

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ФІЗИЧНОГО ВИХОВАННЯ І
СПОРТУ УКРАЇНИ

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TOUR OPERATING



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Tour Operating: навч. посібник з дисципліни «Англійська мова за професійним спрямуванням» для здобувачів освітнього ступеня «Бакалавр» спеціальності 242 «Туризм» / С. Р. Бабушко. – К.-Звенигородка: КП «ЗВПП», 2017. – 113 с. (англ.мовою).

Навчальний посібник є четвертою частиною практичного курсу з англійської мови професійного спрямування у Національному університеті фізичного виховання і спорту України. Посібник націлено на навчання професійно-орієнтованій комунікації англійською мовою студентів IV курсу спеціальності 242 «Туризм».

Навчальний посібник побудовано за тематичним принципом. Структуру підпорядковано цілям навчання основних видів мовленнєвої діяльності: читання усного мовлення (діалогічного та монологічного) та писемного мовлення. Зміст посібника сприяє продуктивному засвоєнню професійної лексики сфери туризму, допомагає формуванню необхідних навичок професійного спілкування та розвитку креативного мислення студентів.

Особливою рисою посібника є його придатність для самостійної роботи та поглиблення знань студентів з англійської мови професійного спрямування, зокрема у сфері діяльності туристичних компаній – турагенцій та туроператорів.

Посібник може стати в нагоді студентам вищої школи, слухачам спеціалізованих курсів і тим, хто бажає підвищити свій рівень англійської мови з цього фаху.

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PREFACE

“Tour Operating” is a part of the practical “English for Specific Purposes” course intended for university students of Tourist Industry who are striving for developing their language skills to B2 level. It is also 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.

“Tour Operating” fully corresponds to the requirements of the syllabus for university students of the 4th year of study at National University of Physical Education and Sports of Ukraine.

In terms of the content “Tour Operating” is a self-contained course covering basic concepts of tourist companies activities.

In terms of the language teaching, the course aims at developing the skills of reading, writing and speaking as well as consolidating the students’ grammar, lexical and phonetic competences. This is achieved through a wide range of authentic texts with a complex of exercises, stimulating and challenging activities. Proper attention is devoted to translating and interpreting skills which make up an essential part of the work of those working in business travel field.

The choice of materials for reading and translating is focused on the developing strategies for understanding and adapting these skills to different motivating speech situations and, moreover, real-life situations.

Communicative type of the tasks gives the learners an ample opportunity for personal expression in the form of pair work, group discussions, surveys and projects.

The course consists of Classroom and Self-Study Activities, Word List, 2 Appendices and Reference List.

Classroom Activities Section contains 2 Units with the strict logical structure:

- **Lead-in** (which is aimed at brainstorming to encourage students for discussion of the introduced topic);
- **Reading and Speaking** (the target of which is to develop students’ skills for skimming reading and improving speaking skills);
- **Vocabulary Practice** (which helps students remember topical vocabulary through doing a variety of exercises for matching, multiple choice, solving puzzles and crosswords, etc.);
- **Language Development** (the purpose of which is to master scanning reading skills and with a help of a wide range of exercises to develop students’ professional vocabulary, including translation from English into Ukrainian and from Ukrainian into English);

- **Writing** (due to practical tasks that reinforce the teaching points in the unit this part helps develop students' professional writing skills);

- **Speaking Skills** (this part is aimed at practicing speaking skills through training separate statements from the substitution tables, translating topical vocabulary given in Ukrainian in the dialogues, reading in pairs, making similar dialogues by analogy);

- **Talking Points** (with tasks involving problem-solving activities, role-plays, surveys and projects, information-sharing activities that encourage real communication).

The focus in Self-Study Activities Section is on making each unit more informative and applicable for students' self-study at home. Self-Study Activities Section also contains 2 Units which thematically correspond to those in the Classroom Activities Section. They include various practical tasks from simple to more advanced which help students deepen their professional language competence and creative thinking ability. On the whole, this section sums up the learning process of each theme and may be followed by individual presentations in the classroom.

Some illustrations, puzzles and crosswords in the course diversify the suggested activities and make the learning process more attractive and productive.

CLASS-ROOM ACTIVITIES

UNIT 1

TRAVEL AGENCIES

LEAD-IN

1. Who is the travel agent?
2. How do holiday-makers choose a travel agency?
3. Have you ever used the services provided by a travel agent? If yes, how did you find them?

READING

Text 1

Exercise 1. Look through the active vocabulary before reading the text and try to memorize it.

Active Vocabulary

ads (<i>short for advertisement</i>)	реклама
comprehensive information	вичерпна інформація
folder	проспект, який розкладається
ready-made tour package	готовий, стандартний турпакет
tailor-made tour package	індивідуальний турпакет
tourist's guide	путівник
travelogue	каталог подорожей

Holiday-Making

Normally people plan their holidays in advance. Holiday-making people, as a rule, prefer to stick to the same travel agency they have already used before and got their money's worth. On the one hand, they trust the travel agency they've got to know earlier, on the other, they expect to purchase a tour package at a reduced price as regular customers.

Suppose you are not an experienced holiday-maker. You are at a loss which travel agency to choose out of a large amount of agencies offering similar services.

You want an enjoyable holiday at some reasonable price, or at least you don't want to be trapped.

Here are some hints for you. Out of the travel agencies offering similar destinations and tours pick out 4 or 5. Their names should be familiar to you: their ads regularly appear in travelogues and in mass media. Compare the prices: they

should be neither too high, nor too low. All the ad information should be clear to you: nothing should seem odd.

Call the travel agencies you have picked out, and if you lack some information or advice, don't hesitate to ask questions. Responding to the callers' queries is a part of travel agents' duty. If you are still not disappointed, make an appointment with the travel clerk at the agency office.

Efficient travel clerks will always help you to make a decision about where to go, what to see or where to stay in each area you plan to visit. Travel agents are sure to have the most comprehensive information at hand about the destinations they offer. There are usually lots of travellogues, brochures, folders, tourist's guides and maps available for customers.

You may either choose and obtain a ready-made tour package, or ask for a tailor-made tour package. Most of travel companies are able to arrange tailor-made tours according to their customers' requests.

Purchasing a tour, you should pay in cash or by credit card. You will get a voucher for the services you have paid for, air tickets and other travel documents. Travel agents may offer you to pay for your travel insurance. Bear in mind that in high season the prices are up to 25 per cent higher than in low season, party tours are cheaper than individual ones; children get discounts or even travel free.

Exercise 2. According to the text choose the correct item.

1. As a rule, holiday-makers prefer to.....the same travel agency they have already used before.
 - A. to kick
 - B. to stick to
 - C. to knock at
 - D. to tick off
2. How should an inexperienced holiday-maker choose out travel agency of a large amount of them?
 - A. He should choose 4 or 5 agencies the names of which are familiar to him and compare ad information.
 - B. He should pick out 4 or 5 agencies the names of which are familiar to him and compare the prices.
 - C. He should ask questions.
 - D. He should read all the ad information.
3. If you have picked out the travel agency but lack some information or advice, you shouldn't.....
 - A. hesitate to travel.
 - B. hesitate to pay for the travel.

- C. be in a hurry to make an appointment with the travel agent.
 - D. hesitate to ask questions.
4. What information are travel agents sure to have at hand?
- A. comprehensive
 - B. all exclusive
 - C. the most comprehensive
 - D. all inclusive
5. When you paid for your tour, you will get.....
- A. the full package of services.
 - B. the number of facilities.
 - C. identification documents.
 - D. a voucher, tickets and other travel documents.

Exercise 3. A. Arrange the words in the proper order to have questions. The first one has been done for you.

B. Find in the text answers to these questions. Work with your partner.

e.g. – a, people, how, holiday-making, agency, choose, travel? (special question)

How do holiday-making people choose a travel agency?

1. Why, an, holiday-maker, you, a, loss, when, not, are, are, at, you, experienced? (*special question*).

2. There, some, holiday-maker, aren't, are, hints, for, an, there, experienced? (*tag question*).

3. Will, always, with, what, clerks, efficient, help, travel, you? (*special question*).

4. What, able, most, companies, are, travel, arrange, to, of? (*special question*).

5. For, offer, to, what, many, do, agents, you, travel, pay? (*special question*).

6. Are, higher, the, when, prices? (*special question*).

Exercise 4. Explain the parts in italics and reproduce the situations in which the sentences occur in the text.

1. Holiday-making people prefer to stick to the same travel agency they have already used before and *got their money's worth*.
2. Travel agents *are sure to have the most comprehensive information at hand* about the destinations they offer.
3. Most of travel companies *are to arrange tailor-made tours* according to their customers' requests.

Exercise 5. This is the summary of the text above. Fill in prepositions or adverbs where necessary:

(1) Normally people plan their holidays advance. (2) You are a loss which travel agency to choose a large amount agencies offering similar services. (3) You want an enjoyable holiday some reasonable price. (4) Here are some hints you. (5) Their names should be familiar you: their ads regularly appear travelogues and mass media. (6) If you are still not disappointed, make an appointment the travel clerk the agency office. (7) Purchasing a tour you should pay cash or credit card. (8) Bear mind that high season the prices are 25 per cent higher than low season.

Exercise 6. Look at the booking form below. With a partner read the dialogue how a travel agent is dealing with a telephone enquiry and complete the form.

Booking reference..... ¹		Destination..... <i>Madrid</i>		
Flights From	From	To	Date	Time
Outward	Hearthrow	... <i>Barajas</i>	13 April ²
Homeward ³	Heathrow ⁴ ⁵
Name of hotel	... <i>El..Prado</i> ...			
Hotel code	... <i>E25</i> ... <i>HO9</i>			
Type of accommodation ⁶	single	<input type="checkbox"/>	double	<input type="checkbox"/>
	twin	<input type="checkbox"/>	private bathroom	<input type="checkbox"/>
No. of nights ⁷			
Party members ⁸			

Name(s)	Title..... <i>Mr</i>	Initials..... ⁹	Surname..... ¹⁰
Address	..37... <i>Briskol...Drive.....Swansea</i>		
Postcode ¹¹		
Telephone number..... ¹²		

(S=Sandra; C=Caller)

S: -Good morning, Sandra speaking.

C: - Hello, is that Seaford travel?

S: -Yes, how can I help you?

C: - I'd like to book a city break in Madrid please, as advertised in your brochure.

It's on page 57.

S: -Right. When would you like to travel?

C: - April 13th for three nights.

S: -April 13th. Fine. For three nights you say.

C: - That's right. Leaving from Heathrow. We're staying in London on the 12th.

S: -OK, I'll check availability. Sorry to keep you waiting. The computer's just going to be a few seconds. OK, here we are. That's a direct flight with Iberia. What time would you like to leave?

C: - Early morning if possible.

S: - Fine, there's a flight that leaves at 8.05.

C: - Yes, that sounds OK. How long does the flight last?

S: -It takes 2 hours 20 minutes. With-check in an hour beforehand. And then back on the 16th. There's a flight at 16.45 or 17.50.

C: - The later one, please.

S: -OK. Is it just yourself that's traveling?

C: - Yes, it is.

S: -Could I just take some details? Can you tell me your name, please?

C: - Yes, it's Jones, Gareth Jones.

S: -J-O-N-E-S?

C: - That's right.

S: -And your address, Mr Jones?

C: - 37 Bristol Drive, Swansea, SE4 7PG

S: -And your telephone number, please?

C: - 07702 623479.

S: -07702 623479. And which hotel have you chosen?

C: - The El Prado seems to be very good. Is it with a continental breakfast?

S: -Yes, that's right. It's a lovely hotel. I'm sure you'll like it. And is it a single room?

C: - Yes.

S: -Right. OK. So that's three nights from 13 April for Mr G Jones, staying at the El Prado, departure Heathrow, return from Barajas airport on the 16th. The price is £325 in all. Do you have a pen and paper?

C: - Hang on. OK.

S: -I'm just going to give you your booking reference number. It's BT 5473. I'll prepare everything for you and put it in the post this evening. And how would you like to pay?

Exercise 7. Intonation in questions.

Note: The same question can be pronounced with a different intonation. Mind that if your voice is flat and has little expression in it, you may sound bored and uninterested. This often provokes a negative response in the listener. So, when you want to ask a question beginning with a verb raise your pitch on the last stressed word. This helps to make you sound more politely and interested.

Read these questions aloud with rising and falling tones to realize the difference.

- a. Can I help you at all?
- b. Would you mind spelling that for me?
- c. Can you tell me your number at work?
- d. Sorry, could you repeat that for me?
- e. Could you please give me your passport number?
- f. Do you have any idea how long it takes?
- g. Could you tell me what that price includes?
- h. Can I get back in touch with you later?
- i. Can you tell me when you wish to return?
- j. Do you mind if I ask you how old you are?

Exercise 8. Intonation in tag questions

Note: Tag questions can be said in two ways. The intonation either rises (↑) or falls (↓). If we use falling intonation (as in a) we are looking for confirmation or agreement. If our voice rises (as in b) then we don't know the answer and we want to know.

- | | | | |
|----------|---|----------|---|
| ↓ | | ↑ | |
| a | She isn't going, is she?
You haven't paid yet, have you? | b | She isn't going, is she?
You haven't paid yet, have you? |

Practice reading the questions below as real questions and as requests for confirmation.

- a. You went for two weeks last year, didn't you?

- b. The 10.35 flight is fully booked, isn't it?
- c. You're returning alone, aren't you?
- d. Your husband isn't going with you, is he?
- e. There is guided tour, isn't there?

Exercise 9. Complete this conversation using the following prompts. With a partner read the dialogue.

A. Prompts:

<i>do you?</i>	<i>looking</i>	<i>tell me what</i>
<i>prefer</i>	<i>does it</i>	<i>would you like?</i>
<i>is it?</i>	<i>you tell me</i>	<i>you'd like to go</i>
<i>is</i>	<i>we can find</i>	<i>which airport the flight leaves from.</i>

A – Agent

B – Tourist

- A Good morning. (a) some help or are you just (b)?
- B Good morning. Well, I was considering taking a short skiing trip. You don't happen to have any bargain packages, (c)?
- A Ah well. As it so happens, yes. But could you first give me some idea of where and when (d)?
- B Anytime between now and mid-March really, but the sooner the better.
- A Would (e) ski in Europe or America?
- B I was thinking of Switzerland or Austria but it's more a question of cost and good skiing. Could you suggest where (f) good intermediate to advanced ski runs?
- A Mm, well We have a seven-night self-catering deal to Verbier in Switzerland and that's £259, and one to Alpbach in Austria for £169. Both leave this Saturday. That's not too short notice, (g)?
- B No, that's fine. Um, my partner prefers Switzerland so I guess I'll take that one. Er, could (h) airport (i)?
- A Yes, Gatwick.
- B And the plane comes back to Gatwick, (j)?
- A That's right.
- B Fine.
- A Right, well, let me take a few particulars. Could you (k) name (l)?
- B Yes, Bogdan Kaminowski.
- A Um.....yes....., er, would you mind spelling that for me?

VOCABULARY PRACTICE

Exercise 10. Talking on the Phone.

A. Study carefully the expressions that you may find useful when making a phone call:

May I speak to/with...

I'm returning your call.

Sorry, could you repeat that?

I'm afraid he/she's not in at the moment.

I'm afraid she's not answering her phone

I'm sorry, there's no reply.

Can I take a message?

Shall I get him/her to call you back?

Mr. N will get back to you.

Hold on a moment, please.

I'll just put you on hold.

I'm sorry, you've got the wrong number.

Sorry to keep you waiting.

B. Perform several short dialogues using these expressions.

e.g.

Agent *Funtours, can I help you?*

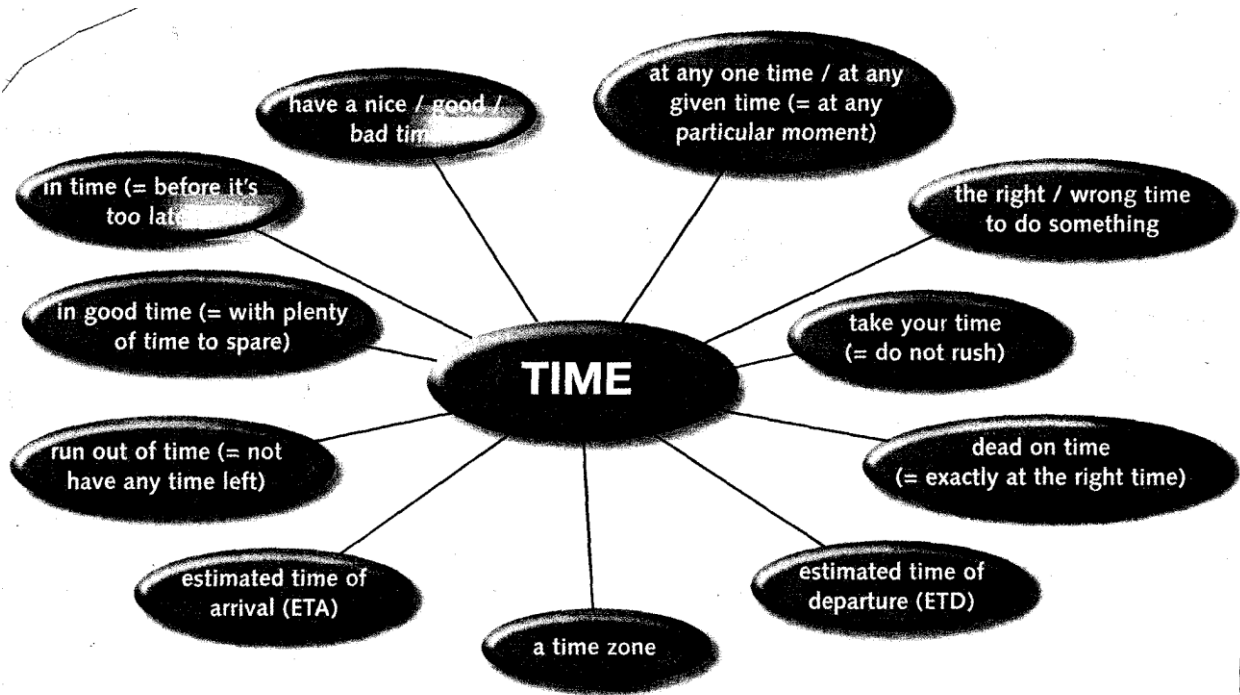
Customer: *Could I speak to Mr. N, please*

Agent: *No, I'm sorry, he is in a meeting at the moment. Can I take a message for him?*

Customer: *No, thanks. I'll get back to him later.*

Exercise 11. Look at the following ways of using the word "time" and complete the sentences below.

