*
- *to shrug the shoulders;*
- *to make one's interests seem unimportant;*
- *at the close of the interview;*
- *for instance;*
- *to shake hands with smb;*
- *to give smb a hard time;*
- *sense of responsibility.*

**Exercise 3. Answer the questions.**

- 1) What happens when your CV has been accepted?
- 2) Why do the panel ask the interviewee questions?
- 3) How should the interviewee answer the panel's questions?
- 4) What should the interviewee do if he doesn't know something about technical aspects of the job?
- 5) How do you understand the phrase "sell yourself"?
- 6) When is it better for the interviewee to ask the panel questions?
- 7) What three main advice can be given to any interviewee?
- 8) What things shouldn't the interviewee do at his interview?
- 9) How shouldn't the interviewee behave?
- 10) What should the interviewee show at the interview?

**Exercise 4. Write questions to the answers.**

- 1) \_\_\_\_\_  
- The aim of the interview is to define if the interviewee is suitable for the job he is applying for.
- 2) \_\_\_\_\_  
- The interviewee should try to answer every question the interviewer asks.
- 3) \_\_\_\_\_  
- Yes, he / she should. He / she should admit that he/she doesn't know something about the technical aspects of the job.
- 4) \_\_\_\_\_  
- To show enthusiasm at the interview means to ask the interviewer some questions.
- 5) \_\_\_\_\_  
- There are three main recommendations for the interviewee how to behave at the interview.
- 6) \_\_\_\_\_  
- No, he / she shouldn't. He / she should show his / her best side and never stress poor aspects.

**Exercise 5. Fill in the correct preposition and make sentences.**

- 1) to be invited ... an interview;
- 2) to get caught ...
- 3) to keep some tips ... mind;
- 4) ... the close ... the interview;
- 5) to find ... information about the interviewee;
- 6) ... a different angle;
- 7) to concentrate ... smth;
- 8) keenness ... work.

## Exercise 6.

**A) Read the text about writing cover letters and use the advice to complete the sentences below.**

When writing cover letters you need to use a standard format. Remember that the address of the person you are writing to always appears on the left-hand side of the page and your own address in the top right-hand corner. Put the date under your address.

Always make sure you start and end your cover letter correctly. If you are writing to Mrs. Linda Carr, then you should start the letter «Dear Mrs. Carr» and finish it with «Yours sincerely». Note that «sincerely» has a small 's', not a capital letter.

If the advertisement asks you to send application to Melanie Thompson, how would you begin your letter? «Dear Melanie?» «Dear Melanie Thompson?» «Dear Mrs. Thompson?» is not really appropriate as she might not be married. It is probably safe to put «Dear Melanie Thompson».

If the advertisement just says «reply to J. Brown» how would you address the letter? «Dear Sir» or «Dear Mr. Brown»? You should ring the company and find out J. Brown's full name and whether this person is a man or a woman. Remember that letter etiquette costs you nothing, but it can really pay dividends and you may be the only person who has made the effort to find out. This could help to make you different from all the other applicants and being noticed is important if you are going to get invited for interview.

If the advertisement just states: «Write to the Human Resources Department» or «Reply to Atlas Travel» it may not be possible for you to find out who will be dealing with your reply. In these cases you will have to start your letter «Dear Sir/Madam» and finish the letter with «Yours faithfully» with a small 'f'.

1) The address of the person the letter is addressed to appear\_\_\_\_\_.

2) If you begin a letter with «Dear Mrs. Healey» you should end with\_\_\_\_\_.

3) You should write your own address \_\_\_\_\_.

4) If an advertisement says «Reply to Vikki West» you should \_\_\_\_\_.

5) If an advertisement says «Reply to R. Simpson» you should \_\_\_\_\_.

6) If an advertisement says «Please send CV+cover letter to Marketing Director, Austravel» you should begin your letter with \_\_\_\_\_, and end with \_\_\_\_\_.

**B) Look through the list of 10 Golden Rules for your cover letter.**

- 1) Write clearly.
- 2) Keep your letter short and to the point.
- 3) State what a job you are applying for.
- 4) Make the information you give relevant to the job, and firm, so read the advertisement carefully first.
- 5) Use plain writing paper and ink, not pencil or type your letter if you cannot do it neatly.
- 6) Draft out what you want to say in rough first.
- 7) Give all the information you are asked for.
- 8) Check your spelling and punctuation.
- 9) State when you are available for interview.
- 10) Print your name clearly under your signature.

**C) Compile your own 10 Golden Rules for the cover letter. Use the information given in item A.**

## UNIT 11. Adventure tourism

**Exercise 1. Read the text about food and health. Write the essay about the danger of malnutrition (300-400 words). Try to use the words that are given in the text below.**

### Food and Health

The food we eat can affect our health in many ways. If we eat food that's **contaminated** with bacteria, we'll be sick and go to the toilet more often. We can also get sick if we eat dangerous foods like poisonous mushrooms or certain kinds of fish. These foods have short-term effects on our health, but food can also have long-term effects on our health.

These long-term effects vary depending on where we live and how much we eat. In a country with food shortages due to war or lack of rain, people might suffer from **malnutrition**. People with malnutrition lose a lot of weight and become very thin and weak. They can also develop long-term illnesses due to the lack of essential **nutrients** like vitamin C and iron. People in rich, developed countries can also develop food-related illnesses, but they're usually related to eating too much, or **overeating**, rather than eating too little.

The term *malnutrition* is made from the combining form **mal-** (bad) + the noun **nutrition** (food, nourishment, eating). It therefore means «bad eating», and covers «wrong» eating, under-eating and over-eating. Other words formed with *mal-* include: *malpractice*, *malfunction*, *malodorous*.

## Overweight and obesity

People who overeat can become **overweight**, especially if they don't exercise. Being a little overweight isn't usually related to serious health problems, but putting on more weight and becoming **obese** definitely is. This is because **obesity** is a major **risk factor** for many serious illnesses that can be **fatal** and shorten our lives by many years.

People who are suffering from malnutrition can usually recover by simply eating **nutritious** food, but people who are obese face a far more difficult situation. To recover they must lose a lot of weight by eating less and changing to a healthy **diet**. This can be very difficult to do, especially if they live in a place full of Western-style **fast foods** and **processed** foods. And even if they lose weight by going on a **diet**, most people soon return to their usual diet and put the weight back on. So learning about food and health and how to prevent obesity in the first place is one of the most important things we can learn.

All the energy our bodies need comes from the food we eat, and it's measured in **calories**. If we balance the calories we get from food with the number we "burn" each day as energy, our body weight stays the same. But if we eat more food than we need, the extra energy is stored as body fat and we put on weight. You can check to see if your body weight is healthy or not by measuring your height and weight and then calculating your **body mass index (or BMI)** with a special formula. If your BMI is between 18.5 and 25, your weight is healthy. If it's between 25 and 30, you're overweight, and if it's over 30, you're obese and need to change your diet.

### The obesity epidemic

Before the 1970s obesity wasn't a serious problem, but in the mid-70s obesity rates began rising in Western countries like the USA, UK and Australia. These were the first countries in which major food companies began increasing their **profits** by selling more snack foods, fast foods and processed **junk food** than ever before. Fast food companies opened hamburger, pizza and fried chicken outlets in every big town and city and spent huge amounts of money **marketing** them. Major food companies filled supermarkets with frozen «TV dinners» and convinced families they were as healthy as home-cooked meals. They marketed more and more sweets, snack foods and sugary drinks to children even though they knew they were damaging their health and ruining their teeth. They spent millions of dollars **lobbying** governments in order to stop them from **regulating** their industry and reducing their profits.