1. The trains run *dead on time*, just like clockwork.
2. It was a rush but we arrived just - a few minutes later and we'd have missed the flight.
3. My watch was very fast so we arrived for the departure.
4. The flight leaves at 10.45 and the is 13.25.
5. It's the of year to go. The weather's neither too hot nor too cold.
6. We had to wait in line for 30 minutes because only a few visitors were allowed in
7. There's no need to rush, you can



Exercise 12 Complete the sentences with words below.

zones take one estimated good ran dead

- Los Angeles and London are in different time *zones*
- The time of arrival is 11.35.
- your time, we're in no hurry.
- The flight arrived on time, not a minute's delay.
- Make sure you leave in time to get to the airport before check-in closes.
- There are about 5,000 visitors at any time.
- We out of time and weren't able to complete the project.

Exercise 13. Asking questions.

Note: In formal situations it is politer to ask questions indirectly, especially at the beginning of a conversation. For example, when asking a customer for information, it can be better to use an indirect form such as "could you tell me when you were born?" rather than "When were you born?"

Direct questions

How far is it?

How much does it cost?

Indirect questions

Can you tell me how far it is?

Could you tell me how much it costs?

How long does the journey take?
takes?

Do you know how long the journey

A. Which of these is correct? How would you reply?

1. Would you mind spelling that for me?
2. Do you mind if I sit here?
3. Would you mind to spell that for me?
4. Do you mind if I'm sitting here?

B. What do you notice about the way indirect questions are formed?

In direct questions, “how”, “what”, “which”, “where”, “why”, and “who” are interrogative pronouns.

They can introduce simple questions, e.g. *Who is that man? What do you do?*

Or they can introduce *an interrogative clause*, e.g. *Can you please tell me who that man is?*

In indirect questions these words are relative pronouns. The clause they introduce has the same word order as an affirmative or negative sentence.

The question: “Could you tell me” is followed by statement: “How I get to the station?”

C. Study the way these tag questions are made.

1. A visa is compulsory, isn't it?
2. You're not leaving until next month, *are you?*
3. They haven't confirmed the booking yet, *have they?*
4. You won't forget to fax me details, *will you?*
5. Tanya, pass me brochure, *will you?*
6. Let's have a look at the schedule, *shall we?*
7. You had a single room last year, *didn't you?*

What are the rules for the information of tag questions?

Tag questions contain an auxiliary followed by *a subject pronoun*:

A visa is compulsory, isn't it?

If the statement is in the affirmative *the tag* is usually in *the negative*:

You want a room with a bath, don't you?

If the statement is in the negative *the tag* is in *the affirmative*:

You won't forget to fax me the details, will you?

The tag uses the same auxiliary as the main statement. *If there is no auxiliary or a form of the verb “to be” in the statement, we use a form of do or a form of “be” in the tag:*

You had a single room last year, didn't you?

The exceptions are: “Let’s” and “shall we”.

Here “*shall*” is used in the affirmative with “let’s”. It is a suggestion and the tag is used to check that the listeners agrees:

Let’s look at the schedule, shall we?

Pass me the brochure, will you? → is not a question, but a request or order.

The use of “*will you*” make the instruction sound less aggressive.

When “*nobody*” or “*nothing*” is used in the main clause, the question tag is in the affirmative: *Nobody had booked in yet, have they?*

Nothing is missing from the room, is it?

Tag questions have two main purposes: the first is to *require the listener to provide confirmation*; the second is to *request clarification*. Tag questions can be used to *express surprise or interest*.

In this case *both the main verb and the question tag are in the affirmative*.

D.Sometimes a question doesn’t really function as a question.

e.g.: *Why don’t you try a holiday in Scandinavia?*

Let’s have a look at the schedule, shall we?

How would you categorize the following?

1. Shall I look after the paperwork for you?
2. Would you like me to make the visa arrangements?
3. Would you care for a cup of coffee?

Exercise 14. The words in following questions have been jumbled. Put them in the right order to have a correct question.

e.g.: *Spell you could me for Linares*

Could you spell Linares for me?

1. details if the you I mind to check?
2. sharing mind twin you a would bedroom?
3. me you as can what tell fax your number?
4. for I necessary shall the make arrangements you?
5. you in mind filling would this me form for?
6. want many you how could you me to tell with go people?
7. you like would to me hold put you on?
8. you won’t sharing be twin a bedded room you will? (2)
9. requirements your entry draw the I may attention to?
10. again on they are aren’t strike the traffic controllers air?
11. you me is where can tell the station?
12. to Florida you do any know are there cheap if flights?

13. please this form you in fill could?
14. ask mind do some you if I you questions?
15. a clerk you would mind is free until waiting?
16. you me the brochures are show where winter-sun can?
17. when leaves the train next to know would I like.
18. tell me you spend to could much how you wish?

Exercise 15. Make these questions politer as in the example.

e.g. *How old are you?*

Would you mind telling me your age?

1. When do you want to go?
2. How many people are there in the group?
3. How are you paying?
4. Repeat that!
5. I must check the details.
6. Spell that for me.
7. Give me a deposit.
8. Fill this form in.

Exercise 16. In this exercise the travel consultant is checking some information, but she makes a lot of mistakes! Write the questions she asks. The first has been done for you as an example.

TC: *Your name is Mr George Brown, isn't it?*

C: No, it's Mr Huw Brown.

TC: (English?)

C: No, I'm Welsh.

TC: So, (Welsh passport?)

C: No, I've got a British passport.

TC: And your address (44 Stoneybrook Drive, Cardiff?)

C: No, not exactly. It's 444 Sunny Brook Drive, Cardiff.

TC: And..... (a twin room with bath?)

C: No, we would like a double room with a shower.

TC: (for three nights?)

C: No, we'll be staying for four nights.

Exercise 17. Complete this conversation between a client (C) and a travel consultant (T). Read the dialogue with a partner.

C I'd like to spend a few days in Rome.

T Can you _____ when _____?

- C Next month, sometime after the 15th.
- T Fine. And could _____ how long _____?
- C It depends on the price but preferably for four nights.
- T Well, we have some very good offers at the moment. Will _____ a lone?
- C No, with my partner.
- T Well, if you take this three-night package to the Flora Hotel it's only £345 per person, for two people sharing a double-room with shower. Let _____ the brochure.

Exercise 18. Put the words in the sentences into the correct order and act out the dialogue:

A - Good morning. Help you like some would or you are looking just?

B - Yes, please, if had you any wondering I brochures Italy for was holiday?

A - Certainly, where going you considering were? A seaside or culture do holiday prefer you?

B - Well, a little of both really. Where can suggest you be somewhere possible it would to short excursions to take places of interest?

A - With pleasure. Any preference you to the do as area in have Italy?

B - Well, we some had near heard that there good beaches Rome are.

A - Yes. Well, two we Rome have excellent in which hotels

LANGUAGE DEVELOPMENT

Text 2

Exercise 19. A. Look through the active vocabulary before reading the text and try to memorize it. Then read the text below, find and underline these word combinations in the text.

Active Vocabulary

in comparison with
storage

у порівнянні з
зберігання, накопичування

to come in off the streets	прийти просто з вулиці
retail	роздріб
wholesale	гурт, опт
to offer the customer one-stop convenience	пропонувати клієнту всі види послуг, в одному місці, що є дуже зручним
inducement	стимул, мотив
legs of the trip	елементи подорожі
to operate on chain basis	діяти по схемі мереж (ланцюга)
to branch out	організовувати філіали
the emphasis	наголос, емфаза
to offer the best bargain	пропонувати найкращу покупку

B. Choose the most suitable headings from the list (A-K) for each part (1-11) of the text. There is one extra heading which you don't need to use. There is an example at the beginning (0).

- | | |
|--|--|
| A. Difference between Agency and Operator | B. Airline Fares |
| C. One-stop Convenience | D. Two Types of Travel Agencies |
| E. Setting up a Travel Agency | F. Recent Trend |
| G. The Origin of Travel Agency | H. Commissions |
| I. Location | J. Agent's Services |
| K. Promotion of Agency | |

0.	C	Setting up a Travel Agency
-----------	----------	-----------------------------------

The travel agency business offers many attractions to people with experience in the tourist industry. Unlike most other retail businesses, there is no need for the storage and display of large quantities of merchandise. This means that the initial cost of setting up an agency is low in comparison with other retail businesses.

Retail travel services are similar to clothing stores, and agency offices are often found in the same shopping areas as expensive stores.

1.

A good location is an important factor in the success of an agency, and so office space may be expensive. Another factor in success involves establishing a steady clientele. The best customer for a travel agent may be a corporation whose executives make a large number of business trips every year.

For customers who come in off the streets, so to speak, satisfying their travel needs is the best way to assure repeated business.

2.

The retail travel agent sells all kinds of tourist products – transportation, accommodations, sightseeing and the like to the general public. The term “*retail*” distinguishes him from the *tour operator* or *packager*, who can be considered the manufacturer or *wholesaler* of the tourist industry.

3.

A typical travel agency has a rack of colourful brochures that illustrate the delights offered by a wide variety of tours. The cost of this kind of promotion is paid for almost entirely by the tour packagers. They prepare, print and distribute the brochures, and they also absorb the national, or even sometimes international, advertising costs. The retail agencies may do some local advertising, although even in this case costs may be shared with tour packagers or transportation companies.

4.

Nowadays, the growth of the airlines has led to a corresponding growth in the number of retail travel agents.

The agent offers the customer one-stop convenience. The traveller can make all the arrangements for this trip without having to go to separate places for his airplane seat, his hotel reservation, his rental car, and whatever else he may want for his trip. The airlines offer inducements to travel agents to handle reservations for them.

In return for the customers who are brought in by the agencies, the airlines give special care and attention to the agents. They may set aside seats on some popular flights just for the agencies. They also give assistance to the travel agents in working out fares.

5.

Airline fares have become very complex in recent years, with a great variety of special categories – *high season* and *low season* fares, for example, or 21-day excursions, family plans and many others besides the customary price difference between first-class and economy.

The problem becomes even more complicated when the trip has several *legs* – different segments of the trip on different flights, often on different airlines. The routing of a particular trip also frequently makes a difference in the total fare.

6.

Computerization has caused great changes in the travel agency business and will continue to cause additional changes in the future. Many travel agencies are equipped with computer terminals that permit access to the information stored in the computer. This makes possible the immediate confirmation of reservations of airline seats, hotel rooms, or rental cars.

7.

A recent trend that has developed among travel agents is to operate on a chain basis, that is, with several outlets. Some of the large travel companies have operated in this way for many years. Now the smaller agencies are also branching out. Some of them have opened offices in different parts of the same city or its suburbs, while others have opened offices throughout an entire region.

8.

There is some difference in emphasis in the kind of business handled by travel agents in the major tourist markets and those in the major tourist destinations.

In the market areas, the emphasis is on selling travel services and tours to people who are going to some other place. The agencies in *the tourist destinations*, on the other hand, often put a great deal of emphasis on services the traveler will need while he remains in that area. These services including local sightseeing tours, arrangements for independent travel, currency exchange, tickets for local entertainment, and so on. Since the agencies in some tourist areas deal with many foreigners, language skills are often more important than in the market areas. It should be noted that many places are both tourist and market areas that offer the entire range of travel services.

9.

Any retail business involves a great deal of contact with the public, with all pleasures and pains that such contact may bring. This is doubly true for travel agents, since they are selling services and not goods. Many of their customers expect them to advise them on where they should spend their vacations, on hotels, restaurants, health problems in all parts of the world.

The successful sale of services depends on pleasing the customer. The agent can serve the customer by keeping up with changing fares so that he can offer his customers the best bargains or by helping them to work out complicated fares. The agent must also keep up with changing government regulations for international travel – visa and health regulations, customs information, airport taxes – so that he can give the traveler accurate and reliable information. The agent must even be alert

for possible political problems in the tourist destination countries. One of the primary necessities for recreation travelers is personal safety.

10.

The retail agent is normally paid by means of *commissions* – percentages of sales made through the agency. The commissions vary from country to country and from time to time. There are of course many rewards other than the financial ones for the travel agent. One of them for some people simply involves dealing with the public and serving their needs. Another involves the opportunity to do a great deal of traveling themselves.

Exercise 20. Fill in the correct word from the list below. Use the words only once:

delights, pains, routing, establish, regulations, initial, arrangement, immediate

1.cost of setting up an agency
2. to.....a steady clientele
3. to illustrate the.....of the tour in colourful brochures
4. to make all the.....for the trip
5. the.....of a particular trip
6. the.....confirmation of reservations for airline seats, hotel rooms or rental cars
7. to keep up with changing government.....for international travel
8. the pleasures and.....of the contact with public

Exercise 21. Fill in the correct preposition, then choose any five items and make sentences.

1. large quantities merchandise
2. comparison other retail businesses
3. to distinguish one term another
4. to share costs tour packagers or transportation companies
5. to operate a chain basis
6. to open offices an entire region
7. the other hand
8. a great deal contact the public

1. _____
2. _____
3. _____
4. _____

5. _____

Exercise 22. Find the synonyms in the text to the following words:

- regular clientele _____
- chance customers _____
- a display of colourful brochures _____
- to offer bonuses to travel agents _____
- ordinary price difference _____
- to often make a difference in the total fare _____
- the whole region _____

Exercise 23. Find the opposites in the text to the following words:

- retail _____
- to forbide the access to the information stored in the computer

- the final cost _____
- very simple airline fares _____
- to purchase services not goods _____
- the sale of services depends on annoying the customer

Exercise 24. Find the equivalents to the following Ukrainian word combinations.

- люди з досвідом роботи у туристичній сфері

- на відміну від інших підприємств, що торгують в роздріб

- фактор, який сприяє успіху тур агенції

- і тому подібне

- відрізняти один термін від іншого

- висвітлювати принади відпочинку

- орендований автомобіль

- будь-що інше

- складна плата за авіа перельоти
- _____
- звичайна різниця у ціні
- _____
- сегменти (відрізки) подорожі
- _____
- розроблення маршруту певної поїздки
- _____
- спричинити (викликати) додаткові зміни у майбутньому
- _____
- діяти по системі мереж з декількома філіалами
- _____
- по всьому району
- _____
- з іншого боку
- _____
- навички використання іноземних мов
- _____
- потрібно відзначити, що
- _____
- вдвічі правдиво
- _____
- пропонувати клієнтам кращу покупку
- _____
- урегулювання справ з візами та медичним страхуванням
- _____
- МИТНИЦЯ
- _____
- особиста безпека
- _____
- відсотки від продаж
- _____

Exercise 25. Answer the questions to the text.

1. How does retail travel business differ from other kinds of businesses?
2. What factors are important for the success of a travel agency?
3. What kind of services does a travel agency offer?
4. In what way is a travel agent different from a tour operator?
5. What kind of promotion do travel agents offer?

6. What makes travel agencies very attractive to customers?
7. How are the relations between travel agents and airlines built up?
8. Why are airline fares so complicated?
9. In what way have computers changed travel agency business?
10. What other recent trends does the text mention?
11. How does travel business differ in the market areas and in the tourist destinations?
12. What does any retail business involve?
13. What do customers expect from travel agents?
14. What is one of the primary necessities for recreation travelers?
15. What rewards do travel agents get for their job?

Exercise 26. Sum up what you've learned about:

- important factors for success in travel business;
- the difference between travel agents and tour operators;
- advertising policy of travel agencies;
- the relations between travel agents and airline companies;
- the recent trends in travel agency business;
- the emphasis on selling travel services in the market areas and in the tourist destinations;
- the ways to make travel agency business successful;
- the rewards for travel agents.

Exercise 27. A. customers often book their holidays over the telephone. Travel agents should be able to hold the conversation and to fill out the booking form. Look at the booking form for holidays in Ukraine and say whether these statements are true or false.

JOIN UP

PLEASE USE BLOCK CAPITALS

BOOKING REFERENCE UKR 352.JP
 TOUR NUMBER _____
 DEPARTURE DATE _____
 DEPARTURE AIRPORT _____
 TOTAL HOLIDAY PRICE _____

Mr / Mrs / Ms / Miss	First name	Surname	Address	Tel. No.	Nationality

INSURANCE			PAYMENT		
Insurance is compulsory on our holidays. We assume you require our Insurance UNLESS you have made alternative arrangements for greater or comparable cover.			Deposit of £100 per fare-paying passenger or full payment when travel is within 8 weeks. Insurance premium per person £ _____ visa per person £ _____ deposit per person £ _____ If payment is made by credit card, the credit card charge form must be completed.		
			TOTAL		
VISA SERVICE					
A visa is compulsory. The visa charge will automatically be added to the invoice. Please fill in the standard application form.			I warrant that I am authorized to make this booking. I have read and agree to abide by the booking conditions and other information set out in the brochure relevant to my holiday. SIGNATURE:		

1. The customer has to purchase a Join Up travel insurance policy.
2. Clients don't need a visa.
3. If you make a reservation for four people ten weeks before departure, you have to make a deposit of £400.
4. Deposits cannot be made by credit card.
5. Full payment is due two months before departure.

B. Now read about Mr Maughan who is making a holiday booking over the telephone. Note the details of the travelers, their trip and payments. After you have read, calculate the sum of money the caller will write on the cheque.

(TA=Travel agent; N=Natasha; Mr=Mr Maughan)

TA: - Good morning, Join Up Travel Agent, can I help you?

Mr: - Hello, er yes, can I speak to Natasha, please?

TA: - Er, yes, who's calling?

Mr: - I spoke to her last week about a holiday in the Ukraine and I'd like to make a booking.

TA: - OK, could you hold on please? I'll put you through to her desk.

Mr: - Thank you....

N: - Hello.

Mr: - Is that Natasha?

N: - Speaking.

Mr: - Um, I visited your agency last week and we talked about the tours you organize in the Ukraine. You said I should get in touch with you if I'd made up my mind.

N: - Oh yes, I remember. Have you decided where you'd like to go?

Mr: - Yes, I'd like to make a booking if that's OK.

N: - Fine. I'll just get a booking form. hold the line.... Right. Could you tell me which tour you've decided on?

Mr: - The one-sorry, I haven't got the reference with me – the ten-day one to Kyiv via Odessa. We fly from Gatwick.

N: - OK, I look up the reference number later. Can you tell me what date you want to leave on?

Mr: - The thirteenth of July.

N: - Fine. So would you mind giving me your name, please?

Mr: - It's for me and my wife – Mr and Mrs Maughan.

N: - How is that spelt?

Mr: - M-A-U-G-H-A-N.

N: - And please could I have your first names?

Mr: - Linda and Kevin.

N: - Is that Linda with an I or a Y?

Mr: - And it's L-I-N-D-A.

N: - Thank you, and I'll need your home address.

Mr: - Certainly. That's 41, Swynford Hill, Temple Fortune, London NW11 7PN.

N: - 41, I'm sorry, could you please spell Swynford for me?

Mr: - Of course, S-W-Y-N-F-O-R-D. Then Hill, Temple Fortune. London NW11 7PN.

N: - And the telephone number?

Mr: - 0181 392 4535.

N: - And do you have a number at work?

Mr: - Yes, 0171 274 0083, extension 32.

N: - Thanks. And are you both British?

Mr: - I am, my wife has an Irish passport.

N: - Right, now do you mind if I just check the details? It's Mr Kevin Maughan spelt M-A-U-G-H-A-N and Mrs Linda Maughan of 41 Swynford Hill, Temple Fortune, London NW11 7BN.

Mr: - Sorry, could you repeat that?

N: - Mr Kevin M...

Mr: - No, the last bit of the postcode. Did you say P or B?

N: - B. B for Bravo.

- Mr:** - No, it's P for...for er...Peter.
- N:** - Sorry, thanks. So it's London NW11 7PN. Telephone number 0181 392 4535 and at work 0171 274 0083, extension 32. Departure date 13th July. Now, there's the insurance which is...er...is compulsory on this kind of tour. Would you like to make your own arrangements or would you rather take out the standard insurance policy?
- Mr:** - Oh...I guess the standard one. It saves a lot of trouble.
- N:** - Yes. OK well the insurance premium is – wait a minute I'll look in the brochure...um (*reads to herself*). It's for ten days, isn't it? "Up to eight days, £19. Nine to twelve days £22 per person". Right, so that's £22 per person. And...um...you'll need a visa as well.
- Mr:** - OK, um...do you know how much that costs?
- N:** - Yes, that will be an additional £17 per person. Shall I look after that or would you prefer to get it yourself?
- Mr:** - No, no, you do it! I haven't got time!
- N:** - Right, so I'll need you to fill in an application form and I'll also need three passport size photos and a copy of the inside cover of your passport, so if you bring those in the next time you drop in I'll send everything off with the confirmation.
- Mr:** - OK.
- N:** - And I'll also need your deposit which is £100 a head.
- Mr:** - Right, well I'll drop by at the beginning of next week and make you out a cheque than.
- N:** - Good, thank you for calling. Goodbye.

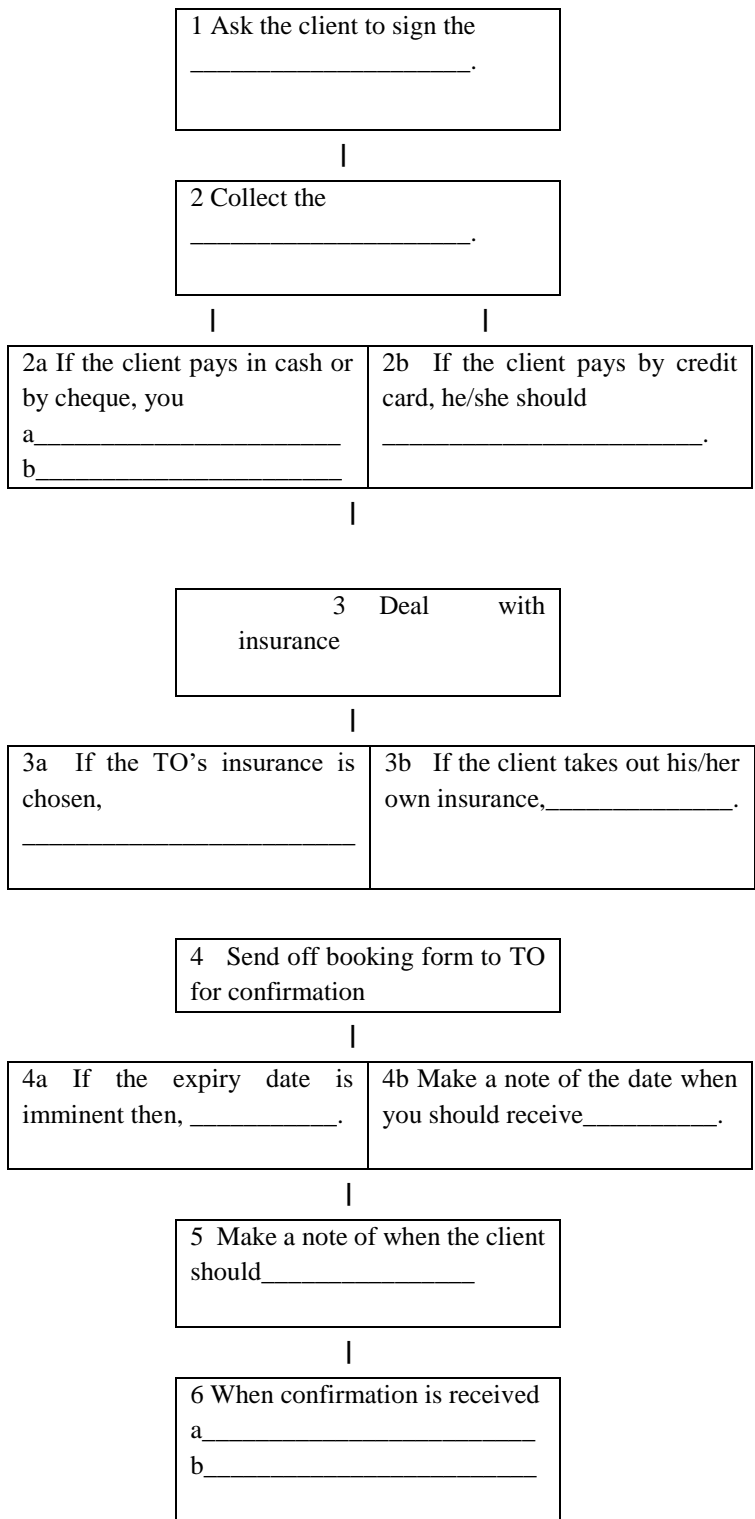
WRITING

Exercise 28. Read the extract from a travel agency training manual. Then copy and complete the flow chart.

HOLIDAY BOOKING PROCEDURE

Once the client has signed the booking form, you must collect the appropriate deposit payment. If the client pays in cash or by cheque, you should issue a receipt according to office procedure and then forward this payment to the tour operator concerned.

However, if the client pays with a credit card, you should make sure he or she has completed and signed the credit card section on the booking form. You may find also that from time to time the operator may want the client to sign a Standard Sales Voucher instead.



Of course, it is important for the client to take out insurance. If the tour operator's insurance is chosen, make sure the booking form is correctly completed and then add the premium to the deposit.

Should the client decide on an alternative insurance at all (not to be advised), make sure this is properly noted on the booking form. Remember that if you sell our own group's travel insurance, you can earn up to 45 per cent commission.

Once the booking form has been signed, it should be sent to the tour operator immediately. If the option expiry date is coming up soon, it is best to telephone and make arrangements to extend the option so as to avoid any risk of the booking arriving too late. When the tour operator receives the booking form, all the details such as flight reservations or hotel rooms will be confirmed.

It is a good idea to note the date by which you should get the confirmation or the invoice back – usually two to three weeks after the booking. It is also a good idea to make a note of the date by which the client must make full payment (usually about six to ten weeks before departure). When confirmation is received you should check the details to make sure they are the same as those in your file and on the photocopy of the booking form. Finally, the confirmation should be sent to your client, highlighting the latest date for payment.

(adapted from American Express Training Manual).

Exercise 29. This is another extract that also comes from the travel agency training manual and completes the description of the holiday booking procedure. Fill in the gaps with the given words:

*settle, option, come, due, issue, file, expiry, liability,
departure, confirm*

PAYMENT OF BALANCE

ABOUT EIGHT WEEKS before the client is due to travel, full payment for the holiday must be collected. Make sure YOU check each booking form to see exactly when payment is (a) and make a note on your (b) If the client cancels after the (c) date for final payment, hefty cancellation charges apply. You must safeguard yourself against (d) for these charges by ensuring you are holding full payment before the date that cancellation charges (e) into force.

As far as tour operators are concerned, late bookings are bookings made after the date when full payment was expected. So usually a late booking is one made less than eight weeks before (f)

Since cancellation charges would apply immediately in this case, it is essential that you should collect full payment at the time of booking. If the client is unable to pay at once, take out a(n) (g) on the holiday and (h) it when they return to pay by an agreed date, at which time the client must (i) in full.

When payment has been finalized you are then ready to (j) the travel documents.

Exercise 30. Write a checklist of points(at least 10) for newly-trained staff to remember when making a booking.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Exercise 31. Translate the following sentences from Ukrainian into English.

1. Тур агенції є невід'ємною частиною туристичного бізнесу.
2. Це є ті «роздрібні точки», де клієнти можуть отримати всі види туристичних послуг в одному місці.
3. Ця зручність і визначає популярність цього виду бізнесу.
4. Для успішної роботи тур агенції важливими є такі фактори, як її місце розташування, наявність постійної клієнтури і правильні методи рекламної компанії.
5. Ще одним важливим ланцюгом в роботі тур агенцій є їх взаємодія з транспортними компаніями, особливо авіалініями.
6. За останні роки в роботі тур агенцій мали місце значні зміни, які викликані використанням комп'ютерів у цьому бізнесі.
7. Але люди все ж таки віддають перевагу тому, щоб обговорити проблеми свого відпочинку з досвідченим тур агентом.

SPEAKING SKILLS

Exercise 32. Taking a booking. A customer is ringing a travel agent to book a flight. Number the dialogue in the correct order. Then act it out with your partner.

J. – Jane A. - Alan

- **J.** That's right. How can I help you, sir?
- **J.** Good morning. This is Star Travel. Jane speaking.
- **J.** Goodbye.
- **J.** Certainly. I'll just give you the booking reference number. It's LF 2254G.
- **J.** It leaves at 6.30 and arrives at 8.00. Would that suit you?

- **J.** I'm not sure. I'll check availability for you. Do you have a preference for any particular airline?
- **J.** Do you want to confirm it?
- **J.** OK. Now, let me see.....there's availability on the 18th on an early morning flight with Lufthansa.
- **A.** Yes, that would be fine.
- **A.** I'd prefer British Airways or Lufthansa.
- **A.** Yes, please, and could you charge it to our account?
- **A.** How early?
- **A.** Hello, this is Alan March from GKC. We have an account with you.
- **A.** I'd like to book a flight to Munich on the 18th of November. Do you think there will be any seats left?
- **A.** Lf 2254 G. OK, thanks very much. Goodbye.

Exercise 33. Complete the dialogue without any prompts and then act it out with your partner.

- Paulette:** Good morning, can I help you?
- Alexander:** Ah, yes please. My girlfriend and I would like to go on a safari.
- Paulette:** (a) where you'd like to go?
- Alexander:** Well, we'd heard that the game parks in Kenya were particularly impressive.
- Paulette:** Yes, of course. Several companies run packages to Kenya. (b) to go?
- Alexander:** We heard that September was a good time to go. That's right, (c)?
- Paulette:** Yes, but the temperature is pretty constant throughout the year. (d) accommodation in mind?
- Alexander:** We would rather go on a camping safari than stay in hotels.
- Paulette:** Let me show you this one in the brochure. As you can see, you travel around in covered land rovers. The holidays are for seven or fourteen nights. Which (e)?
- Alexander:** It's all a question of price really.

Exercise 34. Making a Holiday Booking by Telephone.

- A. Work with a partner. Before you begin, list the sort of information you will need in order to fill in a holiday booking form. Study the additional information which may help you in acting out the dialogue.**

Student 1 makes a booking.

You want to go on holiday to Cefalu in Sicily. Ring up to make a booking and check the details.

- Cefalu, Sicily Dates?
- Things to see and do?
- Accommodation?
- Insurance?
- Cost?

Information for Student 1.

Student 2 takes a booking.

You will receive a phone call from a client interested in a tour of Cefalu in Sicily. Reply to his/her enquiries and take down their details. Charge the full amount of the holiday to his/her credit card.

<u>Credit Card</u>	Portuguese/English Translations
4773 0978	
6337 2451	
Expiry Date: 03/2005	29 Fitzroy Square London WC 5CD Tel: 0171 923 5000
M. FIGUEREIDO	

Information for Student 2.

Departures: June, July 14

Cefalu: situated on the northern coast, 1 hr from Palermo. Picturesque Arab-Norman town dating from 5th century BC.

A Norman cathedral in the town square contains some of the finest mosaics in Italy. The town sits under the rock of Cefalu on which the Temple of Diana was built.

All Sicily's classical and medieval sites are within driving distance. There is also a sandy beach near the town centre.

Programme: included in the price are scheduled Alitalia flights from London LHR, transfers and accommodation at the ***Kalura Hotel (half board). The hotel is situated in a quiet bay 20 mins from the centre. All rooms are decorated in Mediterranean style and have private bathrooms. Typical Sicilian cuisine. Activities include creative writing, painting, photography, a Sicilian folk night, trips to Palermo and Agrigento and a country lunch including wine and a picnic with a walk up Cefalu Rock.

Price: £ 579 for 1 week. £180 for a second week. Insurance £19.

B. Play out a new situation. Change your roles, now Student 1 takes the booking and Student 2 makes it.

Student 1.

You will receive a phone call from a client interested in tour called “Venice and the Verona Opera”. Reply to his/her enquiries and take down the details. Charge the full amount of the holiday to his/her credit card.

Student 2.

You want to go on a holiday called “Venice and the Verona Opera” in June or July. You have two weeks’ holiday. Ring up to make a booking and check the details.

- Venice & the Verona Opera Dates?
- Things to see and do?
- Accommodation?
- Cost?
- Insurance?

Information for Student 1.

Venice and the Verona Opera

Departures:

15 July 25 August: 7 days

Programme:

Performances of La Boheme, Norma, Nabucco, Aido and Otello to choose from (tickets for two performances in the second sector of the Arena in Verona).

Plus a full tour of Venice and the Venetian villas of the Brenta river and a stay in Venice.

Price: from £795. Insurance £18.

Includes flight from LGW, three nights’ HB accommodation in Verona at the Hotel Borghetti in en-suite rooms. Three nights’ bed and breakfast in Venice at the Grand Hotel Principe on the Grand Canal. Waterbuses to St. Mark’s Square depart from the main station just a few metres away. All transfers between the hotels and the airports, plus the services of local hosts and guides.

Information for Student 2.

J. WILKES c o m p u t e r c o n s u l t a n t 2 Kingston Avenue Manchester M20 8SB Tel: 0161 434 3591
--

Credit Card

6289 0150 6885 8372

Expiry date: J. WILKES
06 / 2006

TALKING POINTS

Exercise 35. Think these questions over and speak on the travel agency business and people employed in it.

1. Why is travel agency business attractive to very many people?
2. Are there many people in this business? Why? Or why not?
3. What qualities are needed for those who want to work as a travel agent?
4. Is travel agent business in Ukraine similar to that in other countries? Give examples.
5. Is this business well developed in Ukraine?
6. Does it have good prospects for further development? Give your reasons.
7. Would you like to be a travel agent? Why (not)?

Exercise 36. You are a manager of a big travel agency and one of your duties is to hold training sessions for employees. The theme of today's session is how to take a holiday booking. Use your written checklist of points and speak on what and how it should be done.

UNIT 2

TOUR OPERATORS

LEAD-IN

- What sort of holidays did your grandparents go on?
- What changes have taken place in the travel industry in recent years?

READING

Text 1

Exercise 1. Look through the active vocabulary before reading the text and try to memorize it.

Active Vocabulary

to investigate the new markets	досліджувати, вивчати нові ринки
principal	керівник, (<i>тут</i>) партнер
flight manifest	список пасажирів на літак
bulk purchase	оптова покупка
deals	велика кількість
to accept booking	приймати замовлення
to send invoices to customers	надсилати клієнтам рахунок

TRAVEL AGENTS AND TOUR OPERATORS

There are a lot of differences between travel agents and tour operators, but basically, a tour operator buys the separate elements of transport, accommodation, and other tourist services, and combines them into a package. A travel agent sells this product and other services to the public, and provides a convenient location, such as a shop or an office, for the purchase of travel.

A tour operator decides what tours and holidays to organize – it may be inclusive tours or independent holidays. He investigates new markets to find out what people actually want. Then, he puts together a tour, he has to negotiate with the various airline companies and hotels and other principals in order to get good bulk purchase deals. He'll probably charter an aircraft and later on he'll need to recruit and train the staff to be resort representatives, guides, and so on. When he has sorted everything out and signed contracts with the principals, he concentrates more on promotion – designing and printing a brochure, and planning and advertising campaign. Then the tour operator begins dealing more directly with the travel agent in accepting bookings. He has to continue to work with the principals – sending room lists, flight manifests, etc.

So a tour operator doesn't usually have many direct contacts with the customer. The travel agent is in direct contact with the client, advising on resorts, carriers, and travel facilities in general, helping to plan itineraries for customers, etc.

Then, when he is actually selling holidays, inclusive tours, air tickets, and so on, he'll be involved in recording and confirming reservations, sending invoices to customers, and issuing tickets and vouchers. He is also involved in arranging car hire or selling insurance, ordering stocks of brochures form rack display, and plenty of other things.

Exercise 2. According to the text choose the correct item.

1. There are a lot of differences between travel agents and tour operators, but basically the latter....
 - A. sells separate elements and services.
 - B. purchases elements of tourist services and combines them into a package.
 - C. buys separate elements of transport and accommodation.
 - D. combines separate elements into a package.
2. Whom does a travel agent sell tourist product to?
 - A. to the principals.
 - B. to the relatives.
 - C. to the travel operator.
 - D. to the public.
3. What does the tour operator have to negotiate with airline companies, hotels and other principals for?
 - A. In order to have a good bargain.
 - B. In order to get discounts.
 - C. To recruit and train the staff.
 - D. To obtain good bulk purchase deals.
4. After signing contracts with principals, the tour operator...
 - A. deals with the travel agent.
 - B. gets down to promotion.
 - C. Sends room lists.
 - D. Recruit the staff.
5. What ancillary services is the tour operator involved in?
 - A. in sending invoices to customers.
 - B. in issuing tickets and vouchers.
 - C. in arranging car hire.
 - D. in recording confirming reservations.

Exercise 3. A. Look at the different functions in the left-hand column and match the underlined words with the definitions in the right-hand column.