In the 1990s Western food companies began targeting people in developing countries as well, and many are now eating hamburgers, pizzas and other Western foods instead of traditional local foods. As a result, obesity rates have increased greatly in those countries as well. According to the World Health Organization (WHO), only 1% of the world's children were obese in 1975, but the number is now 10 times higher. The number of overweight and obese adults has also increased greatly since 1975 and is now over 2 billion people. The situation has become so serious that it's being called an obesity **epidemic**.

An epidemic usually involves just one disease, but the obesity epidemic is related to several diseases. It's a major risk factor for **heart disease** and heart attacks, **high blood pressure** and **strokes**, **diabetes** and kidney disease, and many kinds of **cancer**, all of which can be fatal. And our risk of developing one of these diseases increases every time we eat certain dangerous or fattening foods.

**Exercise 2. Look through the part of the article about dangerous foods. Think over what can be the other dangerous products for your health. Justify your point of view.**

## Dangerous foods

Most nutritionists now agree that a diet of Western-style processed food and fast food is one of the unhealthiest diets of all. This is because it's so high in **saturated fats**, **trans fats**, sugar and salt, all of which can be a danger to health.

### Saturated fats and trans fats

Saturated fats and trans fats are dangerous because they increase our blood levels of **cholesterol**, a substance that can form fatty lumps that block blood flow and cause heart attacks and stroke. The worst foods for saturated fats include bacon, sausages, hamburgers, fatty steaks, ham and salami pizzas, high-fat cream, etc.

Trans fats are even more dangerous and harder to avoid because food companies use them so often. They can be found in potato crisps, donuts, pastries, cookies and other processed foods as well as in margarine and oils used to make French fries, onion rings and other deep-fried foods. They're banned in New York City and certain other places, but still used elsewhere even though the WHO has said they cause over half a million deaths every year. (Source: WHO News Release, 14 May 2018)

Trans fats make cookies, donuts, French fries and many other foods taste better and last longer, but the World Health Organization (WHO) says they cause over 500,000 deaths EVERY YEAR!!

### Sugar

Sugar is a natural **carbohydrate** found in fruits and vegetables, but it's also added to thousands of products to make them taste sweeter. It's added to soft drinks and energy drinks, flavoured yoghurt, cereals, cookies, cakes, sweets and candy, and most other processed foods. Too much sugar can cause obesity and diabetes as well as heart disease. Just one soft drink or energy drink contains nearly half the sugar we should **consume** in one day, so anyone on a diet of Western-style processed foods is sure to consume too much. In 2014 Dr. Frank Hu, professor of nutrition at Harvard University, wrote, «The effects of added sugar intake — higher blood pressure, inflammation, weight gain, diabetes, and fatty liver disease — are all linked to an increased risk for heart attack and stroke.»



## Salt

We all need a little salt in our diets, but consuming more than 5 or 6 grams per day can lead to high blood pressure which is a major risk factor for heart disease, stroke and kidney disease. A high-salt diet is also a probable risk factor for stomach cancer. Salt is added to so many products (often listed as sodium or sodium chloride on the packet) that it's become yet another reason to avoid processed foods.

## Healthy diets and foods

To learn more about food and health, nutritionists have studied diets in places where people are healthier and live longer than usual. They've found that in Japan and Mediterranean countries in southern Europe, rates of heart disease, diabetes, stroke and cancer are among the lowest in the world. Even though their traditional cuisines look and taste very different, Japanese and Mediterranean people eat many of the same foods. They eat lots of fruits, vegetables, whole grains, beans and nuts, and they cook in vegetable oils rather than animal fats. Their traditional diets also include plenty of fish and seafood, but not many dairy foods or eggs, and little or no red meat.

## Mediterranean Diet

Mediterranean and Japanese diets are similar and both are linked to low rates of diet-related illness like heart disease. Should we use them as a guide to healthy eating? Many experts now think so.

- fresh vegetables
- fish and seafood
- grains (esp. wholewheat bread and pasta)
- beans, legumes and nuts
- fresh and dried fruits
- eggs and dairy foods in moderation
- olive oil

Many nutritionists now recommend low-fat diets like this, or the similar **pescetarian** diet that includes dairy products, fish and seafood, but no poultry or red meat like pork or beef. Some are even recommending a totally meat-free **vegetarian** or **vegan** diet, especially for people with heart disease or other diet-related illnesses. But if you become vegetarian or vegan, they say you must make sure you get all the essential amino acids from protein-rich plant foods like soybeans.

## Summary

If we eat healthy foods in a balanced diet, there's a good chance we'll live long and healthy lives. A balanced diet should provide around the same number of calories as the body uses each day. This allows us to maintain a healthy BMI by ensuring we don't lose or gain too much weight. Our diet should include a wide variety of fresh, natural foods with a good balance of nutrients plus all the essential vitamins and minerals. We should try to avoid fatty foods and processed foods that contain substances that can be dangerous like sugar and salt, and additives such

as **preservatives**, colourings and artificial flavourings that might not have been tested for long enough. And we should definitely avoid Western-style fast foods that contain saturated fats and trans fats.

**Exercise 3. Look through the first part of the words below and the examples of using them. Learn the words that you don't know yet. For better remORIZATION make your own sentences using all these words.**

**1) body mass index (or BMI)** (noun): a weight-to-height ratio that shows if you're overweight, underweight or at a healthy weight

- *Jason's body mass index is 27, so he's a bit overweight.*

**2) calorie** (noun): a unit for measuring the amount of energy we get from food

- *How many calories are there in a can of soft drink?*

**3) carbohydrate** (noun): a substance in foods such as bread and potatoes that is a major source of energy or calories

- *Is limiting carbohydrates a good way to lose weight?*

**4) cancer** (noun): a serious illness that is usually difficult to cure and often leads to death

- *My cousin died of lung cancer when he was fifty.*

**5) cholesterol** (noun): a substance in body cells that can cause heart disease if levels in the blood are too high

- *The test shows you have too much bad cholesterol in your blood.*

**6) consume** (verb): to eat or drink something

- *How many calories should we consume every day?*

**7) contaminate** (verb): to make something a carrier of disease

- *Food that isn't stored properly can become contaminated with dangerous bacteria.*

**8) diabetes** (noun): a serious illness in which your body cannot regulate the amount of sugar in the blood

- *Being obese is the most common cause of type 2 diabetes.*

**9) diet** (noun): all the foods a person normally eats

- *My doctor said a vegetarian diet rich in plant protein is best.*

**10) diet** (noun): a limited amount or range of food that someone eats to lose weight or become healthier

- *I've been on lots of diets but I'm still overweight.*

**11) epidemic** (noun): the sudden spread of a disease or medical condition

- *Processed foods are causing a global obesity epidemic.*

**12) fast food** (noun): food served quickly, esp. Western foods like hamburgers, pizzas, fried chicken and French fries

- *Fast food joints are everywhere around here.*

**13) fatal** (adjective): causing someone to die

- *The heart attack wasn't fatal. He survived!*

**14) heart disease** (noun): a medical condition in which the heart fails to work properly

- *Eating healthy food prevents heart disease.*

**15) high blood pressure (or hypertension)** (noun): a condition in which the blood pressure is higher than it should be

- *High blood pressure can cause strokes, can't it?*

**16) junk food** (noun): unhealthy food, esp. fatty fast foods and processed snack foods

- *Kids eat far too much junk food these days.*

**17) lobby** (verb): to contact people with power like politicians and try to influence them for your benefit

- *The food industry spends millions of dollars lobbying politicians.*

**18) malnutrition** (noun): a condition of weakness or illness caused by eating too much food, not enough food or unhealthy food

- *There are still many poor people who suffer from malnutrition.*

**Exercise 4. Look through the texts in exercise 1 and exercise 2. Make the tests below.**

1) Overeating can cause

- a) weight loss
- b) obesity
- c) contamination

2) What should we eat in order to live long and healthy lives?