Functions	Definitions
a) sell air tickets and other tickets b) design a <u>brochure</u> c) give advice on resorts, <u>carriers</u> , and travel facilities d) order stocks of brochures for <u>rack display</u> e) negotiate with <u>principals</u> for <u>bulk purchase</u> of airline seats, hotel rooms, etc. f) record and confirm reservations, send invoices to customers g) issue tickets and <u>vouchers</u> h) <u>charter</u> aircraft i) send <u>flight manifest</u> to airline j) send <u>rooming list</u> to hotels k) provide <u>travel insurance</u> l) sign <u>contracts</u> with hotels, airlines, etc. m) plan <u>itineraries</u> for customers n) arrange <u>corporate</u> travel o) investigate and research new markets p) advertising and promotion strategy plan q) <u>recruit</u> and train, e.g. resort representatives and guides r) arrange car hire s) organize <u>inclusive tours</u> t) sell inclusive tours	1) hire for a special purpose 2) agreement to pay money as compensation for loss or accident 3) person or company, such as a hotel or an airline, which is represented by an agent 4) take someone on as an employee 5) equipment (in a shop) to hold things such as brochures 6) legal agreements between two companies 7) paper or ticket which is given instead of money 8) buying large amounts of goods or services in order to get a lower price 9) tour including travel, accommodation, and meals (like a package) 10) relating to a business or company 11) planned method of work 12) company which transports passengers (such as an airline) 13) list of passengers on a ship or plane 14) list of guests in a hotel, with their room number 15) lists of places to be visited on a journey 16) publicity booklet giving details of holidays, etc.

B. Decide which function is performed by a travel agent and which is performed by a tour operator.

Exercise 4. Tour operators, airlines and national tourist boards often run “educationals” (also called “familiarization trips” (FAM trips) for people in the travel trade who are in a position to promote a particular destination.

A. Read about George Webber, who works for a large tour operator, talking about “familiarization trips”. Make notes from the text to answer the questions.

1. What is a familiarization trip?

2. How is it different today from the past?

3. Which travel agencies get invited on most of George's fam trips?

4. Which other agencies might get invited on 'new-product' trips?

5. Who pays for fam trips?

6. When will George be sending people on them?

(I=Interviewer; G=George)

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

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

I: - But not anymore?

G: - Well, I think those days have long gone. In the current economic climate, everyone is looking for value for money. No one's got money to throw around. Organizations invest in fam trips in the hope of securing extra business. In the past, we simply saw familiarization trips as a kind of reward. These days, that's still important but we emphasize much more the learning or the 'educational' side. Of course, we want people to have fun, but we need to see a return for our money. We want to make sure they go away with a good knowledge of our resorts and hotels. Any agency employee who comes on one of our fam trips is given a questionnaire to fill in while they are staying in the hotel, and we always ask for a report to be written afterwards. In that sense they're educational.

I: - You said earlier that fam trips were an opportunity for people to meet each other, but isn't it true that it's always the same kind of company that gets invited on fam trips - by that I mean the big ones?

G: - Well, yes and no. Clearly we cannot send every employee in every agency on a familiarization trip. The important thing is to reward customer loyalty.

So then we'll ask a good agency to send along a member of staff who has probably never stayed in one of our hotels before to come and see exactly what our hotels have to offer. Naturally, popular agencies sell more of our holidays, so more of their employees will go on our fam trips.

I: - Right. So it's a question of how popular a travel agency is?

G: - Yes, but then there are the new-product educational trips. They may be quite different. Maybe our new hotels will appeal to travel agents that we don't do much, or even any, business with. When we have new hotels we wish to promote, we have to calculate which agencies to approach. Then we do deals with smaller agencies. All businesses need to evolve, so we can't just use the same hotels or the same travel agencies year after year.

I: - So who pays for fam trips?

G: - Well, as I said: tour operators, transportation companies, such as airlines, but also coach companies and ferry operators and the hotels themselves. We actually charge the agencies something for sending people along. That way agencies themselves become more concerned about getting value for money. We don't charge much, mind, or we wouldn't get anyone who was interested.

I: - Right. Will you be sending people out soon?

G: - Not right now, but we'll be sending people out in May, nearer the high season. Then by June we'll have arranged some more trips for the end of the summer, when we're not so busy. We also try to make sure that we send people who are in more or less the same positions in their firms. We don't usually have junior staff and senior management together, for example. They might feel a bit uncomfortable.

I: - Right. Well, thanks very much.

VOCABULARY PRACTICE

Exercise 5. Package Holidays.

Tour operators buy separate elements of tourist services and combine them into a package. Such package holidays are sold to travel agents or sometimes directly to the public.

Complete the diagram with these words and phrases.

cruise hotel visa charter flight adventure guesthouse
scheduled flight transfer foreign exchange equipment hire mini-break
insurance lodge honeymoon lift pass villa winter sports
luxury coach inn all-inclusive

lunch, before going on to Hamburg, where we ¹²_____ the *MS Hamburg* for the 16.30 sailing back to Harwich.'

Exercise 7. Tourism employees who have been on a FAM tour are asked to write a report afterwards. It is the so-called educational report. It is written for members of the travel agencies staff.

A. Read the text about educational reports and fill in the necessary words from the box.

<i>customer, return, trip, polite, educational, brochure, destination, questions, familiar, complete, feedback</i>
--

An report is designed to help you become more with a new country, destination or resort. This forms an important part of our service. The aim is that the report will help you in the future when recommending this to your customers. Obviously, we cannot all visit every destination in the world, so on your, you should share this new information with your colleagues.

There are three stages to the educational trip. Before you go you should the questionnaire using the Tour Operator's During your stay you should complete the Educational Booklet, which contains about the resort itself, travel arrangements and the hotel. After the trip, you should discuss your with your manager and how you are going to train other members of staff during the session.

Once you have returned from your educational trip it is only to write and thank your hosts.

B. Read the text again and answer these questions.

1. What are the aims of the educational report?
2. What do you have to do before you leave?
3. What should you do while you are away?
4. What does an educational report include?
5. What should you do when you get back?

Exercise 8. 'Organizations invest in fam trips *in the hope of* securing extra business.'

in the hope of is a common prepositional phrase (preposition **in** + noun **the hope** + preposition **of**).

Put each prepositional phrase from the following list in its correct space in the sentences which follow.

- a. in the process of
- b. on behalf of
- c. under the guidance of
- d. in addition to
- e. in terms of
- f. in the event of

- g. with a view to
- h. in accordance with
- i. in response to
- j. in view of
- k. with the reference to
- l. in payment for

1. _____ our telephone conversation, I am writing to confirm our order.
2. _____ the hotel, I would like to wish you a Happy New Year. (The Manager.)
3. All our sports activities are organized _____ a fully qualified instructor.
4. _____ rain, the party will be held in the conservatory.
5. _____ your instructions, we have rearranged the meeting for later in the schedule.
6. _____ language skills, a resort representative must have good interpersonal skills.
7. The company has recently purchased some adjoining land _____ expanding its leisure facilities in the future.
8. _____ you recent enquiry, I am pleased to inform you....
9. _____ the current economic situation, we can expect fewer visitors this year.
10. The hotel has had some bad reviews but _____ sales, it has been very popular.
11. We are _____ negotiating a new contract with our tour operator.
12. I enclose a cheque _____ our accommodation.

Exercise 9. Package holidays

A. Which word is the odd one out?

- | | | | |
|----------------|----------------|------------------|-------------------|
| 1. charter | scheduled | long-haul | upgrade |
| 2. guesthouse | chalet | motor home | lodge |
| 3. full board | surcharge | half board | bed and breakfast |
| 4. airline | coach operator | ferry company | travel agency |
| 5. backpacking | wedding | trekking | guiding |
| 6. villa | visa | foreign exchange | insurance |
| 7. safari | currency | honeymoon | weekend break |
| 8. single | return | round trip | all-inclusive |

B. Which category do the remaining words in each group belong to?

types of holiday, ancillary services, transportation, accommodation

LANGUAGE DEVELOPMENT

Text 2

Exercise 10. A. Look through the active vocabulary before reading the text and try to memorize it. Then read the text below, find and underline these word combinations in the text.

Active Vocabulary

a wholesaler	продавець оптом
on one's own	самостійно, незалежно
to gain acceptance	отримати схвалення
in part	частково
to expand	розширюватись, зростати
stranded	викинутий на берег без засобів, у важкому становищі
spouse	чоловік/дружина
to distinguish between smth	розрізняти між чимось
frills	оборки, рюші
without frills	(тут) без прикрас, звичайний
tours with no frills variety	прості тури без надмірностей
principal attraction	головна атракція
fatigue	втома
to secure	охороняти, гарантувати, забезпечувати, страхувати, діставати, отримувати
inducement	мотив, стимул, приманка

B. Read the text. Choose the most suitable headings from the list (A-L) for each part (1-10) of the text. There is one extra heading which you don't need to use. There is an example at the beginning (0).

- | | |
|---|--|
| A. Thomas Cook Tour Operator | B. Reason of Tour Operator |
| C. Advantages of Independent Traveller | D. Expansion |
| E. Holiday Package | F. Packaged Tour |
| G. Tour Operators and their Product | H. Other Tour Operator Products |

- I. Result of Tour Operator Expansion
- J. Tour Guide
- K. Guided Tour
- L. Advantages of Packaged Tour
- M. Disadvantages of Independent Traveller

0. D. Tour Operators and Their Product

Tour operators can be considered the wholesalers of the industry. Their product, which is a service, is the packaged tour.

1.

Packaged tours offer transportation, hotel accommodations and transfer to and from the airport. The tourist pays a lower price for this package than -if he were trying to make all the arrangements on his own.

In addition to the basic features, the tour package may also offer meals, entertainment, sightseeing, a rental car and many other extras.

2.

The first tour in the modern sense was put together by Thomas Cook in 1841. Cook was soon offering tours all over the world, and the idea gained acceptance very quickly not only in England but also in other European countries and in the United States.

The firm of Thomas Cook and Sons has remained a major force in the travel industry, despite the number of changes in ownership. The great increase in tourism that took place in the 1960s, especially in Europe, was in part the result of the emergence of a number of firms whose chief business was packaging and operating tours.

3.

The typical package that the European tour operators put together consisted of the least expensive two-week holiday tour. It was primarily intended for northern Europeans who wanted a Mediterranean vacation. As the competition among the operators brought prices down, many people who had never travelled before were encouraged to try a trip abroad. Both tourism in general and the tour operating companies themselves expanded very quickly.

4.

The rapid expansion, however, has also resulted in many changes in management and methods of operation for the firms in the business. A sounder financial base became necessary, since tour groups were sometimes left stranded because tour operators did not have sufficient cash to pay the price of the aircraft charter.

5.

Tours are also arranged for employees and their spouses by corporations. The corporations typically offer these vacation trips as a reward for superior sales effort or as an incentive to improve performance. This type of tour is not open to the general public, but it is welcomed by the airlines and by hotel operators in the established resorts that frequently attract business of this kind.

6.

It is possible to distinguish between two general types of tours. One is the holiday package that has a resort hotel as its destination. While local sightseeing or entertainment may be included in the package, the tours are generally of the "no frills" variety — in other words, without expensive extras. The major attractions usually include sun, sea and activities such as golf or tennis that are offered by the resort itself. Local colour is not important — many holiday-makers are hardly aware of what country their hotel is in.

7.

The second is the guided tour that features sightseeing or some other special attraction. These tours are accompanied by a guide who is in charge of travel arrangement and activities. The activity offered by the tour is its principal attraction. The tour may combine travel with education. Most of these tours include several different destinations and a good deal of local travel within one region. Thus, they require careful arrangement and coordination of accommodations, local transportation, luggage handling, and all the other details that accompany any kind of travel.

8.

The person who leads such tours is the tour guide. He is multilingual, he relates well to other people, and he deals with the variety of problems that arise not only in making travel arrangements, but also in carrying them out.

He deals with the problems of lost luggage and unsatisfactory hotel accommodations, with rainy days and fatigue, with sudden illness, and with interpersonal problems that arise among the members of the group.

9.

There are many advantages in the packaged tours, the most obvious being the price. When airplane tickets and hotel rooms are reserved in blocks by the tour operators, considerable savings are passed on to the customers. Many people would never travel at all without the price inducements offered by packaged tours.

A second advantage is the opportunity for tourist to make all his travel arrangements in one place at one time.

10.

The independent traveller — one who does not travel as a member of a group — often has to go to considerable trouble to put the different pieces of his trip together. Airline seats may not be available when he wants them, or he may not be able to secure the hotel accommodations that he wants.

Even when a travel agent makes the arrangements, these difficulties still exist. The tour offers convenience as one of its inducements. A third advantage can be summed up in the term “accessibility”. Tours make it possible for people to visit many remote areas that would otherwise be too difficult for them to try to see on their own. Tour operators have made countless places throughout the world accessible to the general public.

Exercise 11. Fill in the correct word from the list below. Use the words only once:

prices, arrangement, interpersonal, industry, local, blocks, modern, sufficient

1. the wholesalers of the
2. the first tour in the sense was put together
3. to bring down
4. to have cash to pay the price of the aircraft charter
5. to be in charge of travel and activities
6. a good deal of travel within one region
7. to deal with problems that arise among the members of the group
8. to reserve airplane tickets and hotel rooms in

Exercise 12. Fill in the correct preposition, then choose any five items and make sentences.

1. transfer and the airport

2. addition the basic features
3. the result the emergence a number firms
4. consist the least expensive tour
5. the competition the tour operators
6. to result many changes
7. to distinguish two general types ... tours
8. to see many remote areas ... their own

1. _____
2. _____
3. _____
4. _____
5. _____

Exercise 13. Find the synonyms in the text to the following words:

- the main features _____
- in spite of the number of changes _____
- wife/husband _____
- to treat other people well _____
- to fulfil travel arrangements _____
- to hardly know about what country the hotel is _____

Exercise 14. Find the opposites in the text to the following words:

- the great decrease in tourism _____
- a few places throughout the world accessible to the general public _____
- the slow expansion _____
- a penalty for superior sales effort _____
- the disadvantage of a packaged tour _____
- small savings are passed on to the customers _____

Exercise 15. Find the equivalents to the following Ukrainian word combinations.

- оптові продавці туристичної індустрії

- платити меншу ціну за тур пакет

- на додаток до основних рис тур пакету

- ідея отримала схвалення

- виникнення цілого ряду фірм
- _____
- двотижневий тур для відпочинку
- _____
- конкуренція між тур операторами
- _____
- мати достатньо готівки, щоб оплатити чартерний рейс
- _____
- заохочення, щоб покращити роботу своїх працівників
- _____
- визначені курорти, які часто приваблюють бізнес клієнтів
- _____
- розрізняти два головних види турів
- _____
- бути включеним у пакет
- _____
- освітлювати (рекламувати) огляд визначних місць чи інші особливі атракції
- _____
- основна (головна) атракція
- _____
- людина, яка говорить багатьма мовами
- _____
- мати справу з різними проблемами членів групи
- _____
- найбільш очевидна перевага
- _____
- уладнати всі домовленості щодо подорожі в одному місці за один раз
- _____
- незалежний мандрівник
- _____
- пропонувати зручність як один зі своїх стимулів
- _____

Exercise 16. Answer the questions to the text.

1. Why are tour operators considered wholesalers of the tourist industry?
2. What do packaged tours offer?
3. When was the first packaged tour put together?

4. How did the emergence of a great number of tourist firms influence tourism in general?
5. What was the result of the competition among the tour operators?
6. What did the rapid expansion of tourism lead to?
7. What types of tours does the text mention?
8. What is the difference between a holiday package and a guided tour?
9. What qualities does a tour guide need? Why?
10. What are the advantages of packaged tour?

Exercise 17. Write the questions to the following answers.

1. _____

The product of tour operators is the packaged tour.

2. _____

The tourist pays a lower price for the packaged tour.

3. _____

In addition to the basic features the tour package may also offer meals, entertainment, sightseeing, a rental car and many other extras.

4. _____

The idea of packaged tours offered by Thomas Cook gained acceptance very quickly not only in England but also in other European countries and in the US.

5. _____

The typical package of the European tour operators consisted of the least expensive two-week holiday tour.

6. _____

Many people who had never traveled before were encouraged to try a trip abroad because the competition among tour operators brought prices down.

7. _____

No, they don't. The corporations typically offer vacation trips as a reward for superior sales effort not only for their employees but also for their spouses.

8. _____

There are two general types of tours: the holiday package and the guided tour.

Exercise 18. Work with the partner. Agree or disagree with the following statements. Give your grounds. Use the phrases.

For agreement

- *That's right.*
- *I fully agree with you.*
- *Certainly you're right.*
- *Exactly I think so.*
- *I entirely support your opinion.*

For disagreement

- *That's not quite right.*
- *I'm afraid you are mistaken.*
- *I don't think you are right.*
- *Oh, no, quite on the contrary.*
- *It says in the text that....*

1. Packaged tours offer transportation, hotel accommodations and transfer to and from the airport.
2. In addition to the basic features the packaged tour may also include only some extras.
3. The great increase in tourism took place in 1841 when Thomas Cook put together the first tour in the modern sense.
4. As the competition among tour operators brought prices down, many people who had never traveled before were encouraged to try a trip abroad.
5. Three general types of tours are distinguished: the holiday package, guided tour and incentive tour.
6. There are many advantages in the packaged tours, the most obvious being the price.
7. Another advantage is the opportunity for tourist to make all his travel arrangements beforehand.
8. The independent traveler has to go to considerable trouble to put the different prices of his trip together.

Exercise 19. Explain the meaning of the following terms.

tour operator

packaged tour

transfer

independent traveler

wholesaler

tour guide

guided tour

incentive trip

accessibility

rapid expansion

Exercise 20. Diane MacLennan runs UK Hosts, a company which specializes in selecting hotels in London for incentive tours from the USA. An incentive tour is a reward or an encouragement for people who have done good work for their company. The companies she deals with are usually very rich. With a partner read the interview with Diane about her work and complete the sentences using the information from the text.

- a. Diane depends upon her _____ to help her recommend appropriate hotels for her clients.
- b. Diane's clients usually make an _____ of the hotels she has recommended.
- c. It is _____ for her to visit fourteen hotels in one day.
- d. For her groups, the three most important areas in a hotel are the _____, the _____, and the _____.
- e. Hotels keep Diane up-to-date by _____ and by _____.
- f. Trade magazines are useful for information about _____.
- g. To meet the people in the industry she goes to _____.
- h. Diane _____ inspects the hotels she recommends.

(I=Interviewer; D=Diane)

I: - Diane, can you tell me about your work and how you go about selecting a hotel for your clients?

D: - Well, I work exclusively with incentive tours. More precisely, I work as a Ground Handling Agent for incentive tours from the US. As I'm based here in London, I often don't know the clients intimately. So I rely on my incentive agent in the US to inform me of exactly what sort of group they are and what sort of things they like doing, etc. Then I'll make preliminary inspections of various hotels, as part of the job of a ground handler is selecting a hotel. The next thing is to make recommendations to my client on the basis of these inspections. Nine times out of ten, my clients will also want to inspect the hotels themselves, so one or two of my clients will come over on an inspection visit and they'll make the final choice themselves.

I: - Really?

D: - Yes, and we'll see as many hotels in one day as we can. A few days ago, I took some clients to visit seven hotels in one day, which is quite normal, but a few weeks ago, we inspected fourteen hotels all in one day.

I: - Goodness! What, in general, are they looking for?

D: - Obviously, details depend on the group in question. The incentive groups I deal with will generally spend a lot of time socializing. Consequently, the

communal areas such as the bar must be large, attractive, and atmospheric. The reception area will be the first thing they see, so the company will want it to be impressive. Because there's lots of socializing, not just within the group but also with clients based in Europe, there must be sufficient rooms for private functions. And, of course, they've got to be big enough. Generally, that means we deal with luxury hotels. We don't always, because a de luxe hotel won't necessarily suit the requirements of the particular group we're dealing with. But, by and large, the more stars a hotel has, the bigger and better the facilities.

I: - So how do you keep up to date with new facilities, special offers, or even new hotels?

D: - I'm on the mailing list of all the main hotels in the London area so I'm kept updated by mailshot, and I know the people in the sales divisions of most of the hotels we deal with. If they have a special offer coming up, they'll telephone and let me know. To keep myself informed, there's the TTG -that's the Travel Trade Gazette - which is vital reading for anyone in my line of work. If there's any new hotel development, or even new hotels being built, then it will be included in there. I also make a point of going to trade fairs, such as the one in Earls Court in November called the WTM. People from all over the world attend, and I make appointments to meet people in the hotel business.

I: - Have you ever recommended a hotel you haven't inspected?

D: - Never. For example, yesterday I went into London just to see one room in a large city-centre hotel. I was offered forty-four of a particular type of room for a client. This hotel has fourteen different types and I wasn't sure it was the right type. Just to be sure, I went to check, and I'm glad I did. It wasn't! You see, every time I recommend a room, my reputation is on the line. I can't afford to make mistakes.

WRITING

Exercise 21. Fill in the blanks in the following extracts with these abbreviations.

inc. p.m. p.p. p.p.p.n. P.S. R.S.V.P. supp.
VAT

*The Manager of the Wilson Conference Centre requests the pleasure of the company of
Mr. John Smythe
for dinner at the Banqueting Hall,
Wilson Conference Centre at 6.00 ¹ _____ on Sunday 18 July.
² _____ (regrets only) Black tie*

Anyway, I must rush now and catch the post.
 Lots of love,
 Deirdre
 3 _____ Hope the interview went we

'PHANTOM OF THE OPERA'
 Tickets £20.00 each
 4 _____ 5 _____

**TORQUAY
 PALACE
 HOTEL**

Prices from £45 6 _____.
 Prices based on 2 adults sharing.
 Single person 7 _____: £21.00

I look forward to hearing from you.

Yours sincerely,

Janet Edwards

8 _____ Lawrence Rider
 Manager

Exercise 22. The Front Office manager is welcoming a group from Germany. Find the hidden word by writing in the missing words from the dialogue. The first one has been done for you.

¹ L	E	A	D	E	R				
				²					
					³				
					⁴				
⁵									
					⁶				
	⁷								
				⁸					
⁹									
				¹⁰					
				¹¹					
	¹²								

MANAGER: Good afternoon. You must be Mrs Kleist from Sonnenreise.

MRS KLEIST: Yes, that's right. I'm the tour 1_____.

MANAGER: How was your flight?

MRS KLEIST: Not bad, thank you. There was a bit of a 2_____ at Frankfurt Airport, so that's why we're a little late.

MANAGER: _____ Oh dear! Well, you'll be pleased to hear that the rooms are ready for everyone in your 3_____. Shall we fill in the check 4_____ sheet?

MRS KLEIST: Yes. That'd be fine.

MANAGER: _____ I've got the registration 5_____ here, thirty-eight in all. Could you ask your _____ party to fill them in - all we need is 6_____ names and passport numbers.

MRS KLEIST: Right. Now, there's been a slight change. One of the people on the 7_____ missed the flight in Frankfurt - Mr Heine. I think he might be coming later, but I haven't had time to find out yet.

MANAGER: That's OK. We'll keep the room until you find out what's happening.

MRS KLEIST: I've got the 8_____ list here for you. It's got everyone's name on _____ it.

MANAGER: Thanks. I'll leave a note for 9_____ telling them you're one guest short.

MRS KLEIST: And I've got the voucher here too. Here you are.

MANAGER: Thank you very much. Right, that'll be all for the moment. If you'd like to get the registration cards 10_____ in, we'll tell everyone what 11_____ they'll be staying in. By the way, the bar's open if anyone would like a 12_____ while they're waiting.

MRS KLEIST: Thank you.

Exercise 23. Translate the following sentences from Ukrainian into English.

1. Тур-оператори – це фірми, які займаються організацією турів, які включають в себе транспорт, проживання, харчування, програми розваг та відпочинок туристів.
2. Тур-оператори – це оптові продавці туристичного бізнесу, а тур-агенти лише продають послуги, укладені тур-оператором.
3. Розвиток тур-бізнесу призвів до того, що тур-оператори вимушені були удосконалювати методи управління і ведення справ.
4. Тур-оператори мають справу з широким діапазоном потреб відпочиваючих і надають багато окремих послуг.

5. Переваги «пакет-турів» стали очевидними з моменту їх виникнення. Туризм став масовим саме тому, що подібні тури дозволяли туристам зекономити. «Пакет-тури» зробили відпочинок доступним для широкого загалу населення.
6. Дуже зручно замовляти поїздку з усіма зручностями в одному місці і за один раз. Відпочиваючі довіряють тур-фірмам владнати всі домовленості щодо подорожей і відпочинку.
7. Тому тур фірми мають велику відповідальність щодо забезпечення своїм клієнтам здорового, безпечного та приємного відпочинку.

SPEAKING SKILLS

Exercise 24. Preliminary Negotiations. Read the following situations using your own ideas respond to the client.

- 1) You are on the phone with a client whose hotels you use for your tours. He has just suggested meeting next Wednesday, but you would prefer to meet on Friday at 11.00.

Client: What about meeting next week – say Wednesday at 2.30?

You: _____

- 2) Your client asks if there is anything in particular you want to talk about You want to discuss how many rooms you will need for next season. You also want a price reduction, but don't want to go into details now.

Client: Is there anything in particular that you'd like to bring up?

You: _____

- 3) Your client wants to discuss the complaints you had last year. You think this is a good idea, and suggest bringing along some of the letters you have received from dissatisfied customers.

Client: Perhaps we could look at any complaints you had last year and see if there are any problems we can sort out.

You: _____

4) Your client suggests that he may have to raise prices; this is absolutely unacceptable. Say you understand his point, but might consider booking more rooms instead.

Client: Now, as I am sure you know, the changes in the exchange rate mean that there will have to be a modest increase in our charges, or we'll end up losing money.

You: _____

5) Your client asks if there is anything else to discuss; your directors have. Insisted that you talk about the high cancellation charges, which they felt were unreasonable.

Client: Is there anything else that you'd like on the agenda?

You: _____

6) You have decided to bring the phone call to a close. Finish by confirming the time of your meeting.

Client: I'll make sure that the meeting room is free, and I'll bring along the documents I mentioned.

You: _____

Exercise 25. It takes a lot of careful planning, negotiating, administration, and marketing to put together a new tour programme. You are going to put together a summer holidays brochure featuring twenty to thirty hotels in different Mediterranean countries.

Using the tour-planning diary below, decide:

- in what order it will be best to do each stage listed below.
- what exactly will be involved in each stage.
- why it will make sense to do them in that order.

a) estimate the exact selling prices based on exchange rates

b) negotiate with airlines and hotels

c) decide on destinations, hotels and capacity, duration of tours, and

departure dates

d) finalize the reservations system

e) sign contracts with hotels and airlines

- f) send first tours to resorts
- g) distribute promotional material to agencies including brochures
- h) start production of brochure
- i) make an in-depth comparison of potential destinations
- j) send final tour prices to printer
- k) identify a likely selection of countries, resorts, and hotels
- l) start advertising

TOUR – PLANNING DIARY

	J	F	M	A	M	J	J	A	S	O	N	D
YEAR 1						1			2			
YEAR 2	3	4		5		6	7	8	9	10		
YEAR 3	11				12							

Exercise 26. Donald Carter, the Front Office Manager of the Fir Tree Hotel, and a new trainee Assistant Manager, Peter Makeland, are waiting in the Group Check-in Lounge for a group to arrive. In pairs read what they are talking about and complete the group check-in list below:

The Fir Tree Hotel		
C H E C K - I N	Group name <u>Endo Group</u> Tour leader's name and room no. _____ Checked _____ in by _____ _____ Group rooms allocated by _____	Passport list collected _____ Yes/no _____ Voucher collected _____ Yes/no _____ Food & Beverage bleep answered by _____ _____ Additional remarks _____

G R O U P L I S T	<i>Reception</i>	_____
	<i>Manager</i> _____	_____
	Rooms:	_____
	Single <u> 27 </u>	_____
	Twin <u> 10 </u>	_____
	Triples <u> 2 </u>	_____
	Suites <u> - </u>	Supervisor's signature
	Total <u> 39 </u>	_____
	Rooming list to	

(P=Peter; D=Donald; Mrs=Mrs Endo)

P: - OK, so what time did they say they would be here, Donald?

D: - Well, they should be here at any moment.

P: - Fine. Shall I complete the group check-in list when they get here?

D: - That's a good idea, and I'll give you some help if you need it. Good, here they are. Good morning! Welcome to the Fir Tree Hotel.

MRS: - Good morning. My name is Megumi Endo. I'm the Tour Leader of the Endo Tour Group. Very nice to meet you.

D: - Good morning, Mrs Endo. I trust you had a pleasant flight. My name is Donald Carter, and I'm the Front Office Manager. I'll be checking you in. And this is Peter Makeland, my assistant. I have here your registration cards. Could you please ask your group to fill in both their names and passport numbers on the cards?

MRS: - Yes of course, thank you. Now we might have a small problem. Three of our group are friends, and they'd be happier if they shared a room. If they had told me earlier, I would have faxed you. I hope that's not inconvenient.

D: - No, not at all. So that's three fewer singles and one more triple, so that's two fewer rooms in total. That won't be a problem. Do you have the names?... Good, thank you. I'll get an updated rooming list printed, give it to the Head Porter and then he'll be able to make sure all the luggage is taken to the right rooms. They all have their names on their luggage?

MRS: - Yes.

D: - Good, that's fine. The Head Porter will take care of that.

MRS: - Can I give you my passport list?

D: - Thank you.

MRS: - But I'm afraid I've left my voucher in my luggage. Can I give it to you later?

D: - Yes, of course. That won't be a problem. Now, I'm afraid we have a small problem. Because you are such a large group and it is so early in the morning, not all the rooms are quite ready. So, I've just bleeped the Food and Beverage Manager and she will be coming down in a minute to see to your food and drinks requirements while you are here.

P: - OK, and the rooms. That's three fewer singles and one more triple. Twenty-four, ten, three and thirty-seven?

D: - That's right, so the total is two fewer. Under 'additional remarks', make a note to tell Reception of the changes. Put something like 'tell Reception two fewer rooms required', then you can tick it off when we've done that. You've made a note about the voucher, haven't you? [yes.] Good.

P: - Fine, and Patricia Clarke - is that Clarke with an 'e' at the end?

D: - Yes, that's right. If you give me the sheet, I'll just check it and sign it.

P: - There you are.

D: - OK ... Fine. Now, let's go and join them in the breakfast lounge.

MRS: - Fine, thank you.

D: - Well, in fact, here she is. Mrs Endo, may I introduce you to Patricia Clarke, our Food and Beverage Manager, [hello, hello.] Patricia will take you through to the breakfast lounge and discuss your meal requirements. Thank you, Patricia.

MRS: - Fine. Thank you.

D: - OK, Peter. Have you got everything?

P: - Not quite. What room did we allocate the tour leader?

D: - Three-oh-four. And that's Megumi with an "i" at the end.

Exercise 27. Richard Tobias of the British Incoming Tour Operators Association (BITOA) was asked to describe recent changes in incoming tour operations (tours of foreign visitors to the country, in this case, the UK).

A. Before you read, look at the sentences below. Tell your partner whether the things mentioned have or have not happened in your country recently.

If you do not know, guess or try to find out!

- a) There has been a trading-up of accommodation from three-star hotels to four-star (tourists are staying in a higher standard of hotel).
- b) There are more five-star hotels.
- c) Hotels will negotiate more on prices.

- d) Standards of service are lower.
- e) There are more complaints about accommodation.
- f) There are more second-time visitors (people who have been to the country before).
- g) Heritage tours (tours which look at the traditions and cultural achievements of a country) are becoming more popular.

B. Now read the dialogue and tick (V) the sentences if these changes have happened in the UK, and put a cross (X) if they have not.

(I=Interviewer; R=Richard Tobias)

I: - I'd like to start by asking, have members of the BITOA noticed any changes over the last few years in what tourists are looking for?

R: - Well, yes, there's been one very discernible change in recent years. By that I mean, and I'm only talking about in-bound tourists here, there's been a general trading-down of accommodation at the middle to top end of the market. Nowadays, a lot of tourists who were staying in four-star hotels a few years ago will now be looking at three-star.

I: - Oh, why's that?

R: - There's one very good reason for it and that's the general world recession. So visitors are seeking value for money. Obviously, one very good way of cutting costs is to look at your major items of expenditure, such as your accommodation. The question is, of course, 'Will it continue?' Well, who knows. The paradox is that over the last few years, there have been more five-star hotels built than ever before. So perhaps they have suffered most.

I: - So what have hotels done about that?

R: - They've had to improve their cost effectiveness, on the one hand, but at the same time, they have found perhaps that greater efficiency is not enough, and they've had to discount the price of their rooms as well. Most hotels in the present climate are willing to negotiate on price much more than they were in the past.

I: - Right, thanks. Inclusive tours, of course, provide an important source of income for hotels. Is there any truth in the accusation that there has been a lowering in standards of service because tour operators have recently been driving such a hard bargain?

R: - None whatsoever. Tour operators, of course, want to operate to comfortable profit margins, but there's no evidence that this leads to a lowering of standards in hotels - quite the opposite. As a matter of fact, we receive a very

low percentage of complaints, in terms of hotels. That's because, generally speaking, we, the British, provide a good service and very good value.

I: - Are tourists more, or less satisfied with the accommodation they are provided with?

R: - It has always been the case that visitors of some nationalities have slightly different expectations from what hotels in this country are able to provide. Americans, for example, are used to very large hotel rooms by British standards. However, most of them know what to expect when they come here. The problem with people from some countries is that they don't complain until they get home! But, no, it's not an increasing tendency. We find the vast majority of our visitors are more than satisfied with the accommodation they receive.

I: - Have they noticed any other changes?

R: - There is a growing awareness of the whole range of opportunities on offer in a country like Britain. People these days know there is more to Britain than the Tower of London. There is a larger base of second-time visitors who are already familiar with the traditional tourist locations and they're looking for something different.

I: - But haven't second-time visitors got a tendency to want to organize their own itineraries?

R: - Oh, yes. But that's partly why tour operators these days offer so much more. Not so many years ago, the standard itinerary offered not much more than a visit to the major sights of London, a pub lunch, some more sightseeing, a restaurant followed by the theatre. Of course, there were always some special-interest groups but they were in the minority. These days there is much greater interest in tours such as the British Heritage Tours, which might involve guests visiting buildings of historic interest in more remote parts of the country. There are also British Industrial Heritage Tours. We even have special British Gourmet Tours where guests get to savour real traditional English food!

I: - Well, that's certainly different. How has this affected hotels?

R: - Naturally, some hotels in less visited areas have benefited. Also, York, for example, which has always attracted a certain amount of tourism through the Minster, now finds its hotels are getting busier because of the growth of interest in British Heritage Tours.

I: - How does the future look?

R: - It's looking good. The high season is just about over, but we are already looking forward to the next.

Exercise 28. Look at the rooming list sent to the guide escorting the Koala Tours "Sydney Opera" group and discuss the following questions with your partner.

- a. Where is the group staying?
- b. How many rooms are required altogether?
- c. How many groups of three or more are there? What size are they?
- d. Who has the concert tickets?
- e. Who probably has difficulty with stairs?

TALKING POINTS

Exercise 29. Sum up what you have learned about the tour operator's job. Choose one of the Ukrainian tour operator and using it as an example dwell on the peculiarities of its job according to the plan:

- **location of the tourist operator;**
- **its structure, the number of staff;**
- **its market place;**
- **the destinations;**
- **the ways of promoting its tourist product.**

SELF-STUDY SECTION

UNIT 1

Text 1

ARRANGING A CONFERENCE

Exercise 1. Write the Active Vocabulary into your vocabularies and try to memorize it before reading the text. Read the text below, find and underline these word combinations in the text.

Active Vocabulary

to find a venue	знайти місце для проведення конференції
to achieve smth	досягнути чогось
to last	тривати
sales launch	початок розпродажі; випуск нового продукту
adequate car parking facilities	відповідні засоби для паркування
peripheral	периферійний, другорядний
peripherals	(тут) деталі, особливості
refreshments	освіжаючі напої, закуски
to anticipate	передбачати, очікувати
to lay out the room	оформити кімнату, розмістити меблі
to stretch one's legs	розімкнути ноги, порухатись
a gala dinner	урочиста вечеря
finger buffet	шведський стіл

A Travel Agent describes the peculiarities of his/her job.

Once you've been asked to find a venue and organize a conference, there are certain key points you will need to know and decisions that will have to be taken before you can actually make the booking.

The first, most important point, is the number of delegates attending. It is a big conference – say for fifty or 100 people – or a small board meeting for just six, because it makes a big difference to the size of room and all the arrangements. So number one is number of delegates.

The next thing to decide is what you actually want to achieve with your conference; is it a training sessions or are you having a sales launch? You may get all your sales people together and show them a new product. This is very different

from a training session. So you obviously want to know what you want to achieve at the end of the day.

Then you must decide how long your conference is to last, how many days you anticipate you're going to need and what time of year you want to hold it. The type of activities and functions can be dependent on the weather, for instance if you intend to hold an evening garden party.

Another point is where the conference is going to take place. Before you can decide on this, you must know where the people that you are expecting to attend will be coming from. Will it need to be reasonably central – near to an airport, near to good railway connections, or easy to get to by road? Are there adequate car parking facilities?

And, of course, you need to know who is actually paying for the conference. Are the delegates paying for themselves or is the company paying? Usually the company pays for the main part of the conference and the delegates pay for their drinks and telephone calls and other peripherals.