- a) fast food
- b) processed food
- c) nutritious food

3) If we consume more \_\_\_\_\_ than we burn each day, we'll put on weight.

- a) body fat
- b) vitamins
- c) calories

4) If your BMI is over 30, you are

- a) underweight
- b) overweight
- c) obese

5) Obesity rates increased because food companies began selling more \_\_\_\_\_ in the 1970s.

- a) health food
- b) junk food
- c) fresh food

6) Obesity is a known risk factor for heart disease, diabetes and

- a) cancer
- b) influenza
- c) malaria

7) Which have been banned in places like New York City?

- a) saturated fats
- b) unsaturated fats
- c) trans fats

8) Saturated fats and trans fats can form deadly \_\_\_\_\_ deposits in the blood.

- a) sugar
- b) cholesterol
- c) preservative

9) Which has no fattening sugars or sweeteners?

- a) pure water
- b) fruit juice
- c) soft drink

10) Which diet includes fish and seafood but no other meat?

- a) pescetarian
- b) vegan
- c) vegetarian

**Exercise 5. Look through the second part of the words below and the examples of using them. Learn the words that you don't know yet. For better memorization make your own sentences using all these words.**

**1) market** (verb): to use advertising and other persuasive methods to make people want a product

- *Shouldn't people who produce and market dangerous foods be punished?*

**2) nutrient** (noun): a substance in food that is necessary for good health

- *A healthy diet gives us all the nutrients we need.*

**3) nutritious** (adjective): (of food or drinks) containing substances we need in order to be healthy

- *Japanese food is both nutritious and delicious.*

**4) obese** (adjective): very fat; far above a healthy weight (BMI >30)

- *Why are so many people in Australia obese these days?*

**5) obesity** (noun): the state of being very overweight, or the medical condition related to this

- *If marketing junk food to kids causes obesity, why isn't it banned?*

**6) overeat** (verb): to eat more food than the body needs

- *If I didn't overeat, I wouldn't be overweight.*

**7) overweight** (adjective): above a normal or healthy weight (BMI 25-30)

- *How can I stop my kids from becoming overweight?*

**8) pescetarian** (adjective): (of a diet) including vegetarian food and fish, but no other meat

- *My cousin thinks farming animals and chickens is cruel and bad for the planet, so he's pescetarian.*

**9) preservative** (noun): a chemical substance used for preventing food from spoiling or wood from decaying

- *Many processed foods have added preservatives and artificial colourings and flavourings.*

**10) process** (verb): to add chemicals or other substances to food to make it last longer or look or taste better

- *The processed food industry makes a huge amount of money.*

**11) profit** (noun): money made by selling a product or service

- *Companies will do whatever's necessary to increase their profits.*

**12) regulate** (verb): to use official powers or laws to control an activity, process or industry

- *The only way to prevent obesity is to regulate the food industry.*

**13) risk factor** (noun): something that increases your chances of developing a disease or being injured

- *Smoking is a risk factor for lung cancer.*

**14) saturated fat** (noun): a type of fat that's found in butter, cheese, red meat, etc.

- *Reducing the amount of saturated fat in your diet can help you live longer.*

**15) stroke** (noun): the sudden bursting of a blood vessel in the brain that can cause serious illness or death

- *After he had a stroke, Harry couldn't walk or talk normally.*

**16) trans fat (or trans fatty acid)** (noun): an artificial fat that makes food last longer and taste better but is very bad for health

- *Trans fats are banned in many places because they're so bad for our health.*

**17) vegan** (adjective): (of a diet) with plant foods only; without animal products, including meat, fish, seafood, eggs, milk, cheese, etc

- *Let's try sticking to a vegan diet.*

**18) vegetarian** (adjective): (of a diet) with plant foods and sometimes dairy products, but without meat, fish, or seafood

- *Most people I met in India were vegetarian.*

## UNIT 12. Talking about the Hotel Business

### Exercise 1. Fill in the words correctly.

*advance, bunk beds, dormitory, double room, family room, key, reception, single room, twin room, vacancies*

- 1) If you book a room for one person, you usually book a \_\_\_\_\_.
- 2) If you want a room with a double bed, you book a \_\_\_\_\_.
- 3) If you want a room with two separated beds, you book a \_\_\_\_\_.
- 4) For families there are usually special offers if they take a \_\_\_\_\_.
- 5) In youth hostels rooms are often shared by 10 or more people. This kind of room is called \_\_\_\_\_.
- 6) To get 10 people into one room, two beds are usually placed on top of each other. They are called \_\_\_\_\_.
- 7) No matter where you're staying, you usually have to fill in a form at the \_\_\_\_\_.
- 8) Then the receptionist tells you your room number and gives you the \_\_\_\_\_ for your room.
- 9) During high season it's advisable to book a room in \_\_\_\_\_.
- 10) If a B&B is fully booked, they usually have a sign in the window saying «No \_\_\_\_\_».

**Exercise 2. Read the text about the hotel. Make the short conspect. Write down the words you have learned. Make the questions to the text using these words.**

When you arrive at a hotel, you must check-in at the reception or front desk. The check-in process can take awhile since the receptionist has to find your reservation, request payment for the room, and then inform you about the hotel's policies and procedures. You are also given a key to your room at this time.

Hotels often distinguish themselves by the services they offer. Fancy hotels often have a concierge or porter to help you with a variety of tasks. They can help you get a taxi, make reservations at restaurants or plays for you, and give you advice about the city. Often, this person is also in charge of the bellboys, who carry your luggage or baggage up to the room for you.

In smaller and cheaper hotels, the job of concierge is done by the receptionist and a doorman, who opens the hotel doors and car doors for you.

These are nice services, especially after you've been traveling, but they're not free. It is common courtesy to tip the concierge and bellboys each time they help you.

Other features that are generally found in hotels are a lift or elevator to take you up to the floor your room is on; a lounge area or lobby where you can wait if you arrive before the check-in time; and a safe where you can store valuables.

In your room, there may be a single or double bed, depending on how many people are staying there. There may even be two single beds, or twin beds. Also in the room are a desk, a dresser to store your clothes in, a nightstand with a lamp beside the bed, a television with cable, heating and air conditioning.