Once you've decided on all that and you've found your venue, you'll have to think about the things that you'll require while you are there: things like conference room size, how you're going to want the room laid out. If it's very informal, you won't need a very big room, but if you need everybody with desks, you'll need a larger room. If you have a very large meeting in the ballroom, you may need people sitting in rows like in a lecture theatre. You'll also have to decide whether you need syndicate rooms – that's small rooms for fifteen to twenty people, and if you're going to use syndicate rooms, how many rooms you'll need. You then come onto your conference equipment. If someone is giving a presentation, will they need overhead projectors, flip charts, slide projectors?

You also need to know what refreshments your delegates will require. If you've got your delegates sitting in a conference all morning, by the time they get to lunch time they're going to be very thirsty, so you need to break in the middle for a cup of coffee and a chance to stretch their legs. So do you want that served in the conference room or out of it? And at what time?

You need to find out the dining requirements – will they privately dine or is it okay for them to sit at small tables in the main dining room? Perhaps, you want a gala dinner on the last evening to make it more of an occasion.

Then you can get down to the menu arrangements – what are they actually going to eat? This is very much determined by how much time they've got for lunch. At lunch time delegates often only have forty-five minutes to an hour, and so they'll want a fast buffet service where they can have as much or as little as they want. In the evening they are more relaxed, so they can spend a couple of hours over the meal and can have a more formal one.

Another thing you can do is, if the delegates need to work through lunch, you can have a finger buffet brought in.

Another thing to consider is accommodation and how many of the delegates will be staying. If you've got a conference of twenty, perhaps only ten require accommodation. Perhaps, some of these guests are very important people, so you'll want to put them into better rooms than the ordinary delegates. So you must work out a rooming list. And finally, if this is a residential conference, are the delegates going to have any leisure time? For instance, they're here for two days. On the first afternoon there's a free period – they haven't got any work to do in the conference. The delegates might want some activities organized. Perhaps they want to go out and see the local sights, perhaps they want an organized sporting activity. If the delegates are here for a long time they might want to go to a local pub. Will they want a disco or a casino set up, or will they want a party?

So when you have all this information you can go about booking.....

Exercise 2. Translate and transcribe the following words:

achieve_____	row_____
obviously_____	syndicate_____
launch_____	projector_____
adequate_____	thirsty_____
venue_____	dine_____
peripheral_____	casino_____

Exercise 3. Complete Travel Agent's checklist.

1. Number of_____
 2. Type of conference
 - board meeting
 - sales_____
 - training_____
 3. _____of stay
 4. _____of year
 5. Transport requirements
 - air connections
 - rail connections
 - road connections:_____facilities
 6. _____
 7. The conference room layout
 - _____style
 - with_____
 - _____rooms
1. Refreshments in/outside_____

2. _____ - requirements
 - private dining
 - _____
 - public restaurant
 - buffet service
 - formal dinner

10. Accommodation - _____
 - VIPs
 - _____

11. _____ - sightseeing
 - sports
 - pub visit
 - disco/casino

Exercise 4. Write Ukrainian equivalents to the following words and word combinations:

1. certain key points _____
2. sales people _____
3. to be dependent on the weather _____
4. to intend to do smth _____
5. and other peripherals _____
6. a lecture theatre _____
7. syndicate rooms- _____
8. to find out the dining requirements _____

Exercise 5. Fill in the correct preposition and make sentences of your own

1. the number delegates
2. to get sales people
3. instance
4. to break the middle a cup coffee
5. to get the menu arrangements
6. to work lunch
7. to work a rooming list
8. to do the work the conference

1. _____
2. _____
3. _____

4. _____
5. _____

Exercise 6. Find in the text the synonyms to the following words:

- delegates visiting conference _____
- how long the conference is to take _____
 place _____
- to expect _____
- to pay for refreshments, calls and _____
 other trifles _____
- to deliver a finger buffet _____

Exercise 7. Answer the questions to the text.

1. What is the first and most important point in arranging the conference?
2. How can the social events after the conference be dependent on weather?
3. Why is the location of conference hotel so important?
4. Who is actually paying for the conference?
5. Why is it required to arrange coffee breaks?
6. What is determined by how much time the delegates have got for lunch?
7. Are accommodations the same for all the conference participants?
8. Why is it necessary for the conference organizer to provide delegates' and non – delegates' leisure time?

Exercise 8. Write questions to the answers.

1.

It depends on the motive of the meeting, that is what you actually want to achieve with this conference?

2.

Yes, it is. The location of conference hotel is rather important.

3.

The conference room layout depends on the size of the conference and on the conference and on the type of the meeting whether it is a presentation, or informal meeting.

4.

The dining requirements include the guests' requirements to private dining, public restaurant, gala dinner and the menu arrangements.

5.

The task of the conference organizer is to provide a finger buffet brought in when the delegates need to work through lunch.

6.

It is necessary for the conference organizer to work out a rooming list because not all delegates may require accommodation or the delegates' status is not the same.

Exercise 9. Find in the text English equivalents to the following:

- знайти місце проведення конференції

-

- певні ключові пункти

-

- кількість делегатів-учасників конференції

-

- невелика зустріч, нарада керівництва

-

- вирішити, чого ви дійсно хочете досягти

-

- розпочати продаж нового товару, продукту

-

- вирішити, як довго триватиме конференція

-

- заплатити за проведення конференції

-

- сидіти у рядах як у лекційній аудиторії

-

- перейти до обговорення конференц-обладнання

-

- дуже хотіти пити

-

- відірватися від роботи для того, щоб випити чашечку кави

-

- приступити до обговорення меню

-

- ще одна річ, яку потрібно обдумати – житло

- _____
- розробити список гостей по кімнатах
- _____
- організована спортивна діяльність
- _____

Exercise 10. Translate the sentences using the topical vocabulary from the text.

1. Існують певні ключові пункти, які організатор конференцій повинен знати, перш ніж робити бронювання номерів для учасників конференцій.
2. Перший і найголовніший пункт – це визначати кількість учасників і не – делегатів, людей, які супроводжують делегатів на конференцію. Від кількості учасників залежить багато домовленостей щодо розмірів сесійних кімнат, їх кількості, тривалості конференції.
3. Координатор з організації конференції повинен також визначити місце її проведення, розташування відносно центру міста, наявність послуг по паркуванню і т.д.
4. Завдання координатора – правильно підібрати конференц – кімнати, врахувати їх стиль, місткість, розташування меблів, вибір необхідного конференц – обладнання. Координатору слід подбати і про закуски прохолоджуючі напої. Він повинен організувати невеликі перерви для того, щоб учасники могли відірватися від роботи щоб випити чашечку кави і розімнутися. Необхідно продумати і питання, де слід подавати каву в конференц – залі чи в кав’ярні та узгодити час на каву – брейк.
5. Важливі питання – це обговорення меню, тривалості обідів, чи це буде шведський стіл, чи офіційна трапеза.
6. Звичайно координатор не повинен забути і про дозвілля учасників та їх супроводжуючих. Слід організувати вільний час, враховуючи бажання учасників. Це можуть бути спортивні види діяльності, огляд визначних місць, похід в місцевий паб, казино чи дискотека, чи різні види вечірок.
7. Коли всі питання вирішено, координатор може бронювати проведення конференції.

Exercise 11. Using Travel Agent’s checklist, speak on the tasks the conference organizer should carry out to ensure the success of any conference.

Exercise 12. Render the text in writing. Refer to the Plan of Rendering in Appendix 2.

Additional Text

Tourist Fair

Allan: One of the things I have to do is to look after a stand at exhibitions and fairs and I'm responsible for seeing that everything is coordinated properly and goes to plan.

Bennie: And what does that involve?

Allan: Well, first of all, we spend four to five days discussing all the requirements and also how much money we can spend and once a decision has been made on what we need and the budget, then I start to draw up a plan of action and set myself a time scale for doing things. Generally, I would say it takes about 12 to 13 weeks to get everything organized from start to finish. So I draw up a little chart of all the tasks that need to be done and put them into some sorts of sequence. Then I make enquires with all the people who will be involved and try to work out how long each stage will take. So, for example, I know that they need 90 days' advance notice to book the stand.

Bennie: 90 days?

Allan: That's right. But in fact I don't need to book the stand straight away. The first thing I do is talk to the copywriter of the catalogue we produce and brief her on what should go into it. Then it will normally take her 20 days to write all the text and produce the copy.

Bennie: I see.

Allan: At this stage I also brief the art department and the design team will do specimen layouts. As soon as they have the final copy, they produce *final layouts*. I set them a deadline of 25 days. On the whole they're very good, they keep to the time scale but I monitor progress and deal with any problems that might crop up.

Bennie: What sort of problems?

Allan: Well, normally everything goes smoothly but there could be a software problem or possibly someone having to be transferred to another assignment or someone off sick.

Bennie: Uh-huh.

Allan: If they *are* running behind schedule, I gently remind them that we need to respect the dates. When the layouts are ready, the artwork is commissioned, and at the same time, we do any necessary photography. I try to persuade colleagues to pose for photographs because an agency is expensive. And it's round about now that I get people to start work on designing the stand, because that can take three weeks. Then I get my secretary to make any corrections to the catalogue proofs and she does that within the next ten days. While she's doing this I order any equipment that we will need for the stand because the

supplier will need 30 days' advance notice for it to be delivered. At the same time the disks are sent to the printer's and the printing is done over the next 28 days, and if all goes well, comes back in time for us to ship everything off if the trade fair is being held abroad. And if everything has gone to plan, this coincides with the delivery of the equipment I've ordered and it goes off together with the catalogues.

Bennie: That sounds very complicated but you seem to be extremely efficient.

Allan: Well, I don't like leaving things to the last minute – you can't afford to because if you did, nothing would be done on time and the whole thing would be chaos, wouldn't it?

Text 2

TRAVEL AGENTS TRY NOT TO MISS INTERNET BOAT.

Exercise 1. Write the Active Vocabulary into your vocabularies and try to memorize it before reading the text. Read the text below, find and underline these word combinations in the text.

Active Vocabulary

an outing	поїздка
online booking	замовлення турпоїздки через інтернет
set-top boxes	комп'ютерна приставка до телевізора
middlemen	посередники
to be vulnerable to....	бути вразливим перед кимось/від чогось
to make smb/smith redundant	зробити щось/когось зайвим, непотрібним; скоротити через непотрібність
to hedge	захищати від ризику, оберегати від когось
to spur an explosion of telephone sales	привести до величезного скачка продаж по телефону
tailor-made holiday	тур, зроблений по індивідуальному замовленню

ONLINE BOOKINGS POSE THREAT TO TRADITIONAL HIGH STREET OUTLETS

Agent for change: Thomas Cook, the first package holiday organizer, and some early state-of-the-art promotions.

In 1841 Thomas Cook, pioneer of package holiday, organized an outing by train from Leicester to Loughborough for supporters of temperance in Victorian England. He advertised the trip, dispatched invitations and sold the tickets.

Today Thomas Cook, the UK-based, German-owned travel agency that bears his name, faces a technological revolution that threatens to sweep it and many other agents away. Wider use of the internet through interactive television is expected to lead to rapid growth of online bookings. This, at least theoretically, could eliminate the role of the travel agent altogether.

“Users can bypass the travel agent and book direct from suppliers,” says Barrie Barnes of Philips Electronics, manufacturing set-top boxes, allowing access to the internet via television. Unlike banking and insurance services, direct sales of holidays have been slow to take off. But, although few family holidays are booked over the phone or through the internet, agents acknowledge this is likely to change swiftly once interactive television is fully developed.

Customers will be able to see film footage of destinations, ask questions and make bookings using remote controls. Data monitor, the management consultancy, forecasts that the value of travel booked online in the UK will increase to more than £ 1bn within five years. New technology, once established, could quickly drive a fifth of travel agents out of business, according to the Geneva-based International Labour Organization.

Like all middlemen, travel agents are vulnerable to being squeezed out once direct contact is established between suppliers – such as airlines and hotels – and the customer.

Airlines in particular are looking to cut distribution costs. In the US, they have moved to reduce the commission they pay to travel agents – a trend that is spreading to Europe. But agents say they will not become helpless victims of the transformation. The internet will change the way they do business, they admit, but it will not make them redundant.

They cannot, however, rely on holidaymakers continuing to go to their shops to book holidays. Thomas Cook says that customers are demanding more convenient ways of booking. Like other agents, it is hedging its bets by selling holidays in its shops and by telephone. It also sells holidays and flights on the Internet the first agent to do so.

Providing a variety of distribution channels is expensive in the short term but agents say they cannot afford to do otherwise.

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

“The vast majority of customers [only] want to search [on the Internet],” says Mark McCafferty, managing director of Thomas Cook travel. “And as soon as you are searching, there is potential for the travel agent to provide added-value services”.

Airtours, the UK’s second largest package holiday group, agrees. The Internet will be used by holidaymakers as an electronic brochure and is likely to replace holiday brochures altogether. But when it comes to booking a holiday, customers will still want to walk directly to an agent, it argues.

The Internet will spur an explosion of telephone sales says Going Places, the travel agency arm of Airtours. It has recently doubled its telesales division in preparation for the change.

Thomson, the UK's largest package holiday company, has aggressive expansion plans for Portland, its direct sales arm, which is the largest direct sales holiday operation with 2 per cent of the market. Thomas Cook says its direct sales have come out of nowhere to account for 10 per cent of its sales in three years.

In Reynolds, chief executive of the Association of British Travel Agents, believes new technology could put a premium on specialized advice and tailor-made holidays, enabling agents to charge for these services.

Charging for advice would not necessarily push up the overall cost to the holidaymaker as long as airlines used the savings made from reducing distribution costs to cut airfares.

"The way holidays are sold will change more in the next five years than in the past 15", says Richard Carrick, marketing director of Airtours. "The industry is in a state of enormous flux."

(from "Financial Times", June, 2016)

Exercise 2. Translate and transcribe the following words:

threat _____	although _____
pioneer _____	forecast _____
technological _____	explosion _____
theoretically _____	enormous _____
bypass _____	necessarily _____

Exercise 3. Write Ukrainian equivalents to the following:

1. to pose threat to smb _____
2. supporters of temperance _____
3. to lead to rapid growth of online bookings _____
4. to eliminate the role of the travel agent _____
5. film footage of destinations _____
6. distribution costs _____
7. it is likely to replace holiday brochures _____
8. a premium on specialized advice _____
9. in a state of enormous flux _____
10. to charge for the services _____

Exercise 4. Fill in the correct preposition and make sentences of your own.

1. to pose threat traditional high street outlets

2. to face a technological revolution
3. access the internet television
4. to book holidays the phone or the internet
5. a variety distribution channels
6. to account 10 per cent the sales

6. _____
7. _____
8. _____
9. _____
10. _____

Exercise 5. Find in the text the synonyms to the following words:

- a trip _____
- an intermediary _____
- to reduce the role of the travel agent _____
- to grow the value of travel booked
online _____
- to make smb/smith useless _____
- to look for on the Internet _____

Exercise 6. Answer the questions to the text.

1. How did Thomas Cook, one of the biggest travel agencies today, start?
2. What kind of revolution does it face? Why?
3. What are the forecasts for the growth of online bookings?
4. Why are travel agents vulnerable to these changes?
5. How are travel agents responding to such a situation?
6. What is their view of the technological revolution?
7. What economic measures are they planning to introduce to cope with the situation?

Exercise 7. Write questions to the answers.

1. _____
Thomas Cook organized an outing by train from Leicester to Loughborough in 1841.

2. _____
Today Thomas Cook company is the UK-based but German-owned travel agency.
3. _____
Theoretically, the rapid growth of online bookings may eliminate the role of the travel agent.
4. _____
Yes, it can. Interactive television can swiftly change holiday bookings.
5. _____
Travel agents believe that technological revolution will be in telephone sales rather than internet sales.
6. _____
The internet will be used by holidaymakers as an electronic brochure.
7. _____
When it comes to booking, customers will still want to talk directly to a travel agent.
8. _____
The way holidays are sold will change more in the next 5 years more than in the past 15 because the industry is in a state of enormous flux.

Exercise 8. Find English equivalents to the following:

- сучасна реклама (просування) продукту
- _____
- погрожує знищити усіх тур агентів
- _____
- щонайменше теоретично
- _____
- дозволяти доступ до інтернету через телебачення
- _____
- на відміну від послуг банків та страхових компаній
- _____
- побачити фільм про місце призначення
- _____
- прогнози щодо збільшення вартості подорожей, замовлених «он-лайн»
- _____
- покладатися на відпочиваючих
- _____
- не можуть дозволити собі діяти інакше

- _____
- взагалі замінити брошури про відпочинок
- _____
- призвести до величезного скачка продаж по телефону
- _____
- брати плату за послуги
- _____
- знижувати ціни на авіа квитки
- _____

Exercise 9. Translate the sentences using the topical vocabulary from the text.

1. Томас Кук у 1841 році не лише вперше організував поїздку потягом для групи людей, але рекламував цю поїздку, розіслав запрошення і продавав квитки.
2. Сьогодні компанія «Томас Кук» та інші туристичні агенції зіткнулися з технологічною революцією.
3. Широке використання інтернету, інтерактивного телебачення може призвести до швидкого зростання замовлень «он-лайн». Це теоретично може зменшити роль тур агента, тому що користувачі можуть оминати тур агента і замовляти всі послуги у постачальників. Але, насправді, коли мова йде про замовлення відпочинку, клієнти хочуть все ж таки спілкуватися з тур агентом безпосередньо.
4. Тур агенти – посередники між постачальниками, тобто авіалініями та готелями, і клієнтами. Авіалінії почали знижувати комісійні, які платять тур агентам, але це не означає, що тур агенти – безпорадні жертви такої тенденції, яка поширена в США і стає популярною в Європі. Вони шукають інших зручних шляхів для утримання клієнтів.
5. Тур агенти сподіваються, що технологічна революція буде мати місце скоріше у продажах по телефону, а не по інтернету. Інтернет, в основному, використовують як електронну брошуру, щоб дізнатися більше про місця призначення, або для купівлі авіа – та з/д квитків.
6. Очікується, що спосіб, яким тур агенти продають відпочинок зміниться в наступні 5 років більше, ніж за останні 15, тому що ця індустрія постійно у швидкому русі.

Exercise 10. Think over the questions and discuss them in class.

1. In what way is modern technology influencing tourist business in Ukraine?
2. Are online bookings developing fast in this country? Why (not)?
3. What is your attitude to modern technologies?

4. How do you view the future prospects for tourist business in Ukraine?
5. What is the best way to use computers in travel agencies?
6. What are the advantages and disadvantages of modern technologies in tourist business?
7. What new developments would you like to be introduced in tourism?