If you're lucky, there may even be a mini-bar in your room. This is a small refrigerator that has tiny bottles of alcohol, as well as snacks. But beware: these are not free. In fact, they typically cost two to three times as much as they do in a grocery store. But many people pay the exuberant price for the convenience of not having to leave the hotel.

Another convenience that hotels offer is room service. To order room service, you call down to the reception and ask for a food item listed on the hotel's menu. The food is then brought to your room for you to enjoy. Remember, this is another service that deserves a tip.

Many hotels also have restaurants attached where breakfast is served in the morning. A hotel breakfast can range from a Continental buffet, which consists of you helping yourself to food that has been laid out for you and other hotel guests. The Continental breakfast is not very elaborate and is often included in the price of the room. However, you can also order prepared food from the restaurant's menu.

At the proper check-out time, which is often early, you must vacate the room so that the maids, or cleaning staff, can clean the rooms and make the beds. If you don't leave on time, charges may apply and you will have to pay extra money. Fortunately, you can ask for a wake-up call from the front desk so you won't sleep through check-out.

To get to your next destination, you can take an airport shuttle, which will take you directly to the airport. If a hotel doesn't have its own shuttle, it can usually arrange for one to pick you up at the hotel.

**Exercise 3. Write the correct word to complete each of the following sentences. Choose from the following options:**

*changed, upfront, view, exchange, bring, noisy, free, mini, locked, reception*

- 1) Can you get someone to \_\_\_\_\_ our bags to our room?
- 2) Are the sheets \_\_\_\_\_ every day?
- 3) We didn't take anything from the \_\_\_\_\_-bar.
- 4) I \_\_\_\_\_ my key in my room.
- 5) Do I leave the key at the \_\_\_\_\_ desk?
- 6) Do I have to pay \_\_\_\_\_ (= in advance)?
- 7) Is there somewhere I can \_\_\_\_\_ money around here?
- 8) The fan is really \_\_\_\_\_. Can I turn it off?
- 9) Is this service \_\_\_\_\_, or do I have to pay for it?
- 10) The \_\_\_\_\_ is fantastic. We can see the whole city!

**Exercise 4. Write the correct word to complete each of the following sentences. Choose from the following options:**

*sheets, cost, maker, service, included, room, control, safe, call, comfortable*

- 1) Can I get a wake-up \_\_\_\_\_ at 6:30 AM?
- 2) Our (bed) \_\_\_\_\_ are dirty. Could you please change them?
- 3) How much does it \_\_\_\_\_ to make a call to Brazil?
- 4) The coffee-\_\_\_\_\_ doesn't work.
- 5) Is breakfast \_\_\_\_\_ in the price?
- 6) Do you have room \_\_\_\_\_ ?
- 7) The remote-\_\_\_\_\_ doesn't work.
- 8) What's the combination for the \_\_\_\_\_ ?
- 9) This \_\_\_\_\_ is too noisy.
- 10) Our bed is very \_\_\_\_\_ .

## UNIT 13. Restaurant Business

**Exercise 1. Read the text about organic foods. Write down questions to the highlighted words.**

### Organic Foods

**Organic** food is very popular these days. It can also be very **expensive**. Some organic food costs twice as much as non-organic food. Parents of young children, and even some pet owners, will pay high prices for organic food if they think it's healthier. But many others think organic food is just a **waste of money**.

There is one main difference between organic and non-organic food. Organic farms do not use **agricultural** chemicals such as **pesticides** that stop insects from



damaging crops. In many countries foods that claim to be organic must have special **labels** that guarantee they're grown organically.

Some people think organic also means «locally grown», and originally this was true. But over time organic farming has become big business, with many organic foods now being grown by large agricultural companies that sell their products far from where they're grown. **Processed** food made with organic **ingredients** has also become more popular. At first, only small companies **produced** these products. But as **demand** overtook **supply**, big food companies that had been selling non-organic products for many years also began selling organic products. Small organic food companies found it difficult to compete with these big companies, and many didn't **stay in business** much longer.

Is organic food safer and more **nutritious**? This is an important part of the **debate**. Many farmers and **consumers** believe it is. They think agricultural chemicals can cause serious illnesses like cancer, but there isn't much **evidence** proving this is true. However recent studies have shown that eating organically-grown **produce** reduces your chances of developing heart disease. Many doctors think it's more important to stop dangerous bacteria from **contaminating** foods. These bacteria can contaminate both organic and non-organic fruit and vegetables, and doctors recommend washing produce carefully before eating it. Meat, fish and chicken can also become contaminated, so washing your hands before **handling** these foods is also very important. Many doctors also believe we should reduce the amount of sugar in our diets, and there is a lot of evidence to support this idea. They recommend carefully checking the list of ingredients on processed food and drinks for all the words that really mean sugar, like glucose, sucrose and fructose. And they remind us that the aim of most big food companies is to make lots of money, even if they damage our health while doing so. This means processed foods that are called «organic» can also be very unhealthy if they contain lots of sugar.

Most people agree that naturally grown food tastes better. Is tastier food worth the extra money? That's a matter of opinion. Whether organic food is healthier or not is still not clear, so more research is needed. However, consumers of organic food often say «**better safe than sorry**» when it comes to what we eat.

**Exercise 2. Look through the words below. Write the meaning of the words in English and in your own language.**

Word	Meaning
<b>agricultural</b> <i>adj.</i>	
<b>bacteria</b> <i>noun</i>	
<b>better safe than sorry</b> <i>idiom</i>	

<b>Word</b>	<b>Meaning</b>
<b>consumer</b> <i>noun</i>	
<b>contaminate</b> <i>verb</i>	
<b>debate</b> <i>noun</i>	
<b>demand</b> <i>noun</i>	
<b>evidence</b> <i>noun</i>	
<b>expensive</b> <i>adj.</i>	
<b>handle</b> <i>verb</i>	
<b>ingredients</b> <i>noun</i>	
<b>label</b> <i>noun</i>	
<b>nutritious</b> <i>adj.</i>	
<b>organic</b> <i>adj.</i>	
<b>pesticide</b> <i>noun</i>	
<b>produce</b> <i>noun</i>	
<b>produce</b> <i>verb</i>	
<b>process</b> <i>verb</i>	
<b>stay in business</b> <i>idiom</i>	
<b>supply</b> <i>noun</i>	
<b>waste of money</b> <i>idiom</i>	

**Exercise 3. Write down the tests below.**

- 1) What is the main difference between organic and non-organic food?
  - a) use of pesticides
  - b) size of the company
  - c) location of the farm
- 2) Which is usually more expensive?

- a) pet food
- b) organic food
- c) non-organic food

3) Many small organic food companies found it difficult to \_\_\_\_\_ .

- a) waste money
- b) stay in business
- c) find cheap pesticides

4) Recent studies show that eating organic produce can \_\_\_\_\_ your chances of having heart disease.

- a) develop
- b) increase
- c) reduce

5) Dangerous bacteria can contaminate

- a) organic food only
- b) non-organic food only
- c) organic and non-organic food

6) All processed foods should have a label listing the product's

- a) ingredients
- b) pesticides
- c) organics

7) Many doctors now believe eating too much \_\_\_\_\_ food is bad for our health.

- a) fresh
- b) sweet
- c) organic

8) Processed organic foods can also be unhealthy if they contain lots of

- a) nutritious ingredients
- b) organic produce
- c) glucose

9) The aim of most big food companies is to make the healthiest \_\_\_\_\_ they can.

- a) profits
- b) products
- c) customers

10) Most people agree that naturally grown food tastes

- a) safer
- b) better
- c) worse

**Exercise 4. Look at the meaning of the words that should be written. Write down the correct words.**

<b>Word</b>	<b>Meaning</b>
	to survive (of a company or person in business)
	the amount or number of products ready to be sold
	a poor choice when spending money
	food that comes from a farm, like fruits, vegetables, eggs, meat, etc.
	to make or create something
	to make something with technology and machines in a factory
	good for your health (of food and drinks only)
	grown naturally without the use of pesticides
	a chemical that stops insects from destroying crops
	related to farming
	tiny organisms that can live in our bodies
	being careful is better than taking risks
	a person who buys something

**Exercise 5. Choose any country you like to describe their cooking, traditions, cuisine. Write down the short essay and present it to the professor.**

### III. EXAM

#### Variant 1

**Look through the tests and choose the right answer.**

1) Buying large amounts of goods or services in order to get a lower price is a:

- a) bulk purchase;                      c) wholesale purchase;  
b) complete purchase;                d) bought goods.

2) Planned method of work is a \_\_\_\_\_ .

- a) strategy;                              c) aim;  
b) goal;                                    d) planning.

3) The last term when the product can be used is known as:

- a) expiry date;                        c) valid date;  
b) produce date;                      d) term date.

4) When I need a band-aid I go the:

- a) drug-store;                        c) grocery;  
b) butcher's;                         d) baker's.

5) You can improve the taste of the sauce with vanilla. It is:

- a) season;                              c) garnish;  
b) flavor;                                d) roast.

6) Remove the outer skin of the potatoes. It is to:

- a) peel;                                  c) dice;  
b) mash;                                 d) cut.

7) Could you remove the skin and bones from the fish, please? It is to make a:

- a) skeleton;                            c) fillet;  
b) soup;                                 d) sandwich.

8) Water required for a building may be stored in a:

- a) saucepan;                         c) tank;  
b) garage;                              d) bottles;

9) The restaurant is closed for two months while it is being:

- a) renewed;                            c) renovated;  
b) remade;                              d) reformed.

10) There will be ten new bedrooms when the builders finish the \_\_\_\_\_.

- a) extension;                      c) enlargement;  
b) extent;                          d) utility.

### Variant 2

**Look through the tests and choose the right answer.**

- 1) The chalets have everything a guest could require. They are:
- a) self-catered;                      c) self-made;  
b) self-formed;                      d) self-contained.
- 2) The building has fallen into a state of \_\_\_\_\_ and now need a lot of work.
- a) despair;                              c) disrepair;  
b) dispersal;                          d) distress.
- 3) This room is very quiet and it's not at the front of the hotel. It is \_\_\_\_\_ .
- a) back-looking;                      c) rear-looking;  
b) rear-facing;                        d) back-facing;
- 4) The expected number of guests is known as \_\_\_\_\_.
- a) estimated attendance;              c) list;  
b) guests listing;                        d) attendants.
- 5) The people who come to the conference are known as the \_\_\_\_\_.
- a) attendants;                        c) officials;  
b) delegates;                          d) participants.
- 6) All the tourists may enjoy a boat \_\_\_\_\_ on a river or canal.
- a) trip;                                  c) cruise;  
b) tour;                                  d) hike.
- 7) Many hotels will arrange \_\_\_\_\_ tours by coach, or on foot.
- a) escorted;                            c) escorting;  
b) guiding;                              d) guide.
- 8) Glove is an item of clothes that is worn on:
- a) toes;                                  c) a hand;  
b) a waist;                              d) a thumb.
- 9) The restaurant is closed for two months while it is being \_\_\_\_\_ .
- a) renewed;                            c) renovated;  
b) remade;                              d) reformed.

10) There will be ten new bedrooms when the builders finish the \_\_\_\_\_.

- a) extension;                      c) enlargement;  
b) extent;                          d) utility.

### Variant 3

**Look through the tests and choose the right answer.**

1) The town \_\_\_\_\_ under the rock of Cefalu on which the temple of Diana \_\_\_\_\_ .

- a) sits; was built;                      c) situates; was destroyed;  
b) sleeps; was built;                  d) sits; is destroyed.

2) Put yourself in the employer's \_\_\_\_\_.

- a) boots;                                  c) head;  
b) shoes;                                  d) mind.

3) Participation in sports can show your \_\_\_\_\_ for team work.

- a) capacity;                              c) availability;  
b) disability;                              d) power.

4) While filling in the form try to research the name ( \_\_\_\_\_ correctly!) of a specific person to write to.

- a) introduced;                          c) presented;  
b) spelt;                                      d) organized.

5) A return ticket is a ticket \_\_\_\_\_ the destination.

- a) from;                                      c) to;  
b) to and from;                          d) from Japan.

6) Braille's books are specially designed for people who can't:

- a) read;                                      c) taste;  
b) see;                                        d) understand.

7) This person directs a plane at take-off and landing:

- a) pilot;                                      c) cosmonaut;  
b) flight attendant;                      d) coach.

8) A person dealing with people arriving at a hotel is a:

- a) bell boy;                                  c) chambermaid;

b) receptionist;                      d) housekeeper.

9) If the weather is bad, the children at the hotel can use the \_\_\_\_\_ on the ground floor.

a) resident nurse;                      c) kitchen;  
b) playroom;                              d) lobby.

10) In order to cater for guests who have babies, we have installed facilities in the toilets.

a) high chairs;                              c) ramps;  
b) nappy-changing;                      d) necessary.

#### **Variant 4**

**Look through the tests and choose the right answer.**

1) Legal agreements between two companies are:

a) contracts;                              c) memos;  
b) decisions;                              d) reports.

2) An agreement to pay money as compensation for loss or accident (in tourist industry):

a) compensation;                              c) travel insurance;  
b) points;                                      d) insuring documents.

3) Company which transport passengers (such as airline) is known as:

a) Eurobus;                                      c) carrier;  
b) transporter;                              d) Lincoln airlines.

4) «Hard man» and «Soft man» is a:

a) tactic of behavior;                              c) way of signing an agreement;  
b) manner of dressing;                              d) way of looking at people.

5) \_\_\_\_\_ everyone Mackenzie Airport, I wish you a very pleasant journey.

a) on behalf of;                              c) on behalf to;  
b) at behalf of;                              d) due to.

6) The flight attendant tells the seat number while:

a) checking in;                                      c) landing;  
b) checking out;                              d) introducing herself.

7) You must declare any goods \_\_\_\_\_ the allowances listed on page 6.



- a) down;                      c) over;  
b) at;                         d) above.

8) If you arrive by air and are \_\_\_\_\_ a flight to another EU country ...

- a) transfer to;                c) transferred to;  
b) transferring to;         d) transferring at.

9) Payment for treatment or medication should be \_\_\_\_\_ on board direct to the medical personnel.

- a) paid;                        c) made;  
b) done;                      d) make.

10) Bed linen \_\_\_\_\_ twice a week.

- a) is changed;                c) has changed;  
b) is changing;               d) will change.

### Variant 5

**Look through the tests and choose the right answer.**

1) Cabaret \_\_\_\_\_ very evening in the cocktail lounge.