Exercise 11. Summarize all the information and write down the list of new trends in travel agency business.

Exercise 12. Render the text in writing. Refer to the Plan of Rendering in Appendix 2.

Text 3

SELLING TECHNIQUES

Exercise 1. Write the Active Vocabulary into your vocabularies and try to memorize it before reading the text. Read the text below, find and underline these word combinations in the text.

Active Vocabulary

rapport	(фр.)зв'язок, взаємовідносини, взаєморозуміння
commitment	обов'язок (моральний)
in an appropriate manner	як слід
subsequent	той, що є результатом чогось
to volunteer information	добровільно поділитися інформацією
to elicit	добиватися відповіді, виявляти
to make a sensible suggestion	зробити розумну пропозицію, дати розумну пораду
to govern the choice	визначити вибір
to feel that they are getting value for money	усвідомлювати, що це варто витрачених грошей
suitability	відповідність вимогам, стандартам; придатність, підходяща якість

A sales executive is talking at a training session for travel agents on selling techniques.

All sales are made through the sales conversation. Now this is different from an ordinary conversation because it has an objective, an aim, which is to sell the product, and so must follow a set pattern which always includes the same four elements in this order. These are *rapport*, *questioning*, *presentation* and *commitment*.

***Rapport* is the relationship which is built up with the customers.** They must feel at ease in the sales environment and confident that the enquiry will be dealt with properly and in an appropriate manner. Of course, *rapport* must be maintained throughout your dealings with the customers, right through the sale and into any subsequent dealings. However, it must be established before questioning can take place.

Why do we need to question the client?

We need to establish the client's needs. We cannot sell a holiday if we do not know what type of holiday they want. Sometimes clients will volunteer this information themselves, especially when they have already made their choice, have

chosen the product they wish to purchase. But in a real sale your first task is to find out exactly what they are looking for and the best way to do this is to question effectively.

Before we go on to *presentation*, let us consider what good or effective questioning skills are.

There are two types of questions: open and closed questions. The *closed question* is the one that invites a “no” or “yes” response. An *open question* is one that cannot be answered with “no” or “yes”. For instance: “Do you want a single room?” is a closed question, whereas “What kind of room would you like?” is an open question.

There are times when you will need to use closed questions, especially when you are checking information, but at the beginning you will find open questions much more effective. It *forces the respondent to give more information*, to explain more fully what they require. In this way you are able to elicit what they really want to buy. An open question always begins with one of the seven “**W**” words, so called because they all contain the letter “W”: *when, where, who, how, which, what* and *why*.

So what do you need to know in order to be able to sell your product? Well, you need to be able to establish what their material and human needs are.

You’ll discover the material needs by asking such question as “who will be traveling?” “How long for?” “When do you want to go?”

Human needs are catered for with “what” questions:

“What sort of holiday do you want?”

“What are your hobbies?”

Human needs as well as material needs must be part of your investigation before you suggest a holiday.

Otherwise you will not have the whole picture and will not be able to make a sensible suggestion.

You must also establish the client’s priorities. Everyone considers one part of their travel requirement to be the most important. These fall into four main types. People and their requirements, if it’s a family traveling, perhaps they require interconnecting rooms. Then there’s place, the destination may be of paramount importance. Thirdly, there’s the price. For some clients this governs their choice of destination and date. And lastly there’s the period. Most people are restricted in some way in the dates when they can travel.

Concerning price: of course it is often difficult to talk about money. But everyone tries to keep within a budget and wants to feel that they *are getting value for money*. It’s unwise to guess from a person’s appearance their financial standing. So what should you ask? Questions such as “what type of accommodation are you

looking for?” and “What price range do you have in mind?” you will not need to ask the question “why” unless you feel that it is necessary to persuade the client to change their views as to the suitability of a resort or holiday.

Exercise 2. Transcribe and translate the following words:

- rapport _____
- technique _____
- throughout _____
- otherwise _____
- subsequent _____
- priority _____
- volunteer _____
- financial _____
- respondent _____
- persuade _____

Exercise 3. Write Ukrainian equivalents to the following:

1. selling techniques _____
2. ordinary social conversation _____
3. to follow a set pattern _____
4. to feel at ease _____
5. to maintain rapport throughout the dealings with customers _____
6. to purchase the product _____
7. closed questions _____
8. to be of paramount importance _____

Exercise 4. Fill in the correct preposition and make sentences of your own.

1. to feel ease ... the sales environment
2. to deal ... properly and ... an appropriate manner
3. to find ... exactly what customers are looking ...
4. to begin ... one of the seven “W”
5. ... some way
6. to keep ... a budget
7. to have smth ... mind
8. the views the suitability of a resort or holiday

1. _____
2. _____
3. _____
4. _____
5. _____

Exercise 5. Find in the text the synonyms to the following words:

- to buy a product _____
- to follow a fixed example _____
- it makes the respondent to give more information _____
- to classify into 4 types _____
- prime importance _____

Exercise 6. Find in the text the opposites to the following words:

- an open question _____
- at the end of the conversation _____
- to make a senseless suggestion _____
- to be unlimited in the dates of travel _____
- to keep out of the budget _____
- it is wise to do smth _____

Exercise 7. The summary of the text contains gaps. Fill them in, using the prompts if necessary.

sell, relationship, closed, material (2), objective, what (2), people, four, questioning, two, W, commitment, priorities, period, holiday, dates, open, human (2), needs, price, destination

The sales conversation is different from an ordinary conversation because it has an (a) _____ which is to (b) _____ the product. There are (c) _____ stages or elements in a sales conversation, which are: rapport, questioning, presentation and (d) _____.

Rapport is the (e) _____ which is built up between the sales assistant and the client. It needs to be established before (f) _____ can take place. We question the client in order to find the type of (g) _____ he or she requires. There are (h) _____ types of questions which are (i) _____ and (j) _____ questions.

An open question begins with a (k) _____ word. With these kinds of questions you can learn what the (l) _____ and (m) _____ needs of your client are. You will discover the (n) _____ needs by asking questions such as “Who will be traveling?” “When do you want to travel?” (o) _____ needs are catered for with (p) _____ questions such as “(q) _____ are your interests?” When you have discovered your client’s needs you must then established his or her (r) _____ ; these fall into four main bands. The first is the (s) _____ and deals with their special (t) _____.

The second is the (u) _____ or (v) _____. Thirdly, there's the question of (w) _____ and fourthly is the (x) _____ or (y) _____ when they can travel.

Exercise 8. Answer the questions on the text.

1. How are all sales at travel agencies made?
2. Why is the sales conversation different from an ordinary social one?
3. What set pattern should the travel agency follow when selling the product?
4. What is the rapport?
5. Why is it necessary to give questions to the customers?
6. What is the difference between an "open" and a "closed" question?
7. What makes you able to make a sensible suggestion?
8. Can the travel agent guess from a person's appearance his financial standing?

Exercise 9. Write questions to the answers.

1. _____

Selling techniques include 4 elements in the following order: rapport, questioning, presentation and commitment.

2. _____

Rapport must be maintained throughout the dealings with the customers and before the questioning.

3. _____

When the clients have already made their choice in travel, they can volunteer this information themselves to the travel agent.

4. _____

Yes, it is. It is more effective to use closed questions when the travel agent is checking information.

5. _____

Open questions force the respondents to give more information which helps the travel agent to elicit the desires of customers.

6. _____

The price can govern the choice of destination and date for some clients.

7. _____

Every customer wants to feel that he is getting value for money.

8. _____

I fully agree with the proverb "appearance can be deceitful".

Exercise 10. Find English equivalents to the following:

- мати мету продати продукт
- _____
- включати 4 елементи в такому порядку
- _____
- установити взаємовідносини з клієнтами
- _____
- вести опитування як слід
- _____
- бажати купити продукт
- _____
- перевіряти інформацію
- _____
- використовувати “відкриті”/“закриті” запитання
- _____
- вміщувати в собі букву “W”
- _____
- вимоги щодо подорожей
- _____
- суміжні кімнати для сімейних подорожей
- _____
- бути обмеженим датами
- _____
- залишитися в межах бюджету
- _____
- фінансове становище клієнтів
- _____
- цінові рамки
- _____
- переконати клієнта змінити свій погляд на щось
- _____

Exercise 11. Translate the sentences using the topical vocabulary from the text.

1. Розмова при продажі відрізняється від звичайної розмови, тому що вона має свою мету: продати продукт.
2. Існують 4 етапи такої розмови і в такій послідовності: установлення взаємовідносин з клієнтом, опитування, презентації та моральний обов’язок.

3. Установлення взаємовідносин – це побудова відносин між продавцем і клієнтом. Їх слід установити до того, як тур агент почне задавати запитання.
4. Тур агент задає різні запитання, щоб з'ясувати, який вид відпочинку бажає клієнт. Розрізняють 2 види запитань: “відкриті” та “закриті”.
5. Відкриті запитання починаються зі слова з літерою “W”. Завдяки цим запитанням тур агент дізнається, що хоче клієнт, та про його потреби та вимоги і, коли тур агент з'ясував все, що необхідно, він повинен визначити пріоритети клієнта. Вони підрозділяються на 4 групи. По-перше, особливі потреби. По-друге, це місце призначення та місце розташування. По-третє, це питання про ціну. І, нарешті, це дата подорожі.

Exercise 12. Render the text in writing. Refer to the Plan of Rendering in Appendix 2.

Additional Text

Training Session Talk for Travel Agent Trainee

Before beginning the presentation stage you should always check the information and summarize the facts. Then present the holiday you wish to sell. Remember that when presenting the product, the particular holiday, that the client is not buying the holiday but what it can do for them. For instance, the client who buys a two-week holiday in a hotel in Ibiza is not buying the hotel bedroom so they can admire the wallpaper but because it is near the beach, it has the facilities they needed to help them relax for two weeks.

So match the client's needs with the holiday on offer, and concentrate on the features, the facilities which the client requires. You may choose to show the client a hotel which has a whole host of facilities but do not draw their attention to all of them. It will only confuse. Instead, concentrate on those that will appeal to the client, those that you know they want or would like. In order to make the product sound attractive and appealing, ideally suited to their needs, be selective.

If you include unnecessary information they may feel that this holiday is not suitable for them after all.

So present the features in the brochure as benefits. A feature of a hotel is that it is only 200 metres from the beach.

While a benefit to the client is the fact that they can get to the beach easily as it is only 200 metres away. By personalizing the product in this way you create a

desire in the client to buy the product. It is not sufficient just to read out the facilities that a client requires out of the brochure.

However, it should be referred to. But do not read it out the client; rather talk about the benefits to them as you point to photos of the hotel, the price charts, the temperature grids. Use it as an aid.

Then once the client shows signs of commitment, of desiring to buy, you should stop selling and close the sale. Remember that once the client agrees to the sale they are showing commitment.

Unit 2

Text 1

HOTEL CONTRACTING

Exercise 1. Write the Active Vocabulary into your vocabularies and try to memorize it before reading the text. Read the text below, find and underline these word combinations in the text.

Active Vocabulary

crucial activity	важлива діяльність
to feature destination in a brochure	висвітлювати (описувати) місце призначення в брошурі
to bluff	обманювати, блефувати
to brief	детально пояснювати, інструктувати
a hike in rates	ріст цін
to barter	обмінювати, проміняти
room allocation	визначення кімнати
an upgrade	підвищення розцінок та якості кімнат
a bargaining tool	знаряддя торгування
a shortfall in capacity	невиконання завантаженості готелю

Hotel contracting is one of the most crucial activities of any holiday company's business — it is also one of the most demanding with an endless round of resorts and hotels and the inevitable negotiations of next season's rates.

"We need hoteliers as much as they need us," said Cadogan Travel's tour operations general manager Gary David, who has made thirty-four visits to nine destinations featured in the winter brochure. "But they play games; there's a lot of bluffing going on." He claims this year to have toured 170 hotel and self-catering properties, viewed 500 bedrooms and visited sixty-five handling agents. This is in addition to briefing couriers, inspecting hotel noticeboards to make sure material is well displayed (it often isn't), visiting the tourist offices for each destination and dealing with forty airlines that serve the resorts.

"There are all sorts of politics," said Mr. David. "It is a question of attitude as well because some hoteliers like bigger operators while others do not."

At Gibraltar's Rock Hotel, the manager agreed to contributions for advertising and brochures, whereas in Tangier, the Rif Hotel manager refused to move from his 20 per cent hike in rates. However, bartering for room rates is only one aspect Gary David's work. Others cover increases in room allocations, upgrades, added extras such as wine, fruit or flowers, afternoon tea, improved child reductions, long-

stay deals and contributions towards advertising, which are all used to improve the overall deal.

Another way of getting a better deal from hoteliers is to introduce a new section to the brochure which promotes a top hotel in each resort, and use this as a bargaining tool, or give out awards to tempt them to give better discounts.

"In Gibraltar I've had to drop two hotels because of poor standards so I've got a shortfall in capacity. I've got now to push for increased room allocation, but I'm dealing with hoteliers who don't need me because most cater for business traffic."

(adapted from "Travel Trade Gazette")

Exercise 2. Translate and transcribe the following words:

crucial_____	brochure_____
inevitable_____	hotelier_____
feature_____	bargain_____
courier_____	advertising_____

Exercise 3. Write Ukrainian equivalents to the following:

1. hotel contracting_____
2. endless round of resorts_____
3. to claim_____
4. to tour hotels_____
5. a question of attitude_____
6. to cover increases_____
7. long-stay deals_____
8. to use smth as a bargaining tool_____

Exercise 4. Fill in the correct preposition and make sentences of your own.

1. the most demanding... an endless round of resorts and hotels
2. ... addition... briefing couriers
3. to agree... contributions... advertising
4. to introduce a new section... the brochure
5. to give... awards
6. to push... increased room allocation

1. _____
2. _____
3. _____
4. _____

5. _____

Exercise 5. Find in the text the synonyms to the following words:

- important activities _____
- to describe in brochure _____
- to watch bedrooms _____
- improved child discounts _____
- the whole deal _____
- to get a shortage in capacity _____

Exercise 6. Choose the correct word:

1. Hotel contracting is one of the most activities of any holiday company's business.
a) thrilling b) advertising c) crucial d) urgent
2. Tour operators need hoteliers they need them.
a) as many as b) as good as c) as more as d) as much as
3. Some hoteliers agree to contributions for advertising and brochures Others refuse to move from their hike in rates.
a) whereas b) unlike c) like d) just as
4. In its brochures tour operator promotes a top hotel in each resort in hope of getting better... from hoteliers.
a) awards b) discounts c) bonuses d) contributions
5. Tour operator has to drop some hotels because of poor standards and so it has got a shortfall in
a) capability b) contributions c) allocation d) capacity

Exercise 7. Answer the questions to the text.

1. Who is Cary David?
2. What does his job involve?
3. What kind of problems does he have to handle? Why?
4. What is one of the way for tour operator to get better discounts from hoteliers?
5. In his opinion, how cooperative are the hoteliers he has been working with?

Exercise 8. Find English equivalents to the following:

- ведення переговорів з готелями
- _____
- найбільш вимогливий

- _____
- нескінченна кількість курортів
- _____
- описувати місце призначення у брошурах
- _____
- обманювати, блефувати
- _____
- агенти-координатори
- _____
- вивчати інформаційні стенди готелів
- _____
- виставляти на показ (демонструвати) матеріали
- _____
- різна політика
- _____
- погодитися на плату за рекламу та брошури
- _____
- відмовитися від того, щоб збільшити розцінки на 20%
- _____
- обговорювати розцінки на кімнати
- _____
- збільшення у кількості визначених кімнат
- _____
- покращувати знижки для дітей
- _____
- тривалі ділові стосунки
- _____
- рекламувати найкращий готель на кожному курорті
- _____
- знаряддя торгування
- _____
- спокушати для того, щоб дали кращі знижки
- _____
- викреслити готелі зі списку через погані умови
- _____
- недозавантаженість готелів
- _____
- намагатися отримати (phrasal verb)
- _____

- турбуватися, дбати про клієнтів
 -
-

Exercise 10. Translate the sentences using the topical vocabulary from the text.

1. Ведення переговорів з готелями – один із найбільш важливих аспектів діяльності тур-операторів. Тур-операторам необхідні готельєри так само, як і готельєрам тур-оператори.
2. Представники тур оператора відвідують готелі та засоби розміщення без обслуговування та харчування, оглядають спальні, працюють з агентами-координаторами. Вони вивчають інформаційні стенди готелів, щоб пересвідчитися, що необхідні матеріали виставлені на показ. Вони відвідують туристичні офіси у кожному місці призначення і співпрацюють з авіалініями, які обслуговують цей курорт.
3. Готельєри проводять різну політику щодо тур операторів. В цілому, це питання ставлення готельєрів до того чи іншого тур оператора. Деякі готельєри віддають перевагу великим і відомим тур операторам, деякі ні. Деякі готельєри погоджуються платити за рекламу і брошури, в яких описані їх готелі. Інші відмовляються від того, щоб збільшити розцінки на кімнати та платити за свою рекламу.
4. Один з аспектів роботи тур операторів – обговорювати ціни на кімнати. Інші обов'язки – збільшувати кількість визначених кімнат, покращення якості, покращувати знижки для дітей, підтримування довготривалих бізнес стосунків, отримання плати за рекламу готелів.
5. Один із способів для тур операторів отримати гарну знижку від готельєрів – це ввести нову рубрику у своїх брошурах, яка рекламує найкращий готель на цьому курорті. Така безкоштовна реклама використовується тур операторами як знаряддя торгування.
6. Інколи тур операторам приходиться викреслювати зі своїх списків деякі готелі через погані умови. Це призводить до недозавантаженості готелів і тур операторам потрібно намагатися отримати більшу кількість визначених кімнат. Але тут існує проблема: деякі готельєри не хочуть працювати зі звичайними тур операторами, вони більше дбають про бізнес клієнтів.

Exercise 12. Render the text in writing. Refer to the Plan of Rendering in Appendix 2.

Text 2

LOCAL RESORT REPRESENTATIVES

Exercise 1. Write the Active Vocabulary into your vocabularies and try to memorize it before reading the text. Read the text below, find and underline these word combinations in the text.

Active Vocabulary

to escort clients	супроводжувати клієнтів
to assist smb	допомагати комусь
a favourable first impression	перше приємне враження
to assume	передбачати
insincere	нещирий
clues	ключ, підказка
to treat clients in the same way	ставитися до клієнтів однаково
a freelancer	позаштатний працівник
to project the company image	створювати імідж компанії
the range of possibilities	широкий вибір можливостей
career ladder	кар'єрний ріст

Utopia Holidays Are Looking for Representatives in Your Region

THE REPS' DUTIES WILL INCLUDE:

- meeting clients at the airport and escorting them to their hotels;
- holding welcome parties for each group on the day after their arrival;
- organizing and escorting coach excursions to local places of interest;
- answering clients' questions and dealing with their problems;
- assisting clients who cannot speak the local language;
- escorting clients from their hotels to the airport at the end of their holiday;
- being on call 24 hours a day to deal with emergencies.