- a) is taken place;            c) will be taken;  
b) will take place;         d) will take places.

2) A large, single platform boat with most of the deck used for carrying cars and other vehicles is:

- a) catamaran;                c) landing craft ferry;  
b) hydrofoil;                d) passenger boat.

3) Ticket prices are regulated \_\_\_\_\_ the government.

- a) by;                         c) with the help of;  
b) within;                    d) at.

4) I do want to relax. \_\_\_\_\_ the idea was that this would be a cheap holiday.

- a) so;                         c) though;  
b) nevertheless;         d) as.

5) You can have unlimited access to the Theme Park's facilities and enjoy them to your \_\_\_\_\_ .

- a) heart's disaster;         c) heart's content;  
b) heart's desire;            d) heart content's.

6) I can't find my handbag! It's got my \_\_\_\_\_ and all my money.

- a) credit vouchers;                      c) credit cards;  
b) credit bonuses;                      d) credit points.

7) All the rooms have \_\_\_\_\_.

- a) air bags;                                  c) aired ventilation;  
b) air-conditioning;                      d) aromas.

8) I am delighted \_\_\_\_\_ the travel documentation.

- a) to enclosing;                          c) to enclose;  
b) enclose;                                d) to add.

9) Their car broke \_\_\_\_\_ on the way to the airport and they missed their flight.

- a) down;                                    c) too;  
b) into;                                    d) up.

10) Because of bad weather the flight was \_\_\_\_\_ for twelve hours.

- a) delay in;                                c) holding up;  
b) hold up;                                d) held up.

### Variant 6

**Look through the tests and choose the right answer.**

1) Decorate vegetables with some parsley: \_\_\_\_\_ .

- a) season;                                c) bake;  
b) garnish;                                d) mash.

2) Add salt and pepper before serving the food: \_\_\_\_\_ .

- a) season;                                c) flavor;  
b) make spicy;                            d) simmer.

3) Cut the carrot into small squares: \_\_\_\_\_ .

- a) slice;                                    c) dice;  
b) carve;                                    d) cut.

4) We stayed in a marvelous hotel that even had \_\_\_\_\_ to keep your horse in.

- a) hive;                                    c) stable;  
b) room;                                    d) field.

5) The millionaire reserved a \_\_\_\_\_ of six rooms on the top floor of the hotel.

- a) suite;
- b) room;
- c) apartment;
- d) residence.

6) We took tents and stayed in a lovely \_\_\_\_\_ which had all the facilities we needed.

- a) wood;
- b) campsite;
- c) country inn;
- d) tavern.

7) The amount of electricity used is measured in \_\_\_\_\_.

- a) kilowatt hours;
- b) kilowatt seconds;
- c) kilowatt minutes;
- d) volt hours.

8) In large building complexes, fresh air will be supplied to rooms through an \_\_\_\_\_ system.

- a) humidity;
- b) air-conditioning;
- c) heating;
- d) water-supplying.

9) Heating may be underfloor or a \_\_\_\_\_ may be fitted to the wall in each room.

- a) radar;
- b) lamp;
- c) radiator;
- d) pipe.

10) Waste water is removed through \_\_\_\_\_ .

- a) drains;
- b) pipes;
- c) radiator;
- d) thermos.

### Variant 7

**Look through the tests and choose the right answer.**

1) A tie is an item of clothes that is worn on:

- a) neck;
- b) hip;
- c) wrist;
- d) ankle.

2) Often 10% or 15% added to the restaurant bill. It is known as:

- a) service;
- b) service charge;
- c) charging;
- d) demand.

3) The level of administrative charges for changing money made by the hotel or bank is called:

- a) commission rate;                      c) points;  
b) bonus;                                      d) earning.

4) Notes and coins from another country are known as:

- a) cash;                                        c) foreign currency;  
b) money;                                      d) foreigners.

5) The hotel should \_\_\_\_\_ the bill so that guests can see the cost of each item.

- a) say;    c) explain;  
b) itemize;                                      d) underline in.

6) At the end of their stay, guests \_\_\_\_\_ at reception.

- a) checking out;                              c) check in;  
b) check out;                                      d) say good bye.

7) People who often use the same hotel are called:

- a) normals;                                      c) regulars;  
b) returners;                                      d) usuals.

8) Each day the \_\_\_\_\_ list shows the names of the guests expected.

- a) stop-go;                                      c) arrivals;  
b) records;                                        d) room.

9) People who have booked but don't arrive are known as:

- a) delays;                                        c) failures;  
b) no comers;                                      d) no shows.

10) One of the jobs of a receptionist is to \_\_\_\_\_ complaints.

- a) manage;                                        c) organize;  
b) deal with;                                      d) regret.

### **Variant 8**

**Look through the tests and choose the right answer.**

1) We decided that the cheapest way of giving people in wheelchairs access to the first floor was to install a:

- a) stair lift;                                      c) ramp;  
b) hoist;    d) fire exit.

2) Because many of our clients are elderly, we have a \_\_\_\_\_ in case they need medical attention.



2) A chess set, draughts and children's games, etc. are available on \_\_\_\_\_ from Reception.

- |            |                |
|------------|----------------|
| a) asking; | c) loan;       |
| b) borrow; | d) permission. |

3) The couple \_\_\_\_\_ the hotel to celebrate a birthday.

- |              |           |
|--------------|-----------|
| a) went to;  | c) drive; |
| b) moved to; | d) run.   |

4) Filthy apartment is one that is:

- |                |                          |
|----------------|--------------------------|
| a) very clean; | c) filled with aroma;    |
| b) very dirty; | d) moderately furnished. |

5) Your car will be delivered to your hotel free of \_\_\_\_\_ with a full \_\_\_\_\_ of patrol.

- |                    |                  |
|--------------------|------------------|
| a) payment, trunk; | c) charge, bank; |
| b) charge, tank;   | d) money, tank.  |

6) If you have problems with the car hired it will be \_\_\_\_\_ without any problems.

- |               |               |
|---------------|---------------|
| a) destroyed; | c) changed;   |
| b) sold;      | d) exchanged. |

7) \_\_\_\_\_ economy class, business class can be quite expensive.

- |             |          |
|-------------|----------|
| a) unlike;  | c) like; |
| b) whereas; | d) when. |

8) A very large show of goods, advertising, etc., for people who work in a particular industry is:

- |                  |                 |
|------------------|-----------------|
| a) exhibition;   | c) vanity fair; |
| b) rack display; | d) trade fair.  |

9) This conference hall has a seating \_\_\_\_\_ of sixty.

- |              |             |
|--------------|-------------|
| a) capacity; | c) sits;    |
| b) amount;   | d) numbers. |

10) It can take \_\_\_\_\_ sixty people.

- |           |            |
|-----------|------------|
| a) in to; | c) up too; |
| b) up to; | d) at to.  |

**Variant 10**

**Look through the tests and choose the right answer.**

1) With a \_\_\_\_\_ the current economic situation, we can expect fewer visitors this year.

- a) demand to;                      c) view at;  
b) view into;                      d) view to;

2) \_\_\_\_\_ is a trip which informs people about resorts.

- a) business trip;                      c) luxurious trip;  
b) familiarization trip;              d) holiday trip;

3) A plan of a journey is known as:

- a) itinerary;                      c) scheme;  
b) route;                          d) map;

4) A piece of advertising material sent to potential customers by post is called:

- a) mailing list;                      c) post notice;  
b) mailshot;                      d) advert leaf;

5) If we had more money, we \_\_\_\_\_ our winters abroad.

- a) would spend;                      c) are to spend;  
b) will spend;                      d) had spent.

6) Mass-market tour operator is one who sells:

- a) very cheap holidays;              c) very popular holidays;  
b) very nice holidays;              d) dangerous holidays;

7) A piece of paper exchanged for goods or services is:

- a) voucher;                      c) bill;  
b) receipt;                      d) traveller's cheque;

8) When you decide which room a guest will stay in, you:

- a) give a room;                      c) allocate a room;  
b) proscribe a room;              d) appoint a room;

9) «Sipping your cocktail» means:

- a) drink;                      c) smell;  
b) spilt;                      d) make.

10) T.Cook organized his first major continental \_\_\_\_\_ in 1885.

- a) firm; c) tour;  
b) trip; d) excursion.

### Variant 11

**Look through the tests and choose the right answer.**

1) Tourists \_\_\_\_\_ to the area in their thousands.

- a) travel; c) live;  
b) flock; d) speak about.

2) \_\_\_\_\_ will need to have international conference experience.

- a) applicants; c) teachers;  
b) citizens; d) visitors.

3) I've been working for a large \_\_\_\_\_ of hotels.

- a) line; c) group;  
b) chain; d) block.

4) I'm writing to \_\_\_\_\_ the post of Conference Coordinator.

- a) apply at; c) apply to;  
b) fit in; d) apply for.

5) «Horticulture» is the science about:

- a) growing flowers, fruits and vegetables; c) Highlands culture;  
b) growing vegetables; d) taking care of old sculptures.

6) Carpenter is the person, whose job is:

- a) cleaning carpets; c) taking care of carp-fish;  
b) making or repairing wooden things; d) destroying wooden houses.

7) To obtain stored information from computer's memory is known as:

- a) access; c) buy;  
b) get; d) draw out.

8) He needs to buy some plasters at a \_\_\_\_\_ .

- a) baker's; c) chemist's;  
b) butcher's; d) mall.

9) Milk, cream, butter, yogurt belong to the group of \_\_\_\_\_ products:

- a) dairy; c) pastry;  
b) diary; d) pulses.



10) When we break eggs into boiling water and vinegar it is known as:

- |                |              |
|----------------|--------------|
| a) garnishing; | c) poaching; |
| b) flavoring;  | d) frying.   |

### Variant 12

**Look through the tests and choose the right answer.**

1) Their \_\_\_\_\_ which took six month, nearly met with disaster.

- |                |            |
|----------------|------------|
| a) journey;    | c) love;   |
| b) expedition; | d) voyage. |

2) If you begin a letter with Dear Mr.Grant you should end it with \_\_\_\_\_

- |               |                      |
|---------------|----------------------|
| a) sincerely; | c) truly yours;      |
| b) bye-bye;   | d) yours faithfully. |

3) If we address to a woman MS. We \_\_\_\_\_ .

- |                                   |                             |
|-----------------------------------|-----------------------------|
| a) know her name;                 | c) know her marital status; |
| b) don't know her marital status; | d) know where she is from.  |

4) I \_\_\_\_\_ had three jobs in my life so far.

- |               |           |
|---------------|-----------|
| a)experience; | c) tried; |
| b) have;      | d) hated. |

5) Each CV should be \_\_\_\_\_ for the job you are applying for.

- |                    |             |
|--------------------|-------------|
| a) carefully done; | c) perfect; |
| b) customized;     | d) adopted. |

6) Money paid to a professional person, e.g. a doctor or lawyer for advice given:

- |                |                  |
|----------------|------------------|
| a) fee;        | c) bonus;        |
| b) commission; | d) money earned. |

7) The salary is not exceptional but the \_\_\_\_\_ include the use of a car and subsidized accommodation.

- |              |                |
|--------------|----------------|
| a) overtime; | c) main point; |
| b) perks;    | d) fee.        |

8) People, covering long distances I sands or deserts are called \_\_\_\_\_

- |               |              |
|---------------|--------------|
| a) nomads;    | c) trippers; |
| b) travelers; | d) hikers.   |

9) \_\_\_\_\_ is smth that is shown on a map.

- a) zone; c) route;  
b) scheme; d) itinerary.

10) Sorry, I don't know what happened. We got \_\_\_\_\_ .

- a) cut off; c) a call;  
b) get back; d) put through.

### Variant 13

**Look through the tests and choose the right answer.**

1) The carpet in the lobby has to be of good quality to stand up to the \_\_\_\_\_ of continual use.

- a) wear and tear; c) upper degree;  
b) worn and torn; d) holes;.

2) Portsmouth was the first \_\_\_\_\_ capital of New Hampshire.

- a) colonial; c) cultural;  
b) beautiful; d) nicely designed.

3) If I \_\_\_\_\_ you, I \_\_\_\_\_ be travelling in the rush hour.

- a) am, can; c) were, would;  
b) were, wouldn't; d) am, shall.

4) Ishtar was the patron \_\_\_\_\_ of the Babylonian army.

- a) mother; c) princess;  
b) goddess; d) godfather.

5) As the gods \_\_\_\_\_ actually to inhabit these statues it was very important that whatever they \_\_\_\_\_ should please them.

- a) were believed, saw; c) were considered, liked;  
b) are believed, see; d) known, recognized.

6) Aphrodite was \_\_\_\_\_ goddess who represented love and beauty.

- a) Chinese; c) Slavonic;  
b) Greek; d) Italian.

7) Taj Mahal which located outside \_\_\_\_\_ was built as a testimony of love.

- a) Agra; c) Pekin;  
b) Delhi; d) New York.



7) Abbreviation for the word «passenger» is:

- |            |            |
|------------|------------|
| a) pax;    | c) pas.n.; |
| b) pas.s.; | d) pas.rs. |

8) The responsibilities of the chambermaid is to clean the:

- |           |                   |
|-----------|-------------------|
| a) attic; | c) yard;          |
| b) room;  | d) swimming pool. |

9) All our sports activities are organized \_\_\_\_\_ of a fully qualified instructor.

- |                           |                       |
|---------------------------|-----------------------|
| a) in the eye of;         | c) under the care of; |
| b) under the guidance of; | d) with the care of.  |

10) \_\_\_\_\_ language skills, a resort representative must have good interpersonal skills.

- |                  |                    |
|------------------|--------------------|
| a) additionally; | c) in addition to; |
| b) moreover;     | d) despite.        |

### Variant 15

**Look through the tests and choose the right answer.**

1) It was in the 1960s and 1970s that the real growth in charter \_\_\_\_\_ travel happened.

- |           |                 |
|-----------|-----------------|
| a) air;   | c) underground; |
| b) water; | d) space.       |

2) C. Manrique was far more than just \_\_\_\_\_, however.

- |                                 |                                     |
|---------------------------------|-------------------------------------|
| a) a scientist and philosopher; | c) an artist and designer;          |
| b) a sailor and builder;        | d) a political leader and traveler. |

3) Have you got any \_\_\_\_\_ on the ten o'clock flight?