If you give clients the impression that you enjoy your work and enjoy dealing with them – it will make it much easier for clients to feel comfortable with you. And it will make it easier for you to establish a good relationship with them. If you look bored or uninterested, your clients may start feeling the same. If you smile, other people will smile back!

If you give people a favourable first impression of yourself, you'll find them much easier to deal with. A welcoming smile and a friendly greeting put people at their ease, even if they have had a bad journey, or if they are feeling tired, worried or cross.

REMEMBER: YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION!

Just because a person comes from a particular country, don't assume they'll behave like a "typical" person from that country – whatever you imagine that to be! Treat each person as an individual.

Unless you know a foreign client really well, don't treat them too informally as they might think you're being over-familiar or even insincere. Different nationalities have different customs when it comes to formality and informality.

You can make people feel welcome and help them to feel at home by using their names instead of addressing them impersonally as Sir or Madam. Look for clues on credit cards, forms, luggage labels, etc., make sure they know your name too, and show them that you remember their names when you meet them again.

A sincere smile shows people that you want to be friendly. Good eye contact shows that you're interested in them. Try to treat every client in the same way that you'd like to be treated yourself – or even better!

TOUR GUIDES

The person who accompanies a group of holiday makers on a packaged tour is variously known as tour guide, leader, manager, director or (US only) escort.

The tour leader may be an employee of the tour operator, a freelancer or (less usually) someone who is operating (i.e. designing, marketing and leading) his or her own tour.

Company employees are expected to project the company image. Officially the job of tour guide consists of representing the company, meeting and/or accompanying a group (usually on a coach), providing commentary, reconfirming accommodation and activity arrangements (which should have been put in place by the employing tour operator), helping with luggage, sorting out problems and generally creating an enjoyable atmosphere for the clients. This is quite a tall order, but first it is necessary to understand the range of possibilities in the world of tour leading and guiding.

The rewards are those which attract most people into the tourism business in the first place: the chance to travel, a desire to work with people and the chance to take responsibility. Many prominent members of tourist industry started out as guides or reps as their first step on the career ladder.

Exercise 2. Transcribe and translate the following words:

arrival_____	label_____
emergency_____	accompanying_____
favourable_____	range_____
typical_____	career_____

insincere _____ atmosphere _____

Exercise 3. Write Ukrainian equivalents to the following words:

1. coach excursions _____
2. to be on call 24 hours a day _____
3. to establish a good relationship with smb _____
4. to feel worried and cross _____
5. to be over-familiar _____
6. to look for clues on credit cards _____
7. good eye contact _____
8. to operate the tour _____
9. to create an enjoyable atmosphere _____
10. many prominent members _____

Exercise 4. Fill in the correct preposition and make sentences of your own.

1. to deal ... emergencies
2. to give people a favourable first impression ... yourself
3. to treat each person ... an individual
4. to sort problems
5. to attract most people the tourism business
6. the first place
7. to start guides or reps
8. the first step ... the career ladder

1. _____
2. _____
3. _____
4. _____
5. _____

Exercise 5. Find in the text the synonyms of the following words:

- to go with clients together (2 syn.) _____
- to help clients _____
- to presume _____
- to have different traditions _____
- career development _____
- genuine smile _____
- a wish to work with people _____
- many outstanding members _____

Exercise 6. Choose the correct word:

1. One of the rep's duties is to assist clients who cannot speak....
a) this mother tongue b) his native language c) the international language
d) the local language
2. If the local rep smiles, other people will smile...
a) backwards b) forward c) back d) towards
3. Local resort representative should establish... to show people that he is interested in them.
a) good eye contact b) good relationships c) good behaviour
d) good impression
4. Company employees are expected to.... the company image.
a) destroy b) project c) improve d) profile
5. Many prominent members of tourist industry... as guides or reps as their first step on the career ladder.
a) emerged b) completed c) started out d) appeared

Exercise 7. Answer the questions to the text.

1. What are the duties of a local rep?
2. What qualities are required for a job of a rep?
3. What makes it a difficult job?
4. How else are tour guides called?
5. Who may be the tour guide?
6. What does a job of a tour guide involve?
7. What rewards are offered to those who are attracted into tourism business?
8. What did many prominent members of tourist industry do at the beginning of their careers?

Exercise 8. Write questions to the answers.

1. _____

After the local rep meets clients at the airport and escorts them to their hotels, he holds welcome parties for each group on the day after their arrival.

2. _____

At the end of their journey the local rep escorts clients from their hotels to the airport.

3. _____

 Giving clients the impression that local rep enjoys his work and enjoys dealing with them will make it much easier for clients to feel at their ease.
4. _____

 Using people's names instead of addressing them impersonally as Sir or Madam helps people to feel at home.
5. _____

 A tour guide is a person who accompanies a group of holiday makers on a packaged tour.
6. _____

 The rewards that attract people into the tourism business are: the chance to travel, a desire to work with people and the chance to take responsibility.

Exercise 9. Find English equivalents to the following:

- супроводжувати клієнтів з аеропорту до готелю

- _____
- мати справу з непередбаченими ситуаціями

- _____
- справити приємне враження на когось

- _____
- почуватися так само нудно і незацікавлено

- _____
- посміхатись у відповідь

- _____
- поводити себе як «типовий» представник своєї країни

- _____
- коли мова йде про формальність чи неформальність

- _____
- шукати підказки (ключі) на кредитних картках чи ярликах на багажу

- _____
- створювати, проводити маркетингові дослідження і керувати туром

- _____
- складатися з

- _____
- надавати коментарі

- _____
- створювати приємну атмосферу для клієнтів
- _____
- розуміти цілий ряд можливостей у світі і керування та проведення турів
- _____
- приваблювати людей у тур бізнес
- _____
- починати свою кар'єру як представник тур оператора чи гід
- _____
- на перших сходинках кар'єрного росту
- _____

Exercise 10. Translate the sentences using the topical vocabulary from the text.

1. Обов'язки місцевого представника туроператора включають багато аспектів. Перш за все, це зустріч клієнтів в аеропорту та їх супровід до готелю, проведення вітальних вечірок, організація автобусних екскурсій, допомога клієнтам, та обов'язок бути у межах досяжності 24 години на добу на випадок непередбачених ситуацій.
2. Дуже важливо для представника справити приємне враження на клієнтів з самого початку. Це допоможе створити добрі стосунки з ними. Отже, посміхайтесь, і інші люди будуть посміхатися вам у відповідь. Дружня посмішка допоможе людям почуватися невимушено, навіть після важкої подорожі.
3. Бажано запам'ятати імена клієнтів замість того, щоб вживати офіційне звертання «пан» чи «пані». Представник повинен бути уважним і шукати імена на бейджиках, багажних ярликах, і коли клієнти приїжджають вдруге, представник повинен показати, що він запам'ятав їх імена.
4. Туристичний гід – це ще одна особа, яка представляє туроператора. Це – людина, яка супроводжує групу відпочиваючих впродовж пакетного туру. Її часто називають по різному: гід, лідер, директор чи ескорт (лише у США).
5. Робота тур-гіда включає зустріч групи відпочиваючих, супровід групи на автобусі, надання інформації, підтвердження місць розміщення, допомога з багажем, вирішення будь-яких проблем клієнтів та створення приємної атмосфери для клієнтів.
6. Нагороди, які приваблюють людей в туристичний бізнес, такі: це бажання подорожувати, бажання працювати з людьми та шанс брати відповідальність на себе. Багато відомих людей, які працюють в тур-індустрії, починали свою кар'єру з перших сходинок як гід чи представники.

Exercise 12. Render the text in writing. Refer to the Plan of Rendering in Appendix 2.

Additional Text

ART OF SUCCESSFUL NEGOTIATION

When tour operators are putting together a tour, they have to hold detailed discussions and sign contracts with a number of 'principals' such as hotels, carriers (airlines), and coach companies. Here are some advice how a business negotiation is different from everyday conversation.

Preparation

Being prepared is the most important thing. If you haven't had time to prepare properly, then cancel the meeting — you'll be wasting your time.

- 1) Make sure you know the arrangements — the time and the place.
- 2) Set enough time for the meeting.
- 3) Have a clear set of objectives: what do you really want to achieve? List your main and secondary objectives.
- 4) Take what you need — documents, materials, people.
- 5) Dress appropriately, but it's also important that you feel comfortable and confident.
- 6) If you're hosting the negotiation, then think about the arrangement of the room and the layout of the furniture.

Language and Behaviour

Your behaviour should be polite and respectful. In international negotiations you may also find you're talking to someone whose first language isn't the same as yours.

- 1) Allow time for social conversation — and have a few topics of conversation up your sleeve.
- 2) Don't use threatening body language or gestures (unless you want to threaten!).
- 3) Be polite and civil, even when you're being tough.
- 4) Make sure you understand what the other person is saying. Ask for clarification if necessary.
- 5) Be sure the other person understands you. Offer repetition or clarification.
- 6) Don't patronize the other persons if they don't understand your language easily. Don't treat them as if they are deaf or stupid just because their first

language is not yours.

- 7) Show respect for different cultures and find out about them before your meeting — it may help you get what you want.
- 8) If the language difference is really great, then employ an interpreter.

Achieving your objectives

If you have done all of the above, then you're nearly there. But you've still got to keep alert during the meeting.

- 1) Prepare a strategy — a 'game plan' — of how you want the meeting to go, but be ready to adapt. Flexibility is vital.
- 2) Make concessions if it helps to achieve your main objectives. The concessions can be real or apparent.
- 3) Avoid an atmosphere of conflict.
- 4) Listen to the other speakers. Don't interrupt — let them finish their points.
- 5) Respond to the points they make with respect.
- 6) Avoid saying 'No.'

Follow-up

A successful negotiation can be destroyed if you don't spend time confirming what has been agreed.

- 1) Keep notes of the main points as the meeting progresses.
- 2) Make sure all parties agree on what has been agreed before you leave the meeting.
- 3) Follow up the meeting a few days later with a letter or a contract listing the terms on which you agreed.

WORD LIST

UNIT 1

add the premium to the deposit	on time
ads	operate on chain basis
at any one time/at any given time	pleasures and pains of the contact
avoid any risk	rack of colourful brochures
best bargain	ready-made tour package
branch out	retail
cancel the trip	run out of time
collect the deposit payment	safeguard oneself
come in off the streets	settle in full
come into force	share costs
comprehensive information	standard sales voucher
dead on time	storage
distinguish on term from another	tailor-made package
emphasis	take your time
estimated time of arrival/departure (ETA/ETD)	the right/wrong time
expiry date	time zone
finalize the payment	travel insurance
folder	travelogue
have a nice/good/bad time	wholesale
hefty cancellation charges	
highlight the latest date for payment	
in comparison with	
in good time	
in time	
inducement	
initial costs	
invoice	
issue a receipt	
issue the travel documents	
keep up with changing government regulations	
large quantities of merchandise	
legs of the trip	
make full payment	
offer one-stop convenience	

UNIT 2

accept booking
be in charge of
be vital reading
bring prices down
bulk purchase
canvass holiday-makers for the opinions on their holidays
charge agencies for smth
competition among tour operators
construct a trip
cut costs
deal with problems
deals
discernable change
distinguish between smth
distribute promotional material
drive hard bargain
educational report
estimate exact selling prices
evolve business
expand
expenditure
familiarization (FAM) trip
familiarization tours/trips
fatigue
ferry operators
fill in a questionnaire
finalize the reservation system
flight manifest
gain acceptance
general trading-down accommodation
general world recession
go/send on a fam trip
ground handler
group in question
heritage tours
identify likely selection of countries
inducement
investigate new markets
junior staff
keep up to new date with new facilities
kind of a reward
know clients intimately
local rep
lowering in standards of service
make appointments
make in-depth comparison
make preliminary inspections
make the final choice
negotiate with airlines and hotels
on mailing list
on one's own
pax
preliminary results
principal
principal attraction
profit margins
recruit and train the staff
reputation is on the line
reserve smth in blocks
result in many changes
reward customer loyalty
rock display
rooming list
savour traditional English food
second-time visitors
secure
see a return for money
seek value for money
select hotels
send invoices to customers
senior management
socialize
spouse

improve cost effectiveness
in addition to
in modern sense
in one's line of work
in part
in the current economic climate
incentive tours/trips

stranded
suit requirements
tours with 'no frills' variety
travel insurance
value for money
voucher
wholesaler

APPENDIX 1

Irregular Verbs

Infinitive	Past Simple	Participle Past
A		
<u>arise</u>	arose	arisen
<u>awake</u>	awakened / awoke	awakened / awoken
B		
<u>be</u>	was, were	been
<u>beat</u>	beat	beaten / beat
<u>become</u>	became	become
<u>begin</u>	began	begun
<u>bend</u>	bent	bent
<u>bet</u>	bet / <i>betted</i>	bet / <i>betted</i>
<u>bite</u>	bit	bitten
<u>blow</u>	blew	blown
<u>break</u>	broke	broken
<u>bring</u>	brought	brought
<u>build</u>	built	built
<u>burst</u>	burst	burst
<u>buy</u>	bought	bought
C		
<u>catch</u>	caught	caught

<u>choose</u>	chose	chosen
<u>come</u>	came	come
<u>cost</u>	cost	cost
<u>cut</u>	cut	cut
D		
<u>deal</u>	dealt	dealt
<u>dig</u>	dug	dug
<u>dive</u> (scuba diving)	dived / dove	dived
<u>do</u>	did	done
<u>draw</u>	drew	drawn
<u>dream</u>	dreamed / dreamt	dreamed / dreamt
<u>drink</u>	drank	drunk
<u>drive</u>	drove	driven
E		
<u>eat</u>	ate	eaten
F		
<u>fall</u>	fell	fallen
<u>feed</u>	fed	fed
<u>feel</u>	felt	felt
<u>fight</u>	fought	fought
<u>find</u>	found	found
<u>fly</u>	flew	flown

<u>forbid</u>	forbade	forbidden
<u>forget</u>	forgot	forgotten / <i>forgot</i>
<u>forgive</u>	forgave	forgiven
<u>freeze</u>	froze	frozen
G		
<u>get</u>	got	gotten / <i>got</i>
<u>give</u>	gave	given
<u>go</u>	went	gone
<u>grow</u>	grew	grown
H		
<u>hang</u>	hung	hung
<u>have</u>	had	had
<u>hear</u>	heard	heard
<u>hide</u>	hid	hidden
<u>hit</u>	hit	hit
<u>hold</u>	held	held
<u>hurt</u>	hurt	hurt
I		
<u>input</u>	input / inputted	input / inputted
<u>interweave</u>	interwove / interweaved	interwoven / interweaved
J		
<u>jerry-build</u>	jerry-built	jerry-built

K		
<u>keep</u>	kept	kept
<u>know</u>	knew	known
L		
<u>lay</u>	laid	laid
<u>lead</u>	led	led
<u>learn</u>	learned / learnt	learned / learnt
<u>leave</u>	left	left
<u>lend</u>	lent	lent
<u>let</u>	let	let
<u>lie</u>	lay	lain
<u>lie</u> (not tell truth) REGULAR	lied	lied
<u>light</u>	lit / lighted	lit / lighted
<u>lose</u>	lost	lost
M		
<u>make</u>	made	made
<u>mean</u>	meant	meant
<u>meet</u>	met	met
<u>mistake</u>	mistook	mistaken
O		
<u>offset</u>	offset	offset
P		

<u>pay</u>	paid	paid
<u>prove</u>	proved	proven / proved
<u>put</u>	put	put
Q		
<u>quit</u>	quit / <i>quitted</i>	quit / <i>quitted</i>
R		
<u>read</u> [ri:d]	read (sounds like "red")	read (sounds like "red")
<u>ride</u>	rode	ridden
<u>ring</u>	rang	rung
<u>rise</u>	rose	risen
<u>run</u>	ran	run
S		
<u>saw</u>	sawed	sawed / sawn
<u>say</u>	said	said
<u>see</u>	saw	seen
<u>seek</u>	sought	sought
<u>sell</u>	sold	sold
<u>send</u>	sent	sent
<u>set</u>	set	set
<u>sew</u>	sewed	sewn / sewed
<u>shake</u>	shook	shaken
<u>shave</u>	shaved	shaved / shaven

<u>shine</u>	shined / shone	shined / shone
<u>shoot</u>	shot	shot
<u>show</u>	showed	shown / showed
<u>shrink</u>	shrank / shrunk	shrunk
<u>shut</u>	shut	shut
<u>sing</u>	sang	sung
<u>sink</u>	sank / sunk	sunk
<u>sit</u>	sat	sat
<u>sleep</u>	slept	slept
<u>smell</u>	smelled / smelt	smelled / smelt
<u>speak</u>	spoke	spoken
<u>spend</u>	spent	spent
<u>split</u>	split	split
<u>spread</u>	spread	spread
<u>spring</u>	sprang / sprung	sprung
<u>stand</u>	stood	stood
<u>steal</u>	stole	stolen
<u>stick</u>	stuck	stuck
<u>sting</u>	stung	stung
<u>strike</u>	struck	stricken
<u>swear</u>	swore	sworn
<u>sweep</u>	swept	swept

<u>swim</u>	swam	swum
T		
<u>take</u>	took	taken
<u>teach</u>	taught	taught
<u>tear</u>	tore	torn
<u>tell</u>	told	told
<u>think</u>	thought	thought
<u>throw</u>	threw	thrown
U		
<u>understand</u>	understood	understood
W		
<u>wake</u>	woke / waked	woken / waked
<u>wear</u>	wore	worn
<u>win</u>	won	won
<u>write</u>	wrote	written

	<p style="text-align: right;">focuses (concentrates) the reader's attention on</p> <p>The article describes (depicts) ...</p> <p>b) According to the text ... , ... Further, the author reports (says) that ... The article goes on to say ...</p> <p>c) In conclusion, ... To sum up, ... The author comes to the conclusion that ...</p>
<p>6. Your opinion of the article</p>	<p>I am not an expert in this field but ...</p> <p>I found the article interesting important dull of great importance, of great value too hard to understand.</p> <p>As far as I can judge ... There's no denying the fact that ... In my opinion, ... To my mind, ... From my point of view, the problem raised in the article is ...</p> <p>I'm not really (quite) sure that ... Frankly speaking ... To tell the truth ... I must admit ... I'm of the opinion that ...</p>

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