- |           |               |
|-----------|---------------|
| a) seats; | c) vacancies; |
| b) rooms; | d) brochures. |

4) A person, looking after a museum is a:

- |            |                      |
|------------|----------------------|
| a) warden; | c) curator;          |
| b) guard;  | d) flight attendant. |

5) A person, who gives advice on how to promote a region or sector of tourism is a:

- |                          |                       |
|--------------------------|-----------------------|
| a) marketing consultant; | c) manager;           |
| b) marketing leader;     | d) marketing adviser. |

6) Person, who keeps the ships accounts and looks after passengers' rooms and general comfort is a:

- |             |                  |
|-------------|------------------|
| a) curator; | c) purser;       |
| b) sailor;  | d) vice captain. |

7) This can be economically disastrous for countries which rely heavily on \_\_\_\_\_ from tourism.

- |            |             |
|------------|-------------|
| a) income; | c) money;   |
| b) food;   | d) results. |

8) Shore erosion has occurred and \_\_\_\_\_ which are home to rare reef plants have been destroyed.

- |                 |            |
|-----------------|------------|
| a) dead areas;  | c) caves;  |
| b) vital areas; | d) ground. |

9) A team of biologists is currently working \_\_\_\_\_ a project.

- |         |            |
|---------|------------|
| a) on;  | c) at;     |
| b) for; | d) during. |

10) Belize's barrier reef has always been an essential source of food and income for local \_\_\_\_\_ .

- |                 |               |
|-----------------|---------------|
| a) carpenters;  | c) plumbers;  |
| b) businessmen; | d) fishermen. |

### Variant 16

**Look through the tests and choose the right answer.**

1) You are welcome \_\_\_\_\_ yourself hot drinks in the large kitchen.

- |             |              |
|-------------|--------------|
| a) to make; | c) to taste; |
| b) to cook; | d) to drink. |

2) \_\_\_\_\_ of the house is light and spacious with cheerful bedrooms.

- |                 |                |
|-----------------|----------------|
| a) the space;   | c) inside;     |
| b) the outside; | d) the inside. |

3) The expression is used while taking booking. «I'll check ..... for you».

- |                 |                  |
|-----------------|------------------|
| a) available;   | c) availability; |
| b) possibility; | d) the demand.   |

4) You will earn Priority Club \_\_\_\_\_ every time you stay at this hotel.

- a) credit; c) points;  
b) money; d) bonus.

5) There are over 140 hotels \_\_\_\_\_ for your free weekend.

- a) to select from; c) to identify;  
b) to select; d) to provide.

6) Priority Club membership normally \_\_\_\_\_ US\$ 10 per year.

- a) cost; c) pays;  
b) costs; d) values.

7) Please, show the card at check-in \_\_\_\_\_ your points.

- a) to demand; c) to receive;  
b) receive; d) to lose.

8) If you belong to any of the following airlines' frequent \_\_\_\_\_, you can choose to receive airline credits.

- a) flying points; c) flyer activities;  
b) flyer programmes; d) flying opportunities.

9) The 1st letters of all your names are known as:

- a) initials; c) first name;  
b) last name; d) patronymic name.

10) The expression «to creep out» means:

- a) to jump slowly; c) to move slowly;  
b) to move fast; d) to run slowly.

### Variant 17

**Look through the tests and choose the right answer.**

1) Thailand is situated between «secret» countries of:

- a) Burma, Laos and Cambodia; c) Laos, Cambodia and China;  
b) Japan, Burma and The Philippines; d) Russia, Burma and Laos.

2) No trip to Bangkok is complete without a visit to at least one of the \_\_\_\_\_ temples.

- a) Orthodox; c) Muslim;  
b) Buddhist; d) Catholic.

3) Sydney offers many apartment-style hotels, which generally \_\_\_\_\_ the moderate price range.







- a) trekking;                      c) trek;  
b) jumping;                      d) exploring.

### Variant 19

**Look through the tests and choose the right answer.**

1) It was brought to our \_\_\_\_\_ that our tour information wasn't displayed last year.

- a) attention;                      c) direction;  
b) meeting;                      d) decision.

2) If they ask for \_\_\_\_\_, offer 80 p. to the person confirming the booking.

- a) incentives;                      c) privileges;  
b) discount;                      d) bonus.

3) One of the product weaknesses is lack of foreign language skills especially good quality, \_\_\_\_\_ interpretation in other language.

- a) on-site;                      c) respectful;  
b) qualified;                      d) intelligent.

4) There are four \_\_\_\_\_ tennis courts, which enables to play at night with pleasure.

- a) expensive;                      c) wonderful;  
b) floodlit;                      d) mysterious.

5) Would you like to visit a \_\_\_\_\_ area like the Antarctic?

- a) protected;                      c) designated;  
b) restricted;                      d) inhabited.

6) I'd like to give \_\_\_\_\_ to Mrs. Olsen. «Is there anything you would like to say?»

- a) the speech;                      c) the floor;  
b) the words;                      d) the deposit.

7) I'll \_\_\_\_\_ to France on the 1st of September.

- a) run towards;                      c) go to;  
b) buy in;                      d) set off;.

8) She can't \_\_\_\_\_ travel 1st class. She doesn't earn so much.

- a) afford to;                      c) leave to;  
b) advice to;                      d) afford too.

9) I think the most important thing for staff is \_\_\_\_\_ .

- a) altitude;                      c) appearance;  
b) attitude;                      d) care.

10) The conference room in this countryside hotel is \_\_\_\_\_ .

- a) well-done;                      c) well-aired;  
b) well-organized;              d) well-equipped.

### Variant 20

**Look through the tests and choose the right answer.**

1) Sometimes celebrities will try \_\_\_\_\_ the rules of our dress code which is a shame because other guests don't like it if exceptions are made.

- a) to bend;                      c) violate;  
b) neglect;                      d) to follow.

2) We travel to Hveragerdi, the «greenhouse village», where fruit, vegetables and flowers are grown in \_\_\_\_\_ geothermal water.

- a) ghost houses, warmed by;      c) glass houses, run by;  
b) wooden houses, drawn by;      d) greenhouses, heated by.

3) A successful French scientist is often invited \_\_\_\_\_ international conferences.

- a) to speak at;                      c) to speak for;  
b) to speak up;                      d) to talk at.

4) Elaborate dinner is the dinner:

- a) consisting of lots of dishes;      c) costs too much;  
b) cooked by the Chef;              d) at a five star hotel.

5) «Marry accidentally flushed her ring down the toilet», means:

- a) the ring was thrown;              c) the ring was caught;  
b) the ring was removed by water;      d) the ring was repaired.

6) A bedside panel gives remote \_\_\_\_\_ of lighting.

- a) distance;                      c) command;  
b) control;                      d) evacuation.

7) The bedding \_\_\_\_\_ says that a bed should be six inches large.

- a) production;                      c) industry;

b) technology; d) cover.

8) «French Brasserie» is a:

- a) buffet, serving beer; c) café, serving liquor;  
b) buffet, serving wine; d) restaurant, serving oysters.

9) «High chair» is a special chair for:

- a) watching TV; c) feeding children;  
b) sitting in a café; d) resting in a lounge.

10) A good host should always be \_\_\_\_\_ and serve his guests first.

- a) courteous; c) rude;  
b) friendly; d) intelligent.

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